

THE RELATIONSHIP BETWEEN SENSORY MARKETING AND PRODUCT PACKAGING ON PURCHASE DECISION (STUDY ON CAK NDOK PRODUCTS)

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ABSTRACT

Background: This study examines how sensory marketing and product packaging influence consumer purchase decisions, providing insights for SMEs like Cak Ndok to enhance competitiveness and sales through effective marketing strategies.

Purpose: This study aims to analyze the influence of sensory marketing and product packaging on purchase decisions. A quantitative approach was employed using a survey method targeting consumers of Cak Ndok products. Data analysis was conducted using the Partial Least Squares (PLS) method.

Design/methodology/approach: This study uses primary data from a Google Form questionnaire distributed to Cak Ndok consumers in 2024, consisting of 12 attribute statements. The data was analyzed using the "10 times rule" method, with 120 respondents based on 12 indicators.

Findings/Result: The results indicate that sensory marketing and product packaging significantly influence purchase decisions. These findings highlight the importance of sensory marketing strategies and packaging design in shaping consumer buying behavior. Additionally, the study provides valuable insights into how sensory elements and packaging can create emotional and practical appeal, enhance customer loyalty, and increase product value in a competitive market.

Conclusion: These findings are particularly relevant for small and medium-sized enterprises (SMEs), offering guidance on how to optimize their marketing strategies by focusing on consumer experience-driven approaches.

Originality/value (State of the art): This study provides empirical evidence that sensory marketing and product packaging significantly influence consumer perception and purchase decisions, reinforcing their role as key strategies for brand differentiation and emotional engagement in competitive markets.

Keywords: Sensory Marketing, Product Packaging, and Purchase Decision.

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INTRODUCTION

Technological advancements and globalization have pushed companies to innovate continuously to stay competitive. Sensory marketing and product packaging are key strategies used to attract consumers and influence purchase decisions. According to Kotler & Armstrong (2021), sensory marketing creates deep emotional experiences, strengthening consumer relationships. Well-designed packaging not only protects the product but also serves as a powerful visual communication tool that shapes customer perception.

Sensory marketing engages the five human senses—sight, sound, smell, touch, and taste—to create positive perceptions and emotional connections (Hultén, 2020). This strategy enhances the shopping experience and stimulates purchase intentions. Meanwhile, product packaging plays a dual role: as protection and as a visual marketing tool that captures consumer attention. Attractive packaging can influence quality perception and strengthen brand image (Malohing, 2021).

As an SME in the snack food sector, Cak Ndok faces challenges in retaining its market share and increasing sales. This study examines the relationship between sensory marketing, product packaging, and consumer purchase decisions. The findings are expected to provide theoretical and practical insights, helping Indonesian SMEs enhance their competitiveness through effective marketing and packaging strategies (Natalia et al., 2023).

METHODS

This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the influence of sensory marketing and product packaging on purchase decisions. PLS-SEM is a variance-based structural equation modeling technique widely used for predictive analysis and handling complex relationships between latent variables (Ahyar et al., 2020). It is particularly suitable for exploratory research, small sample sizes, and when the data does not meet strict normality assumptions. This study uses primary data from a Google Form questionnaire distributed to Cak Ndok consumers in 2024, consisting of 12 attribute statements. The data was analyzed using the "10 times rule" method (F. Hair Jr. et al., 2021), with 120 respondents based on 12 indicators.

1. H1: Sensory marketing (X1) positively and significantly influences purchase decisions (Y).
2. H2: Product packaging (X2) positively and significantly influences purchase decisions (Y).

This study uses answer index analysis to evaluate the variables of Sensory Marketing, product packaging, and purchase decisions based on a 1–5 Likert scale.

Table 1. Variable Score Criteria

Variable	Interval	Category
Sensory Marketing	1,00–1,79	Very Poor
	1,80–2,59	Poor
	2,60–3,39	Fair
	3,40–4,19	Good
	4,20–5,00	Very Good
Product packaging	1,00–1,79	Very Poor
	1,80–2,59	Poor
	2,60–3,39	Fair
	3,40–4,19	Good
	4,20–5,00	Very Good
Purchase decisions	1,00–1,79	Very Poor
	1,80–2,59	Poor
	2,60–3,39	Fair
	3,40–4,19	Good
	4,20–5,00	Very Good

THE RESULTS

Respondent Characteristics

The respondents were categorized based on age, gender, education level, monthly income, and occupation. The majority of respondents were 21–30 years old (97 people), while the <20 age group was the smallest (23 people). In terms of gender, females dominated with 54,5% (65 people), while males accounted for 45,5% (55 people). Regarding education level, most respondents held a bachelor's degree (71,9%), whereas only 5% had a diploma. The largest income groups were <Rp1.500.000 and Rp2.500.000–Rp5.000.000, each representing 36,6% (44 people). In terms of occupation, students comprised the majority (51,6%), while entrepreneurs made up only 2,5% (3 people).

Convergent Validity & Reliability

The validity of the statements in the questionnaire is assessed using outer load values. In this study, a criterion is considered valid if the outer loading value exceeds 0,70.

Table 2. Outer Loading		
	Purchase decisions (Y)	Sensory Marketing (X1)
		Product packaging (X2)
PE1	0,776	
PE2	0,736	
PE3	0,856	
PE4	0,834	
PR1		0,849
PR2		0,891
PR3		0,834
PR4		0,822
SE1	0,812	
SE2	0,892	
SE3	0,831	
SE4	0,778	

Based on the table above, all items in the research variables have outer loading values > 0,70, indicating that they are valid.

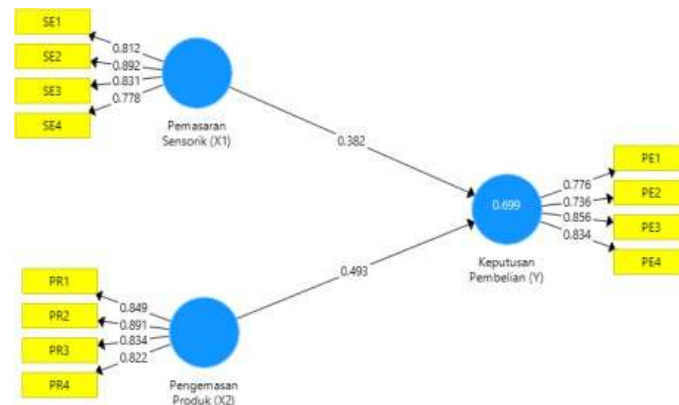


Figure 1. Outer Model

The AVE test ensures the validity of the relationships between variables. If the AVE value is greater than 0.50, convergent validity is met.

Table 3. AVE

Variable	Average Variance Extracted (AVE)
Purchase decisions (Y)	0,643
Sensory Marketing (X1)	0,688
Product packaging (X2)	0,722

Based on the table above, the AVE values for all four variables are greater than 0,50. Therefore, it can be concluded that all variables meet the criteria for convergent validity.

The reliability test is conducted to determine whether an instrument is valid and trustworthy as a data collection tool. This test uses Composite Reliability and Cronbach's Alpha as measurement tools.

Table 4. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
Purchase decisions (Y)	0,878	0,816
Sensory Marketing (X1)	0,898	0,848
Product packaging (X2)	0,912	0,871

Based on the table above, Cronbach's Alpha and Composite Reliability values are greater than 0,70. This indicates that all constructs have a good level of reliability.

Discriminant Analyses

The established criterion states that the indicator values between variables must be greater than 0,70.

Table 5. Cross Loading

	Purchase decisions (Y)	Sensory Marketing (X1)	Product packaging (X2)
PE1	0,776	0,543	0,554
PE2	0,736	0,560	0,489
PE3	0,856	0,662	0,735
PE4	0,834	0,732	0,758
PR1	0,650	0,635	0,849
PR2	0,700	0,718	0,891
PR3	0,703	0,716	0,834

PR4	0,686	0,718	0,822
SE1	0,626	0,812	0,649
SE2	0,678	0,892	0,725
SE3	0,664	0,831	0,704
SE4	0,642	0,778	0,645

Based on the table above, all indicators have values greater than 0,70, meeting the criteria for discriminant validity.

F Test

Based on the F-square values in the table above, there is no large effect size, as none of the values exceed 0,35. The effect sizes of X1 to Y and X2 to Y fall into the moderate category, as their values range between 0,15 and 0,35.

Table 6. F Test

Variable	Purchase decisions (Y)	Sensory Marketing (X1)	Product packaging (X2)
Purchase decisions (Y)			
Sensory Marketing (X1)	0.157		
Product packaging (X2)	0.262		

R² Test

The R-square test evaluates how well the model explains the variation in the dependent variable, measured using Adjusted R Square. Its value ranges from 0 to 1, with a stronger influence as it approaches 1.

Table 7. R² Test

	<i>R Square</i>	<i>R Square Adjusted</i>
Purchase decisions (Y)	0,699	0,694

Based on the table above, the Adjusted R Square value for variable Y is 0,694. This means that 64,9% of Purchase Decision (Y) is influenced by Sensory Marketing (X1) and Product Packaging (X2) in this study, while the remaining percentage is affected by other variables outside the study.

Q² Test

This test aims to validate the model's predictive ability. The interpretation of the results indicates that an exogenous variable is considered good if its value is greater than zero, meaning it can effectively predict the endogenous variable. The obtained results are as follows:

Table 8. Q² Test

	SSO	SSE	Q ² (=1- SSE/SSO)
Purchase decisions (Y)	480,000	272,306	0,433

Sensory Marketing (X1)	480,000	480,000
Product packaging (X2)	480,000	480,000

Based on the table above, the Q^2 value for the Purchase Decision (Y) variable is greater than 0, indicating that the developed model has an adequate level of predictive relevance.

Hypothesis Testing

The Path Coefficient hypothesis test results to examine the relationships between variables are as follows:

Table 9. Hypothesis Testing

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STD EV)	T Statistic's (O/ST DEV)	P Values
Sensory Marketing (X1) -> Purchase decisions (Y)	0,382	0,389	0,107	3,578	0,000
Product packaging (X2) -> Purchase decisions (Y)	0,493	0,488	0,106	4,645	0,000

The results indicate that sensory marketing and product packaging have a significant positive influence on purchase decisions. The T-value for sensory marketing ($X1 \rightarrow Y$) is 3,578, with a significance value of $0,000 < 0,05$, leading to the rejection of H_0 and acceptance of H_1 . The original sample value of 0,382 confirms a positive relationship, meaning that as sensory marketing efforts increase, purchase decisions also improve. Similarly, the T-value for product packaging ($X2 \rightarrow Y$) is 4,645, with a significance value of $0,000 < 0,05$, resulting in the rejection of H_0 and acceptance of H_2 . The original sample value of 0,493 further supports the positive correlation, indicating that better product packaging enhances purchase decisions. These findings highlight the crucial role of sensory marketing and product packaging in shaping consumer purchasing behavior.

These findings support the theory that sensory marketing influences consumer perception through sensory stimulation, enhancing the emotional experience during product purchases (Natalia et al., 2023). For example, attractive visuals and bright packaging colors can evoke positive emotions, encouraging purchase decisions (Hultén, 2020). Additionally, engaging sounds or jingles help reinforce a product's lasting impression (Kotler & Armstrong, 2021).

Managerial Implications

The findings emphasize the importance of sensory marketing and product packaging in influencing consumer purchase decisions. Businesses should enhance sensory marketing strategies by incorporating visually appealing designs, engaging audio elements, and attractive colors to create emotional connections with consumers, ultimately increasing purchase intent. Additionally, product packaging plays a crucial role in shaping consumer perception. Companies should invest in high-

quality, functional, and aesthetically pleasing packaging to strengthen brand identity and enhance product attractiveness.

For retail and FMCG industries, implementing multi-sensory branding techniques, such as distinctive scents, textures, or interactive packaging, can create a memorable shopping experience. Furthermore, integrating packaging innovations, such as eco-friendly materials or smart packaging technology, can appeal to modern consumer preferences and differentiate the product in competitive markets. By leveraging effective sensory marketing and packaging strategies, businesses can boost customer engagement, strengthen brand loyalty, and drive higher sales performance.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that sensory marketing and product packaging have a positive and significant impact on purchase decisions for Cak Ndok products. Therefore, businesses are advised to enhance sensory marketing strategies by strengthening visual, sound, and scent elements in their products. Additionally, attractive and informative packaging design should be continuously optimized to reinforce brand image and increase customer loyalty. These findings provide valuable insights for SMEs, emphasizing the importance of sensory factors and packaging in improving market competitiveness.

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