

Conference Paper

The Relationship Between Sensory Marketing, Packaging, and Purchasing Decisions (a Study of Coffesia's Coffee Product)

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Abstract

Demand for coffee is growing, so it is not surprising that sensory marketing is often used to attract the consumer's attention. This study aimed to determine the relationship between sensory marketing, packaging, and purchasing decisions of Coffesia's coffee products, where sensory marketing focused on two factors: visual and touch. A survey method was used with 60 questionnaires distributed in the Surabaya region, but only 45 questionnaires were returned and processed. The Structural Equation Model - Partial Least Square (SEM-PLS) was used for data analysis. First, sensory marketing had a positive effect on purchasing decisions, which means it encouraged buyers to make purchasing decisions. Second, sensory marketing had a positive effect on packaging when buyers wanted to buy products with attractive packaging. Third, packaging had a positive effect on purchasing decisions. Finally, sensory marketing had a positive effect on purchasing decisions through packaging as a mediating variable.

Keywords: sensory marketing, visual, touch, packaging, purchasing decision

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1. Introduction

In this current era, coffee is growing rapidly due to trends, especially for young people, which makes them interested in drinking coffee. There is evident from the fact that Indonesia is ranked 6th as the country with the most coffee consumption in the world. Figure 1 shows the data on the number of people who consumed coffee in Indonesia from 2016 to 2017 with a total of 4.6 million.

This development has caused various coffee businesses to try to think in an innovative way so that their products can survive in the designated segment. Teofilus et al. [1] explained that innovation is needed in packaging and marketing because packaging can be used as a marketing tool. The awareness of packaging has the perception that

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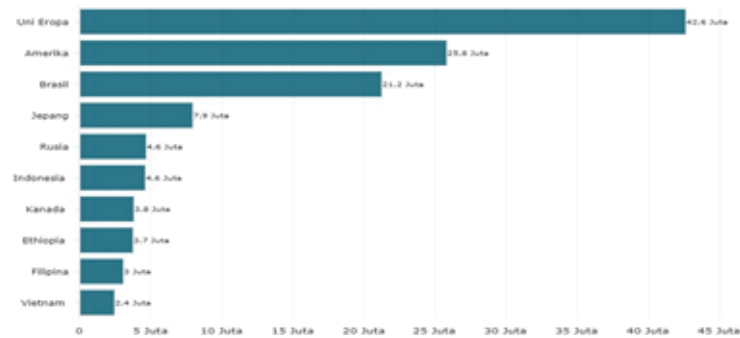


Figure 1: Ranks of Countries with Biggest Coffee Consumption in 2016-2017 (Source: www.databok.katadata.co.id)

packaging is an inseparable part of the product. This leads the coffee businesses that are unable to raise the quality of goods that they offer will try to improve their product packaging designs instead.

Sensory marketing is an important element when you want to instill a positive perspective on the products that have been packed neatly with creative designs. Sensory marketing is defined as “marketing that engages the consumers’ senses and affect their perception, judgment, and behavior” [2]. Therefore, it can be assumed that sensory marketing is needed to provide consumers with multi-sensory experiences to create added value to consumers for the goods they want to purchase.

Littel & Orth [3] revealed that the combination of visual and touch has a strong influence and experience in consumer behavior, but the two combinations of visual and touch have not received much attention in the marketing literature. Based on this phenomenon, this research is aimed to explore whether sensory marketing, especially visual and touch, has an influence on purchasing decisions through packaging as a mediating variable. The object of this study is Coffesia, a startup business established in 2017 and is based in Surabaya which focused on trading coffee powder and coffee bean.

2. Literature Review

2.1. Stimulus Organism Response (S-O-R)

Mehrabian and Russell proposed a model of Environmental Stimuli (S), Organism (O), and Behavioral Response (R) which is often called S-O-R model [4]. S-O-R model has become a popular theory in consumer behavior studies. The model of this study explains that consumers have three emotional states, namely stimulus, organism, and response. Stimulus is the first component of the S-O-R model. According to Hardianto [5], stimulus

can be interpreted as several factors that can affect internal conditions in living things. Stimulus has various aspects such as writing, color, image, sound, aroma, and taste. The second component is organism, which refers to the condition of cognitive feelings in a person that has an influence between stimulus and response. The last component is a response which refers to the result from the stimulus and organism or the consumer's reaction to the product that will affect the final decision of the consumer.

2.2. Sensory Marketing

Sensory marketing is defined as “marketing that engages the consumers’ senses and affects their perception, judgment and behavior” [2]. From this statement, it can be concluded that by involving the five senses of a person as a marketing strategy it can influence the consumer's perception, judgment, and behavior towards the product or service to be used. Sensory marketing can provide a multi-sensory experience to consumers in the hope of creating added value to consumers. The experiences provided to consumers through 5 sensory are [6]:

1. *Visual*: the strongest of all the senses where color will create a positive emotional connection,
2. *Sound*: a sense related to music which does not require effort to operate,
3. *Olfactory*: the presence of aroma has a positive impact on consumer attitudes,
4. *Touch*: a sense that enhances purchasing decisions. ‘The need for touch’ includes instrumental need and satisfaction in touching,
5. *Taste*: a sense that is often used when dealing with food and beverage because it relates to consumer's taste.

Rajain & Rathee [6] explain that every sense in the body such as touch, smell, sound, sight and taste increases the consumer's perception of an item which will then be used as a decision for consumers to buy the product. Buyers who see product packaging only use visual and touch as their senses to make purchase decisions. Based on this statement, the first hypothesis in this study is as follows:

H1: Visual and touch sensory marketing positively influence the purchasing decision of Coffesia products.

Krishna et al., [2] revealed that there are 5 senses that are affected from the experience given to consumers, where two of the five senses has a stronger role in influencing

consumer behavior. Peck & Wiggins in Littel & Orth [3] revealed that visual and touch are the most powerful sensory marketing to influence consumer behavior when viewing a product packaging. Looking at the statement above, the second hypothesis can be stated as follows:

H2: Visual and touch sensory marketing positively influence the packaging of Coffesia products.

2.3. Packaging

Packaging is an activity of designing and producing containers for products [7]. Teofilus et al. [1] explained that innovation is needed in packaging and marketing because packaging can be used as a marketing tool. Elements on packaging include [8]:

1. *Functional packaging* refers to packaging that is easy to carry and place in the store. Functional packaging has variables, among others:

- Easy to open: the packaging is easy to open without using tools,
- Convenient to store: the packaging can store products and sealed airtight, light, flexible and sturdy,
- Easy to prepare: consumers find it easy when the product will be poured from the packaging,
- Easy to consume: products stored on the packaging can be easily consumed and cooked by consumers, and
- Easy to carry: it is convenience to carry the packaged products in the hands of consumers.

2. *Packaging Salability* refers to the experiences that consumers feel regarding the elements of a good packaging [9]. The variables of packaging salability include:

- Visibility: packaging materials can protect products from light, oxygen, humidity, and heat.
- Color: packaging color can attract consumers to buy the product.
- Graph: the pictures on the packaging can create long-term appeal and draw the attention of consumers.
- Logo: consumers have a strong tendency when they see the position of the logo in a high position.
- Design: packaging is required to have an attractive and unique design in order to convince consumers to buy the product.

Maulana [10] states that verbal packaging and visual elements can affect the emotions and cognitive orientation of consumers in the purchasing decision-making process. Packaging with a design that can attract the attention of consumers will increase the purchasing decision to buy the product. The positive relationship between packaging and consumer purchasing decisions is expressed by Setiawati & Lumbantobing [11], so that the following hypothesis can be taken:

H3: Packaging positively influence the purchasing decisions of Coffesia products.

2.4. Purchasing Decision

The purchasing decision according to Kotler [7] is a stage carried out by consumers before consumers decide to buy a product. The 5 steps in the purchasing decision include:

1. Introduction of needs: consumers begin to experience problems and must buy for necessities.
2. Information search: consumers begin to be interested in these goods and start looking for information about these products and take the decision-making stage.
3. Evaluation of various alternatives: consumers evaluate the information obtained to find alternative products.
4. Purchasing decision: the stage of the consumer to buy the product after the consumer evaluates alternative brands.
5. Post-purchase behavior: consumers take follow-up actions based on the satisfaction that consumers have felt after buying the product.

Krishna et al., [2] states that when consumers are interested in seeing a product, automatically the consumer will have a mindset to want to touch the item. Research conducted by Peck et al. in Little & Orth [3] revealed the importance of the aspect of “feel the freshness” in a product, which means that when consumers use the five senses of touch, consumers can feel the quality of the packaging so that it can provoke impulsive purchases. Based on this statement, the following hypothesis can be proposed:

H4: Sensory marketing positively influence the purchasing decisions of Coffesia products through packaging as a mediating variable.

3. Method

This research used quantitative approach. The population used by researchers consists of the people who have purchased or want to purchase Coffesia products. The sampling technique in this study is non-probability and uses an accidental sample. The characteristics of the research sample are people who had seen and bought Coffesia products and were aged between 17 to 50 years old. A total of 60 questionnaires were distributed, where the researcher acts as enumerator to help the respondents fill out the questionnaire. The respondents are also asked to see and touch the packaging of Coffesia products to help them fill out the questionnaire. Out of the 60 questionnaires that are filled by the respondents, only 45 questionnaires were completed which generate a 75% response rate. Data collection in this study was processed using Structural Equation Mediation–Partial Least Square (SEM-PLS).

4. Results

After collecting the data, a validity test was carried out consisting of convergent validity and discriminant validity. Convergent validity has two parameters, namely the loading factor and average variance extracted (AVE), while the discriminant validity is in the form of cross loading. According to Winarto et al., [12], with minimum value of outer loading is >0.4 , the indicator can be maintained in the model if the AVE value has reached >0.5 . The results of the test can be seen in Table 1 where all the loading factor value is greater than 0.4 and in Table 2 where the AVE value is greater than 0.5.

Reliability test was conducted with Composite Reliability as a substitute for Cronbach's Alpha because Composite Reliability measures the real reliability value while Cronbach's Alpha measures the lowest value on a variable. The ideal value of Composite Reliability is >0.7 [13]. The results of the model in the study can be seen in Table 2 where the value of Composite Reliability is greater than 0.7. The R-Square of packaging (M) is 0, 0.700 and purchasing decision (Y) is 0.604, therefore the two variables have a moderate effect simultaneously.

The first effect test on sensory marketing variable (X) and the purchasing decision (Y) shown a value of 12.376 so that the first hypothesis can be accepted. Furthermore, the value on the sensory marketing variable (X) and the packaging (M) is also significant. This can be seen from the t-statistic value of 16.912 ($t\text{-statistic} > 1.69$), therefore the second hypothesis is accepted. The relationship between the packaging variable (M) and the

TABLE 1: Loading Factor

Variables	Indicators	Loading Factor
Sensory marketing (X)	X1.1	0,607
	X1.2	0,773
	X1.3	0,849
	X1.4	0,798
	X1.5	0,830
Packaging (M)	M1.1	0,721
	M1.2	0,800
	M1.3	0,834
	M1.4	0,687
	M1.5	0,695
Purchasing Decision (Y)	Y1.1	0,892
	Y1.2	0,864
	Y1.3	0,753

TABLE 2: Reliability and Validity

Variables	Cronbach's Alpha	Average Variance Extracted	Composite Reliability	R-Square
X	0,831	0,603	0,882	
M	0,803	0,562	0,864	0,700
Y	0,787	0,703	0,876	0,604

purchasing decision (Y) is also significant with a t-statistic value of 2.900, therefore the third hypothesis is accepted.

TABLE 3: Path Coefficient

Variables	t-statistics	P-Values
M-Y	2,900	0,004
X-M	16,912	0,000
X-Y	11,826	0,000

TABLE 4: Mediation Effect

Variables	t-statistics	P-Values
M-Y	2,982	0,004
X-M	16,697	0,000
X-Y	11,953	0,000

The relationship between packaging variable (M) and purchasing decision (Y) is significant with a t-statistic value of 2.982, the relationship between sensory marketing variable (X) and packaging (M) is significant with a t-statistic value of 16.697, and the relationship between sensory marketing (X) and purchasing decisions (Y) through

packaging (M) is significant with a t-statistic value of 11.953. Therefore, the fourth hypothesis is accepted.

5. Discussion

Based on the results of the analysis, it can be concluded that sensory marketing positively influences purchasing decisions. This shows that when someone uses their five senses to see an item or product it will bring out their desire to make a purchasing decision. Cuesta et al. [14] stated that when someone uses their senses to make a purchase decision there will be two senses used, namely visual and touch, where sensory reactions to a certain product can be diversified and have reactions that can lead to purchasing decisions.

Sensory marketing also influences packaging positively. This shows that the senses in humans will bring up the attitude to see and touch the packaging because they find it attractive. Previous research conducted by Machiels et al., [15] said that sensory marketing is one of the factors that has a significant influence on packaging. When someone tries to use visual sensory in packaging, they will feel attracted to the design and the placement of the logo on the packaging and try to take a closer look. Previous research conducted by Machiels et al. [15] support the findings in this study which concluded that sensory marketing is a factor that has a significant influence on packaging.

Packaging positively influence purchasing decisions. This shows that a variety of packaging will increase consumer purchasing decisions. This is supported by research from Maulana [10] who states that packaging has a positive influence on purchasing decisions. Setiawati & Lumbantobing [11] also support that packaging has a positive relationship with purchasing decisions because when someone is interested in a packaging they will try to find out information about the product, and after finding out more, they can decide whether to purchase the product based on their likings.

Finally, sensory marketing positively influences purchasing decisions through packaging as a mediating variable. Consumers will try to observe the products provided by the seller when they are interested in the packaging. They will start looking for information by looking at the packaging design, logo, and touching the product. After obtaining sufficient information on the packaging seen by consumers, they will decide whether to buy the product or not. This research can be related to Mehrabian and Russell's S-O-R model, where consumers use their five senses because they are interested in design, color, and a logo on a package and consumers will take a response to make the final decision; which in this case is purchasing decision.

6. Conclusions & Suggestions

The discussion on the research results proved that all the hypothesis in this research were upheld. This means that sensory marketing and packaging should be included in marketing consideration of each products that seller wishes to offer to consumers. These variables are just as important as the product quality, especially because these variables are the first aspects that consumers will experience before evaluating the product quality. However, this research only used two out of five dimensions of the sensory marketing. Therefore, suggestion that can be given to future researchers is to try to use different dimensions of sensory marketing, such as olfactory, sound and taste. Furthermore, due to the COVID-19 pandemic, product selling platform are shifting toward digital platform, meaning that consumers can only see products digitally and will not be able to touch the products. Therefore, it is crucial for businesses to effectively innovate the product packaging to attract consumers to purchase their products.

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