Fanta Product's New Packaging Study of Buying Interest Teenage Consumers in Semarang

Callista Chairani Wulandari[1], I Made Bayu Dirgantara[2]

[1,2]Universitas Diponegoro, Indonesia
callistacw@gmail.com

Abstract

The food and beverage industry in Indonesia is growing rapidly in the modern era. One of them is Fanta, as one of the carbonated beverage products. With so many competitors continuing to emerge, Fanta made innovations by creating new packaging that is 'twisted'. In fact, Fanta is considered to have the best performance in the Fizzy Drinks Category in the last three years after the launch of its new packaging. The purpose of this study is to find out if there is any influence from Fanta packaging changes with buying interest. The population in this study was as many as 40 subjects who had already consumed Fanta, but had never bought Fanta with new packaging. Sampling techniques use questionnaires with simple random sampling techniques. This research uses the experimental design of True Experimental Design with the Posttest Only Control Group Design method. The results showed that packaging and its variables such as shapes, images, colors, logos, and labels have a positive and significant influence on buying interest.

I. Introduction

In the modern era*, the food and beverage* industry in Indonesia looks to develop rapidly with the times. This phenomenon encourages companies both outside and within the country to compete to meet the demands of consumers, including competition for various choices of beverage products on the market. It has become common if people are now more selective in having a product. Refreshing taste, good quality and competitive prices are certainly some of the factors considered, so many beverage product offers are competing to get consumers. The demand for packaged beverage products makes the world of the food and beverage industry in Indonesia experience development. The desire to make the company a market share leader in Indonesia is also experienced by all industries that want to maintain their business continuity, one of which is by developing their product packaging.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment.

Packaging has basically been known since antiquity, but with the development of the business world and competitive technology, packaging is now starting to be taken into account. Packaging now has an important role in marketing communication that is growing, and must be functioned optimally to be able to communicate, so as to attract consumers at the time of purchase. Packaging now has two main purposes: to host the

brand and persuade potential buyers through attractive graphics and entertaining images. Packaging must run in line with consumer lifestyle changes, in order to capture consumer attention effectively and provide a competitive advantage when juxtaposed with rival products. In Indonesia now many industrials sector that seeks to highlight its packaging in order to be able to compete in the market, the other is the beverage industry.

Based on surveys, the beverage industry grew by 10.19% (Ministry of Industry of the Republic of Indonesia, 2018). This strengthens the prospects of the Soft Drinks industry Association and Food Review (2012) which states that the business development of the Food and Beverage Industry will grow to 8-10%. However, not all industrial sectors are able to increase rapidly. For example, the Carbonated Beverage Industry Sector continues to increase globally, but is still below the total soft drink growth rate of only about 2.5%.

Table 1. Industrial Sector

Industrial Sector	2014	2015	2016	2017	2018
Agro Industry	8.29%	5.82%	6.33%	6.58%	7.23%
Food Industry	9.83%	7.89%	8.68%	9.80%	9.73%
Beverage Industry	3.07%	0.56%	0.81%	-3.89%	10.19%

Source: Food Review Indonesia/Vol. XIII/No.12/December 2018

Basuki and Adhanani (SWAOnline, 2018) conducted a survey related to drinks consumed by Indonesians. It can be seen in the graph that the Carbonated Beverage Industry Sector only touched 8%. This is of course a challenge for the Carbonated Beverage Industry Sector in order to maximize sales of their products. One way is to attract people's buying interest.
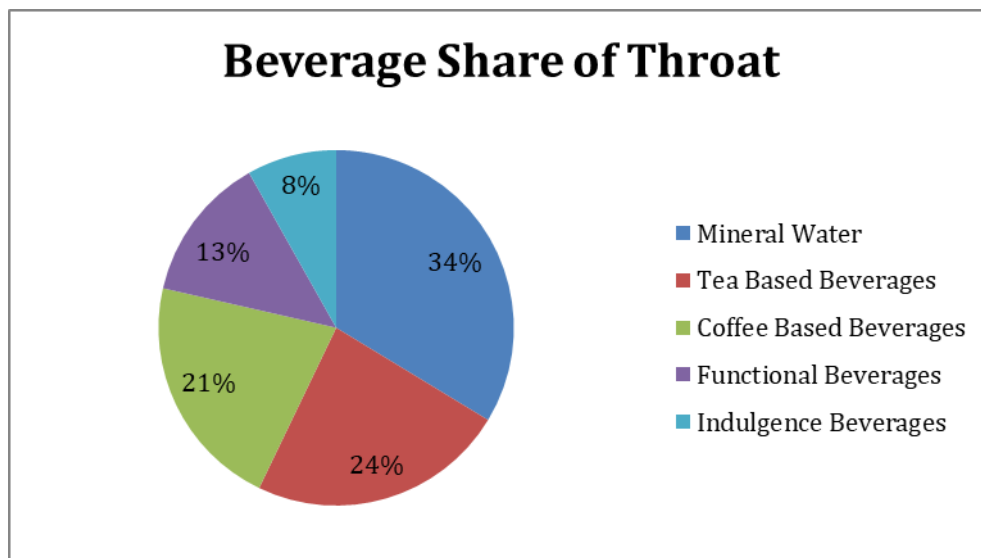

Source: SWA.co.id

Figure 1. *Beverage Share of Throat*

In its presentation, the Soft Drinks industry Association and Food Review (2012) mentioned that the biggest opportunity in the soft drink industry is to target teenagers and young people. The city of Semarang with the largest number of residents according to the Central Statistics Agency of Central Java Province, has 145 thousand residents with an age

range of 15-19 years. This of course is targeted by manufacturers in the soft drink industry. One of the companies that implemented this is Fanta.

Fanta '*twisted*' packaging changes in Indonesia itself have been carried out since the end of 2017, but only began to be echoed in mid-2018 ago. In fact, reported from the topbrand-award.com website, Fanta is considered to have the best performance in the Fizzy Drinks Category in the last three years after the launch of its new packaging. This is of course a question, is there any impact from fanta packaging changes to the interest in buying back consumers?
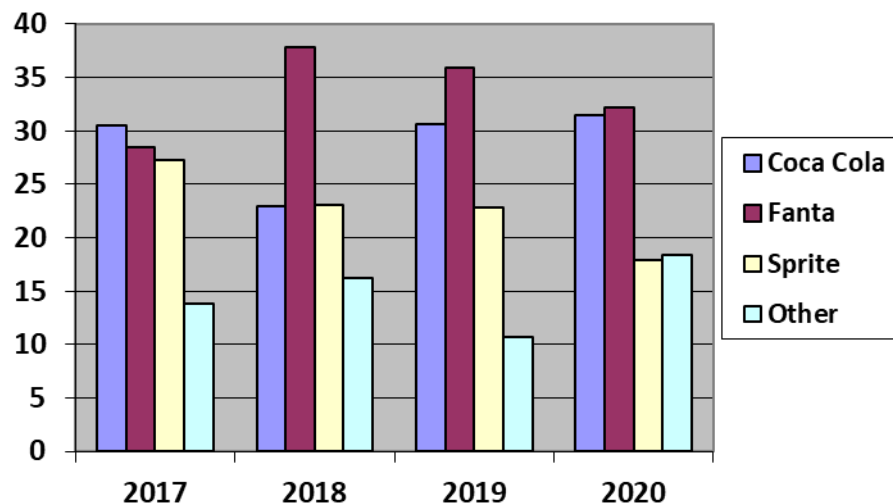
Source: www.topbrand-award.com
Figure 2. *Top Brands Category 2017-2020*

Velasco et al. (2014) mentioned that just by looking at the product packaging consisting of colors, shapes, images and fonts on the label, feeling the packaging and sound produced when consumers interact with the product will convey the message contained in the product. (www.logo-designer.co, 2017). Meanwhile, Agariya, Johari, Sharma, Chandraul, & Singh (2012) mentioned that packaging must have a strong enough impact to be able to be side by side among the many packaging on the market. Packaging must be able to attract attention to its products, both through the selection of colors, shapes, logos, and others.

Bigoin-gagnan & Lacoste-badie (2018) mentioned that the important thing that must be considered by a brand is how to focus on the visuals of a packaging because it has a very big impact on buying interest. This proves that a packaging is also a consideration in increasing consumer buying interest. The same thing was explained by Abbasi (2016) that the packaging and its dimensions are stated to have 95% positive influence to grow consumer buying interest. Schuch et al., (2018) research suggests that images or graphics influence buying interest more than color and brand, although these two also contribute positively to buying interest.

Rafiq et al., (2020) mentioned that the logo is a vital element of a major identity that distinguishes a product from a competitor's brand. Rafiq et al., (2020) also added that logos can determine consumers' attitudes towards companies and purchasing interests. Nur et al., (2020) mentioned that consumers like certain colors for different product categories, besides that the presence of colors strengthens consumers' perception to remember certain packaging. Labels are able to increase consumer awareness of information and increase consumer confidence in the company because of transparency to provide additional information about the products sold (Nur Amira Abdl Rahman et al. 2020).

In addition, we conducted a randomized study of 10 high school teenagers aged 15-19 years in the Semarang city area related to packaging. Of the ten subjects, four said they would buy products based on packaging designs. Three other people mentioned that they would consider the packaging, brand and also the content, while the rest said they would buy if they needed the product. Based on these data, there is an opportunity to conduct further research related to the extent to which the new packaging of Fanta products has an influence on the interest in buying comments. Therefore, the author took the title "Fanta Product New Packaging Study on The Buying Interest of Adolescent Consumers in Semarang".

II. Review of Literature

2.1 Consumer Behavior

Schiffman and Kanuk (2010) mentioned the fact that consumer behavior is basically useful in knowing why customers do something and what customers do. Howan individual makes the decision to allocate available resources such as money, energy, effort, and time is called the study of consumer behavior. Mowen & Minor (2002) expressed opinions about consumer behavior as a form of learning about the purchase and buying and selling process involving the acquisition of goods, experiences, products or services, as well as ideas from experience.

2.2 Packaging

Over the past few decades, it has become increasingly realized that packaging is a powerful marketing tool. Not only as a product protector at the time of packaging or expedition, but also able to be used in the field of marketing to maximize commercial success (Simmonds and Spence 2017). Magnier et al.(2016) describe packaging as a means used by consumers to make conclusions related to products and brands, especially in FMCG (Fast Moving Consumer Goods) products.

2.3 Packaging Form

Chen et al., (2020) mentioned that the shape of the packaging is one of the prominent visual features and is used by the company to attract the attention of consumers and be able to communicate information related to products or brands in the market. In addition, the shape of packaging is able to influence consumer perceptions related to product attributes and performance such as volume, size, and taste, and provide an identity to shape the personality of a brand. Spence (2016) and Sousa et al., (2020) have the same opinion, that consumers see products from a certain distance will process striking visual elements, in this case color and shape, before capturing information and other details.

2.4 Picture

Otterbring et al., (2013) explain that images are the most important characteristic of packaging, as they are used to capture and maintain consumer attention making it possible to have a major impact on consumer choice. Images on packaging should relate to brands and products in order to attract consumers (Hussain et al. 2015). Vyas & V., (2015) explains that images are associated with liking, buying, being interested, and being impressed with products, communicating brand values, and acting as a means of brand communication.

2.5 Color

Piqueras-Fiszman et al., (2012) mention that color is considered an important source of expectation and hedonics, especially for products consumed directly from packaging. Colors in food packaging are used to identify product attributes such as taste, possible prices, and even target groups. Charles Spence & Velasco, (2018) realized that the presence of color differences or color schemes can act as valuable brand attributes. Color is also used to convey information to consumers regarding product censorship such as taste, or other more abstract brand attributes such as health drinks, premium and natural ingredients. Customer experience can also be influenced by color, ranging from expectations, taste, to aroma.

2.6 Logo

Erlyana (2017) mentions that the logo is a symbol that describes the characteristics of a product or service. This symbol is also used as the main step to attach the subconscious and emotional mind of consumers to a product, so that consumers are able to define and distinguish a product or company from its competitors. Logos are used to solve the problem of the inability to distinguish products (Park et al. 2013). Rafiq et al., (2020) mention that logos are a vital element of brand identity, which offers a quick introduction to products. Logos help overcome worldwide boundaries and language-related barriers as they interact visually. Logo itself can be a variety of graphics such as trademark images and typography as a symbol of brand identity.

2.7 Label

Product labels (printed information) on a packaging provide product-related information, and are designed to attract consumers and motivate them to buy (Waheed, Khan, and Ahmad 2018). Hussain et al., (2015) mention that labels are printed information and provide information related to products. Novixoxo et al., (2019) added that packaging should provide clear information ranging from product names, to composition lists, manufacturing dates and expirations, manufacturing locations, and so on. Hussain et al., (2015) explain that a label is a section that covers the entire packaging, where colors, images, logos, layouts and more are summarized entirely in a label. This has a positive impact because it increases consumer confidence and creates a positive image.

2.8 Buy Interest

Purchase Intention or Consumer Buying Interest is one thing that is worth paying attention to by the company. Consumer buying interest can be interpreted as the desire to try a product or service. (ErdİL, 2015). Calvo-porral & Levy Mangin (2017) It explains that buying interest describes the possibility that the consumer plans to buy the product or service at a later date, and refers to the consumer's tendency to buy the product on a regular basis. While Kotler & Keller (2016) Mention that buying interest is a feeling that arises when receiving stimulation from the product after seeing it, so there is an interest in trying to buy the product.

| Kemasan | → | Minat Beli |
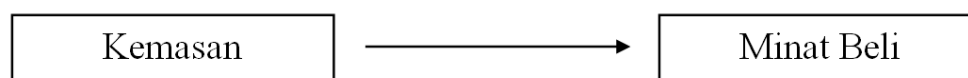
Source: Author Analysis, 2021

Figure 3. 2

III. Research Method

Sugiyono (2017) describes populations as a collection of objects or subjects with characteristics and qualities that have been determined by researchers to study. The subject population in this study is adolescents 15-19 years old who are domiciled in the city of Semarang. Sampling techniques will be carried out randomly with simple random sampling techniques without regard to strata differences in the population (Sugiyono, 2017). The total number of random samples to be taken is 40, which will be divided into two groups (controls and experiments) of 20 samples each. The selection of adolescents aged 15-19 years as a participant in this study is to meet the criteria of the subject, where Fanta's own products do target teenagers to be consumers.

The primary data in this study was sourced from manipulation examinations on 20 subjects, as well as *post-tests* (in the form of questionnaires referring to the Likert scale of 1-7) on 40 adolescent consumers aged 15-19 years in Semarang City. Secondary data in this study was obtained from literature studies and literature searches from various sources (journals, books, articles, either directly or downloaded over the internet).

In this experimental research, the experimental design used is *True Experimental Design* with *the Posttest Only Control Group Design* method. This is in line with Neuman (2014) who mentioned that *Posttest Only Control Group Design* is one of the types of experimental research designs.

Table 2. Post-test Only Control Group Design Research Chart

Experimental Group	X	O1
Control Group	-	O2

Information:
X: Special treatment
O1: Posttest experimental group
O2: Posttest control group

The object of research is the alleged influence of packaging (X) on buying interest (Y). The experimental group is a group that is given special treatment in the form of new packaging of products related to images, colors, labels, shapes and logos, while the control group is a control group that is not given treatment. Furthermore, the hypothesis Test will be conducted using *the Paired Sample T-test* to determine whether or not there are significant differences from the two groups studied.

IV. Results and Discussion

4.1 Description of Respondents

Respondents of the 40 subjects, 40 people (100%) had consumed Fanta, but had never tried Fanta with the new packaging, most where male is 52.2% as many as 21 people, and women 47.5% as many as 19 people. 4 People aged 15 years, 11 people aged 16 years, 8 people aged 17 years, 8 people aged 17 years, and 9 people aged 19 years. The majority of subjects are high school/vocational students there are as many as 27 people (67.5%) and the remaining students S1/D3 as many as 13 people (32.5%).

4.2 Normality Test Results

Table 3. Research Normality Test Results

Variable	Itself.	Information
Old Product Packaging	0,199	Normal Distributed
New Product Packaging	0,160	Normal Distributed
Old Buy Interest	0,279	Normal Distributed
New Buy Interest	0,390	Normal Distributed

Source: Data processed, 2022

From table above, it can be seen that the variable value of Old Product Packaging is 0.199, New Product Packaging 0.160, Old Buying Interest 0.279, and New Buying Interest 0.390 > from 0.05, so it is distributed normally.

4.3 Homogeneity Test Results

Table 4. Research Homogeneity Test Results

		Levene Statistic	df3	df2	Itself.
Product Packaging	Based on Mean	,053	1	4	,829
	Based on Median	,020	1	4	,894
	Based on Median and Adjusted df	,020	1	3,000	,896
	Based on Trimmed Mean	,048	1	4	,837
Buy Interest	Based on Mean	3,109	6	9	,062
	Based on Median	1,413	6	9	,307
	Based on Median and Adjusted df	1,413	6	3,548	,398
	Based on Trimmed Mean	2,976	6	9	,069

Source: Data processed, 2022

From table above, it can be seen that the significance value of the Levene method homogeneity test of the old product packaging variable and the new product is 0.829, and the variable of the old buying interest and new buying interest is 0.62 or greater than 0.05. That is, the data in this study is homogeneously distributed.

4.4 Paired Sample T-test Results
The following are the results of the Hypothesis Test using Paired Sample T-test related to Product Packaging and Buying Interest using the help of the SPSS computer program.

Table 5. Results of Paired Sample T-Test Product Packaging

	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Itself. (2-tailed)
				Lower	Upper			
Old Product Packaging – New Product Packaging	-5,95	5,04	1,12	-8,3	-3,59	-5,27	19	,000

Source: Data processed, 2022

Table 6. Results of Paired Sample T-test Buy Interest

	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Itself. (2-tailed)
				Lower	Upper			
Interest in Buying Old Products – Interest in Buying New Products	-5,95	5,04	1,12	-8,3	-3,59	-5,27	19	,000

Source: Data processed, 2022

Based on the output table of the paired sample test, it is known that the significance value of the Old Product Packaging variable - New Product Packaging is 0.000< 0.050. Dengan thus it can be concluded that there is a significant difference between the average variable Old Product Packaging - New Product Packaging. As for the value of the significance of the Old Product Buying Interest variable - New Product Buying Interest of 0.006 < 0.050, and it can be concluded that there is a significant difference between the average variable Interest in Buying Old Products - Buying Interest in New Products.

4.5 Paired Sample Statistical Test Results

Table 7. Paired Sample Statistical Test Results

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Old Product Packaging	76,85	20	16,32	3,65
	New Product Packaging	82,8	20	13,86	3,09
Pair 2	Interest in Buying Old Products	14,15	20	2,43	,544
	Interest in Buying New Products	16,4	20	3,152	,704

Source: Data processed, 2022

In the table above, it can be seen that the average Old Product Packaging is 76.85 with the number of study subjects as many as 20 people. The Standard Deviation of Old Product Packaging is 16.32 with a Std. Error Mean of 3.65. New Product Packaging has an average of 82.8 with the number of study subjects as many as 20 people. The Standard Deviation of New Product Packaging is 13.86 with a Std. Error Mean of 3.09.

In Buying Old Products, the average is 14.15 with the number of research subjects as many as 20 people. The Standard Deviation of Old Product Buying Interest is 2.43 with a Std. Error Mean of 0.544. Interest in Buying New Products has an average of 16.4 with the

number of research subjects as many as 20 people. The Standard Deviation of New Product Buying Interest is 3,152 with a Std. Error Mean of 0.704.

Hypothesis 1: Fanta Changes have an impact on Consumer Buying Interest

Based on the results obtained in the table, it can be said that fanta packaging changes affect the buying interest of adolescent consumers. The results of the Paired Sample T-test test, the pre-test results of two variables (packaging and buying interest) showed a significant difference.

The average value on Old Product Packaging is 76.85, smaller when compared to the average value on New Product Packaging which is 82.8. In Old Product Buying Interest, the average value is 14.15, smaller than the average value of New Product Buying Interest of 16.4. This means that descriptively there is an average difference between interest in buying old packaging products and interest in buying new packaging products.

V. Conclusion

The study aims to test and analyze allegations that Fanta's new packaging has an influence on buying interests. Fanta is one of the brands under the auspices of The Coca Cola Company which provides carbonated drinks that make young people their target. Fanta became the best performing soft drink for three consecutive years (2018 to 2021) in Indonesia, in line with fanta packaging changes that began to be launched in late 2017. Based on the research that has been done, it can be concluded that there is a significant influence between changes in packaging and consumer buying interest. The experimental group that was treated assessed that the new packaging had a better look than the old packaging, and had a higher buying interest compared to the control group that was not treated.

The hope for further research is that an expansion of the experiment can be carried out, not only from packaging changes, but also the choice of flavors offered by Fanta. In addition, population expansion can be carried out in areas other than the city of Semarang, so it is expected to be able to make it easier to determine samples that represent the population.

References

Abbasi, Marjan, and Dr Mohammad Aghaei. 2016. "The Effect of Packaging Factors on Customer Purchase Intention with Cognitive - Perceptual Approach (Case Study : Manufacturing - Commerce Firms at Industrial City Of Abbas Abad of Tehran)." *International Journal of Humanities and Cultural Studies* 862–74.

Asmuni, *et al*. (2020). Implementation of the principle of sale and purchase transactions through MLM in Brand Branch (BC) PT. Herba Penawar Alwahida Indonesia (HPAI) Tanjungbalai. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 3, No. 4, Page: 3376-3385

Basuki, Nansita, and Reny Adhanani. 2009. "Business Update." *Performance Apparel Markets*, 75–93.

Bigoin-Gagnan, Arnaud, and Sophie Lacoste-Badie. 2018. "Symmetry Influences Packaging Aesthetic Evaluation and Purchase Intention." *International Journal of Retail and Distribution Management* 46(11–12):1026–40. doi: 10.1108/IJRDM-06-2017-0123.

Calvo-Porral, Cristina, and Jean Pierre Lévy-Mangin. 2017. "Store Brands' Purchase Intention: Examining the Role of Perceived Quality." *European Research on Management and Business Economics* 23(2):90–95. doi: 10.1016/j.iedeen.2016.10.001.

Chen, Huan, Jun Pang, Minkyung Koo, and Vanessa M. Patrick. 2020. "Shape Matters: Package Shape Informs Brand Status Categorization and Brand Choice." *Journal of Retailing* 96(2):266–81. doi: 10.1016/j.jretai.2019.08.003.

Erlyana, Yana. 2019. "Analysis of Re-Branding Logo and Packaging in Fanta Beverage Products Using Semiotic Approach and Visual Attraction." *Proceeding of International Conference on Visual Culture and Urban Life,* 403–11.

Hussain, S., S. Ali, M. Ibrahim, Amna Noreen, and S. F. Ahmad. 2015. "Impact of Product Packaging on Consumer Perception and Purchase Intention." *Journal of Marketing and Consumer Research* 10(2011):1–9.

Logo-designer.co. 2017. "Fanta Reveals New Logo and Bottle Design." Retrieved January 15, 2020 (http://www.logo-designer.co/fanta-reveals-new-logo-and-bottle-design/).

Magnier, Lise, Jan Schoormans, and Ruth Mugge. 2016. "Judging a Product by Its Cover: Packaging Sustainability and Perceptions of Quality in Food Products." *Food Quality and Preference* 53:132–42. doi: 10.1016/j.foodqual.2016.06.006.

Marlizar, et al. (2020). The Role of Market Orientation and Creativity in Affecting the Marketing Performance of Market Traders in Aceh Market Banda Aceh City. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*.P. 1114-1127

Neuman, W. Lawrenc. 2014. *Social Research Methods: Qualitative and Quantitative Approaches*. 7th ed. Essex: Pearson Education Limited.

Nur Amira Abdl Rahman, Puteri, Rabitah Harun, and Nur Rashidi Johari. 2020. "The Effect Of Packaging Design Elements On Youth Purchase Intention Of Junk Food." *JBMP (Jurnal Bisnis, Manajemen Dan Perbankan)* 6(1):25–38. doi: 10.21070/jbmp.v6i1.442.

Otterbring, Tobias, Poja Shams, Erik Wästlund, and Anders Gustafsson. 2013. "Left Isn't Always Right: Placement of Pictorial and Textual Package Elements." *British Food Journal* 115(8):1211–25. doi: 10.1108/BFJ-08-2011-0208.

Park, C. Whan, Andreas B. Eisingerich, Gratiana Pol, and Jason Whan Park. 2013. "The Role of Brand Logos in Firm Performance." *Journal of Business Research* 66(2):180–87. doi: 10.1016/j.jbusres.2012.07.011.

Piqueras-Fiszman, Betina, Carlos Velasco, and Charles Spence. 2012. "Exploring Implicit and Explicit Crossmodal Colour-Flavour Correspondences in Product Packaging." *Food Quality and Preference* 25(2):148–55. doi: 10.1016/j.foodqual.2012.02.010.

Rafiq, Muhammad Rashid, Rai Imtiaz Hussain, and Shahbaz Hussain. 2020. "The Impact of Logo Shapes Redesign on Brand Loyalty and Repurchase Intentions Through Brand Attitude." *International Review of Management and Marketing* 10(5):117–26. doi: 10.32479/irmm.10308.

Schuch, Alexia Francielli, Ana Carla da Silva, Daneysa Lahis Kalschne, Rosana Aparecida da Silva-Buzanello, Marinês Paula Corso, and Cristiane Canan. 2019. "Chicken Nuggets Packaging Attributes Impact on Consumer Purchase Intention." *Food Science and Technology* 39:152–58. doi: 10.1590/fst.41317.

Simmonds, Gregory, and Charles Spence. 2017. "Thinking inside the Box: How Seeing Products on, or through, the Packaging Influences Consumer Perceptions and Purchase Behaviour." *Food Quality and Preference* 62:340–51. doi: 10.1016/j.foodqual.2016.11.010.

Sousa, Maísa M. M. d., Fabiana M. Carvalho, and Rosemary G. F. A. Pereira. 2020. "Colour and Shape of Design Elements of the Packaging Labels Influence Consumer Expectations and Hedonic Judgments of Specialty Coffee." *Food Quality and Preference* 83(February):103902. doi: 10.1016/j.foodqual.2020.103902.

Spence, C. 2016. *Multisensory Packaging Design: Color, Shape, Texture, Sound, and Smell*. Elsevier Ltd.

Spence, Charles, and Carlos Velasco. 2018. "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* 68:226–37. doi: 10.1016/j.foodqual.2018.03.008.

Sugiyono. 2014. *Quantitative, Qualitative and R&D Research Methods (21st Print)*. Bandung: Afabeta.

Velasco, Carlos, Alejandro Salgado-Montejo, Fernando Marmolejo-Ramos, and Charles Spence. 2014. "Predictive Packaging Design: Tasting Shapes, Typefaces, Names, and Sounds." *Food Quality and Preference* 34:88–95. doi: 10.1016/j.foodqual.2013.12.005.

Waheed, Sidrah, Marium Mateen Khan, and Nawaz Ahmad. 2018. "Product Packaging and Consumer Purchase Intentions." *Market Forces Research Journal* 13(2):97–114.