



The Influence of Aesthetic Packaging Elements on Consumers' Purchasing Intention: An Empirical Study of Accountancy, Business, And Management (ABM) Grade 12 Students' Products

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ABSTRACT

This study assessed the influence of aesthetic packaging elements on consumers' purchasing intention as an empirical study of Accountancy, Business, and Management (ABM) Grade 12 students' products and described the informants' thoughts about the importance of aesthetic product packaging elements in the business. Precisely, to attain this study's objective, the researchers utilized a mixed method whereby sixty-seven (67) respondents and four (4) informants were selected using a purposive sampling technique since they exhibited the same criteria of being the study's respondents and informants. It was found that most of the respondents are female and are 17 years old. Their preferred beverages and products were Pearl Shake and Sweet Potato Cheese Balls, while their preferred product packaging and logo were the Chew'Gnaw's and Wajabat Khafifa's, respectively. Lastly, their daily amount spent for purchasing products ranged from Php 20.00 to Php 30.00. Furthermore, it can be learned that all aspects of aesthetic product packaging elements are highly influential ($x=3.89$) on consumers' purchasing intention. Additionally, the respondents highly intended to buy the products ($x=3.99$) as influenced by the aesthetic product packaging elements. Also, the results of the correlation showed that there is a significant relationship between the influence of aesthetic product packaging elements and consumers' purchasing intention. Nevertheless, the informants disclosed that aesthetic product packaging elements in business are effective marketing and communication tools. Thus, ABM 12 sellers may sustain the value of their products' packaging design to influence buyers' purchasing intention.

Keywords: *Aesthetic Packaging Elements, Purchasing Intention*

INTRODUCTION

In today's marketplace, organizations are employing various strategies to compete and capture market share. Packaging plays a critical role in attracting customers and influencing their purchasing behavior. It serves as a sales promotion tool, influencing consumers' perception of a product and their overall purchasing intent. Packaging is a key factor in getting consumers to want to buy a product, as it helps products stand out and influences brand perception. Research has shown that packaging can attract consumer attention and significantly impact their purchasing decisions, making it a powerful tool for capturing consumer purchase intent. Printed information on packaging provides crucial details about the product, influencing purchasing behavior. Elements such as shape, color, and size of packaging significantly influence consumer purchasing decisions, with over 73% of purchase decisions being influenced by packaging (Waheed, Khan, and Ahmad (2018). An empirical study was conducted among Grade 11 students to assess the influence of aesthetic product packaging elements on consumer purchasing intentions. This study aimed to evaluate the impact of packaging elements on consumer behavior at the school level, specifically among ABM students, revealing the importance of aesthetic product packaging elements in business simulations.

OBJECTIVES

This study assessed the influence of aesthetic packaging elements on consumers' purchasing intention as an empirical study of Accountancy, Business, and Management (ABM) Grade 12 students' products and described the informants' thoughts about the importance of aesthetic product packaging elements in the business.

Specifically, the study aimed to:

1. Determine the level of influence of aesthetic product packaging elements on consumers' purchasing intention in terms of:
 - a. Color;
 - b. Size and Shape;
 - c. Graphics/Photography;
 - d. Designs/Layouts;
 - e. Typography;
 - f. Materials; and
 - g. Information.
2. Determine the respondents' level of purchasing intention.
3. Determine if there a significant relationship between the influence of aesthetic product packaging elements and respondents' purchasing intention.
4. Identify the thoughts of the informants about the importance of aesthetic product packaging elements in the business.

METHODOLOGY

This study utilized a combination of quantitative and qualitative research methods. Descriptive method was used in determining the level of influence of aesthetic product packaging elements on consumers' purchasing intention in terms of color, size and shape, graphics/Photography, designs/Layouts, typography, materials, and information, in determining the respondents' level of purchasing intention, and in determining if there a significant relationship between the influence of aesthetic product packaging elements and respondents' purchasing intention.

Purposive sampling technique was utilized in this study. The researchers purposively involved all the ABM Grade 11 students as respondents who met the criteria that they must be bonafide senior high school students of Colon National High School and must have tried purchasing the products of ABM Grade 12 students during their business enterprise simulation. Moreover, four (4) ABM Grade 11 students of Colon National High School were chosen as key informants through their approved consent.

A researcher-made Survey Questionnaire was used as research instrument. The questionnaire consisted of two (2) main parts. The first part of the survey questionnaire is about the Demographic Profile of

the Respondents. The second part is about the level of influence of aesthetic product packaging elements on consumers' purchasing intention in terms of color, size and shape, graphics/Photography, designs/Layouts, typography, materials, and information, and the respondents' level of purchasing intention. These parts of the questionnaire were presented in English. In the interpretation of the responses, a five-point scale with a mean range was utilized as shown in Table 1 and Table 2 below:

Table 1 Interpretation of the Influence of Aesthetic Product Packaging Elements

MEAN RANGE	DESCRIPTION	INFLUENCE OF AESTHETIC PRODUCT PACKAGING ELEMENTS
4.21 - 5.00 (5)	Fully Agree	Very Highly Influential
3.41 - 4.20 (4)	Agree	Highly Influential
2.61 - 3.40 (3)	Neither Agree Nor Disagree	Moderately Influential
1.81 - 2.60 (2)	Disagree	Less Influential
1.00 - 1.80 (1)	Fully Disagree	Least Influential

Table 2 Interpretation of the Consumers' Purchasing Intentions

MEAN RANGE	DESCRIPTION	CONSUMERS' PURCHASING INTENTIONS
4.21 - 5.00 (5)	Fully Agree	Very Highly Intended to Buy
3.41 - 4.20 (4)	Agree	Highly Intended to Buy
2.61 - 3.40 (3)	Neither Agree Nor Disagree	Quite Intended to Buy
1.81 - 2.60 (2)	Disagree	Not Quite Intended to Buy
1.00 - 1.80 (1)	Fully Disagree	Not Intended to Buy

At the same time, in the qualitative method, the researchers used an interview guide which was validated by the teacher-validators. The questions were open-ended to allow the informants to give further descriptions and explanations about their responses.

Data Analysis

The data obtained in the study were analyzed using weighted mean and Pearson Product Moment Correlation Coefficient. In determining the influence of aesthetic product packaging elements and consumers' purchasing intentions, Weighted Mean was used. In determining if there was a significant relationship between the influence of aesthetic product packaging elements and consumers' purchasing intentions, the Pearson Product Moment Correlation Coefficient was used. All tests were done at the 0.05 level of significance. Further, in providing analysis and interpretation in the qualitative data gathered in this study, phenomenological data analysis was utilized in this research.

RESULTS AND DISCUSSION

Objective One: Determine the level of influence of aesthetic product packaging elements on consumers' purchasing intention in terms of color, size and shape, graphics/Photography, designs/Layouts, typography, materials, and information. The level of influence of aesthetic product packaging elements on consumers' purchasing intention and the results are presented in Table 3.

Table 3: Summary of the Level of Influence of Aesthetic Product Packaging Elements on Consumers' Purchasing Intention

VARIABLES	Weighted Mean	Description
Color	3.60	Highly Influential
Size and Shape	3.88	Highly Influential
Graphics/Photography	4.04	Highly Influential
Designs/Layouts	3.80	Highly Influential
Typography	4.00	Highly Influential

Materials	3.89	Highly Influential
Information	4.00	Highly Influential
Overall Mean	3.89	Highly Influential

Legend: (4.21 – 5.00) Very Highly Influential (3.41 – 4.20) Highly Influential (2.61 – 3.40) Moderately Influential (1.81 – 2.60) Less Influential (1.00 – 1.80) Least Influential

Table 3 shows the summary of the results on the level of influence of aesthetic product packaging elements on consumers' purchasing intention. It can be learned that all aspects of aesthetic product packaging elements, i.e., color, size and shape, graphics/photography, designs/layouts, typography, materials, and information, are **highly influential** on consumers' purchasing intention as evidenced by the overall mean of 3.89 ($x=3.89$).

Objective Two: Determine the respondents' level of purchasing intention. The respondents' level of purchasing intention was determined using weighted mean and the results are presented in Table 4.

Table 4 Level of Consumers' Purchasing Intention

Indicators	Weighted Mean	Description
I would purchase this product/brand next time	4.16	Highly Intended To Buy
I will likely buy this product/brand	4.10	Highly Intended To Buy
I am thinking of buying the products of ABM Grade 12	3.91	Highly Intended To Buy
I will recommend my friends and relatives to buy the products of ABM 12	3.78	Highly Intended To Buy
I think about the products of ABM 12 as a choice when buying similar products	3.96	Highly Intended To Buy
Overall Mean	3.99	Highly Intended To Buy

Legend: (4.21 – 5.00) Very Highly Intended To Buy (3.41 – 4.20) Highly Intended To Buy (2.61 – 3.40) Quite Intended To Buy (1.81 – 2.60) Not Quite Intended To Buy (1.00 – 1.80) Not Intended To Buy

As assessed by the respondents, they **highly intended to buy** the products of the Grade 12 ABM students during their business simulation as influenced by the aesthetic product packaging elements as evidenced by the mean of 3.99 ($x=3.99$). Specifically, they would purchase the product/brand next time ($x=4.16$); they will likely buy the product/brand ($x=4.10$); they are thinking of buying the products of ABM Grade 12 ($x=3.91$); they will recommend their friends and relatives to buy the products of ABM 12 ($x=3.78$), and they think about the products of ABM 12 as a choice when buying similar products ($x=3.96$).

In sum, the respondents highly intended to buy the products of the Grade 12 ABM students during their business simulation as influenced by the aesthetic product packaging elements.

Objective Three: Determine if there is a significant relationship between the influence of aesthetic product packaging elements and respondents' purchasing intention. The hypothesis was tested using Pearson Product Moment Correlation Coefficient and the result is presented in Table 5.

Table 5 Relationship Between the Influence of Aesthetic Product Packaging Elements and Consumers' Purchasing Intention

Variables	Mean	Correlation Coefficient [®]	P-Value	Description
Influence of Aesthetic Product Packaging Elements	3.89	0.65	0.00	With Significant Relationship
Consumers' Purchasing Intention	3.99			

The results of the correlation showed that there is a significant relationship between the influence of aesthetic product packaging elements and consumers' purchasing intention with a correlation coefficient of $r = 0.65$ and a p-value of $p = 0.00$.

Since the p-value is < 0.05 , this led to the rejection of the null hypothesis which is there is no significant relationship between the influence of aesthetic product packaging elements and consumers' purchasing intention.

DISCUSSION

It was revealed that all aspects of aesthetic product packaging elements, i.e., color, size and shape, graphics/photography, designs/layouts, typography, materials, and information, are highly influential on consumers' purchasing intention. Specifically, color, size and shape, graphics/photography, designs/layouts, typography, materials and information are all interpreted as highly influential.

As assessed by the respondents, they highly intended to buy the products of the Grade 12 ABM students during their business simulation as influenced by the aesthetic product packaging elements. Packaging has proven to be a highly effective marketing tool, and its communication capabilities allow it to serve as a true "salesman on the shelf" (Silayoi & Speece, 2014). This is especially verifiable in the food market, where an increasing number of options creates a highly competitive environment and where many choices are made directly at the Point of Sale (POS) because the majority of items in this category are considered "low involvement products" - products for which "consumers do not search extensively for information about the brands, evaluate their characteristics, and make a weighty decision regarding which brand to purchase" (Kotler, 2016). Kotler (2016) corroborates this notion by asserting that modern packaging must perform a variety of sales tasks, including "attracting buyers, communicating brand positioning, and closing the sale."

Similarly, in marketing, the packaging is the most important aspect of a product because sometimes only the packaging attracts consumers, who then purchase the product because of the packaging's attractiveness (Sauvage, 2016) argues that the packaging shape of the product creates an image of the product. Underwood (2014) noted that the packaging image is more important than verbal communication because it provides a greater increase and attracts consumers. Underwood (2013) suggests that sometimes consumers purchase a product based on its color because different colors have different meanings. As a marketing tool, a product's packaging will only be as effective as the elements it incorporates.

The results of the correlation showed that there is a significant relationship between the influence of aesthetic product packaging elements and consumers' purchasing intention. Additionally, Topoyan and Bulut (2018) claimed that packaging influences brand experience positively. Brands with improved packaging can increase customer satisfaction. Silayoi and Speece (2014) state that appealing packaging increases the

likelihood of a purchase because it "captures consumer attention by cutting through the competitive clutter" and that "poor packaging can discourage consumers from purchasing the product."

When the informants were asked about their thoughts on the importance of aesthetic product packaging elements in business, Effective Marketing and Communication Tools as a theme cluster emerged. Specifically, they think that aesthetic product packaging elements may result in consumer attraction, effective marketing tools, and effective brand image communication. According to Topoyan and Bulut (2018), packaging influences brand experience positively. Brands with improved packaging can increase customer satisfaction. According to Kuvykaite and Navickiene (2019), packaging also influences consumer purchase intentions positively.

CONCLUSION AND RECOMMENDATIONS

By the assessment of the respondents, it can be learned that all aspects of aesthetic product packaging elements, i.e., color, size and shape, graphics/photography, designs/layouts, typography, materials, and information, are highly influential on consumers' purchasing intention. As assessed by the respondents, they highly intended to buy the products of the Grade 12 ABM students during their business simulation as influenced by the aesthetic product packaging elements. Given that most respondents are 17-year-old females with preferences for specific products and packaging, it is crucial to continue understanding the target audience's needs and preferences. Future researchers may consider conducting further market research to gather more insights into their tastes, preferences, and lifestyles. It is also suggested that sellers may continue to prioritize these elements in their packaging design, and pay close attention to color, size, shape, graphics, typography, and materials in particular.

The results of the correlation showed that there is a significant relationship between the influence of aesthetic product packaging elements and consumers' purchasing intention. Hence, sellers may consider investing in professional design services to create visually appealing packaging that resonates with their target audience. They may also consider expanding their market reach based on these findings, and identify other market segments that may also be influenced by their packaging design.

When the informants were asked about their thoughts on the importance of aesthetic product packaging elements in business, effective marketing and communication tools emerged as theme clusters. Sellers may consider educating their team and customers about the value of packaging design. This can foster a deeper appreciation for the effort put into packaging design.

Lastly, if sustainability is a theme that emerged from this research, sellers may consider integrating eco-friendly packaging options into their product offerings. This can appeal to environmentally conscious consumers.

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