

ABSTRACT

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THE INFLUENCE OF PACKAGING ON PURCHASE INTENTION OF COCA COLA BEVERAGE

(x, 109 Pages, 7 Figures, 24 Tables, 5 Appendixes)

With the wide range of consumer goods available on shelves, businesses are always searching for ways for their products to stand out within the market. Packaging is at the forefront of marketing strategies as a means of influencing consumer intentions as it is often the first thing a customer sees and where first impressions are made. The purpose of this study is to investigate the influence that packaging has on effecting purchase intention with a particular focus on Coca-Cola beverages. This research was conducted in Jakarta with a sample size of 359. This study employs a quantitative research method utilizing the collection of data via an online questionnaire. The study produced the finding that ultimately for Coca-Cola products; printed information, packaging design, and packaging material play an important factor in influencing consumer purchase intention. What this means for Coca-Cola and businesses more widely is that marketing strategies should focus on these elements to ensure that their products appeal to consumer intentions.

Keywords: Product packaging, packaging color, font style, packaging design, printed information, consumer Purchase Intention.

References: 61 (1985-2022)