

PRODUCT PACKAGING AND CONSUMER PURCHASE DECISIONS AT BOLU CUKKE ZAGENA

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Abstract

This study examines whether product packaging influences consumer purchase decisions for Bolu Cukke Zagen, a traditional food product in Soppeng Regency, Indonesia. The research problem arises from increasing competition among local food businesses and the growing role of packaging as product protection, visual communication, and a source of perceived value. A quantitative causal-associative design was employed. Data were collected from 100 consumers selected through purposive sampling based on prior experience purchasing and consuming the product. Primary data were obtained through a five-point questionnaire covering packaging design, color, material, labeling and information, and packaging practicality, while purchase decisions were represented by need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The data were analyzed using simple linear regression with SPSS. Descriptive results indicate generally favorable consumer evaluations of both packaging and purchase decisions. The regression coefficient was positive ($b = 0.009$), but the effect was not statistically significant ($t = 0.145$; $p = 0.885$). The R-square value was 0.000, indicating that packaging alone did not explain meaningful variation in purchase decisions. Packaging therefore remains a supporting marketing instrument, while taste, quality, price, promotion, service, and other factors may be more decisive.

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Keywords: Consumer Purchase Decision; Food Packaging; Local Food; Product Packaging

INTRODUCTION

Increasingly intense business competition means that firms can no longer rely solely on product quality. Products must also present a convincing appearance at the consumer's first point of contact, which, for food products, is often the packaging. Packaging serves a physical function by protecting the product contents; however, in marketing practice it also functions as a communication medium carrying brand identity, product information, quality cues, and a professional impression. Because consumers must choose among many alternatives, cues visible before product trial can shape initial expectations regarding benefits, safety, value, and purchase suitability. Within a marketing management framework, packaging can therefore be viewed as part of value creation that connects the product with consumer perceptions.²

This communication role becomes even more important in food categories. Consumers consider not only taste but also cleanliness, safety, shelf life, portability, clarity of information, and suitability for specific needs. Consumer behavior literature shows that visual and informational elements of packaging can influence attention, perceptions, and evaluations. Product images, shape, visual structure, typography, and label information can help a brand enter the consumer's consideration set, particularly when consumers have limited prior experience with the brand. Under conditions of rapid purchasing or low consumer involvement, packaging elements can function as practical cues for evaluating a product before a decision is made.³

Packaging is also an instrument of differentiation. Different designs can create different brand impressions, while the fit among shape, layout, color, typography, and product character can strengthen a product's position in consumers' minds. Research on consumer perceptions of packaging indicates that combinations of graphic elements can be associated with particular positioning strategies, while holistic package design can create impressions such as competence, naturalness, attractiveness, or premiumness. Thus, packaging is judged not only by its ability to contain and protect a product but also by its ability to convey meaning that is consistent with the brand identity and target market.⁴

Color is one of the attributes most rapidly perceived by consumers. For food products, packaging color and shape can create expectations regarding taste,

²Philip Kotler and Kevin Lane Keller, *Marketing Management*, 15th ed. (Pearson Education, 2016); Bo Rundh, "The Role of Packaging within Marketing and Value Creation," *British Food Journal* 118, no. 10 (2016): 2491–2511, <https://doi.org/10.1108/BFJ-10-2015-0390>.

³Pinya Silayoi and Mark Speece, "Packaging and Purchase Decisions: An Exploratory Study on the Impact of Involvement Level and Time Pressure," *British Food Journal* 106, no. 8 (2004): 607–628, <https://doi.org/10.1108/00070700410553602>; Robert L. Underwood, Noreen M. Klein, and Raymond R. Burke, "Packaging Communication: Attentional Effects of Product Imagery," *Journal of Product & Brand Management* 10, no. 7 (2001): 403–422, <https://doi.org/10.1108/10610420110410531>.

⁴Olga Ampuero and Natalia Vila, "Consumer Perceptions of Product Packaging," *Journal of Consumer Marketing* 23, no. 2 (2006): 100–112, <https://doi.org/10.1108/07363760610655032>; Ulrich R. Orth and Keven Malkewitz, "Holistic Package Design and Consumer Brand Impressions," *Journal of Marketing* 72, no. 3 (2008): 64–81, <https://doi.org/10.1509/JMKG.72.3.064>.

healthiness, freshness, and product character. Experimental studies show that changes in color, color saturation, and package shape can alter consumer preferences and evaluations of food products. These findings do not imply that a particular color always produces the same decision for every product; rather, they indicate that packaging visuals operate through psychological mechanisms that can influence pre- and post-consumption experience. Their effects depend on product category, usage context, consumer experience, and the congruence between visual cues and the product offered.⁵

In addition to color, labels and information are important elements of food packaging. Easily readable information can help consumers understand product identity, composition, claims, and intended use. At the same time, information design should remain simple to avoid unnecessary cognitive burden. Research on color marketing and labeling shows that color can shape brand personality and purchase intention, while label information can alter perceptions of healthiness and product benefits. Consequently, packaging design should be understood as an integrated system in which protection, visual appeal, information, and ease of use mutually support the formation of consumer perceptions.⁶

This issue is particularly relevant to traditional food businesses. Traditional products derive strength from taste, authenticity, consumption habits, and local identity, yet they must also compete with more modernly packaged products. Good packaging can help local products appear more professional, become easier to carry as souvenirs, and gain greater visual appeal when promoted through social media. Research on packaged food in Indonesia shows that visual design and labeling can be associated with purchase intention. Other studies of traditional ready-to-eat food indicate that package shape, font style, slogans, and overall appeal can affect willingness to pay, although their effect on purchase intention is not always uniform across design configurations. These findings reinforce the view that the relationship between packaging and consumer decisions is context dependent.⁷

⁵Charles Spence and Carlos Velasco, "On the Multiple Effects of Packaging Colour on Consumer Behaviour and Product Experience in the Food and Beverage and Home and Personal Care Categories," *Food Quality and Preference* 68 (2018): 226–237, <https://doi.org/10.1016/j.foodqual.2018.03.008>; Valentina Marques da Rosa, Charles Spence, and Leandro Miletto Tonetto, "Influences of Visual Attributes of Food Packaging on Consumer Preference and Associations with Taste and Healthiness," *International Journal of Consumer Studies* 43, no. 2 (2019): 210–217, <https://doi.org/10.1111/ijcs.12500>; Sonja Kunz, Simona Haasova, and Arnd Florack, "Fifty Shades of Food: The Influence of Package Color Saturation on Health and Taste in Consumer Judgments," *Psychology & Marketing* 37, no. 7 (2020): 900–912, <https://doi.org/10.1002/mar.21317>.

⁶Lauren I. Labrecque and George R. Milne, "Exciting Red and Competent Blue: The Importance of Color in Marketing," *Journal of the Academy of Marketing Science* 40, no. 5 (2012): 711–727, <https://doi.org/10.1007/s11747-010-0245-y>; Lei Huang and Ji Lu, "The Impact of Package Color and the Nutrition Content Labels on the Perception of Food Healthiness and Purchase Intention," *Journal of Food Products Marketing* 22, no. 2 (2016): 191–218, <https://doi.org/10.1080/10454446.2014.1000434>.

⁷Elfa Karin Parassih and Eko Harry Susanto, "The Effect of Visual Packaging Design (Color, Shape, Size) and Packaging Labeling (Composition, Nutritional Information, Claims) on Purchase Intentions for Packaged Food and Beverage Products in Jakarta," *Jurnal Manajemen Bisnis dan Kewirausahaan* 5, no. 1 (2021): 66–71, <https://doi.org/10.24912/jmbk.v5i1.10451>; Afred Suci, Sri Maryanti, Hardi Hardi, and Nining Sudiar, "Willingness to Pay for Traditional Ready-to-Eat Food Packaging: Examining the Interplay between Shape, Font and Slogan," *Asia Pacific Journal of Marketing and Logistics* 34, no. 8 (2022): 1614–1633, <https://doi.org/10.1108/APJML-04-2021-0233>; Muhammad Fakhri Ramadhan, "The Role of Product Packaging on Consumer Purchase Decisions for Regional Typical Foods," *Parade Riset* 3, no. 1 (2025).

Soppeng Regency is home to various local culinary businesses, including Bolu Cukke products. Bolu Cukke is a traditional regional food consumed by local residents and also purchased as a souvenir. One producer is Bolu Cukke Zagen, located in Watu Village, Marioriwawo District, Soppeng Regency. According to the research document, the business was established in 2020 and has sought to preserve the product's distinctive taste while maintaining production quality and improving packaging. Marketing is conducted through direct sales at the store, social media, and word-of-mouth communication. In an environment of competition among similar products, packaging is one aspect that can help consumers recognize and evaluate the product.

The research problem arises because favorable evaluations of packaging do not necessarily mean that packaging is a decisive determinant of purchase decisions. Consumers may like the design, consider the packaging material safe, or find the package practical, while their decision to purchase a traditional food product may be driven more strongly by taste, price, prior experience, recommendations, availability, service, or habit. The distinction between evaluations of packaging attributes and their statistical effect on purchase decisions needs to be tested so that recommendations to business owners are not based solely on visual assumptions. This study of Bolu Cukke Zagen therefore treats product packaging as the independent variable and consumer purchase decisions as the dependent variable.

Product packaging in this study is represented by five indicators: package design, package color, packaging material, labeling and information, and packaging practicality. These indicators reflect the visual, functional, and informational functions of packaging. Consumer purchase decisions are represented by need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. This sequence of decision indicators is consistent with the understanding that consumer decision making is a process rather than a single transactional act.⁸

The empirical gap addressed by this study lies in the context of a local product that is already familiar to consumers. Many packaging studies assess responses to design, purchase intention, or willingness to pay in experimental settings or for modern packaged products. In the case of Bolu Cukke Zagen, respondents are consumers who have previously purchased and consumed the product. Prior experience may reduce consumers' reliance on packaging cues because they already possess direct information about taste and quality. Testing the effect of packaging among experienced consumers is therefore important for determining whether packaging still has predictive power for purchase decisions or functions mainly as a supporting attribute. This perspective also makes the findings relevant to traditional food MSMEs seeking to improve product appearance without losing their main strengths of distinctive taste and local identity.

⁸Philip Kotler and Gary Armstrong, *Principles of Marketing* (Erlangga, 2012); Leon G. Schiffman and Leslie L. Kanuk, *Consumer Behavior*, 10th ed. (Pearson Education, 2010).

Based on the foregoing discussion, this study aims to determine and analyze the effect of product packaging on consumer purchase decisions for Bolu Cukke Zagenia in Soppeng Regency. The research hypothesis proposes that product packaging influences consumer purchase decisions. Academically, the study is expected to extend empirical evidence on the marketing of traditional food products in the context of local enterprises. Practically, the findings are expected to help business owners position packaging within the marketing mix: whether packaging can serve as a primary driver of purchase decisions or should instead be maintained as a supporting element combined with taste quality, price, promotion, and service.

RESEARCH METHOD

This study employed a quantitative approach with a causal-associative design. The quantitative approach was selected because the primary data consisted of respondents' scores and were analyzed statistically to assess the direction and significance of the relationship between variables. The causal-associative design was used to test whether changes in consumers' evaluations of product packaging are associated with changes in purchase decisions. The study was conducted at Bolu Cukke Zagenia in Watu Village, Marioriwawo District, Soppeng Regency. The research plan described in the source document covered a two-month period. This design follows quantitative research principles in which variables, samples, instruments, and analytical techniques are specified before hypothesis testing.⁹

The population comprised all consumers who had purchased and consumed Bolu Cukke Zagenia during the study period. Because the size of the population was not stated precisely in the source document, respondents were selected using purposive sampling. Three inclusion criteria were applied: respondents had purchased Bolu Cukke Zagenia, had consumed the product, and were willing to complete the research questionnaire. The final sample consisted of 100 respondents. Selecting consumers with direct product experience was necessary to ensure that evaluations of both packaging and purchase decisions came from respondents who were familiar with the product.

Data were collected through observation, documentation, and questionnaires. Observation was conducted to obtain an overview of business activities and the context in which packaging was implemented. Documentation was used to gather supporting information such as the business profile, photographs of the product and its packaging, and other relevant documents. The questionnaire was the primary source of data and consisted of closed-ended statements. Responses were recorded on a five-point scale: strongly disagree (SD), disagree (D), neutral (N), agree (A), and strongly agree (SA). Primary data were obtained from the responses of 100 participants, whereas secondary data were drawn from literature and business documents.

⁹Sugiyono, Quantitative, Qualitative, and R&D Research Methods (Alfabeta, 2012).

The product packaging variable (X) was defined as consumers' perceptions of the design and functional performance of Bolu Cukke Zagenia packaging. Measurement covered five indicators: package design, package color, packaging material, product labeling and information, and packaging practicality. These indicators were operationalized through 15 statements addressing design attractiveness, shape-product fit, professional appearance, color appeal and recognition, material strength and food safety, the ability of packaging to preserve product quality, readability and completeness of information, trust enhancement, ease of opening and carrying, and practicality as a souvenir.

The consumer purchase decision variable (Y) was defined as the process through which consumers determine whether to purchase Bolu Cukke Zagenia. It comprised five indicators: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the questionnaire, these indicators were represented by five statements concerning interest in buying due to the packaging, comparison of the packaging with competing products, the influence of packaging on the purchase decision, satisfaction with the packaging, and willingness to repurchase the product.

Data were analyzed using descriptive and inferential techniques. Descriptive analysis was used to present respondent characteristics and the distribution of responses to each item. The hypothesis was tested using simple linear regression in SPSS, expressed as $Y = a + bX + e$, where Y denotes consumer purchase decisions, a is the constant, b is the regression coefficient for product packaging, X is product packaging, and e is the error term. Statistical significance was assessed using the t-test probability at an alpha level of 0.05. R Square was used to indicate the proportion of variation in purchase decisions explained by product packaging. Because the source document did not test additional variables, interpretation was limited to the direct effect of product packaging on purchase decisions.

RESULT AND DISCUSSION

Findings

The study was conducted at Bolu Cukke Zagenia in Watu Village, Marioriwawo District, Soppeng Regency. The business was established in 2020 by Reski Irawan, who serves as both owner and manager. It produces and sells Bolu Cukke, a traditional food from Soppeng Regency. As the business developed, it sought to preserve the distinctive taste of Bolu Cukke by using quality ingredients and maintaining cleanliness in the production process. Packaging subsequently became part of the marketing strategy because it serves not only to protect the product but also to communicate information and identity so that the product is easier for consumers to recognize. Products are marketed through the store, social media, and word-of-mouth promotion.

A total of 100 consumers met the purposive sampling criteria and participated as respondents. Recorded characteristics included age, gender, educational attainment, and occupation. Respondents aged 21-30 years constituted the largest group, whereas those older than 40 years formed the smallest group. This composition indicates that the sample was dominated by consumers of productive age who are relatively active purchasers of food products and regional souvenirs. The age distribution is presented in Table 1.

Table 1. Distribution of Respondents by Age

No.	Age	Frequency	%
1	< 20 Years	18	18
2	21-30 Years	47	47
3	31-40 Years	23	23
4	> 40 Years	12	12
	Total	100	100

Source: Primary data, 2026

By gender, 58 respondents (58%) were female and 42 respondents (42%) were male. The predominance of women in the sample indicates relatively high involvement by female consumers in purchases of the product studied. Gender was not used as an explanatory variable in the regression model, but the distribution provides context for the profile of consumers evaluating Bolu Cukke Zagen's packaging.

Table 2. Distribution of Respondents by Gender

No.	Gender	Frequency	%
1	Male	42	42
2	Female	58	58
	Total	100	100

Source: Primary data, 2026

Regarding education, the largest group had completed senior high school (39%), followed by bachelor's degree holders (37%), diploma holders (16%), and postgraduate respondents (8%). This distribution indicates that packaging evaluations were obtained from consumers with diverse educational backgrounds. Respondents with secondary and bachelor's-level education together formed the majority of the sample, meaning that the observed perceptions primarily reflect consumers with medium to high levels of formal education.

Table 3. Distribution of Respondents by Educational Attainment

No.	Educational Attainment	Frequency	%
1	Senior High School	39	39
2	Diploma	16	16
3	Bachelor's Degree	37	37
4	Postgraduate	8	8

No.	Educational Attainment	Frequency	%
	Total	100	100

Source: Processed primary data, 2026

By occupation, students represented the largest group (28%), followed by entrepreneurs/self-employed respondents (25%), homemakers (20%), civil servants (17%), and other occupations (10%). This structure shows that the product reaches consumers from several occupational groups. The predominance of students is also consistent with the relatively young age profile of respondents and highlights the potential relevance of visual appeal and packaging convenience, although these characteristics were not tested as moderators in this study.

Table 4. Distribution of Respondents by Occupation

No.	Occupation	Frequency	%
1	Student	28	28
2	Civil Servant	17	17
3	Entrepreneur/Self-employed	25	25
4	Homemaker	20	20
5	Other	10	10
	Total	100	100

Source: Processed primary data, 2026

The product packaging variable was measured using 15 statements representing design, color, material, labeling and information, and practicality. Overall, responses were concentrated in the agree and strongly agree categories. The combined share of agree and strongly agree responses ranged from 62% to 71% across all statements after consolidation of the study data. The highest level of agreement concerned the practicality of the packaging as a souvenir, with 46% agreeing and 25% strongly agreeing. High ratings were also recorded for packaging material strength, food safety, ease of carrying, and the ability of the packaging to preserve product quality. The full distribution is presented in Table 5.

Table 5. Distribution of Responses to Product Packaging

N o.	Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)
1	The Bolu Cukke Zagen package design is attractive	4	8	20	42	26
2	The package shape is appropriate to the product character	5	10	18	44	23
3	The package design conveys a professional impression	6	9	22	40	23
4	The package color attracts attention	5	11	19	43	22
5	The package color combination is harmonious	4	10	21	41	24

N o.	Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)
6	The package color is easy to recognize	5	9	20	42	24
7	The packaging material is strong and resistant to damage	4	8	18	45	25
8	The packaging material is safe for food	3	7	20	46	24
9	The packaging preserves product quality	4	9	19	44	24
10	The package information is easy to read	5	10	20	42	23
11	The package label provides complete information	6	11	21	40	22
12	The package information increases trust	5	9	22	41	23
13	The package is easy to open	4	10	20	43	23
14	The package is easy to carry	3	8	19	45	25
15	The package is practical as a souvenir	4	7	18	46	25

Source: Primary data, 2026. n = 100; category frequencies are numerically identical to their percentage values.

For the design dimension, 68% of respondents agreed or strongly agreed that the packaging was attractive, 67% considered the package shape appropriate to the product, and 63% believed the design conveyed a professional impression. Color also received favorable responses: 65% stated that the color attracted attention, 65% considered the color combination harmonious, and 66% considered the color easy to recognize. These descriptive findings suggest that the packaging has been reasonably successful in functioning as a visual identity for the product.

For packaging material, 70% of respondents considered the package strong and resistant to damage, 70% regarded the material as safe for food, and 68% believed the packaging preserved product quality. These results are important because, for food products, protective and safety functions cannot be separated from promotional functions. For labeling and information, 65% stated that package information was easy to read, 62% considered the label sufficiently complete, and 64% believed that package information increased trust. Agreement with label completeness was among the lowest of all items, indicating that product information remains an area for improvement.

Packaging practicality received relatively high ratings. A total of 66% of respondents considered the package easy to open, 70% found it easy to carry, and 71% considered it practical as a souvenir. In the context of Bolu Cukke as a regional specialty food, portability is a logical source of added value because some consumers may purchase the product for consumption away from home or as a gift. Descriptively, these findings indicate that the packaging is not a major source of dissatisfaction and performs its basic functions reasonably well.

The purchase decision variable was measured using five statements. As with the packaging variable, responses were dominated by agree and strongly agree categories.

A total of 69% of respondents stated that the packaging increased their interest in buying; 63% compared the packaging with other products; 68% stated that packaging influenced their purchase decision; 67% were satisfied with the packaging; and 70% were willing to repurchase the product. The complete distribution is presented in Table 6.

Table 6. Distribution of Responses to Consumer Purchase Decisions

N o.	Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)
1	The packaging increases my interest in buying	4	9	18	45	24
2	I compare the packaging with that of other products	5	10	22	40	23
3	The packaging influences my purchase decision	4	8	20	44	24
4	I am satisfied with the product packaging	3	9	21	43	24
5	I am willing to repurchase this product	4	7	19	45	25

Source: Primary data, 2026. n = 100; category frequencies are numerically identical to their percentage values.

Although the response distribution indicated positive perceptions, the effect was tested using simple linear regression. The regression coefficients are presented in Table 7. The constant of 19.534 represents the purchase decision score when the product packaging variable is assumed to remain unchanged. The packaging coefficient of 0.009 indicates a positive direction of association. Mathematically, the regression equation is $Y = 19.534 + 0.009X$. Thus, a one-unit increase in the product packaging score is associated with a 0.009-unit increase in the purchase decision score, assuming the model structure remains unchanged.

Table 7. Simple Linear Regression Results

Model	Variable	B	Std. Error	Beta	t	Sig.
1	Constant	19.534	2.861	-	6.827	0.000
1	Product Packaging	0.009	0.062	0.015	0.145	0.885

Source: Processed data, 2026. Dependent variable: Consumer Purchase Decision.

However, the t-value for product packaging was only 0.145, with a significance value of 0.885. Because 0.885 exceeds the 0.05 significance threshold, the effect of product packaging on purchase decisions was not statistically significant. Therefore, the hypothesis that product packaging influences consumer purchase decisions was not supported by the data. The reported R Square value of 0.000 indicates that product packaging had virtually no explanatory power for variation in purchase decisions in this model. This is the central empirical finding because it reveals a contrast between positive descriptive perceptions and a nonsignificant inferential effect.

Analysis/Discussion

The findings reveal two distinct layers of results. Descriptively, consumers evaluated nearly all packaging elements positively and also reported interest, satisfaction, and willingness to repurchase. Inferentially, however, the regression coefficient was only 0.009 and was not significant at $p = 0.885$. This means that consumers can regard the packaging as attractive and functional without packaging being sufficiently strong to explain differences in purchase decisions among respondents. Statistically, a high percentage of agreement does not automatically produce a significant relationship if variation in the two variable scores does not move systematically.

The positive direction of the coefficient remains consistent with marketing theory: better packaging quality tends to be associated with higher purchase decisions. Nevertheless, the magnitude of the relationship in this case is extremely small. This situation may occur when packaging functions as a minimum expected attribute rather than a primary differentiator. If most respondents similarly perceive the packaging as adequate, variation in packaging scores becomes limited and consequently explains little variation in purchase decisions. Under such conditions, packaging may play a greater role in maintaining product acceptability, building image, and improving portability, whereas purchase decisions are determined by factors more closely related to the product's core benefits.

International literature demonstrates that packaging can direct attention and shape perceptions, but its effects depend on context. Product imagery on packaging can increase attention to particular brands, while holistic package design can shape brand impressions. Color elements can also alter expectations regarding taste, healthiness, freshness, and brand personality. Such findings are better interpreted as evidence that packaging provides cues capable of influencing evaluation processes, rather than as proof that packaging is always a direct determinant of purchase decisions across all product categories.¹⁰

The traditional food context provides an additional explanation. Consumers familiar with Bolu Cukke may already have taste experiences and preferences before evaluating its packaging. For familiar brands or products, packaging may play a smaller role in reducing uncertainty than it does for new products. Research on traditional food packaging shows that configurations of shape, font, and slogan can influence appeal and willingness to pay, while their direct effects on purchase intention are not always

¹⁰Silayoi and Speece, "Packaging and Purchase Decisions"; Underwood, Klein, and Burke, "Packaging Communication"; Ampuero and Vila, "Consumer Perceptions of Product Packaging"; Orth and Malkewitz, "Holistic Package Design"; Spence and Velasco, "On the Multiple Effects of Packaging Colour"; Marques da Rosa, Spence, and Tonetto, "Influences of Visual Attributes"; Kunz, Haasova, and Florack, "Fifty Shades of Food"; Labrecque and Milne, "Exciting Red and Competent Blue"; Huang and Lu, "The Impact of Package Color."

significant. This is consistent with the Bolu Cukke Zagenia findings, in which packaging can retain marketing value without emerging as a significant standalone predictor.¹¹

Differences from studies reporting significant effects may also result from differences in outcome variables. Some studies measure purchase intention or willingness to pay, whereas this study operationalized purchase decisions through interest, comparison of alternatives, the stated influence of packaging on the decision, satisfaction, and repurchase willingness. Purchase intention is more closely tied to an initial response to visual stimuli, whereas actual decisions or repurchase tendencies may be influenced by consumption experience. Accordingly, taste, ingredient quality, product consistency, price, service, availability, and social recommendations may become more dominant once consumers have tried the product.

For design and color, the favorable evaluations still have managerial implications. A design perceived as attractive and colors that are easy to recognize can be retained as part of the brand's visual identity. However, because the regression effect was not significant, design investment should focus on improvements that strengthen functionality and brand identity rather than aesthetic change alone. The business can prioritize logo consistency, readability of the product name, color congruence with Bolu Cukke Zagenia's identity, and visual presentation that is easily recognized in store displays and on social media. Color should be used as a consistent brand cue rather than assumed to automatically increase purchase decisions.¹²

For packaging material and practicality, the descriptive results were comparatively strong. Seventy percent of respondents considered the material strong, 70% regarded it as safe for food, 70% found the package easy to carry, and 71% considered it practical as a souvenir. For a regional specialty product, these functions are important because packaging must allow the product to be transported without compromising quality. Research on sustainable design also indicates that packaging materials can shape product perceptions and consumer preferences, while studies of sustainable food packaging show that material and labeling attributes can affect consumers' willingness to pay. Although sustainability was not measured in this study, material choice remains relevant as part of product value and provides a direction for future development.¹³

Labeling and information require particular attention because agreement with label completeness was 62%, relatively lower than the ratings for practicality. Improvements may focus on brand identity, ingredients, producer information,

¹¹Suci et al., "Willingness to Pay for Traditional Ready-to-Eat Food Packaging"; Parassih and Susanto, "The Effect of Visual Packaging Design."

¹²Labrecque and Milne, "Exciting Red and Competent Blue."

¹³Nigel D. Steenis et al., "Consumer Response to Packaging Design: The Role of Packaging Materials and Graphics in Sustainability Perceptions and Product Evaluations," *Journal of Cleaner Production* 162 (2017): 286–298, <https://doi.org/10.1016/j.jclepro.2017.06.036>; Antonella Cammarelle, Rosaria Viscecchia, and Francesco Bimbo, "Intention to Purchase Milk Packaged in Biodegradable Packaging: Evidence from Italian Consumers," *Foods* 10, no. 9 (2021): 2068, <https://doi.org/10.3390/foods10092068>; Chih-Cheng Chen et al., "How Is the Sustainable Consumption Intention Model in Food Industry under Preference Uncertainties? The Consumer Willingness to Pay on Recycled Packaging Material," *Sustainability* 13, no. 21 (2021): 11578, <https://doi.org/10.3390/su132111578>.

production or expiration dates where relevant to product requirements, and other information needed by consumers. Additional information should remain readable and should not make the package overly crowded. Other research on food labeling suggests that the combination of information and visual presentation can influence consumers' product evaluations; therefore, improving the label is better positioned as a means of enhancing trust and professionalism.¹⁴

The R Square value of 0.000 indicates that a single-variable model is insufficient to explain purchase decisions in this case. Methodologically, future research should include theoretically relevant factors identified in the source discussion, such as taste quality, product quality, price, promotion, service, location, and recommendations from family or friends. A multivariate model could also test whether packaging operates indirectly through brand image, perceived quality, trust, or purchase intention. This approach would help distinguish the direct predictive role of packaging from its role in shaping perceptions that subsequently influence decisions through mediating variables.

For Bolu Cukke Zagen, the findings do not imply that packaging can be disregarded. Packaging remains necessary to protect the product, maintain hygiene, facilitate distribution, build identity, and support its sale as a souvenir. However, strategies to increase sales should not rely solely on package redesign. The business should preserve the product's distinctive taste, maintain consistent quality, offer an appropriate price, provide good service, and use effective promotion. Packaging can be positioned as an element that strengthens the overall value proposition. When the core product, price, promotion, and service are strong, informative and practical packaging can enhance the consumer experience and support differentiation in the local market.

Overall, this study expands the understanding that packaging effectiveness is not universal. For Bolu Cukke Zagen, consumers evaluated the packaging positively, but variation in purchase decisions could not be meaningfully explained by packaging alone. This finding is important for local businesses because it cautions against the simplistic conclusion that more attractive packaging necessarily produces higher purchase decisions. A more appropriate strategy is to integrate packaging with the intrinsic quality of the product and other marketing activities, while periodically evaluating consumers to determine which attributes truly drive purchases.

CONCLUSION

Based on the findings, Bolu Cukke Zagen's product packaging was evaluated favorably by the majority of respondents at the descriptive level. Design, color, material, labeling and information, and practicality were dominated by agree and strongly agree responses. Practicality as a souvenir, food safety, material strength, and ease of carrying were among the attributes receiving relatively high evaluations. For the purchase

¹⁴Huang and Lu, "The Impact of Package Color"; Parassih and Susanto, "The Effect of Visual Packaging Design."

decision variable, respondents also reported positive responses regarding purchase interest, comparison with other products, satisfaction, and willingness to repurchase.

Simple linear regression produced a product packaging coefficient of 0.009 with a positive direction; however, the effect was not statistically significant because $t = 0.145$ and $p = 0.885 > 0.05$. An R Square of 0.000 indicates that product packaging did not meaningfully explain variation in purchase decisions in this model. Thus, the hypothesis that product packaging influences consumer purchase decisions for Bolu Cukke Zagenas was not supported by the study data.

Practically, Bolu Cukke Zagenas should maintain the protective and practical functions of its packaging while improving information completeness and consistency of visual identity. Efforts to strengthen purchase decisions, however, should use a broader strategy that also addresses taste, product quality, price, promotion, service, and other potentially dominant factors. Future studies may employ multivariate models and examine mediating mechanisms such as perceived quality, brand image, trust, or purchase intention to provide a more comprehensive explanation of how packaging affects decisions for traditional food products.

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