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The influence Elements Package Design of Cosmetic and Brand Ambassador on Purchases Decision

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ABSTRACT

The research was used to determine The influence of Package Design Elements of Cosmetic Brand Ambassadors on Purchases Decision. This study uses a quantitative method descriptive approach, data obtained using a questionnaire via google form. The research population is cosmetic consumers including brand warda, mustika ratu, Ms Glow, Skintific, Hanasui, Azzura, Implora, Hanasui, Maybelline, in several major cities, the islands of Sulawesi, Kalimantan and Jabodetabek, to examine the influence of package design on consumer purchase decisions and the sample search was carried out by purposive sampling, which was successfully answered and could be used as many as 100 sampel. Research measurement with a 5-point Likert scale Total respondents who participated in answering the questionnaire consisting of housewives, workers, and students were 100 usable questionnaires. Data analysis using Smart PLS 4.0 (Hair et al., 2019) for hypothesis testing. using research instruments X1: Package design elements (CP), X2: Brand Ambassadors (SP) and Y: Purchase decision (PD). Result Element Package design has a positive effect on purchase decision and Brand Ambassador has a positive effect on purchase decision.

Keywords:

Brand Ambassadors, Costumer behaviour, Element Package design, Purchase decision,

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1. Introduction

Package plays a crucial role in the success of a product. It not only protects the product but also serves as an important marketing tool. It ensures that the product reaches consumers in perfect condition, free from any damage or contamination. This is particularly important for fragile items such as glassware or electronic devices. Without proper package, these products would be vulnerable to breakage or malfunctioning, leading to customer dissatisfaction and potential loss of sales.

Furthermore, package serves as an effective marketing tool by attracting consumers' attention and conveying key messages about the brand. Eye-catching designs, vibrant colors, and innovative shapes can make a product stand out on store shelves amidst fierce competition. Additionally, well-designed package can communicate important information such as ingredients, usage instructions, and certifications that build trust with consumers.

Moreover, package can create a memorable experience for customers by incorporating unique features or interactive elements. For example, some food products have resealable packages that enhance convenience for consumers while maintaining freshness. Others may include QR codes or augmented reality features that provide additional content or engage customers in an interactive way.

In today's highly competitive market, cosmetic companies are constantly seeking ways to attract and retain customers. One crucial factor that plays a significant role in purchase decisions is the package of cosmetic products. The design, color, material, and overall appearance of the package can greatly influence consumers' choices.

Firstly, the design of cosmetic package is essential in catching consumers' attention. A well-designed package stands out among others on the shelf and creates a positive first impression. For instance, sleek and modern designs may appeal to younger consumers, while elegant and sophisticated designs may attract older demographics.

Secondly, color plays a vital role in influencing purchase decisions. Different colors evoke different emotions and associations. Moreover, the material used in cosmetic package can also impact consumer choices. High-quality materials such as glass or sturdy plastic can create a perception of premium quality and durability.

In conclusion, package plays a crucial role in both protecting products and serving as an essential marketing tool. It not only safeguards items during transportation but also attracts consumers'

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attention through eye-catching designs and communicates vital information about the brand. Therefore, businesses should invest time and resources into creating innovative and appealing package solutions to ensure their products' success in today's competitive market.

The elements used in package design have been found to significantly influence consumer behavior and purchase decisions.

A brand ambassador is a person who supports a brand from a popular public figure. The usage of brand ambassadors is used to affect the perception and reputation of a brand. This marketing strategy has been employed by companies for decades, as it allows them to leverage the influence and credibility of well-known individuals to promote their products or services.

One of the main reasons why companies use brand ambassadors is because they understand the power of association. When consumers see their favorite celebrities endorsing a particular brand, they are more likely to trust and feel positive about that product. This can lead to increased sales and customer loyalty.

Moreover, brand ambassadors can also help create awareness and generate buzz around a new product or campaign. Their large following on social media platforms allows for widespread exposure, reaching millions of potential customers in an instant. By aligning themselves with these influential figures, brands can tap into their fan base and expand their reach exponentially.

2. Literature Review

2.1 Purchase Decision

Package, as a research topic, is now considered to be an important factor driving consumer behavior and decision-making processes, especially at the point of sale (Chopra et al., 2021; Di Crosta et al., 2021; Han, 2021). It is understood that the design and presentation of a product is a factor that determines the acceptability or unacceptability of a market product (L. Berkowitz, 1972). Product package today is no longer just about physically protecting the product, but has shifted its function to become a link between the customer and the brand (Boz et al., 2020; Lydekaityte & Tambo, 2020; Rogers et al., 2023)

Various theories and concepts have been proposed to explain how package elements influence purchase decisions. For instance, the Color Psychology Theory suggests that different colors evoke distinct emotions and attitudes in consumers, which can affect their perception of a product's quality or appeal. Previous studies have shown that warm colors like red and orange can stimulate excitement or passion, while cool colors like blue and green may convey calmness or reliability. Additionally, research has indicated that the shape of package can influence consumers' perceptions of a product's functionality or aesthetics. For example,

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angular shapes are often associated with strength or modernity, whereas round shapes suggest softness or friendliness.

For example, vibrant colors like red or pink may convey excitement or passion, making them suitable for lipsticks or blushes. On the other hand, neutral colors like white or silver may suggest purity or luxury for skincare products.

2.2 Color and Shape in package design

The importance of package color in determining product desirability and product color. It is the first food quality attribute evaluated by consumers (Piqueras-Fiszman & Spence, 2011; Wu & Sun, 2013). Certain colors can create certain assumptions about the perceived taste of certain foods, which, in turn, makes them less or more desirable (Koch & Koch, 2003; Prättälä & Keinonen, 1984).

Color is one of the most elementary techniques used in marketing causing emotional reactions that affect consumer behavior and produces behavioral effects reflecting purchase attitudes, but color cannot be considered as a stand-alone variable in consumer decision-making strategies. Color perception and product strategy are explained, helping marketers, retailers, and designers to communicate more efficiently and define successful brand strategies. (Bou-Mitri et al., 2020; Chitturi et al., 2019; Halkiopoulos et al., 2022; Martinez et al., 2021). There is currently very little research focusing on the relationship between package color, marketing, and consumer behavior. Therefore, the influence brought about by the retail environment in product package, which directly affects consumer decisions, needs to be further investigated.

For example, vibrant colors like red or pink may convey excitement or passion, making them suitable for lipsticks or blushes. On the other hand, neutral colors like white or silver may suggest purity or luxury for skincare products. Consumers often associate these materials with better product performance.

Lastly, the overall appearance of cosmetic package influences consumers' perceptions about the product itself. If the package looks cheap or poorly designed, consumers might assume that the product inside is also of low quality. Cosmetic package elements have a significant influence on purchase decisions (BARA et al., 2021; Uzunok, 2022).

The shape of a package plays a significant role in how consumers perceive the quality of a product. It is often said that "first impressions matter," and this holds true for package as well. The shape of a package can evoke certain emotions and expectations, influencing consumers' perception of the product's quality. A sleek and elegant package design, for instance, can create an impression of sophistication and luxury. This can lead consumers to

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believe that the product inside is high-quality and worth the price. On the other hand, a poorly designed or unattractive package may give the impression that the product is cheap or low-quality (Suriadi et al., 2022; Techawachirakul et al., 2023; Zenner, 2019).

Furthermore, the shape of a package can also convey information about functionality and usability. For example, if a package has an ergonomic design that fits comfortably in one's hand, it suggests that the product inside is easy to use and user-friendly. This can enhance consumers' perception of its quality. Additionally, unique or innovative package shapes can capture attention and create curiosity among consumers. This intrigue often leads to higher expectations regarding the product's quality. When a consumer sees an unconventional package shape, they are more likely to assume that the product inside is equally unique or groundbreaking (Ela elliyana et.al, 2022; Hassani & Bahini, 2022; Kunamaneni et al., 2019; Yang et al., 2020).

H1 : Element Package design has a positive effect on purchase decision

2.3 Brand Ambassador

it is important for companies to carefully select their brand ambassadors. The chosen individual should have values and qualities that align with the brand's image and target audience (Agustian et al., 2023; e Silva et al., 2020; McNally & Speak, 2010). Authenticity is key in this type of endorsement; consumers are quick to detect insincerity or forced associations.

The usage of brand ambassadors is an effective marketing tool that can greatly impact consumer perception and drive sales (Kumbara et al., 2023; Rahmawati et al., 2022). By leveraging the influence of popular public figures, brands can create positive associations with their products or services, leading to increased trust and customer loyalty. However, it is crucial for companies to choose their ambassadors wisely in order to maintain authenticity and credibility in this form of promotion. Brand Ambassador has a positive effect on purchase decision (Dewi et al., 2020; Fitri & Delliana, 2022; Mahliza et al., 2021; Wardani & Nugraha, 2022)

H2 : Brand Ambassador has a positive effect on purchase decision

3. Method, Data, and Analysis

Research procedures are used as instruments or measuring instruments in research implementation. This study uses a quantitative method descriptive approach, data obtained by using a questionnaire via google form. The research population is consumers of packaged food in several big cities, the islands of Sulawesi, Kalimantan and Jabodetabek, to examine the effect of package design on consumer purchase decisions and sample searches are purposive sampling, **The influence Elements Package Design of Cosmetic and Brand Ambassador on Purchases Decision...**

which successfully answered and could be used as many as 100 sampel. Research measurements with a 5-point Likert scale include: 'strongly disagree' (1) to 'strongly agree' (5) which was used to measure the independent and dependent variables. The total number of respondents who participated in answering the questionnaire, which consisted of housewives, workers, and students, was 100 usable questionnaires. Data analysis used Smart PLS 4.0 (Hair et al., 2019) for hypothesis testing. using research instruments X1: Element of package design (CP), X2: Brand Ambassador (SP) and Y: Purchase decision (PD).

4. Result and Discussion

4.1 Indicator Variable

Table.1 Element Package design: (Smith & Taylor, 2004)

EP1	Attractive and innovative shape
EP2	Size that fits and is comfortable in the hand
EP3	Appropriate color and attractive appearance
EP4	Logo that clearly represents the product
EP5	Materials in accordance with product quality
EP6	The Variant of skin care is clear on the package

Table2. Brand Ambassador(Dewi et al., 2020)

BA1	Brand Ambassador's support for the cosmetic brand he/she represents
BA2	The suitability of the Brand Ambassador's profession with the product
BA3	Brand Ambassador has knowledge about the product
BA4	Brand Ambassador is a reliable figure
BA5	Brand Ambassador has experience as an advertising star
BA6	Brand Ambassador is a modern person who follows fashion development

Table.3 Purchases Decision (Harwani & Sakinah, 2020)

PD1	I can immediately recognize the product just by looking at the symbol, logo, and other attributes
PD2	I am interested because the skin care that I use has a good product design
PD3	I am interested because the Skin care variant suits my skin needs
PD4	I am interested because the Skin care brand is well known
PD5	I am interested because of recommendations from friends/other people

Table 3. : Distribution of the Respondents' Responses based on the 'Age'

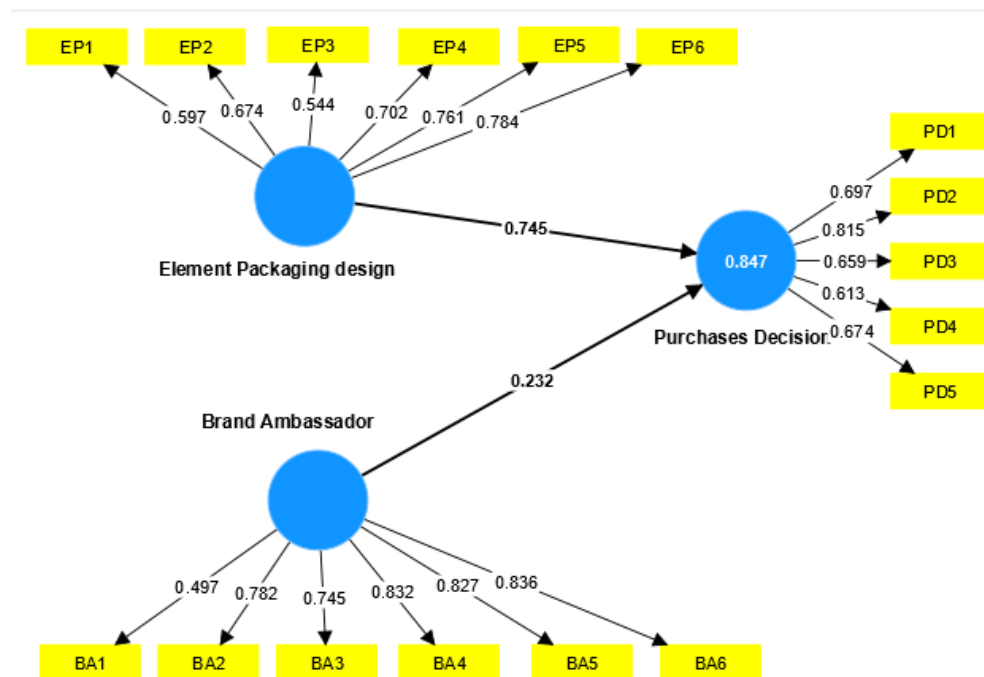
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Age	Number Of Responden
13-19	20
20-26	27
27-33	21
34-40	17
41-47	15

Table.3 shows the Distribution of Respondents' Responses based on 'Age' age 13-19 as many as 20 respondents who are dominated by students, age 20-26 years 27 respondents, age 27 - 33 years responded by workers and housewives as many as 21 people. Age 34-40 was responded by 17 employees while age 41-47 was responded by 15 respondents whose daily activities were employees and housewives, all of whom were women.

4.2 Graphical output

Figure 1. construction of PLS modeling path diagram (outer Loading)



Source: Data Processed, 2023

The output of the path diagram construction with PLS modeling shows the outer Loading factor of more than 0.7 already has good convergence. Coefisient path Element Package Design to Purchase Decision 0.745 is greater than Brand Ambassador to Purchase Decision of 0.232. In the Purchase Decision latent variable, it can be seen in the indicator variable that the highest outer loadings value is the Skin care variant (PD.2), which is 0.815. In the latent variable Brand Ambassador on BA.6, namely BA Modern Person 0.836, while in the Element package design variable, the highest outer loading value is EP.6, namely The Variant of skin

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care in package of 0.784. Cronbach alpha Element package design is 0.766 and Brand Ambassador is 0.850. If the Cronbach alpha of the alpha variable is greater than 0.7, it means that the latent variable has good reliability in measuring Element Package Design and Brand Ambassador.

Reveal the results of testing the composite reliability (CR) and convergent validity of the constructs. The results confirm that the constructs have high internal consistency and average variance extracted (AVE) to validate convergent validity (Hair Jr et al., 2017), Most indicators measuring each construct achieve satisfactory loadings values that are higher than the threshold value of 0.70, as supported (Hair Jr et al., 2017). The composite reliability (CR) value for Element Package Design is 0.843, Brand Ambassador is 0.915, and Purchase Decision is 0.843, which implies that the constructs have high internal consistency. In addition, these constructs also show satisfactory convergent validity with the average variance extracted (AVE) value for each construct higher than the threshold value of 0.500, indicating that the indicators describe more than 50% of the construct variance.

Table.4 Reflective Measurement Model

Dimension	Item	Loadings	CR	AVE
Element Package Design	EP.1	0.597	0.850	0.582
	EP.2	0.674		
	EP.3	0.544		
	EP.4	0.702		
	EP.5	0.761		
	EP.6	0.784		
Brand Ambassador	BA.1	0.497	0.766	0.466
	BA.2	0.782		
	BA.3	0.745		
	BA.4	0.832		
	BA.5	0.827		
	BA.6	0.836		
Purchase Decision	PD.1	0.697	0.729	0.483
	PD.2	0.815		
	PD.3	0.659		
	PD.4	0.613		
	PD.5	0.674		

Source : Data Processed, 2023

Table.5 Discriminant Validity

	BA	EP	PD
BA	-		
EP	0.838	-	

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PD	0.929	0.818	-
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Source : Data Processed, 2023

Table 5 presents The heterotrait-monotrait ratio of correlations (HTMT) criterion to evaluate discriminant validity, whereby the square root of the AVE values for each latent variable was found to be lugher than the correlation values between all variables (Hair et al., 2019)

4.3 The Structural Model

This section discusses the testing of the structural model to determine the proposed relationship between variables in the research framework. Next a 5000-bootstrap resampling of data is conducted to examine the hypotheses of this study (Hair et al., 2019) (Hair et al 2017) Table.6 demonstrates the assessment of the path coefficient which is represented by Bets values for each path relationship The results show that three hypotheses were indeed supported.

Table.6 Hypothesis Testing for Personal Effect

Hypothes	Beta	Mean	stedev	T-values	P-value
EP -> PD	0.232	0.234	0.062	3.763	0.000
BA -> PD	0.745	0.745	0.055	13.652	0.000

Source : Data Processed, 2023

4.4 Model Quality Assessment

Table.7 displays the quality of the model. We assessed the effect size (f2), the coefficient of determination (R2), multicollinearity issues (VIF values), and the predictive relevance (Q2) of exogenous variables on the endogenous variable in this study.

Table.7 Model Quality Assessment

Hypothes	Direct Effect	F2	R2	VIF	Q2
H1	BI -> CL	0.178	0.847	9.015	0847
H2	PS -> CL	0.150		9.015	

Source : Data Processed, 2023

4.5 Discussion

Element Package design has a positive effect on purchase decision, such as the results of a study that influenced consumers' decision to buy were graphics, color, label information, and country of origin. This study provides information related to the appearance of product characteristics (Al-Samarraie et al., 2019). However, the results of the study Şener et al., (2015) show that the package elements that have the most statistically significant influence on consumer purchase decisions are, in order, durability, printed information and materials, while no significant relationship was found between consumer purchase decisions and the package elements of image, color and font style.

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Brand Ambassador has a positive effect on purchase decision. The results of this study are in line with the results of research from (Dewi et al., 2020; Pasaribu & Purba, 2020; Sriyanto et al., 2019); Pasaribu & Purba (2020); and Sudarmadi (2016); which says that purchase decisions are influenced by brand ambassadors. Pasaribu & Purba, (2020), state that choosing the right brand ambassador makes purchase decisions will increase. Based on research, the artist Amanda Manopo, Mustika Ratu brand ambassador, Putri Indonesia, gets a good impression from consumers. This shows that the advertisements, promotions, and messages they convey can attract consumers to make purchase decisions. they convey can attract consumers to make purchases .

5. Conclusion and Suggestion

Package design elements have a significant impact on consumer perceptions of product quality. Well-designed package not only attracts attention but also creates positive associations related to luxury, functionality and innovation. The use of brand ambassadors is an effective marketing tool that can greatly influence consumer perception and drive sales. By leveraging the influence of popular public figures, brands can create positive associations with their products or services, leading to increased customer trust and loyalty.

However, marketers must be aware of the influence of visual package design elements on cosmetic products and invest in package designs that accurately represent the quality of their products to ensure consumer satisfaction and loyalty and it is very important for companies to choose their ambassadors wisely to maintain authenticity and credibility in this form of promotion.

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