

# Does Graphic Design Elements on Product Packaging Affect Gen Z's Buying Decisions? Evidence from Wellness Products

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## Abstract

Today, brands are competing through product packaging as it has become a tool to win customers' approval. Yet, producers, especially SMEs, often lack the resources required to create packaging that can effectively capture customers' interest. This study tries to resolve the gap in previous studies as research that tries to portray the effects of design elements on consumer buying decisions is still scarce, specifically for Indonesian consumable wellness products. This research investigates the effect of Use of Colors, Typeface, and Image towards consumers' buying decisions. This research pursued the quantitative approach targeted at Generation Z between the age of 18-23 who lives in Jabodetabek area and are customers of consumable wellness products. This research relies on primary data collected through an online questionnaire and analyzed using SPSS statistics. This study found that out of 156 respondents, the Use of Colors and Typeface affect their buying decisions. On the other hand, Image does not have any significant effect. This research aims to theoretically and empirically verify which graphic design elements affect customers buying decisions, and to provide the basis for producers, especially SMEs, to develop their product packaging by giving them the latest customers insights on elements that influence their buying decisions the most.

*Keywords: Graphic Design, Buying Decisions, Colors, Typeface, Images.*

JEL Code: C10, C1

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## **1. Introduction**

### **1.1. Background**

Businesses today engage in complex competition and the ever-increasing consumption is the cause (Cahyorini & Rusfian, 2011). In Indonesia, the country's consumption and buying power transforms industries (Ismoyowati, 2015). Indonesia's private consumption rate accounts for 56.81% of the country's GDP (CEIC, 2021). That's why marketers compete to capture consumers' interest everyday (Ritnamkam et al., 2012). One example is the wellness industry. In Indonesia, its consumption exponentially increased throughout the pandemic. Indriani et al. (2012) stated that COVID-19 boosted wellness products' purchase because customers felt they're better protected. Indonesia's wellness industry annual growth reaches 10-13% and would only continue to increase yearly (Ekonid Insights, 2020).

Intense competition obliges producers to differentiate themselves from others (Klimchuk & Krasovec, 2007). For years, brands have done that by pursuing the creative visual aspect of product packaging. Colors (Ahmad et al., 2012; Rider, 2009), typeface (Yew et al., 2020; Imiru, 2017) and images (Mohammed et al., 2018; Ahmad et al., 2012) has been proven affecting customers' buying decisions (Abdullah et al., 2013). This research will pursue these elements further and see which are important when customers decide what to purchase.

### **1.2. Research Problem**

Packaging has become a tool to increase awareness and reduce promotional costs (Abdullah et al., 2013). However, brands including local SMEs tend to have many unsold products caused by designs that fail to capture customers' interest (Auttarapong, 2012). Implementing graphic design elements is complex as it requires expertise and monetary resources (Ilman, 2019). Knowing this, businesses place a heavier emphasis on design (Young, 2008). Within the industry wellness products, similar problems have also been studied. For example, brands fail to convey their product's purpose by using the wrong color scheme even when it can portray the products' benefits (Smith, 2020).

Also, research which tries to understand the topic is still low (Gonzalez, 2007). Previous research often focuses on general household items (Ahmad et al., 2012), beauty products (Mohammed et al., 2018; Ritnamkam & Sahachaisaeree, 2012), even food and beverage packaging (Spence & Velasco, 2018). Yet, research on wellness products is still scarce. This would be the gap this research is addressing. Thus, this research will investigate:

1. Does the use of color(s) on product packaging affect consumers' buying decisions of local consumable wellness products?
2. Does typeface on product packaging affect consumers' buying decisions of local consumable wellness products?
3. Does image on product packaging affect consumers' buying decisions of local consumable wellness products?

This study aims to empirically see whether the use of color(s), typeface, and images affect wellness products consumers' buying decisions. This study also acts as a guideline for entrepreneurs to develop their packaging design grounded by latest research. Therefore business-wise, this study provides consumer insights for the decision-making in the packaging design process of Indonesian wellness products' brands. Another aim is to resolve the gap in existing research as research that tries to see the effects of design elements on buying decisions is scarce, specifically in the Indonesian wellness market. This study also contributes to academics and universities related to graphic design, to provide new insights on what customers think is important in packaging design.

## **2. Literature review**

### **2.1. Graphic design**

Graphic design explores visual aspects of ideas and concepts through print and digital (Ambrose et al., 2020). Often used as a form of expression or communication (Barnard, 2005), the discipline includes typography, art direction, IT/IS, and other creative spectrum (Ambrose et al., 2020). In Indonesia, graphic design has taken the market by storm. The industry contributes more than 5% to the GDP and is valued approximately IDR 980 trillion in 2019. This number is increasing by the year with the Visual Communication Design sub-sector growing 8.14% in 2018. The younger generation's interest to pursue a career and education in the creative field also increases, including as a graphic designer (IDN Media, 2020).

There's no possibility where we haven't been exposed to graphic design as it can take almost any form. Yet, graphic design could go unnoticed because people hardly notice its existence instantly (Barnard, 2005). In truth, graphic design has a strong influence on businesses to attract customers and increase the business longevity (Campbell, 2018).

### **2.2 Product Packaging and Graphic Design on Product Packaging**

Product packaging defines the physical product receptacle with the materials and design elements included (Arens, 2007). The primary functions of packaging are to protect the product throughout the supply chain (Underwood, 2015). The two main situations that affect customers' buying (Solomon, 2006) are when customers have prior experience with the products and service, the other is when they're first exposed. When the latter happens, customers tend to prioritize its physical look (Abdullah et al., 2013). That's why graphic design in product packaging must be emphasized to attract them in the first place (Dospinescu & Florea, 2016). as they're able to create a first impression and secure the sale.

### **2.3 Consumable Wellness Products**

Consumable is an item that's meant to be used and replaced over time as they wear out and have expiration dates (Hayes, 2021). Wellness products is a specific niche that promotes a healthy lifestyle, intended to encourage a generally healthy activity that reduces the risk of chronic conditions (Enriquez, 2016). The example of consumable wellness products are essential oils, sleeping oils, scented candles, even aromatherapies. The categories vary from (1) mind mental activity, (2) health nutrition, (3) fitness/beauty care, and (4) relaxation (Mohote, 2016). The concern for a healthier lifestyle is growing including in developing nations (Salamati, 2014). This is why health-related products have been preferred for some time now, including in Indonesia.

### **2.4 Buying Decisions**

Buying decision is a process before acquiring a product or service (Shirin et al., 2011) with attitude, knowledge, and other factors included (Peter et al., 2004). Cheung et al. (2012), defined buying decision as the cognitive process where customers choose a product and its alternatives. Understanding them is crucial as it affects their buying decision (Hanaysha, 2017) although it's harder than it looks (Basil et al., 2013). There are two factors that affect consumer buying behavior, internal and external (Khaniwale, 2015). The internal factor is whether a customer involves their tangible (e.g., money) and intangible resources (e.g., time and effort) into their decision-making process (Schiffman & Kanuk, 2007) while the external factors refer to those beyond customers' control, including product packaging.

Amanah & Lisnawati (2017) found that service quality, price, and how diverse the product offered affect buying decisions externally. Another example would be the brand's physical appearance (Duffett, 2015). One Indonesian study found both external and internal factors are positively affecting buying decisions (Indahingwati et al., 2019). These showed that both factors are a stimulus that affects customers' buying decisions and understanding them is crucial to boost

competitive strategies (Chairiena, 2020). Businesses need to understand preferences and characteristics of customers to increase their competitive advantage (Hanaysha, 2017).

## 2.5 **Kotler's Five Product Level: How Product Packaging Affects Buying Decisions**

One theory which explains the aspect that affects buying decisions is the Five Product Level Model by Philip Kotler. Kotler (1967) explained that a product consists of different layers which influence customers' perception. Kotler (1967) coined this theory into what he called a Five Levels of Products:

2.5.1.1 **Core Benefit:** the primary value that customer would obtain upon purchase,

2.5.1.2 **Actual Product:** what represent the products' quality,

2.5.1.3 **Expected Product:** what customer expect to get after purchase,

2.5.1.4 **Augmented Product:** the intangible additions to the product,

2.5.1.5 **Potential Product:** the products' innovation.

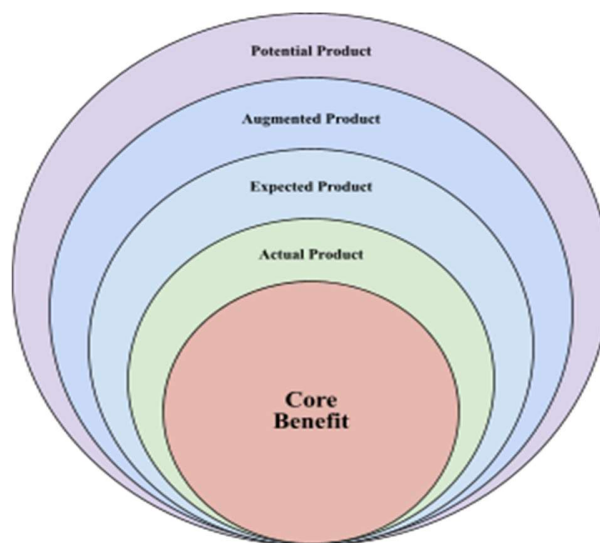


Figure 2.1. Five Product Levels Model  
Adapted by Kotler, P. (2000)

The perception that customers have over the core product won't exist without the existence of actual products (Kotler, 2000). Actual product is the physical characteristics that satisfies customers' expectations (e.g, materials, branding, and product packaging) (Kotler, 2000). The actual product must surround the core product to convince customers to purchase. Simply put, product packaging—as part of the actual product must be carefully crafted to deliver the core

benefit to customers (Kotler, 2000). Referring to product packaging for wellness products, the core benefit is boosted health that wouldn't be achieved without the captivating packaging—the brand would fail to execute customers' purchase (Imiru, 2017).

For years, research which sees the effect of product packaging towards buying decisions have added to Kotler's theory. For example, aside from functioning as a protection to the main product offered to customers (Vyas and Bhuvanesh, 2015), packaging can create lasting impressions on customers (Imiru, 2017). Product packaging has the ability to inspire consumers, fuel their buying behavior, and decrease the overall marketing expenses to promote the product (Amin et al., 2015). Moreover, product packaging can serve as a physical advertisement method (Jugger, 2007) and a tangible proof of the quality of the product (Orth et al., 2010). It's clear that packaging has become the prime driver for branding and communication, and companies need to take them seriously to capture customers' hearts.

## 2.6 Theoretical Framework and Hypothesis

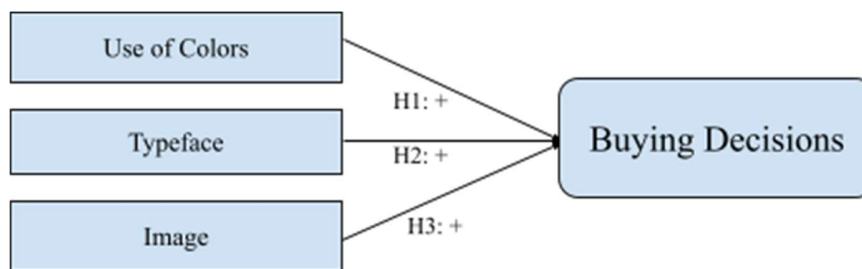


Figure 2.2. Proposed Theoretical Framework  
Modified from Imiru (2017)

### 2.6.1 The Effect of Use of Colors (UC) towards Consumers' Buying Decisions (BD)

Colors have long been associated with buying decisions. Rider (2009) states that colors have both effectiveness and a sense of appeal. According to Lupton and Phillip (2008), color can convey a mood and designers often use to make an element stand out. Therefore, color in packaging design should be carefully curated to fulfill such a purpose.

Mohamed et al. (2018) examined the effect of packaging design on consumers' buying decisions. This study examined 130 female cosmetics consumers and found that they're significantly affected by the visual elements of the product, including color. This study concludes that color in product packaging has the highest importance on buying decisions. Ritnamkam and Sahachaisaeree's (2012) also found that color affects young customers' perception of a particular product. Ahmad et al. (2012) found that color plays the biggest influence on FMCG consumers. Locally, Cahyorini and Rusfian (2011) tries to analyze how the packaging of a local chocolate brand (Coklat Monggo) influences the impulsivity of customers in South Jakarta. The result shows that packaging design significantly influences impulsive buying behavior with color being one of the aspect.

With these findings, this study explores the Use of Colors (UC) effects on buying decision of wellness products with the hypothesis of:

**H1: Use of Colors have a significant and positive effect towards Consumers' Buying Decisions**

### *2.6.2 The Effect of Typeface (UT) towards Consumers' Buying Decisions (BD)*

Like color, typeface has also been proven influential towards buying decisions. For example, Imiru (2017) found that the font size has a positive effect on purchasing decisions. Abdullah et al. (2013) analyzed seven graphic design elements and proved a positive correlation between typeface and buying decision. Yew et al. (2020) weighed how packaging attributes affect customers and found that printed information is an essential factor to consider pre-purchase. These align with Vyas and Bhuvanesh (2015) where among color, material, and other elements, typography is the element noticed directly by consumers.

Not all use of visual stimulants attracts customers. It all depends on what the product is trying to offer (Ahmad et al., 2012). One example is when consumers require more information when buying health and wellness products. This is where product labeling comes into play, with choice of typeface and font size would play a crucial role in captivating the customer's attention (Ahmad et al., 2012; Siloyai, 2006). With these



findings, this study explores the Typeface (T) effects on buying decision of wellness products with the hypothesis of:

**H2: Typeface has a significant and positive effect towards Consumers' Buying Decisions**

2.6.3 The Effect of Images (I) towards Consumers' Buying Decisions (BD)

Image has been associated with buying decisions as well over the years. Ahmad et al. (2012) states that a picture or image within the product appearance significantly affects their buying decisions. Schlossberg (2008) states similarly where the picture in product packaging is one of the most effective attention grabber methods out there. The respondents of Vyas et al. (2015) showed a positive inclination towards images on graphic design. Imiru (2017) also observed that customers tend to perceive the background image as an essential factor that intrigues them when it comes to buying cereal beverages in Ethiopia. The findings of Raheem et al. (2014) also show similarities, where they found that illustrations and graphic images influence how a distinct product is perceived. With these findings, this study explores the Image (I) effects on buying decision of wellness products with the hypothesis of:

**H3: Image have a significant and positive effect towards Consumers' Buying**

### **3. Methodology**

#### **3.1. Research Design**

Yilmaz (2013) stated that researchers must choose a particular method to guide their research with quantitative, qualitative, and mixed methods being among them (Swanson & Holton, 2005). This research implements quantitative methods through online surveys. The questionnaires are constructed to view consumers' purchasing decisions based on a series of essential graphic design elements. This study tries to understand the effect of colors, typeface and image and towards consumers buying decisions of wellness products (Silalahi, 2009).

#### **3.2 Population and Sampling**

The customers of consumable wellness products will be the population of this research. To specify, this research focuses on Generation Z who are customers of wellness products. Born sometime between 1996 to 2010, this generation makes up the 75,49 million people of Indonesia



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and their spending is greater than their previous generations. Their large proportion and immense buying power are why they're chosen to be the research population.

This study uses a non-probability sampling technique called snowball sampling where individuals refer the research to another, forming a chain of response between targeted respondents (Kennedy-shaffer et al., 2021). The method has been widely used across topics, including social sciences (Kennedy-shaffer et al., 2021). The requirements of this study is as follows:

1. Generation Z who lives in the Jabodetabek area,
2. Generation Z with a minimum age of 18 - 23 years old (Legal working age in Indonesia according to Law Number 13 of 2003, Act 68 until the oldest range for generation Z),
3. Generation Z who are a current or were a customer of consumable wellness products.

Since the exact population is unknown, determining sample size follows the statements of Sekaran et al. (2020) where a sample size larger than 30 and less than 500 are sufficient. Roscoe (1975) states an appropriate sample size ranges between 30-500. Kwak et al. (2017) also stated that to obtain a normal distribution, the sample size has to reach between 30-100. The Central Limit Theorem was also applied, where the greater the sample size, the probability of a sampling error decreases (McLeod, 2019).

Table 3.1. Research Instruments

Variable	Code	Items	Research	Scale
<b>Use of Color on Product Packaging</b>	UC 1	Colorful product packaging catches my attention.	Vyas, 2015	Likert scale, five-point, where the lowest scale (1) being Strongly Disagree and the highest (5) being Strongly Agree.
	UC 2	The use of color on the packaging is easy to remember.		
	UC 3	The use of color on the product packaging makes me remember the brand name easily.		
	UC 4	The use of color on the product packaging allows me to differentiate them from other brands easily.		
	UC 5	The use of color on the product packaging encourages me to buy the product.		
<b>Typeface on</b>	TY 1	The font/typeface on the packaging draws my attention.	Vyas,	Likert scale, five-

<b>Product Packaging</b>	TY 2	The font/typeface on the packaging is easy to remember.	2015	point, where the lowest scale (1) being Strongly Disagree and the highest (5) being Strongly Agree.
	TY 3	The font/typeface is able to describe the product information clearly.		
	TY 4	The product information/label creates a sense of trust towards the product.		
	TY 5	The font/typeface on the product packaging encourages me to buy the product.		
<b>Image on Product Packaging</b>	I 1	Pictures on the packaging draw my attention.	Vyas, 2015	Likert scale, five-point, where the lowest scale (1) being Strongly Disagree and the highest (5) being Strongly Agree.
	I 2	Pictures on product packaging are distinctive and easy to remember.		
	I 3	Pictures on product packaging allows me to differentiate them from other brands easily.		
	I 4	Pictures from product packaging encourages me to buy the product.		
<b>Buying Decisions</b>	BD 1	I feel great towards my choice of purchasing consumable wellness products.	Hanaysha, 2017	Likert scale, five-point, where the lowest scale (1) being Strongly Disagree and the highest (5) being Strongly Agree.
	BD 2	I purchase consumable wellness products because it's necessary to boost or maintain my health.	Siloyai, 2006	
	BD 3	When I'm not sure of which item to purchase, I choose the item because of its packaging.	Siloyai, 2006	
	BD 4	I don't mind purchasing consumable wellness products because of its packaging even if I don't necessarily need them.	Yew et al., 2020	

## 4.1 Results

### 4.1.1 Descriptive Analysis

Respondents are majorly female (61.5%), within 21 years of age (53.2%), residing in Jakarta (61.5%), currently a student (92.9%) with an income below IDR 1.000.000 (29.5%). From Table 4.2, all 156 respondents have previously purchased wellness products, with vitamins/multivitamins being their highest purchase (48.7%). Their reasons for purchase are related to health-concerns and their frequency of purchase is mostly one item per month (66%).

### 4.1.2 Validity Test

With a significance value below 0.05 on all variables, we conclude the statements are valid for further testing. The Pearson level for most variables lies within the range of 0.4 to 0.69 indicating a moderate correlation. Image to Buying Decisions have a weak correlation, ranging from 0.1 to 0.39 (Schober et al., 2018).

Table 4.3. Validity Test Result

		BD_Y	UC_X1	TY_X2	I_X3
Buying Decisions	Pearson Correlation	1	.523**	.583**	.391**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	156	156	156	156
Use of Colors	Pearson Correlation	.523**	1	.599**	.679**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	156	156	156	156
Typeface	Pearson Correlation	.583**	.599**	1	.499**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	156	156	156	156
Image	Pearson Correlation	.391**	.679**	.499**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	156	156	156	156

\*\* . Correlation is significant at the 0.01 level (2-tailed)

#### 4.1.3 Reliability Test

A researcher can expect a Chronbach Alpha higher than 0.6 to be considered as Reliable (Ghozali, 2005). Table 4.3. shows a Cronbach value of 0.894 and we conclude the variables are reliable and that the result is classified under “good” (Ghozali, 2005).

Table 4.4. Reliability Test Result

Cronbach's Alpha	N of Items
.894	17

#### 4.1.4 Normality Test

The normality test used is the One-Sample Kolmogorov-Smirnov Test. Based on the table 4.5. and Figure 4.1., we conclude the data passed the normality test with a significance value of 0.046, rounded to 0.05. Studies supported a value slightly below 0.05.

Table 4.5. Normality Test Result

		Uns. Residual	
N		156	
Normal Parameters	Mean	2.31964191	
	Std. Deviation	.072	
Most Extreme Differences	Absolute	.041	
	Positive	-.072	
	Negative	.072	
Test Statistic		.072	
<b>Asymp. Sig. (2-tailed)</b>		<b>.046</b>	
Monte Carlo Sig. (2-tailed)	Significance Value		.049
	99% Confidence Interval	Lower Bound	.043
		Upper Bound	.054

## 4.1.5 Linearity Test

Both the use of color (Figure 4.2.) and Typeface (Figure 4.3.) illustrates an upward trend which shows a positive relationship between the use of color, typeface, and image towards buying decisions. However for image (Figure 4.3.), shows a more dispersed data spread. We conclude that Image doesn't form a strong linear relationship with Buying Decision.

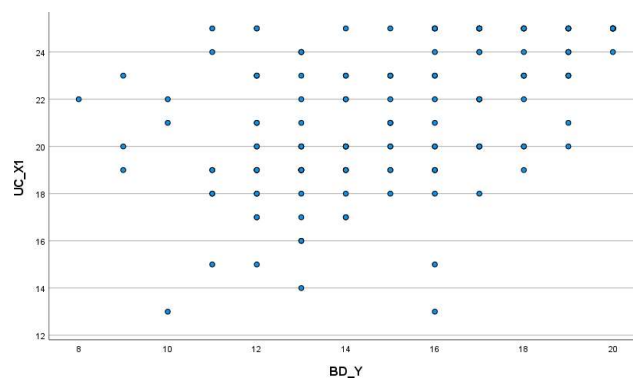


Figure 4.2. Scatter Plot: Use of Colors, Buying Decisions

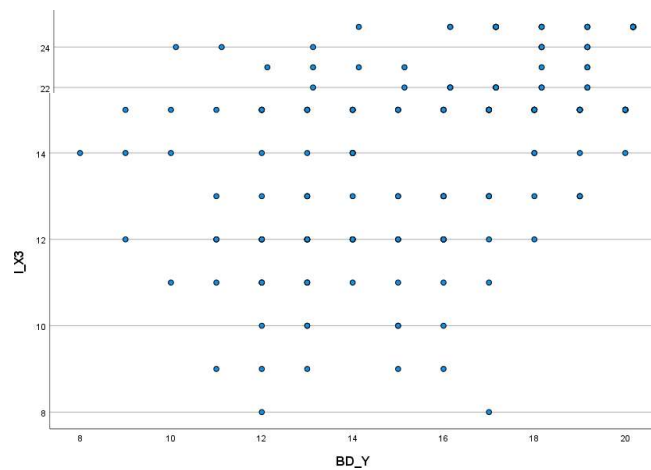
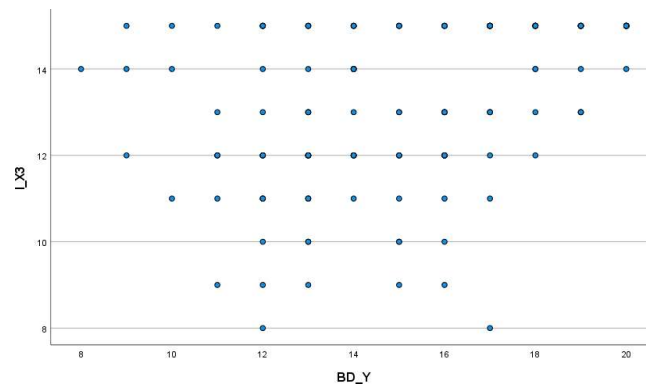


Figure 4.3. Scatter Plot: Typeface, Buying Decisions

Figure 4.4. Scatter Plot: Image, Buying Decisions



#### 4.1.6 Heteroscedasticity Test

The heteroscedasticity test was conducted using both the scatter plot (Figure 4.5.) and Spearman-Rho method (Table 4.6.). Through the Spearman-Rho result of all under 0.005, we conclude a significant correlation. Through the scatter plot that doesn't form any pattern, we conclude that there is no heteroscedasticity issue present.

Table 4.6. Heteroscedasticity Test, Spearman Rho

			I_X3	TY_X2	UC_X1	BD_Y
Spearman Rho	Images	C.C	1.000	.549**	.701**	.440**
		Sig.(2-t)		<.001	<.001	<.001
		N	156	156	156	156
	Typeface	C.C	.549**	1.000	.613**	.606**
		Sig.(2-t)	<.001		<.001	<.001
		N	156	156	156	156
	Use of Color	C.C	.701**	.613**	1.000	.556**
		Sig.(2-t)	<.001	<.001		<.001
		N	156	156	156	156
	Buying Decisions	C.C	.440**	.606**	.556**	1.000
		Sig.(2-t)	<.001	<.001	<.001	
		N	156	156	156	156

\*\* . Correlation is significant at the 0.01 level (2-tailed)

#### 4.1.7 Multicollinearity Test

The characteristics of independent variables should be independent (Hair et al., 2010). Multicollinearity occurs when the opposite happens. Multicollinearity can be seen through a high level of VIF statistics value ( $VIF > 4$ ). According to the table below, no multicollinearity issue is present.

Table 4.7. Multicollinearity Test Result

Model		Collinearity Tolerance	Statistics VIF
1	Use of Colors	.449	2.229
	Typeface	.625	1.599
	Image	.525	1.904

#### 4.1.8 Model Test (F-Test)

The F-Test was conducted to see whether the independent variable has a simultaneous effect towards buying decision. The F value of this research is 31.920, with a significance level of  $<.001$ . We conclude that when combined, the independent variable has a significant relationship with the dependent. Related to the purchase of wellness products in Indonesia, the Use of Colors, Typeface, and Image have a significant impact towards customers' buying decisions.

Table 4.8. ANOVA Test Result

Model		Sum of Squares	df	Mean Square	F	Significance Value
1	Regression	525.421	3	175.140	31.920	$<.001^b$
	Residual	834.014	152	5.487		
	Total	1359.436	155			

b. Dependent Variable: BD\_Y

c. Predictors: (Constant), I\_X3, TY\_X2, UC\_X1



#### 4.1.9 Coefficient of Determination (Adjusted R2)

The Adjusted R2 value is .374 as shown in the model summary below. This means that the Use of Colors, Typeface, and Image influences buying decisions by 37.4%. Other factors outside of them account for the remaining influence (62,6%).

Table 4.9. Model Summary

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	.622 <sup>a</sup>	.386	.374	2.342

- a. Predictors: (Constant), I\_X3, TY\_X2, UC\_X1
- b. Dependent Variable: BD\_Y

#### 4.1.10 Hypothesis Testing (T-Test)

The level for Use of Colors (UC\_X1) and Typeface (TY\_X2) are below 0.05. Therefore, we reject the null hypothesis for our first and second hypotheses, and conclude that (1) Use of Colors have a significant and positive effect towards consumers' buying decisions and (2) Typeface has a significant and positive effect towards consumers' buying decisions. As for Image (I\_X3) with a significance level of 0.955, we reject our third hypothesis and conclude that Image does not have a significant and positive effect towards consumers' buying decisions.

Table 4.10. Coefficients Table

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Significance Value
1	(Constant)	2.725	1.496		1.821	.071
	Use of Colors	.272	.094	.274	2.889	.004
	Typeface	.336	.064	.421	5.239	<.001
	Image	-.008	.140	-.005	-.057	.955

4.1.1.1.1 Dependent Variable: BD\_Y

## **4.2 Discussion**

### **4.2.1 *The Effect of Use of Colors (UC) towards Consumers' Buying Decisions (BD)***

We conclude that Use of Colors has a significant and positive effect on consumers' buying decisions. This aligns with previous research which states that colors shape the brand's uniqueness through the packaging (Brewer, 2006). Even though a product has great quality, customers may cancel their purchase when the packaging color does not have meaning whatsoever (Amin et al., 2015) because color can set the tone between one product and the other (Keller, 2009). Consumers are even interested in the product with low quality, especially if the color is their favorite (Rochi and Stefani, 2005). This aligns with Madden et al. (2000), which states that consumers tend to buy products which colors are preferable over another. Amin et al. (2015) said attractive color can boost customers' buying decisions and boost a products' competitive edge. Asadhollahi & Givee (2007) claims similarly, where packaging colors can amplify certain features of the brand. We conclude previous literature reveals colors can evoke feelings and influence behavior for different customers (Mutsikiwa et al., 2013) and that they support this study.

### **4.2.2 *The Effect of Typeface (UT) towards Consumers' Buying Decisions (BD)***

We also conclude that Typeface has a significant and positive effect on consumers' buying decisions. Imiru (2017) revealed that among color, picture, font, packaging material, label information and packaging innovation, fonts in printed information are the element with the second strongest effect on buying decisions. This is because customers are more likely to purchase when they believe they can trust the product, and printed information reflects what they seek in written format (Vyas et al., 2015). The right choice of typeface and its size would affect how customers' attentions are captured to stay and read the label information (Siloyai, 2006). Customers may have a hard time reading labels that are written too small, and they could choose other items available (Ahmad et al., 2012). As mentioned, visual stimulants (e.g., color, graphics) may not be enough to persuade consumers' purchase. This research proves the brand's typeface has a positive and significant relationship towards customer buying decisions—aligned with previous research that states customers view printed label on packaging as the factor that affect their purchase (Yew et al., 2020)

### **4.2.3 The Effect of Images (I) towards Consumers' Buying Decisions (BD)**

We conclude that image does not form a significant and positive effect on buying decisions. This result contradicts many previous literatures, where most clearly identifies the importance of images for customers' purchase. That may be because Indonesian customers' characteristics and driving force differ from another region. Although most research has proven the significance of image towards consumers' buying decisions, research that proves otherwise also exists even though scarce in quantity. Kuvykaite et al. (2009) for example claimed that when compared to the visual aspects present within the product packaging such as color, form, and material, the verbal aspect (e.g., label information) are still proven triumphant in winning customers approval and purchase, even when customers don't have that much time to scan the items one by one. Their statements also contradict previous literature where most have stated that verbal elements are prioritized when consumers experience a lack of time during their purchase.

## **5. Conclusions**

### **5.1. Conclusions**

This study examines 156 Generation Z who are wellness product consumers, within the age of 18-23 years residing in Jabodetabek, Indonesia. We conclude the Use of Color, Typeface, and Image has a simultaneous and positive effect on customers' purchase. This research accepts the first and second hypothesis and concludes the Use of Color and Typeface have a significant and positive affect on buying decisions. However, we failed to accept the third hypothesis and conclude that Image does not affect buying decisions. These findings are aligned with previous literature where there are graphic design elements that affect buying decisions, and that business owners must consider them when developing their product packaging.

### **5.2 Implications**

#### **5.2.1 Theoretical Implication**

As mentioned, previous research which understands elements that affect consumers' buying decisions towards wellness products is still low (Gonzalez, 2007). Most only focus on general household items, beauty items, even food and beverage (Mohamed et al., 2018; Spence & Velasco, 2018; Ahmad et al., 2012). Based on our analysis, this research intends to fill the gap between theory and practice, to become the support of continuing research regarding a similar topic. This research provides empirical evidence that buying

decisions are affected by colors and typeface on product packaging of consumable wellness products. Although the third hypothesis is rejected, it does not necessarily mean that customers are not at all affected by image. Moreover, previous research often studies aspects of product pre-production and post-production combined. This research chose to focus on elements that would most likely be developed within the design development process (e.g., Use of Colors, Typeface, and Images) which was hardly done before.

This research's findings are able to expand on the literature about the effect of graphic design elements in product packaging towards customers' buying decisions. In marketing and design, this study can be continued by academicians to extend similar topics. Students of marketing and design can also depend on this study to continue their research on similar topics as well.

### 5.2.2 Practical Implication

To minimize losses caused by ineffective designs, a design based on accurate research would yield the best result (Imiru, 2017). This study can benefit Indonesian wellness brands by providing the latest insights on what Jabodetabek consumers are interested in when purchasing the said product. This study showed both the use of colors and typeface has a significant and positive effect towards consumers' buying decisions. Producers of consumable wellness products can focus more on these elements when developing their packaging design by choosing the one that's suitable with the product and don't deviate from the brand guideline (Imiru, 2017). Since images have no significant effect, producers can focus on verbal elements to convey their message instead of relying on images to 'speak' on the brand's behalf. The packaging label can extensively provide accurate information to lure customers in, while relying primarily on image may lead to miscommunications (Kuvykaite et al., 2009).

Referring to the managerial implications, this study provides the grounds for practitioners to emphasize on the importance of graphic design to boost customers' buying decision towards wellness products. Moreover, this study can become a guide for businesses to develop their packaging based on the latest research especially in the Indonesian wellness products' brands.

Referring to global wellness businesses who are expanding their business to Indonesia, this study can also guide them in developing their product packaging.

Expanding to another country requires strong penetration strategies, but one successful strategy may not have the same success when it's reimplemented. This research can help global businesses as they develop an effective packaging design that could capture customers' interest and fuel their buying decisions.

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