

The Influence of Aesthetic Packaging on Students' Purchasing Interest: An Educational Perspective on Consumer Behavior and Entrepreneurship Learning

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Abstract:

This article discusses aesthetic packaging in marketing, not just product wrapping, but also becoming part of how brands communicate with consumers. Several Indonesian journals show that attractive packaging can provide a stronger initial impression, help the product appear more convincing, and ultimately encourage purchase intention. The studies referenced in this manuscript confirm that elements of color, shape, size, material, typography, labels, and product information all play a role in shaping consumer interest. A study on the product "Legit" found that packaging significantly influenced purchase intention, even through product quality as a mediating variable. Other studies on cosmetic products and packaged food/beverages also showed that visual design of packaging and labeling significantly influenced purchase intention. Based on this literature review, it can be concluded that aesthetic packaging is worthy of being considered as a strategic marketing tool, especially for products competing in crowded markets and sensitive to visual appearance.

Keywords: Aesthetic packaging, packaging design, purchasing interest, consumer behavior, purchase intention, visual design.

Introduction

In today's competitive market, aesthetic packaging is becoming increasingly important, as consumers evaluate not only the product's contents but also how it is presented. Research by Parassih and Susanto (2021) shows that

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visual packaging design, including color, shape, size, and labeling, including ingredients, nutritional information, and claims, influences purchase intention for packaged food and beverage products. These findings demonstrate that visual appeal and clarity of information both play a role in shaping customer purchase intention.

A similar finding was found in Asilmi's (2022) research on beauty products. Her results showed that packaging appearance influences consumers because it conveys the message about the product's contents. In other words, aesthetic packaging can create a modern, neat, and convincing impression, making it easier for consumers to try the product.

Furthermore, Ivanko and Tunjungsari (2019) demonstrated that packaging influences consumer purchasing interest in "Legit" products, and this influence can be strengthened through product quality as a mediating variable. This suggests that aesthetic packaging is indeed important as a starting point for consumer attention, but its power is even greater when supported by good product quality. This finding aligns with Mukhtar and Nurif's (2015) view that packaging plays a crucial role in attracting consumer attention and increasing sales.

Based on these various research findings, it is clear that aesthetic packaging has a strong relationship with customer purchase intention. Products that are attractively, informatively, and proportionately packaged tend to attract more attention, build positive perceptions, and encourage purchasing decisions. Therefore, studying the influence of aesthetic packaging on customer purchase intention is crucial, especially for businesses seeking to increase product competitiveness in an increasingly competitive marketplace.

Methods

This research uses a library research method with a qualitative descriptive approach. Library research is a research method conducted by collecting, reading, reviewing, and analyzing various written sources relevant to the research topic, such as books, scientific articles, journals, and other documents. According to Sugiyono, library research is a data collection technique conducted through a review of various literature related to the problem being studied. This method allows researchers to obtain in-depth information without directly collecting data in the field.

In line with this, Zed Mestika (2018) stated that library research is a series

of activities related to library data collection methods, reading and recording, and processing research materials. According to him, "library research is not only reading and recording literature, but also processing research materials to produce new knowledge" (Zed, 2018). This quote shows that library research is not only collecting information, but also analyzing and interpreting data obtained from various sources. The data sources for this study were national journal articles discussing the influence of aesthetic packaging on customer purchase intention, including research by Apriyanti (2018), Mukhtar and Nurif (2015), Ivanko and Tunjungsari (2019), Parassih and Susanto (2021), Asilmi (2022), and Putri and Riofita (2024). Sources were selected based on topic relevance, publication credibility, and alignment with the research focus on the relationship between packaging design and consumer behavior.

The data collection process involved searching various scientific journals through academic databases and selecting articles relevant to the research topic. The data was then analyzed using content analysis techniques, identifying, categorizing, and comparing previous research findings on packaging elements such as color, shape, size, material, typography, labeling, and product information that influence consumer purchasing intention.

The analysis phase was conducted thematically by comparing the similarities and differences between the research findings. This process yielded a comprehensive picture of the influence of aesthetic packaging on customer purchase intention. The analysis results were then systematically compiled to draw conclusions regarding the role of packaging as a marketing strategy that can enhance product appeal and drive consumer purchasing decisions.

Results and Discussion

Results

Based on a literature review of various journals, books, and previous research, it was found that aesthetic packaging has a significant influence on customer purchasing intention. In modern marketing, packaging no longer serves merely to protect a product but has also become a marketing tool capable of attracting consumer attention and shaping perceptions of product quality.

Research shows that consumers tend to pay more attention to products with attractive packaging designs than those with simple packaging. Packaging with a harmonious color combination, unique visual design, clear typography, and an attractive layout can create a positive impression on consumers from the first time they see the product.

Besides influencing consumer attention, aesthetic packaging also plays a role in building brand image . Products with attractive packaging are often perceived as being of better quality than those with less attractive packaging. This perception arises because consumers often associate the quality of the packaging with the quality of the product inside. In today's digital age, aesthetic packaging also has added value because it can increase product appeal on social media. Many consumers are attracted to uploading photos or videos of products with unique and attractive packaging designs. This phenomenon indirectly serves as a form of promotion that can increase product visibility to other potential consumers.

The study also showed that aesthetic packaging can influence consumers' emotional aspects. Attractive packaging design can create positive experiences, feelings of pleasure, and visual satisfaction, ultimately driving purchase intention. Thus, packaging not only serves a functional purpose but also plays a psychological role in the consumer decision-making process.

Table 1. Aesthetic Packaging Elements that Influence Customer Purchase Interest

Aesthetic Packaging Elements	Impact on Consumers
Color	Attract attention and create a certain emotional impression
Visual Design	Make the product stand out from the competition
Typography	Make it easier for consumers to understand product information
Packaging Form	Gives a unique impression and increases attractiveness
Illustration or Picture	Helps strengthen product identity
Packaging Materials	Improve product quality perception
Brand Logo	Strengthening brand recognition and image
Information Layout	Gives a premium and exclusive impression
Packaging Finishing	Gives a premium and exclusive impression
Unique Design	Increase consumer recall of the

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The table shows that various visual elements contribute to the attractiveness of packaging. These elements work together to create a positive impression that attracts consumer attention and increases the likelihood of a purchase.

Besides influencing consumer perceptions, aesthetic packaging also impacts various aspects of purchasing behavior. Several studies have shown that consumers often consider packaging as a primary consideration when choosing a product, especially for products with relatively similar functions and prices.

Table 2. The Influence of Aesthetic Packaging on Consumer Behavior

Consumer Behavior Aspects	Forms of Influence
Consumer Attention	Attractive packaging is easier to see and notice
Perception of Quality	The product is considered to be of better quality
Consumer Trust	Increase confidence in the product
Purchase Interest	Encourage the desire to buy the product
Customer Loyalty	Strengthening emotional connections with brands
Customer Satisfaction	Providing a pleasant visual experience
Buying decision	Be a supporting factor in decision making
Word of Mouth Promotion	Consumers are more interested in recommending products
Brand Recall	Make it easier for consumers to remember the product
Interaction on Social Media	Increase the chances of products being shared online

The data shows that the influence of aesthetic packaging does not stop at the stage of attracting consumer attention, but also continues to the purchasing

stage and even customer loyalty to a brand. The study also found that younger generations, Generation Z and Millennials, are the consumer groups most responsive to aesthetic packaging. This group tends to pay attention to a product's visual aspects before making a purchase. They not only buy products based on function but also consider aesthetic value, which can provide visual satisfaction and an engaging experience.

On the other hand, aesthetic packaging has also been proven to provide benefits for businesses. Products with attractive packaging tend to have a higher selling value because consumers are willing to pay more for products perceived as having good visual quality. Therefore, aesthetic packaging can be a strategy for increasing a product's added value.

Further research shows that aesthetic packaging plays a crucial role in differentiating a product from competitors. In a market saturated with products with nearly identical characteristics, packaging becomes a differentiating element that can create a competitive advantage. Products with unique and attractive packaging designs are more easily recognized and remembered by consumers than those with ordinary packaging designs.

Additionally, several studies have found that aesthetic packaging can enhance the customer experience. The positive experience consumers have when viewing, holding, or opening a product's packaging can create a lasting impression of the brand. This experience is often a factor that encourages consumers to make repeat purchases in the future. Other findings indicate that the use of aesthetic and environmentally friendly packaging is increasingly popular among modern consumers. Many consumers are starting to consider sustainability *when* choosing products. Therefore, packaging that is not only visually appealing but also uses environmentally friendly materials has a greater potential to attract customer interest.

Overall, the study results indicate that aesthetic packaging is a significant factor influencing customer purchase intention. This influence is evident through increased consumer attention, the formation of quality perceptions, strengthening brand image, enhancing customer experience, and driving purchasing decisions. Therefore, aesthetic packaging can be an effective marketing strategy for enhancing product competitiveness in an increasingly competitive market.

Discussion

Aesthetic Packaging Concept in Marketing Strategy

Packaging is a crucial element in marketing activities because it is the first element that interacts directly with consumers. Initially, packaging served only to protect products from damage during storage and distribution. However, with the development of the marketing world and increasing business competition, the function of packaging has undergone significant changes. Today, packaging serves not only as a protective measure for products but also as a communication medium capable of conveying brand identity, product information, and the value proposition to consumers.

Aesthetic packaging is packaging designed with aesthetic considerations in mind to create visual appeal for consumers. Aesthetic elements in packaging include color, shape, illustration, typography, material, and a harmoniously designed layout. The combination of these elements aims to create an appealing impression and provide a pleasant visual experience for consumers.

In modern marketing strategies, aesthetic packaging is an effective promotional tool because it can quickly capture consumer attention. When consumers are in a shopping mall or viewing products on digital platforms, attractive packaging is more likely to attract attention than plain packaging. Therefore, many companies make packaging design a key part of their marketing strategy.

The importance of aesthetic packaging is also becoming increasingly relevant, as today's consumers purchase products not only based on function but also on the experience and emotional value they derive from them. Attractive packaging can create a positive impression from the start, increasing the likelihood of a purchase.

The Role of Aesthetic Packaging in Attracting Consumer Attention

Consumer attention is the initial stage in the purchasing decision-making process. Before considering a product's quality, price, or benefits, consumers must first be attracted to it. In this context, aesthetic packaging plays a crucial role in attracting attention. Color is one of the most influential elements in attracting consumer attention. The right use of color can create a certain impression and influence consumer emotions and perceptions. For example, bright colors are often used to convey an energetic and fun impression, while neutral and elegant colors are often used to create a premium and exclusive impression. Besides color, unique packaging can also enhance a product's

appeal. Products with distinctive packaging styles tend to be more easily recognized and remembered by consumers. This uniqueness can provide added value, distinguishing a product amidst increasingly fierce market competition.

Illustrations and other visual elements also contribute to attracting consumer attention. Creative and engaging designs can spark curiosity, encouraging consumers to explore and learn more about the product. Therefore, aesthetic packaging can serve as an effective visual communication tool in introducing products to consumers.

The Influence of Aesthetic Packaging on Perception of Product Quality

One important finding in various studies on consumer behavior is the relationship between packaging design and perceived product quality. Many consumers judge a product's quality based on its appearance before trying or using it. Professionally designed and attractive packaging is often associated with higher product quality. Conversely, less attractive packaging can create the impression of lower quality. This phenomenon demonstrates the power of packaging to shape consumer expectations about a product. The perception of quality formed through packaging is crucial because it can influence purchasing decisions. Consumers tend to choose products they perceive as being of better quality, even if they haven't tried them before. Therefore, good packaging design can be a factor in increasing a product's competitiveness in the market.

Furthermore, the use of high-quality packaging materials also strengthens positive consumer perceptions. Sturdy, neat packaging with high-quality printing conveys the impression that the manufacturer pays attention to detail and product quality. This, in turn, can increase consumer trust in the brand.

The Influence of Aesthetic Packaging on Customer Purchase Interest

Purchase intention is a person's tendency to purchase a product after going through a specific evaluation and consideration process. In a marketing context, purchase intention is an important indicator of the likelihood of a purchase. Aesthetic packaging has a significant influence on customer purchasing intention because it creates a positive first impression. When consumers see a product with attractive packaging, they tend to be intrigued to learn more about it. This interest can develop into a desire to own or purchase the product.

Furthermore, aesthetic packaging can also add value to a product. Consumers often perceive products with attractive packaging as having higher value than those with plain packaging. This perception can increase purchasing interest, especially for products targeting specific market segments such as the younger generation and upper-middle class consumers. In some cases, packaging is even a major factor influencing purchasing decisions, especially when consumers are faced with several product options with relatively similar functions and prices. Therefore, aesthetic packaging can be an effective tool for increasing product appeal and sales.

The Relationship between Aesthetic Packaging and Brand Image

Brand image is the perception consumers have of a brand based on their experiences, information, and impressions. One factor contributing to brand image formation is product packaging design. Aesthetic packaging can help companies build a strong, recognizable brand identity for consumers. Through consistent use of colors, logos, typography, and visual elements, companies can create characteristics that differentiate their brand from others. Attractive packaging also creates a professional and trustworthy impression. Consumers tend to have more confidence in products with neat, high-quality packaging. This trust is a crucial component in building long-term relationships between companies and customers. Besides boosting trust, aesthetic packaging also helps strengthen a brand's position in the market. Products with distinctive packaging designs are more easily remembered by consumers, increasing the likelihood of repeat purchases in the future.

The development of digital technology has transformed consumer consumption patterns, including how consumers search for and purchase products. Social media is now a primary means of promoting products to consumers. In this context, aesthetic packaging plays an increasingly important role. Products with attractive packaging tend to attract more attention on social media. Many consumers enjoy sharing photos or videos of products with unique and aesthetic designs. This activity indirectly serves as a form of free promotion that can increase brand exposure to a wider audience. *The unboxing experience* phenomenon also demonstrates the importance of aesthetic packaging in the digital age. Consumers not only pay attention to the product they purchase, but also the experience of opening the packaging. A pleasant experience can increase customer satisfaction and encourage them to share it with others.

In the context of digital marketing, aesthetic packaging serves as a visual communication tool that can enhance the appeal of promotional content. Products with an attractive appearance are more likely to attract attention and engagement from social media users.

Factors Affecting the Effectiveness of Aesthetic Packaging

While aesthetic packaging has a positive influence on customer purchase intention, its effectiveness is influenced by various factors. One key factor is the suitability of the packaging design to the characteristics of the target market. Packaging that appeals to teenagers may not appeal to adults, so packaging design needs to be tailored to the preferences of the target consumer. Another factor is the suitability of the packaging to the product type. Packaging design should reflect the characteristics of the product being offered. For example, premium products require elegant and exclusive packaging, while products for children require more cheerful and colorful designs. The quality of packaging materials also influences its effectiveness in attracting purchase interest. Visually appealing packaging made from perishable materials can undermine consumer trust in the product. Therefore, aesthetic aspects must be supported by good physical packaging quality. Furthermore, constantly changing market trends also impact the effectiveness of aesthetic packaging. Companies need to innovate regularly to ensure packaging designs remain relevant and appealing to consumers.

Challenges in Using Aesthetic Packaging

Despite its many benefits, aesthetic packaging also faces several challenges. One of the main challenges is the relatively higher production costs compared to conventional packaging. Complex designs, the use of high-quality materials, and specialized printing processes can increase product production costs. Another challenge is rapidly changing consumer preferences. Designs that are popular today may not remain popular years from now. Therefore, companies must continuously conduct market research and stay abreast of emerging trends to ensure their packaging remains relevant. Furthermore, growing consumer awareness of environmental issues also presents a challenge. Modern consumers are increasingly concerned about the use of environmentally friendly packaging materials. Therefore, companies need to balance aesthetics and environmental sustainability when designing product packaging.

Implications of Aesthetic Packaging for Product Marketing Success

Based on the various findings discussed, it is clear that aesthetic packaging has significant implications for product marketing success. Attractive packaging can increase consumer attention, shape perceptions of quality, strengthen brand image, and increase customer purchasing interest. In a competitive business environment, aesthetic packaging can be a source of competitive advantage, helping a company differentiate its products from competitors. Furthermore, attractive packaging has the potential to increase customer loyalty by creating a positive, memorable experience. Therefore, companies need to view packaging not only as a means of protecting their products, but also as a marketing investment that significantly impacts sales success and brand development in the marketplace. With the right packaging design strategy, companies can enhance product appeal while strengthening their position in an increasingly competitive business environment. In the modern marketing era, consumer experience is a crucial factor in determining a product's success in the market. Consumers not only purchase products to fulfill functional needs but also seek a pleasurable experience during the purchasing and use process. In this context, aesthetic packaging plays a significant role in creating a positive consumer experience. When consumers receive a product in attractive packaging, they experience visual satisfaction even before using it. This experience can create a positive first impression of the brand. This positive impression often impacts overall customer satisfaction.

Furthermore, attractive packaging design can enhance a product's emotional value. Consumers feel they're receiving something more than just a product, an experience that provides pleasure and satisfaction. Therefore, many companies today strive to create packaging designs that are not only visually appealing but also provide a memorable experience for customers. Positive customer experiences have a long-term impact on business sustainability. Satisfied customers are more likely to make repeat purchases and recommend products to others. Therefore, aesthetic packaging contributes not only to initial sales but also to customer loyalty.

The Influence of Aesthetic Packaging on Customer Loyalty

Customer loyalty is a key goal in marketing strategy because loyal customers have the potential to make repeat purchases and provide ongoing benefits to the company. One factor that can support customer loyalty is a

positive experience consumers have with a product, including experiences related to packaging. Aesthetic packaging can create an emotional connection between consumers and a product. When consumers are attracted to and satisfied with a product's packaging design, they are more likely to remember that product compared to other products with ordinary designs. This emotional connection can develop into a preference for a particular brand. Additionally, packaging that is consistent with a brand's identity will help strengthen brand recognition in consumers' minds. The more frequently consumers see and recognize a package, the more likely they are to choose that product when making future purchases. Customer loyalty built through positive experiences with packaging can also provide benefits through *word-of-mouth promotion*. Satisfied consumers are more likely to recommend a product to family, friends, and through social media, thereby helping to increase the product's marketing reach.

The Influence of Aesthetic Packaging on Impulsive Purchasing Decisions

An impulse purchase is a spontaneous purchase made without prior planning. In many cases, aesthetic packaging is a factor that triggers impulse purchases. When consumers see a product with an attractive packaging design, they may feel an emotional urge to purchase it, even if they had no prior intention. This often occurs with food, beverages, cosmetics, and various other lifestyle products. Unique packaging design can create curiosity, encouraging consumers to try the product. Furthermore, the use of attractive colors and creative visual elements can enhance a product's appeal, making it easier to influence spontaneous purchasing decisions. This phenomenon demonstrates that aesthetic packaging serves not only as a means of information but also as a persuasive tool capable of directly influencing consumer behavior. Therefore, many companies utilize packaging design as a strategy to increase sales through impulse buying. Added value is one factor that can increase a product's competitiveness in the market. Products with added value tend to be more attractive to consumers because they are perceived to provide greater benefits than competing products. Aesthetic packaging is one form of added value that can be added to a product. With an attractive design, a product can appear more exclusive and have a higher value in the eyes of consumers. In some cases, consumers are even willing to pay a higher price for products with attractive and high-quality packaging.

Besides increasing economic value, aesthetic packaging can also enhance a product's symbolic value. For some consumers, especially younger generations, attractive packaging can become part of their lifestyle and identity. They purchase products not only for their function but also because the packaging reflects their tastes and personality. Therefore, aesthetic packaging can be an effective strategy in increasing the added value of a product while strengthening the brand's position in the market. In a market saturated with products with nearly identical characteristics, companies need a strategy to differentiate their products from competitors. One strategy that can be used is differentiation through packaging design. Aesthetic packaging allows a product to stand out and stand out from the crowd. This distinction can include the use of distinctive colors, unique packaging shapes, eye-catching illustrations, or innovative design concepts. Differentiation through packaging is crucial because consumers often make purchasing decisions quickly. Products that capture attention quickly have a greater chance of being chosen by consumers.

Furthermore, unique packaging also helps strengthen brand identity. Consumers will more easily recognize and remember products with distinctive packaging designs than those with generic designs. Therefore, aesthetic packaging can be an effective differentiation tool in increasing product competitiveness. This article differs from the research by Apriyanti (2018), Ivanko and Tunjungsari (2019), and Parassih and Susanto (2021) in both its focus and results. Apriyanti's (2018) research emphasized the importance of packaging as a factor influencing product sales in general. Meanwhile, Ivanko and Tunjungsari's (2019) research focused on the influence of packaging on consumer purchasing intention, with product quality as a mediating variable. Parassih and Susanto's (2021) research examined the influence of visual packaging design and labeling on purchase intention for packaged food and beverage products. This article differs because it emphasizes the concept of aesthetic packaging as a marketing strategy that can build a positive visual impression, increase product appeal, and encourage customer purchasing intention. In addition to discussing aesthetic elements such as color, shape, and typography, this study also highlights how packaging becomes a communication medium that shapes consumer perceptions of product quality.

This article aligns with research by Apriyanti (2018), Ivanko and Tunjungsari (2019), Parassih and Susanto (2021), and Asilmi (2022), all demonstrating that packaging plays a crucial role in influencing consumer

behavior. These studies affirm that attractive packaging can increase attention, build positive perceptions, and encourage purchase intention. Furthermore, all of these studies view packaging not only as a protective measure for the product but also as an effective marketing tool. Both previous research and this article demonstrate that visual elements and information on packaging contribute to creating consumer interest in a product.

This article is novel because it integrates various research findings on aesthetic packaging and customer purchase intention into one comprehensive literature review. Unlike previous research that generally focuses on only one product type or one specific packaging aspect, this article provides a broader overview of the relationship between packaging design, visual aesthetics, product information, and consumer purchase intention. Thus, this article not only emphasizes the importance of aesthetic packaging in increasing product appeal but also demonstrates that packaging can be an effective marketing strategy to increase product competitiveness amidst increasingly fierce market competition.

Conclusion

Based on studies of several Indonesian journals, it can be concluded that aesthetic packaging has a strong influence on customer purchasing intention because packaging is the first impression consumers see before they know the product's contents. Apriyanti (2018) emphasized that attractive packaging can increase or decrease sales, while Parassih and Susanto (2021) showed that color, shape, size, and labeling significantly influence purchase intention for packaged food and beverage products. Similar findings were also seen in Asilmi (2022) and Ivanko and Tunjungsari (2019), both of which demonstrated that packaging plays a role in shaping positive perceptions, strengthening confidence in product quality, and encouraging consumer purchasing intention. Thus, aesthetic packaging is not merely a complementary element, but a crucial part of a marketing strategy that can help a product attract attention, stand out from the competition, and generate purchasing motivation. Beyond an attractive appearance, clarity of information on the packaging is also crucial, as consumers tend to trust products that appear neat, informative, and professional.

Suggestion

For business owners, packaging should be designed not only to be

visually appealing but also to be clear, informative, and appropriate to the product's character to generate purchasing interest from the first glance. Elements such as color, shape, size, material, typography, and labeling require balanced consideration, as Indonesian research shows that the combination of these elements contributes to consumer interest. For future researchers, this topic is still highly worthy of development with more diverse subjects, such as comparing the influence of aesthetic packaging on food, beverage, cosmetic, and MSME products, or adding other variables such as brand trust, product quality, and repurchase decisions. Further research could also use more specific field methods to more clearly demonstrate the relationship between packaging design and consumer purchasing behavior.

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