INFLUENCE OF JAPANESE SNACK PACKAGING TOWARD ONLINE IMPULSIVE BUYING: KIT KAT BLUEBERRY CHEESE CAKE

[1]RESAFELLA ANGGREINI, [2]HERRY HUDRASYAH

School of Business and Management, Institut Teknologi Bandung
E-mail: [1]resafella@sbm-itb.ac.id, [2]herryhud@sbm-itb.ac.id

Abstract - Packaging was proven as effective marketing communication toward purchase decision. It becomes one competitiveness factor between companies to create a good one. Good example can be taken from Japan, country that is known to have creative and unique snack packaging. Technology shifting allows people to buy it through online purchase. This research aims to determine influence of Japanese snack packaging toward online impulsive buying as well as to know Indonesian perception regarding other countries packaging. Kit Kat Blueberry Cheese Cake was chosen as Japanese snack packaging representative since it has deep Japanese philosophy within the worldwide known snack brand. Respondents are Millennial Generation who live in Bandung and have experience in online purchase. Result showed that Kit Kat Blueberry Cheese Cake packaging influence online impulsive buying with image as the highest contribution to influence online impulsive buying. It can be taken as example for companies in Indonesia in making better packaging as it is publicly accepted in Indonesian perspective. Paying more attention to image whilst maintaining synchronicity and collaboration with packaging elements.

Keywords - Impulsive Buying, Japanese Snack Packaging, Kit Kat Blueberry Cheese Cake, Online Impulsive Buying, Packaging, Packaging Elements

I. INTRODUCTION

Business are getting more and more as time goes by opening higher competitiveness among companies to maintain its sustainability. Moreover, current lifestyle allows technology to dominate life, leading to behavior and personality changes[1]. Hence, innovation toward product and strategies are preparedly created in order to develop as part of important key role. Every business experiences this including food companies. Culinary or food becomes an interesting thing to be observed since the ease seen turns out to be complex in the end[2]. Good taste is not only consideration, additional factors should be considered as well: packaging.

Definition of packaging definitions depends on perspective[3]. Packaging plays important role in marketing and is also useful to increase sales as it is proven to fulfill human possession need since Before Centuries[4]. Regarding market response and prior research about packaging, companies compete each other to increase sales by using it as most people buy food product after seeing the packaging[5]. It is part of advertisement that is seen the last time before purchase decision is made[6]. If packaging successfully play its role as last-time advertisement to trigger person in buying the product without any plans before, impulsive buying happens without considering any conditions due to bigger love he or she has within the product. Moreover, most people buying activity is dominated by impulsive buying, where a person really wants to buy the product and feel like the product must be owned at that time[6]. Since prior researches proved positive influence of packaging toward offline impulsive buying, this research tries to observe its influence toward online impulsive buying by having Japanese packaging as research object.

Japan is a leading nation in create things include the packaging according to Adobe survey held back in 2012 and 2016. Japan developed rapidly by making imaginative packaging, supporting fact that there is huge possibility of increasing sales by learning from Japan as Japanese consumer market was seen as the most advanced of the universe[7]. Seeing Japan has become a base and reference for industry development since the World War II ended[8], Japan is surely to put higher value in packaging than other countries. Japan have one distinguishable thing affecting the whole packaging making process: cultural involvement. Reasons found about how and why Japan creates something creative: PRP (Perfectly Reject Perfection)[9]. When they create something, Japan resist that it is the best thing ever exist although other countries might think that way. Every individual are linked to the nature, and everything that is connected to the nature is never exquisite since everything is god. Throughout the thinking, mind communications happen to create something newer.

Among many choices snack, Kit Kat Blueberry Cheese Cake was chosen as research object since it can only be found in Japan. Kit Kat becomes a belief of lucky charm[10] and also available at the right time to provide more flavors where millennial are emerged [11]. Kit Kat in Japan is believed to bring a fortune and currently become one of their choices in having lucky charm instead of making it. Kit Kat in Japan is believed to bring a fortune and currently become one of their

choices in having lucky charm instead of making it. In Japan, Kit Kat is pronounced kitto katto, closely similar to kitto katsu means "Win is definitely yours"[10]. Hence, many parents buy Kit Kat as a symbol of praying to their children for facing exam successfully. Besides Kit Kat is a popular brand, it means deeper in Japan.

II. THEORETICAL FRAMEWORK

2.1. Packaging and its Elements

Packaging as a marketing tool is not only a slight call as it becomes critical to engage shoppers in last minute[11]. Brainstorming of well-made packaging is an effective way to do since company can decrease advertising cost[12]. Behavioral shifting and technologies create new customers attitude where experience is indicators in buying packaged food that can be a social status as feel of prestigious exist after sharing it to their friends using social media. New thing found that fundamental purpose is no longer enough but should be combined with experimental and esthetical purpose. Thus, this is a good opportunity to maximize packaging for marketing purposes and increasing sales.

Packaging still maintain their main purpose as the protector during distribution process between supply chains [14]. Company has urgency to do packaging renewal by breaking down each elements without leaving out protective purpose as safety still becomes consideration[15]. Many elements that can be modified just like what Underwood, Klein and Burke from their research back in 2001[16]. Silayoi and Speece [17] summarized the packaging elements to visual and informational elements; visual elements related to color, size, and graphic design; and product information [12]. There is also categorization into graphics, criterion, shape, and the feel in order to make an effective and creative packaging [18]. Nilsson & Ostrom[19] mentioned elements of packaging designs are divided into three parts: shape, color, and graphic[6]. There is another division of packaging elements into typography, coloring, material, label and figure, detail information, and graphical layout[20]. Elements classification each researcher does not have much difference. They all have the same big point but in different partition. This research was considered to match partition by Astri Cahyorini & Effy Zalfiana[6] with modification and adjustment. Hence, there are five elements included in this research: brand name, color, typography, image, and shape.

Brand is a product or service operated under particular company. It also means mark or something to be named. Far long time ago, brand could be associated with how farmers create the signature on their sheep with iron. Now, brand can be seen from the name, type of product and what company takes control of. The origin of the brand in business started from the 19th century where a sugar coke named themselves as Coca Cola named and create their own identity[21]. Brand name will be an added score for people preferences.

Although sometimes color in packaging is adjusting the palette and its marketing concept, it can tell shoppers the way marketers want them to feel and see[22]. Color delivers message marketers want to bring as well as represents psychology meaning.

Typography is not only about fonts but meaning and impression brought by its choosing. Typography is such a notation when people talk where it gives clear message about how it should be talked like et cetera[23]. Typography has its own division depends on the purpose[24].

Image aims to catch attention as visual attracts people more. It also describes protected product inside. Image can be recognized by people as part of universal language that even illiterate people can understand[25].

Shape affects shopper evaluation in purchase decision[26]. Shape takes the important part as stimulus and part of marketing strategies[27]. Shape can vary: convenience, as stimulus to associate the shape with the quality and/or price, represents identity, make status on the segment[28].

Impulsive Buying

Every person has different needs about what to buy in the store. Behavior can be seen and how much it varies through shopping activity. Although it is about the behavior and psychology of shopper, this becomes highlight of marketing to maximize this opportunity for creating effective and efficient strategy. Among all shopping done, unplanned ones must be exist when they really are linked to the desire and pleasure[29]. It is caused by external factors and will happen when emotional attachment lead to purchase decision such as food with good packaging. Good packaging will be a good brand communication and marketing tools for boosting up sales as well as transferring value through emotional approach. Conclusion, impulsive buying is mainly caused by emotional appeal. It not only happens in offline but also online. Online shoppers generally take thirty seconds to buy things[30]. Online selling is about virtual atmosphere (virtual atmosphere, virtual layout, virtual theatrics) that could influence online impulsive buying[31]. Many researches already existed, yet there is one good division of impulsive buying by Rook[32], where he divided it into eight detailed dimensions.

First dimension is Sudden Urge to Buy. It does not always happen since it could happen without appealing visual appearance. But if it does, it is triggered by visual strategies both directly and indirectly.

Power and Compulsion dimension occurs when forced feeling to buy something right away. Tempted yet reckless feeling might exist, dominantly they feel like predator where wants must be fulfilled. Third dimension is Excitement and Stimulation, where impulsive buying desire is stimulating. Outcomes vary in both negative and positive form i.e. fear leaving goods without buying or excitement. Whatever the outcomes are, they appear after people fall in love with the product. Product Animation is the fourth. Shoppers tend to blame products whereas they buy because of themselves. Product seems to seduce them to buy. In the end, purchasing is done within confusion about made decision. Good appearance of the product hypnotized them.

Synchronicity dimension is feeling of lucky to see the products at the right place and time. Impulsive buying happens when they see it as a one-time chance that seldom happens. Buying product means utilizing the golden chance as if it will never come again.

Hedonic is the sixth dimension. It creates feeling depends on individual. It causes shoppers emotion to feel happy, sad, et cetera. When pleasure and principle of actual life affect each other, Conflict dimension occurs. As the result, it creates emotional conflict and instability causing impulse. Feeling guilty is one of examples. It occurs due to disability of holding desire in impulsively buying things. There are two contradictive emotional aspects.

Impulsive buying that happens when people do not consider overcome effects. This happens when shoppers feel the strong purchasing and incontrollable desire. This last dimension is called as Disregard of Consequences.

III. CONCEPTUAL FRAMEWORK & HYPOTHESIS

Conceptual framework is adopted from Astri & Effy Zalfiana[6] and through transformation since researchers were doing offline impulsive buying research. There are elements beyond what eyes could do such as size, material, and product information that only can be seen by touch it or have an interaction with the goods. Since this research focuses on online impulsive buying, three mentioned packaging elements are not further to be used for this research. Remain elements are everything that can be assessed by sight sense. There are two main hypothesis whether packaging influences or not. Major hypothesis is divided according to amount of packaging elements. In summary, the null and alternative hypothesis are as followed.

H0: Packaging elements do not have significant influence on impulsive buying when purchasing Kit Kat Blueberry Cheese Cake through online purchase

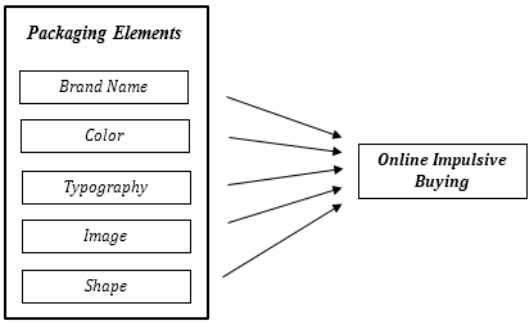


Fig. 1: Conceptual Framework

Brand generally has a great impact to the sales. It has its own elements: name, logo, symbol, characteristic, slogan, and packaging can be included to elements[33]. Brand name is equally important as packaging as form message itself to trigger the impulsive buying. Hence, the hypothesis can be created in a form of:

H1: Brand name has a significant influence on impulsive buying when purchase Kit Kat Blueberry Cheese Cake through online purchase

The probability is really high when it comes to talk about color. Every individual have their owned preferences in color choosing[17]. That is why every company has different packaging color due to different impression they want to deliver and advertising content through color. Other words, every color has each meaning that what creates it has critical role in association with customers[34]. Hypothesis appears to be:

H2: Color has a significant influence on impulsive buying when purchase Kit Kat Blueberry Cheese Cake impulsively through online purchase

Companies should be considerate in choosing the right typography in order to be well-perceived by customers since it can influence readable level of the descriptions[20]. To see typography is one of stimulus in trigger impulsive buying, then another hypothesis appears as:

H3: Typography has a significant influence on impulsive buying when purchase Kit Kat Blueberry Cheese Cake impulsively through online purchase

Refers to the first sentence of earlier paragraph that the products protected inside the packaging will not be seen, so it has to be a clear description about the product and also the figure as a reference about what the product looks like. Creating the right, attracting, and explainable figure can give effect toward the marketing communication that will stick to the mindset[20]. Hence, image is important as other elements.

H4: Image has a significant influence on impulsive buying when purchase Kit Kat Blueberry Cheese Cake

impulsively through online purchase

To see the world shifts to high mobility trend, human also demands something that can help them to mobile highly. Although it does not really relate with packaging, but it can be the reflection that the shape of packaging should be ease to be hold, used, or anything interacts with human. Shape is also the crucial attribute of packaging elements[35]. On other research, the shape of packaging was proven in creating the brand image[36]. To see that shape indeed becomes packaging elements, thus:

H5: Shape has a significant influence on impulsive buying when purchase Kit Kat Blueberry Cheese Cake impulsively through online purchase

IV. RESULT AND DISCUSSION

Research aims to target millennial generation who livein Bandung and ever experienced online buying. There are few opinions about age range of millennial generation. This research chose to follow age range used by Indonesian government based on report made by Bappenas. It was set that millennial generation in Indonesia is between twenty to thirty nine years old. Since there is no exact size of online buyers as it gets more by seconds, this research reflected from Malhotra theory that this research needs minimum of 200 respondents. In the end, this research analyzed 246 valid respondents.

A. Validity and Reliability Test

Spearman Correlation and Cronbach Alpha is used. Minimum correlation of 0.361 for pilot test with total 30 respondents, 0.1251 for final test with total 246 respondents, and 0.6 for Cronbach Alpha. It passed pilot test on all measurements, it can continue to final test. All measurements are also qualified for validity and reliability test, allowed to continue analyzing with multiple linear regression analysis.

Variable	Label	Spearman/Sig.	Cronbach
Brand Name (BN)	BN1	0.675/0.000	0.700
	BN2	0.670/0.000	
	BN3	0.708/0.000	
	BN4	0.670/0.000	
Color (C)	C1	0.731/0.000	0.666
	C2	0.731/0.000	
	C3	0.660/0.000	
	C4	0.727/0.000	
Typography (T)	T1	0.819/0.000	0.830
	T2	0.854/0.000	
	T3	0.865/0.000	
	T4	0.890/0.000	
Image (I)	I1	0.677/0.000	0.657
	I2	0.499/0.000	
	I3	0.801/0.000	
	I4	0.786/0.000	
Shape (S)	S1	0.837/0.000	0.852
	S2	0.887/0.000	
	S3	0.875/0.000	
Impulsive Buying (IB)	IB1.1	0.695/0.000	0.921
	IB1.2	0.664/0.000	
	IB1.3	0.618/0.000	
	IB2.1	0.637/0.000	
	IB2.2	0.466/0.000	
	IB2.3	0.507/0.000	
	IB3.1	0.598/0.000	
	IB3.2	0.464/0.000	
	IB3.3	0.612/0.000	
	IB4.1	0.525/0.000	
	IB4.2	0.526/0.000	
	IB4.3	0.612/0.000	
	IB5.1	0.587/0.000	
	IB5.2	0.653/0.000	
	IB5.3	0.556/0.000	

	IB6.1	0.643/0.000	
	IB6.2	0.671/0.004	
	IB6.3	0.604/0.000	
	IB7.1	0.536/0.000	
	IB7.2	0.603/0.000	
	IB7.3	0.536/0.000	
	IB8.1	0.627/0.000	
	IB8.2	0.551/0.000	
	IB8.3	0.589/0.000	

Table 0.1: Validity & Reliability Test

B. Multiple Linear Regression

The data is analyzed using multiple linear regression analysis since there are more than one independent variables examined toward dependent variable. The model should pass classical assumption first in order to be valid in analyzing. This research passed all classical assumption test including heteroscedasticity and linearity that were tested through scatter-plot graph. Table IV.2 below exhibited classical assumption test result.

Variable	Collinearity Statistics		Normality
	Tolerance	VIF	
Brand Name	0.635	1.574	0.200
Color	0.527	1.899	
Typography	0.814	1.229	
Image	0.562	1.779	
Shape	0.650	1.538	

Table 0.2: Classical Assumption Test

Note: * = 0.01 < p ≤ 0.05; **= p ≤ 0.01; *** = p = 0.000

Var.	ANOVA		Coefficient			
	F	Sig.	Beta	Sig.	R^2 / Adjusted	H
BN	47.610	0.000	0.105	0.068	0.498/0.488	H1
C			0.268	0.000***		H2
T			0.124	0.016*		H3
I			0.284	0.000***		H4
S			0.141	0.014*		H5

Table 0.3: Multiple Linear Regression Test

This study is failed to prove the first hypothesis that Brand Name is significantly influence on impulsive buying when purchase Kit Kat Blueberry Cheese Cake impulsively through online purchase. In this case, the name Kit Kat does not make shoppers to buy it right away. Kit Kat is beneficial in Japan to have similar pronunciation with Japanese phrase while it is not in Indonesia. Hence, the relationship of the name Kit Kat is stronger in Japan rather than Indonesia due to cultural aspect. Although it is not highly interesting, Kit Kat is agreed to be a unique name and is easily remembered.

Second hypothesis is successfully proven where Color has a significant influence on impulsive buying when purchase Kit Kat Blueberry Cheese Cake through online purchase. Generally, color has enormous influence to not only this research but also other alternative choosing. However, although dominant color in Kit Kat Blueberry Cheese Cake packaging used blue, common color, the combination with other colors support it to be prominent in shoppers' perspective.

Typography has the lowest result among all accepted variables. There are writings in Kit Kat Blueberry Cheese Cake Packaging but Japanese writing for variant description is the most prominent among others. There are some possible reasons causing typography becomes weakest variable. Typography is important to gain product knowledge, but it lose from other elements that are attracting. Information contained on Kit Kat Blueberry Cheese Cake packaging used variant font size. English writing for variant description use way smaller size with quite spacing between each letters thus it is more difficult to read although some may read it easily and some may not. Besides, the typography used Japanese writing style that is not frequently used in Indonesia. Since perspective is different, it leads to low correlation that typography influence online impulsive buying.

Image variable has p value of 0.000 with beta coefficient of 0.284 which makes it becomes the strongest and highest movement variable influencing

online impulsive buying. Kit Kat Blueberry Cheese Cake contains view image, chocolate bar image, and imaginary image of variant. All images have contradictive color with its background color of blue, make it prominent and have a high tendency to see at the first. It attracts deeper interest. Besides, this emerges enormous and sudden urge to buy Kit Kat Blueberry Cheese Cake. It is found that combination is important and should synchronized between elements. Kit Kat Blueberry Cheese Cake used common color that is received well in Indonesian shoppers' perspective.

Through its unique and philosophical shape of Kit Kat Blueberry Cheese Cake, this variable gained p value of 0.014 with beta coefficient of 0.141. This variable is significantly correlated toward online impulsive buying yet there are considerations existed with unique shaped packaging. Other words, irregular shape is sometimes beneficial as well as creating its own drawbacks.

V. CONCLUSION

Research found it proven that Japanese snack influence online impulsive buying through its elements. Below is the description.

Impact of Japanese Snack Packaging toward Online Impulsive Buying

Packaging plays important role to encourage online impulsive buying[37]. This research used Kit Kat Blueberry Cheese Cake for the object as Japanese packaging object proves that Japanese snack packaging can be publicly accepted in Indonesian perspective that also influence the final result of this research that Japanese snack packaging have a positive significant impact on Online Impulsive Buying. This research found that brand name does not influence online impulsive buying. For Kit Kat Blueberry Cheese Cake, it is one of surprising fact in commemorate Kit Kat is a worldwide known brand for tasty chocolate wafer. However, the fact that brand name is not considered brought a new finding that people really pay attention to the packaging in detailed without making a brand name as an opportunity to subjectivity. If other brands release similar packaging, the opinion would likely to be the same.

Packaging Element Generating more Positive Influence on Online Impulsive Buying

Overall, all packaging elements were found to contribute to a positive influence on Online Impulsive Buying. Although there is difference in dependent variable, it matches with prior research according to Astri & Effy Zalfiana[6] that packaging elements influence impulsive buying. Seeing positive result in the end, it can be concluded that in fact elements are combining each other to create impactful effect in final decision without having one of them become prominent between others since it affects toward feeling and interest[38]. Based on research finding, image is the most impactful element to trigger impulsive buying for Kit Kat Blueberry Cheese Cake. Image becomes the source of basic knowledge for customers who are seeking for information. Thus, clear and good image can help customers to know what the product is about. In this case, chocolate bar image is helpful to imagine the taste and deliver the exact form inside the packaging. Within view picture as sweetener, customers can imagine both the taste and ambience Kit Kat want to bring.

RECOMMENDATION

Managerial Implications

Japanese packaging is accepted in Indonesian public perception as cause of globalization of pop culture happening nowadays[39]. Companies in Indonesia can take this finding as an example to create more creative packaging in order to compete with other local and abroad brand as part of unique selling point. Indonesian preference is moving to be more esthetical and experiential purpose to be proud of[40], so this could be a great opportunity to increase sales by fixing the packaging.

Among many marketing channels existed, packaging is proven to contribute as the last minute advertising for customers about how to be the most-seen product among other on the shelves. This is also applied in online platform, where people will search deeper information about the product after being interested to the packaging picture posted by seller[41]. Through packaging development, higher collaboration between related departments can be created in order to share ideas and innovation. During the brainstorming, image can be considered to have top priority as it is proven to have strongest influence toward online impulsive buying. The image should contain clarity without overpromising happen, hence brand trust and loyalty can be generated as well. Although image are the number one element in strongest contribution, synchronicity and combination between other elements should be kept since overall appearance are also assessed by customers that can be increased.

Future Research

- Other cities in or outside Indonesia within other generation group can be considered to do in order to gain more comprehensive result and perspective.
- Extensive research using another snack packaging should be performed to determine potential overexposure which may occur.
- Future research may occur to investigate whether Japanese drink packaging also has the same influence as snack one towards online impulsive buying, regardless of higher difficulties might occur in

bringing drink rather than food.

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