

Packaging Design Elements and Consumers Impressions: A Context in Local Food Branding and Communication of Indigenous Community in Indonesia

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ABSTRACT

The product packaging has an essential function in attracting customers, persuading them to buy the goods, and serving as a vehicle for brand communication. Taking case study of a new packaging design for culinary heritage products of a local social enterprise of indigenous community of Kampung Adat Cireundeu, this paper focuses on how package design features influence consumers' impressions of products and brands. This research uses mix method by employing a questionnaire to collect data on package design aspects (design of package, image, pictures, and colours), user impression (attention, buy, and repurchase), and experience (feelings evoked and functional benefits). Some interviews were also conducted to reveal motivations of the chosen package. When it comes to packaging responses, there is no distinction between the visiting experience of the village community and gender. Analysis shows that consumers prefer a package which represents cultural identity of the indigenous community and thus support the producer's effort to culturally communicate with other community. The research provides guidelines for minority or ethnic business in Indonesia to support their communal interest through their business.

Keywords: *Packaging; Social Enterprise; Indigenous Community; Design Features; Consumers' Impressions*

1. INTRODUCTION

In the last five years ago, social entrepreneurship to solve social problems through a business approach has been implemented in Cireundeu indigenous community. One of the critical indicators in keeping the sustainability of Cireundeu social enterprises is through products and services offered to customers who visit and stay at Cireundeu. Cireundeu Traditional Village is administratively located in Leuwigajah Village, Cimahi City's Southern Cimahi District. One tradition that the residents of Cireundeu Village still maintain is their staple food called *rasi* which made from poisonous cassava. Another main characteristic of the community is black uniform which often seen in their traditional *Seren Taun* thanksgiving ceremony as shown in Figure 1 and 2. Over the last five years, the village has successfully developed culinary products, musical and dance performances, and homestay businesses. The social enterprise activities showed through collective selling

activities, which will be deposited to the community leader at a rate of 20% and used primarily for social purposes of the continuation of the indigenous community's traditions and conservation. To ensure the sustainability of their social enterprise, the community uses a straightforward marketing strategy to increase customer awareness and purchase intent for their cassava-based product through word of mouth from visitors and people who do satiations in Kampung Adat Cireundeu design packaging.

The role of packaging is believed in the sense that marketing activities will increase competition by attracting product attention, which impacts the purchase of product [1], [2]. Most companies add printed information on packaging design to communicate, differentiate, brand building, and inform potential buyers how to use, recycle or dispose of the product and even sometimes tell a story of the product itself. The printed information is for communication and tells a differentiation and brand building of products [3]. The

original function of packaging shifted to new conceptual thinking to generate a new product opportunity. It is used

as an essential marketing tool to attract attention, describe the product and its content, and sell it [4].



Figure 1 Four main colours in the decoration of Cireundeu Sunda Wiwitan Culture



Figure 2 Traditional Uniform of Cireundeu

According to Shah et al., colour significantly impacts how we perceive things based on appealing visuals. In advertising, visuals are beneficial, and marketers must learn to enhance that appeal by selecting the appropriate colours. Rundh claims that the colour on the packaging is arguably the most potent instrument in the package design for influencing the consumer's thoughts. Madden et al., support that a colour can have a cultural connotation and elicit emotional responses. As a result, colour is frequently utilized in marketing to signify product categories, cultural meanings, and emotional associations [5]–[7]. When deciding on colour alternatives, the company should evaluate the meaning of different colours to the cultural setting in a local export market. Moreover, Rundh stated that the communication content on the design package is also essential to balance between functional messages and visual effects to differentiate competing products.

Previous studies on packaging mostly attempted to explore packaging on food or products produced by SMEs. There is limited literature on the packaging and its influence on the consumer for the product of social

enterprise regarding indigenous community culture. This study tries to explore and find out how the colour of a product's packaging adding printed information affects consumer choice. This study predicts that customers choose a product depending on his or her ability to identify the brand affected by package colour.

2. METHOD

This research conducted survey questionnaire to collect responses from respondents. A qualitative approach was utilized in the form of semi-structured interviews. As in the random sampling approach, the researcher deliberate questionnaire to visitors, residents of Cireundeu and civil servants in the Cimahi City Government who know about the existence of the Cireundeu traditional village [8]. The triangulation phase applied semi-structured interviews involving experts, business practitioner who keep up with design of packaging, and three respondents. The questionnaire was distributed to 152 respondent and returned by 152 individuals (See Table 1). The research framework is presented by Figure 3.

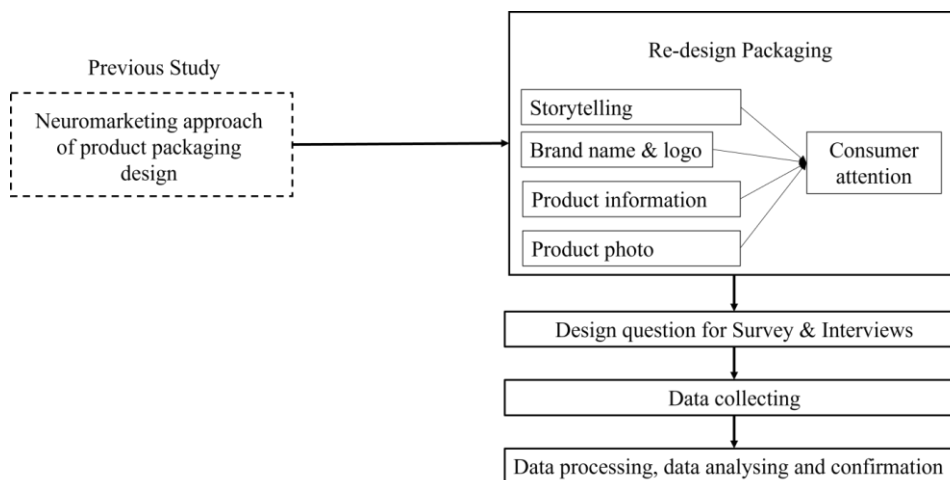


Figure 3 Research Framework

3. RESULT AND DISCUSSION

3.1. Result

Based on previous research of product packaging with a neuromarketing approach, shows that the product's story, brand name, logo, product information, and product photos receive the most attention from the customers. From these results, we re-designed the packaging by creating three alternative designs with different colours. The new design consists of colour

compositions according to the four-color elements in the fabric stretched in Bale Utama, the Cireundeu traditional village. The four colours are white, which represents water; yellow represents wind; black represents earth and red represents fire. The three new designs are as seen at Figure 4.

From Figure 5, the random survey indicates that based on 152 respondents, 25.6% of respondents chose design 1, 35.5% chose design 2, and 38.8% chose design 3.



Figure 4 New Packaging design of Cireundeu Products

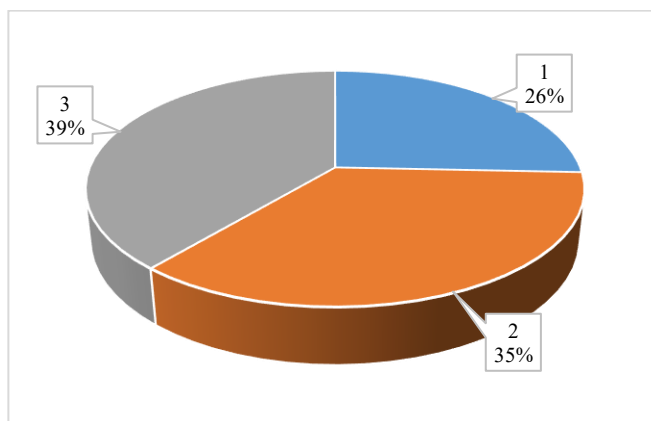


Figure 5 Survey Result

Based on the open question answers of 152 respondents a coding process was carried out based on the level of colour brightness/contrast (58.55%), colour combinations (5,26%), writing clarity (7.9%) and the experience of visiting Cireundeudeu (47.37%).

In the multinomial logistic model of the qualitative response of respondents with a design of group No. 3 as the basis, probability of choosing design is determined by several dependent variables through a coding process [9]. Suppose respondent includes reasons for choosing a design according to colour brightness, colour contrast, colour combination, clarity of writing, and the experience of visiting Cireundeudeu coded as one (1) and otherwise as 0.

Table 1 Multinomial Logistic Model Result

No.	Option	Independent Variables		
		Intercept	DBerkunjung	DCerah
1	Design No.1	0.507	0.209	-0.745
		0.153	0.637	0.088*
2.	Design No.3	0.000***	0.106	0.002***
			0.492	0.229

*Significant at $\alpha = 10\%$

***Significant at $\alpha = 1\%$

Package number 3 as the basis

Data processed using SPSS v. 17

Furthermore, to reveal respondent motivation of choosing darker design some interviews were conducted to respondent who choose design number three from the indigenous community itself and non-member of the community. A respondent named Y said:

..... *“Upami abdi mah, milih nomer tilu sabab supados tiasa leuwih nyirikeun budaya Cireundeudeu di mana warna pakean hideung identik sareng budaya Sunda Wiwitan khususna budaya buhun Cireundeudeu dina wangsa upacara Seren Taun.....”* (.... for me, choosing number 3 because it can characterize *Sunda Wiwitan* culture which black colour is identical with *Sunda Wiwitan* culture especially the old tradition of Cireundeudeu in the Seren Taun ceremony....)

One of the managers in the business community hopes that the packaging can communicate their culture to the outsiders (consumers). Moreover, another respondent of a public servant of Mr. N said:

“Karena ciri khas warga cireundeudeu yang suka menggunakan baju warna hitam” (one of the unique characteristics of Cireundeudeu members is that they love using black clothes”)

3.2. Discussion

The results show that the dummy variable of experience of visiting Cireundeudeu has no significant effect in determining the design. The majority of the respondents have never visited Cireundeudeu, already known the existence of the Cireundeudeu traditional village its culture and traditions. At 95% confidence level, a contrast of colour reduces probability at 47.5% insignificantly of the respondent to choose design number one over design number three. It can be stated that the contrast colour of design number 1 is not robust enough to influence choosing design number three. In contrast, option number two is brighter. The probability of choosing the design is significantly lower at the 95% confidence level, with respondents choosing design number two being 22.9% lower than number three.

Interview results indicate that packaging number 3 represents more the identity of the indigenous community of Cireundeudeu.

It is also found that respondents neglected in choosing the design package based on the printed information of storytelling using QR code and food composition information because all off the three packages contain the same information without significant different combination of colour and latter font. Respondents were more focused on the overall brightness level of the colour in the design instead. However, from the experimental results of a new packaging design, it is known that within one month of packaging implementation, there was an increase in visits from website visitors and Instagram of @visitcireundeudeu by 33%.

This research suggests re-evaluating the new packaging design using the eye retina movement method for the third package so that the study results on packaging product design for Cireundeudeu indigenous group could become even more robust. Furthermore, it is also recommended to conduct further research on the association of choosing dark colours with Sundanese *Wiwitan* culture, where the clothing of indigenous peoples, especially during traditional ceremonies, is dominated by dark colours.

4. CONCLUSION

Taking case study of a new packaging design for culinary heritage products of a local social enterprise of indigenous community of *Kampung Adat Cireundeu*, this paper focuses on how package design/colour influences consumers' impressions of products and brands. Analysis shows that consumers prefer a package which represents cultural identity of the indigenous community and thus support the producer's effort to culturally communicate with other community. The research provides guidelines for minority or ethnic business to support their communal interest through their business.

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