

The Impact of Packaging Design to Purchase Behavior through Brand Trust

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ABSTRACT: *This study was conducted to identify the importance of packaging design in influencing the purchasing behavior at the same time identifying the mediating role of trust in the brand packaging design relationship with purchasing behavior. This study uses a survey approach to data collection and use of data analysis techniques Covariance-Based Structural Equation Modelling (CB-SEM). This study was conducted on 100 housewives spread in Sidoarjo, Krian and Surabaya. This study proves that packaging design has positive and significant influence on purchasing behavior and brand trust and prove that trust the brand also has a positive and significant impact on buying behavior.*

KEYWORDS—*Packaging Design, Purchase Behavior, Brand Trust*

I. INTRODUCTION

Companies that strive to enhance brand offers a high quality and establish the best possible position their brands in the minds of customers, must have a substantial advantage in order to survive in the market competition is very tight. By having excellence in quality, the company can increase the number of their customers, income, values and so on. Hence, in the end there is an increasing interest in studying and measuring the perceived quality of the consumer and its effect on their behavior (Parasuraman et al., 1988). According to Parasuraman et al. (1988) perception of quality in the minds of consumers and their influence on consumer behavior nowadays more and more studied. From various studies compiled by Zehir et al. (2011) concluded that the perceived quality of consumers consisting of display quality and service quality predictors completely different and can have an impact on their behavior. There is also the fact that a brand has an important role in driving consumer behavior. By Zehir et al. (2011) brand can be conceptualized as an important strategic asset. According Zehir et al. (2011) consumers are willing to pay more for a brand that is offered by the company, convey positive things about the brand and are willing to recommend to others.

With odds like that, Kay (2006) states that the manager must have the special efforts to build a strong brand. Hooley et al. (2005) added that forming a strong brand trust is the method most influential in creating brand strength. Therefore, marketing strategists usually use brand trust as a tool to build strong brand relationships between businesses and consumers. Hooley et al. (2005) also mentions that one effective way to create brand trust is to increase the perception of quality in the minds of consumers. In general, studies on consumer behavior focuses on the role of the perception of the quality of service and product quality, but very little linking him to trust the brand and intention to behave in a conceptual framework intact. The quality of the products one of which is reflected in the design of the packaging wrapped around a product. Ideally, the better the product packaging design that wraps it is assumed that the perception of product quality is also getting better. Eventually forming a certain confidence in the product due to the perception of quality. That belief is a picture of customers' confidence in a product which is then commonly referred to as the trust brand. With the perception of good product quality and high confidence in the product, then these conditions can influence consumer behavior.

Many studies have evaluated the effect of real confidence in the brand buying behavior, but it is very difficult to find studies that focus on the topic of discussion of the effect of packaging design as the implementation of product quality to brand trust and consumer behavior. This then can be research gap or gaps that research can then be filled. Therefore, this study examines the effect of packaging design on consumer behavior in purchasing and to identify the effect of mediation on brand trust in the relationship between the design of the packaging with the purchase behavior.

II. LITERATURE REVIEW

a. Packaging Design

Packaging design is part of a creative business that combines the shape, structure, material, color, imagery and typography as well as other design elements with product information so that products can be marketed. The packaging design is enabled to encapsulate, protect, send, issuing, storing, identifying and differentiating a product on the market. Thus, the packaging design can be used as a tool to communicate the personality or product functions uniquely. Packaging design uses a lot of suggestions to deal with the complex marketing problems through a comprehensive design method. Packaging design must be able to function as an aesthetic means to communicate with people from different backgrounds, different interests and work so that studies on anthropology, sociology, psychology, ethnography can provide benefits in the process of design and selection of appropriate design. Especially studies on social and cultural diversity, human behavior psychological and cultural tastes and cultural differences can help to understand how the visual elements can communicate with both the promotion of a product.

Understanding of psychology and behavioral studies at the same process can help analyze the perceptions and motivate people through visual perception. Basic knowledge of the language comprising phonetic, semantic and syntactic help usage and application exact words. Furthermore, other studies such as architecture, mathematics, materials science, business and international trade is directly related to the field of packaging design. Tangible products are usually sold in supermarkets that contain a variety of different products. Department stores, grocery stores, specialty goods stores, outlets and the Internet is a business opportunity in the retail sector and in this environment a more highlighted products with the packaging design. With so many options these products then comes the competition products. The competition ultimately encourage companies to undertake market differentiation and the urge to be different from the market. Packaging design serves to visually communicate product differences. Marketers are finally faced with the necessity to be able to determine the characteristics that differentiate their products and create a contrast product.

2.2. Brand Trust

The importance of trust in the brand as one of the key factors in relationship marketing widely studied in various studies, but unfortunately did not become a major review and critical, especially its relationship with customer satisfaction and buying behavior (Delgado-Ballester & Munuera-Aleman, 2005; Heri, 2011; Chaudhuri & Holbrook, 2001; Deng, Lu, Wei & Zhang, 2010). Some theories (Srivastava, Fahey, & Christensen, 2001; Srivastava, Shervani, and Fahey, 1999) specifically considers the purchasing behavior of consumers as an asset market-based interconnected, given that most of these values is the result of external relations brand with Another value chain such as distribution systems and end users. A relationship that makes the buying behavior into external assets of the company as this is often a real but not owned by the company (Delgado-Ballester & Munuera-Aleman, 2005; Chaudhuri & Holbrook, 2001; Haverila, 2012). In other words, the purchasing behavior explicitly are in the market of a series of brand association and behaviors that develop in the brand studies (Deng, Lu, Wei & Zhang, 2010).

In short, as the asset market-based interconnected, purchase behavior can be regarded as a function of the relationship between the brand and the customer (Ambler, 1997) and pengenHooley on trust as a variable core of the relationship that can enrich understanding of purchasing behavior and can generate predictions and assessments of marketing performance better (Delgado-Ballester & Munuera-Aleman, 2005). When a company acts in a way to build consumer confidence, the perceived risk by consuming products of a brand tend to diminish, allowing consumers to make confident predictions about the future behavior of the brand. It also saw the brand as a name, term, sign, symbol (or a combination) which are intended to identify and distinguish one product from another (Kotler & Keller, 2012). Related to trust the brand, there must be an element of credibility so as to trust the brand, the customer must trust the brand image in advance (Delgado-Ballester & Munuera-Aleman, 2005). Model brand trust develops where brand trust, is the culmination of the characteristics of the brand (brand reputation, the predictability of brand and branding competency), the characteristics of the company (trust in the company, the company's reputation, corporate motives perceived, corporate integrity), and the characteristics of the consumer-brand (similarity between consumer self-concept and brand personality, like the brand, the brand experience, brand satisfaction and peer support).

2.3. Purchase Behavior

Ajzen (2005) discusses the factors that can influence buying behavior and therefore must be taken into account when assessing these variables. The first is the aggregation which is a set of items to measure purchase behavior in order to obtain a high validity value. The second is the principle which states that the compatibility of purchasing behavior and behavioral measurements should include measures, targets, context and the same time. Furthermore, another factor is the commitment, because if a behavior is considered important by the individual, then the behavior has a stronger intensity than the behavior that is not too considered important.

Assael (2004) defines the intention of purchasing a tendency to take action against the object. According to Schiffman & Kanuk (2010), the intention to buy is the stage prior to the purchase decision in the purchase decision process. In the theory of planned behavior proposed by Ajzen (1991), attitudes can be used to predict the behavior of interest.

According to Assael (2004), marketers always examine the elements of the marketing mix that may influence purchasing behavior, for example by testing product concepts, advertising strategies, packing or brand. Marketers should strive to measure the intention to purchase by the consumer as well as determine the factors that influence these intentions. When consumers have a good attitude towards the product or service received, consumers tend to have a positive interest in behaving so as to strengthen the consumer relationship with the company (Assael, 2004). Thus, the purchasing behavior can be seen as behaving favorable interest because interest is a behavior that shows the desire of customers to make purchases. Based on those aspects of the theory of planned behavior intention which is the development of the theory of reasoned action of Ajzen (2005) developed measurements intention to buy such a model Ajzen (2005). Consumers consider several attributes of the product before making a decision in terms of purchasing. Consumer perspective to a collection of several brands to create an overview of the product. The views of consumers about a product that is a collection of attributes that has a lot of benefits to meet their needs. The created picture is a representation of the various experiences as a basis for consideration is the effect of consumer perceptions of the selection of a product at the same time on the side of irregularities or advantages of such products.

III. RESEARCH METHODS

a. Research Design and Conceptual Framework

This section describes the scope of the betrothed to prepare an analysis of the process of developing a model for packaging design, brand trust and purchase behavior. Basic and theoretical basis of this research is composed of the existing literature review in the previous section so as to create a theoretical framework. The study is in the exploration of the nature of science, this study dijjHooleykan to confirm the theory on the development of the existing problems in the market competition. On the other hand, in the aspect of nature category of explanation, this research can be categorized into causal research design. Theoretical concepts presented by Hooley et al. (2005) regarding the antecedents of the quality of brand trust and purchase intentions and opinions of various researchers such as Berry and Parasuraman (1998); Kay (2006); Chiou & Droge (2006); Garbarino and Johnson (1999); Chaudhuri & Holbrook (2001) regarding the satisfaction of the brand and brand trust; mangarahkan line of thought the concept of this study is based on deductive reasoning because of the universal nature which can be used to examine more deeply about the specifics of the phenomena observed in the study. Studies of these studies used to establish proof of concept in advertising communication to influence the direction of the brand satisfaction and brand trust. On the basis of this relationship, it can be built a conceptual framework as follows:

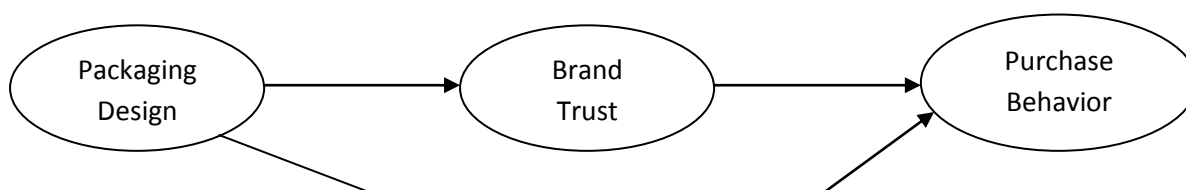


Figure 1. Research Hypotheses Model

b. Research Hypotheses

Because of the presence of packaging design in general are in the retail market such as supermarkets, grocery or department stores, where consumers from different backgrounds and cultural values converge, then the packaging design should have the ability to attract the attention of consumers in a short time. This can be achieved by applying the visual elements and design that is not only able to attract the attention of target consumers, but also can be a differentiating a brand from other similar products. Thus, marketers should be able to do a thorough research and applying design elements planned so as to identify cultural symbols that can be visualized in packaging design. Good packaging design can lure consumers to be able to look at a product as a reflection of himself and his personal desires through the elements of the design on the packaging. From these explanations it can be arranged hypothesis is as follows:

- H1 Packaging design has a significant positive influence on buying behavior
- H2 Packaging design has a significant positive influence on brand trust

Purchasing behavior that is regarded as the market relational assets that have implications for the development and maintenance of trust is at the core of the brand, because it is a key characteristic of a successful long-term relationship. Ideas used in this study is that trust is a key driver of purchase behavior because it creates a transactional relationship worthwhile. purchasing behavior is not exclusively focused on the purchase alone, but in an internal position or behavior towards the brand, it can not show a sufficient basis for a complete understanding on the brand-customer relationship. Purchasing behavior emphasize the ongoing process and the maintenance of valuable and important relationships created over the existence of a trust (Chaudhuri & Holbrook, 2001). From these explanations it can be arranged hypothesis is as follows:

H3 Brand trust has a significant positive influence on buying behavior

Widespread use purchase behavior or purchase intention to gauge consumer behavior relies on the assumption that the intention is a good indicator of consumer purchasing behavior. Marketing and psychological research has identified three main reasons that systematic irregularities in the report regarding behavior, changes in explanatory variables that cause the actual intent to shift from time to time and imperfect correlation between intention and action. Most of the studies admit only part of this difference and give a less accurate estimate and biased estimates of the correlation between intention and purchase. Aggregate existing models may be useful for predicting penjuHooley aggregate but only can help marketers to target individual consumers to a certain extent. Marketers should identify consumer profiles that are most likely to purchase and use a targeted marketing programs that are tailored to customer defined profiles.

c. Population, Samples and Samples Collection Method

This research was conducted in three areas, namely Sidoarjo, Surabaya Krian and by focusing on the mother-housewife who used to do good rice purchases in traditional stores or in modern markets. The selection is done because the mother house tanggalah which are generally used to make the purchase of rice so that their consideration in determining the behavior can be a strong foundation to make the purchase. In addition, the housewife who has the highest importance to the quality of purchased products, namely rice as important in his family for the purposes of daily life. Population housewife in the three areas is an unknown number so that the sample size is determined by the testing requirements using SEM analysis tool that is a minimum of 100 respondents. While the sampling technique conducted with convenience sampling technique in which when met a housewife who has done the rice well with the packaging of adequate or without packaging immediately presented with a questionnaire and then observed further about what they think about packing a rice product that comes packaged adequate.

d. Data Analysis

The data obtained in this study processed and analyzed using Structural Equation Modelling techniques- Partially Least Square (PLS-SEM) that aims to replace the factors with a linear combination of indicators (manifest variables) in the analysis of Structural Equation Modeling (SEM). SEM is one type of multivariate analysis in social science studies. Multivariate analysis is the application of statistical methods for analyzing multiple variables simultaneously, or simultaneously research. Hair et al. (2013) divides the multivariate analysis method into two groups according to the time of development is a technique first generation and second generation techniques.

SEM analysis also subdivided in accordance with the intended use of multivariate analysis into two groups, Hair (2013) refer to it as confirmation purposes (primarily confirmatory) and aims exploration (primarily exploratory). Konfirmatoris multivariate analysis used to test the hypothesis that was developed based on the theories and concepts that already exist. Exploratory multivariate analysis is used to look for patterns of data in cases where there is no or limited still a theory which states how the relationship between variables. SEM has two major advantages for data analysis, namely (1) SEM is able to test complex research model simultaneously, and (2) SEM is able to analyze the variables that can not be measured directly (unobserved variables) and taking into account the measurement error.

Variables that can not be measured directly in terms of SEM called latent variables or constructs must be measured by several indicators. Latent variables divided into two, namely (a) the exogenous variables are latent variables whose value is determined by other variables outside the model, and (b) an endogenous variable, ie latent variable whose value is determined by other variables in the model. In addition, also known as latent predictor variables, namely the latent variables are hypothesized as a determinant of other latent variables. While the latent variable criterion is the latent variables are hypothesized as the outcome of other variables. SEM-PLS is a causal modeling approach that aims to maximize the latent criterion variance could be explained (explained variance) by latent predictor variables. SEM-PLS can work efficiently with small sample sizes and complex models. SEM-PLS also can analyze reflective and formative measurement models and variables Leten with one indicator.

IV. RESULTS

a. Scales and Data Measurement

Based on the approach used in this research is quantitative, then to make qualitative data into quantitative used 5-point Likert scale from point 1 to point 5, from strongly disagree (point 1) to strongly agree (5). Likert scale is a scaling response efforts through a number of alternative placement procedure the response of each item on a continuum of quantitative data in order to obtain a score of each alternative response. In the first use of a Likert scale was made a few statements related to the object, then the respondents were asked to describe the level of agreement or disagreement of respondents to each statement. Likert scale is one attitude measurement technique most often used in advertising research.

b. Validity and Reliability Test

Research instruments that had been developed should be tested the validity and reliability of such instruments as the essential requirement applicable to a questionnaire that is used to obtain research data. Preparation of a questionnaire to be truly able to represent the goals of the research carried out and consistently be used when the questionnaire is answered in a different time. In this research effort testing instruments used validity and reliability. The test is used to measure the quality of research instruments are arranged.

If the difference is too large over time, the results of measurements be regarded as unreliable. After testing the validity of the questionnaire, the questionnaire should be tested reliability. As underlined that reliability is a measure of the stability of the measure. The stability here means that the questionnaire is consistent if it is used to measure the concept or construct of a condition to the other. Reliability testing in research conducted with SPSS are using Cronbach Alpha method in which a questionnaire said to be reliable if the Cronbach Alpha value is greater than 0.6. Test (try out) questionnaire was conducted in April 2015 with samples involved were 30 housewives.

Table 1. Validity and Reliability Test

Variables	Indicators	Corr.	Sig.	Validity	Cronbach's Alpha	Reliability
Packaging Design	Packaging Design	0,463	0,010	Valid	0,729	Reliable
	Food Grade	0,549	0,003	Valid		
	Security	0,577	0,012	Valid		
Brand Trust	Belief	0,702	0,021	Valid	0,732	Reliable
	Reliability	0,813	0,000	Valid		
	Secure Perception	0,651	0,001	Valid		
Purchase Behavior	Repurchase	0,658	0,246	Valid	0,733	Reliable
	Recommendation	0,692	0,222	Valid		

Can be seen in Table 1 the results of testing the validity and reliability of the variables that the entire item statement in a variable design brand packaging with indicators of the availability of the packaging, food grade and security has a value of Pearson correlation is higher than the value of its significance and memili value of Cronbach's Alpha high over 0.500 so it can be called that all items in the statement of packaging design variables are valid and reliable or it can be called that all indicators in packaging design variables can be used as a measuring tool right. Likewise, other variables, namely confidence in the brand with confidence indicator, reliability and secure feeling to have Pearson correlation were high compared to the value of the significance and value of Cronbach's Alpha was great so it can be said that all indicators in the variable brand trust are indicators that are valid and reliable for variable represents confidence in the brand. While the variable purchase behavior as measured by two indicators: repurchase and recommendation also has a correlation coefficient and Cronbach's Alpha high so that it can be said also that all indicators in purchasing behavior is an indicator variable that is valid and reliable.

c. Respondents Description

Questionnaire in this study distributed directly by visiting the study subjects. Respondents were selected based on the consideration that the main buyers of products rice or other household products are housewives, so that the selected respondents is the mother-housewife. Location questionnaire was conducted in several areas in Sidoarjo and Surabaya with the aim that the findings of the research produced more representative in explaining the model set out in this study.

Table 2. Sample Demographic Characteristic (n=100)

Characteristic		N	%
Gender	Man	0	0%
	Woman	100	100%
Age	< 20 years	0	0%
	20 - 30 years	48	48%
	> 30 years	52	52%
Rice Purchase Frequency per Month	1	3	3%
	2 - 5	67	67%
	> 5	30	30%
Expenditure per Month	< Rp. 2 juta	2	2%
	Rp. 2 juta - Rp. 5 juta	78	78%
	Rp. 6 juta - Rp. 10 juta	19	19%
	> Rp. 10 juta	1	1%
Location	Sidoarjo A	31	31%
	Sidoarjo B	27	27%
	Sidoarjo C	12	12%
	Krian	5	5%
	Surabaya - Dupak	12	12%
	Surabaya - Rajawali	13	13%

d. Measurement Adjustment

Along with Anderson and Gerbing (1988), this research using confirmatory factor analysis approach that consists of variable packaging design, brand trust and buying behavior using maximum likelihood estimation technique. In Table 3 shows the weight factors and estimation of reliability for each construct. Indicated also scores composite reliability (CR), which ranged from 0.70 to 0.90 and Cronbach's Alpha values ranged from 0.729 to 0.733 which shows that all the measurements are reliable. In addition, the entire weight factor has a great value and a significant signal of convergent validity. On the other hand, discriminant validity in this study was measured using the average variance extracted (AVE) which describes the findings of the discriminant validity. Further measurements of the model fits in this study showed a significant result of the observed data. In Table 4 can be seen the results of the calculation of descriptive statistics and correlations between the three constructs in this study.

Measurement is based on bivariate correlations showed that the correlation between variables were observed in this study is significant that these variables are able to provide the best description for this study. In figure 2 is described a research model with path coefficient measurements to prove the hypothesis proposed in this study. The model in this study had a good model fit to the observed data indicated by counting the constants RMSEA = 0.07, CFI = 0.92 and IFI = 0.93. In addition, the third hypothesis proposed in this study found to affect significantly as shown in figure 2. It appears in Figure 4.1 that the hypothesis in this study that says that packaging design has a significant positive influence on buying behavior and brand confidence proved correct. Furthermore, the hypothesis which states that brand trust influence purchase behavior also proved positive and significant impact.

Table 3. Factor Loadings and Reliabilities

Construct	Standardized Loadings	Cronbach's Alpha	CR	AVE
Packaging Design				
I like rice with adequate packaging	0.66**	0.729	0.882	0.641
I feel rice with adequate packaging is hygienic	0.72**			
I feel the rice without adequate packaging unsafe	0.78**			
Brand Trust				
I believe the brand of rice with adequate packaging that has good quality	0.83**	0.732	0.854	0.532
I feel I can rely on the brand of rice with adequate packaging	0.83**			
I feel safe to consume rice brands with adequate packaging	0.85**			
Purchase Behavior				
I always buy rice with adequate packaging	0.77**	0.733	0.844	0.629
I recommend to my relatives to eat rice with adequate packaging	0.68**			

Table 4. Descriptive Statistic and Correlation Measurements

	Mean	STDEV	1	2	3
Packaging Design	3,92	0,57	1		
Brand Trust	3,97	0,55	0,17(**)	1	
Purchase Behavior	3,85	0,60	0,42(**)	0,46(**)	1

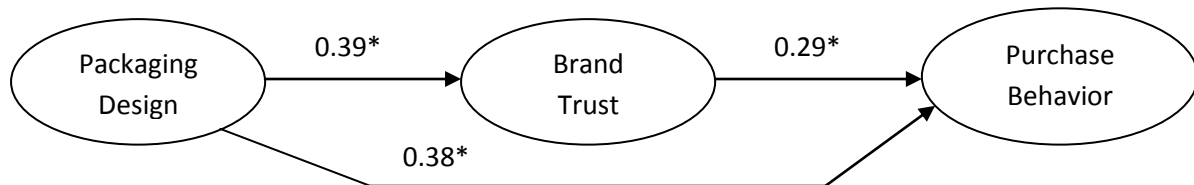


Figure 2. Structural Equation Model with Parameter Measurement

V. CONCLUSIONS

This study was conducted to examine the effect of packaging design on brand trust and buying behavior as well examine the effect of brand trust on purchase behavior. Objects were observed in this study is the buying behavior of the rice product with adequate packaging and the subjects in this study were housewives in the area of Sidoarjo, Krian and Surabaya. This study proved the important role of packaging a product, which in this case is a rice product in terms of purchasing behavior. As we know that rice is a major food commodities consumed in Indonesia and the types and varieties of rice of different brands are also widespread, so the commercialism of rice is used by some parties to commit fraud, for example, with rice that does not include packaging and brand easily recognized.

Based on the results of the discussion and conclusions, then there are some suggestions for future research such as the addition of variables other research that could be affected by the design of the packaging or focuses on research areas in other cities or even in other provinces as well as the focus of observation on the subject of different studies eg tanggapan to head home or to adolescents so that the results obtained can describe it more precisely the research model so that the model can be generalized studies that investigated properly.

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