

## The Influence of Product Packaging Design and Social Media Advertising on Purchase Intention (Study on Users of Kahf Branded Care Products)

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**Abstract.** The purpose of this study is to analyse the influence of men's awareness of their skincare and appearance, as well as the development of the skincare industry specifically for men, such as the Kahf brand. This research uses a quantitative approach with data collection through distributing questionnaires to 112 respondents. The analysis method in this study was carried out with the help of SPSS software ver. The results showed that product packaging design and social media advertising have a positive and significant influence on the purchase intention of Kahf products. These findings provide important insights for skincare and marketing companies in designing effective product design and social media advertising strategies to increase consumer purchase intentions. In addition, this study also highlights the importance of considering other factors that may influence purchase intention, which could be the subject of further research.

**Keywords:** Kahf, Product Packaging Design, Social Media Advertising, Purchase Intention

### INTRODUCTION

Body care products are one of the most important needs for both men and women. Whether we realise it or not, in their daily lives, especially women cannot be separated from skincare. This body care product is used by most women from morning to night. With the increasing number of skincare available, skincare companies must be able to compete to create a new innovation that can provide satisfaction for skincare users themselves both in terms of quality and completeness of skincare so that consumers can make their choices. In the current era, appearance is an important thing that is considered by everyone. Appearance is not only for women, but also men. Men are starting to see skincare activities as no longer a strange thing, but rather a common thing to fulfil the demands of life.

Realising this opportunity, many companies have started to produce skincare specifically for men. Using skincare will increase a man's confidence. Many new innovations are released from various skincare brands. Consumers must be more selective in choosing a skincare brand that suits their desires. One of the skincare brands that is currently specialised

for men is Kahf. In meeting the needs of men, Kahf comes with an attractive product packaging design for men. Kahf is also active in marketing its products through social media advertising by displaying creative and informative advertising content.

Men should start caring about facial health, here's what dermatologists advise when using skincare.



**Figure 1. Kahf as a Recommended Male Grooming Product**

Source: jakarta.tribunnews.com (2023)

Men are advised to also care about their facial health. Because, facial health problems have now become a lifestyle that should not be underestimated. dr. Annisa Anjani Ramadhan, SpDV who is a dermatologist also explained the problems experienced in men's skin. She understands that there are various reasons that make men finally decide to try skincare. For example, they have been experiencing skin problems for too long, are often teased, and feel insecure. According to Dr Annisa, if you only use a face wash, the results will be less than optimal. Dr Annisa Anjani Ramadhan as a dermatovenereologist recommends Kahf as a skincare product for men. Kahf not only provides facial care needs, Kahf also provides other care products, such as multipurpose spray, body wash, beard & hair oil, deodorant, and perfume.

**Table 1. Top 7 Men's Perfume Brands 2022 Based on E-Commerce Sales Data**

No	Name of Brand	Percentage
1.	Kahf	18.5%
2.	Miniso	17.4%
3.	Morris	9.8%
4.	Premiere Beaute	9.8%
5.	Morabito	5.9%
6.	Evangeline	4.4%
7.	Farah Parfum	2.9%

Source: [compas.co.id](https://www.compas.co.id) (2022)

Table 1 shows that one of Kahf's products, namely perfume, is ranked first in the most sales in the Blibli, Shopee and Tokopedia marketplace applications based on a survey of online shopping via the marketplace on the compas.co.id website (2022). The second rank is perfume products from the big brand Miniso. Then in third place is perfume products from the Morris brand. The Kahf brand is one of the choices of consumers in choosing the desired skincare product. This is inseparable from the product packaging design and promotion through Kahf's social media advertisements which are able to attract consumers to buy its products.

**Table 2. Top 10 Brands for Best-Selling Men's Facial Cleansing Products Based on Sales Data in E-Commerce (April-June 2022)**

No	Name of Brand	Percentage
1.	Ms Glow	22%
2.	Garnier	21.8%
<b>3.</b>	<b>Kahf</b>	<b>12.6%</b>
4.	Clorismen	11.17%
5.	Nivea	5.34%
6.	Pond's	4.06%
7.	Rodeos	3.67%
8.	Ustra	3.18%
9.	Elvicto	2.06%
10.	L'Oreal	1.83%

Source: [compas.co.id](https://compas.co.id) (2022)

In Table 2 shows that Kahf men's facial cleansing products are ranked third in sales in the 2nd quarter of 2022 in e-commerce. Sales of Kahf facial cleansing products are in third position based on compas.co.id data (2022). The first position is occupied by the Ms Glow brand and the second sales position is occupied by the Garnier brand. Kahf itself is considered a new brand that sells men's care products compared to other big brands in Table 2. However, Kahf can compete to successfully occupy the third position in product sales for facial cleansers.



**Figure 2. Kahf Product Packaging**

Source: [instagram/kahfeveryday](https://www.instagram.com/kahfeveryday) (2023)

Product packaging design must be able to provide characteristics that can make a difference between one product and another. Kahf's product packaging design carries a harmonious theme in each product. Kahf carries a uniform design theme with the selection of attractive colours such as green, blue, black and brown. The green colour in Kahf products is applied to products such as face wash, perfume, body wash, deodorant, and beard serum. The selection of colours that are identical to men is an attraction for potential customers who first see Kahf's product packaging design.

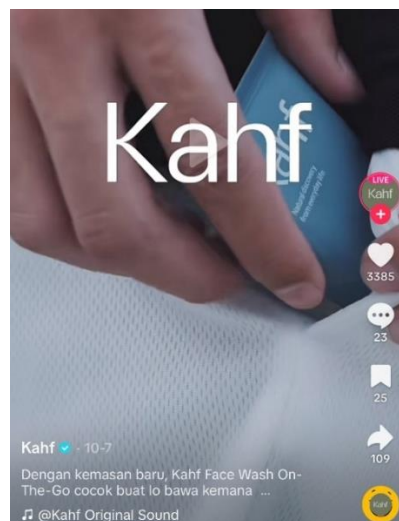
The labels on Kahf's packaging design provide informative information about the product specifications. The label on kahf products displays the procedures for using the product, product validity period, product composition, and BPOM number. BPOM certification is very important because consumers will feel safe with kahf products. Consumers can also find out the advantages of each product by looking at the information on the Kahf product label. So that consumers can adjust Kahf products to their needs. The majority of men are active in activities and travelling. The size of the Kahf product packaging design is still fairly easy to carry in terms of travelling.

According to Ahmed, et.al (2014), Packaging has become a sales promotion tool for organisations, consumer purchasing behaviour is also driven by packaging quality, colour, wrapping and other packaging characteristics. Other characteristics of packaging are packaging product materials that must be able to protect the packaging, easy to store, easy to open and easy to carry, this can make it easier for consumers and attract consumers to buy products. In

addition, the product packaging design must be easily recognisable, this aims to make the products sold easy for consumers to remember.

This is relevant to research conducted by research conducted by Willy & Nurjanah (2019) which shows that product packaging design has a positive and significant effect on buying interest. Reinforced by research by Salem et al (2018) which states that packaging design has a positive and significant effect on purchasing decisions. However, this is not relevant to the research of Herawati et al (2019) which states that packaging design has no significant effect on purchasing decisions.

Kahf markets its products through social media advertisements such as Instagram, Tiktok, Twitter, and Youtube. The digitalisation era is growing rapidly, encouraging Kahf to introduce its product line which consists of face wash, sunscreen, face serum, face toner, hair and body wash, perfume, beard care, and deodorant. Social media has become an advertising tool for Kahf today in helping a company to market its products.



**Figure 1. Advertisement for Kahf Products**

Source: [tiktok.com/kahfeveryday](https://www.tiktok.com/kahfeveryday) (2023)

In Figure 3 shows that kahf displays ad impressions related to his latest products on his social media. The ad impressions have been seen by 3.2 million users on Kahf's tiktok account. Kahf actively advertises its products on various social media so that it can attract the attention of potential customers. Kahf carries an advertising theme that is in accordance with the times and the delivery of informative advertisements so that the audience can easily understand the clarity of the information. According to Goya (2013), social media is the most appropriate media for promotion/advertising. When users think about buying something, they first look at

the internet (social media), search for the product, compare prices with other brands and make decisions, one of which is to buy.

Social media allows companies to connect with their customers, increase awareness of their brand, influence consumer attitudes, receive feedback, help improve current products and services and increase sales (Algharabat et al., 2018). Companies use various social media platforms for social media marketing, such as Facebook, Snapchat, Twitter, etc. The choice of platform depends on the target consumers and the strategy. The choice of platform depends on the target consumers and marketing strategy. Chen and Lee (2018) investigated the use of Snapchat for social media marketing while targeting young consumers. The findings of this study highlighted that Snapchat is considered to be the most intimate, relaxed, and dynamic platform that provides users with information, socialisation, and entertainment. The study identified that young consumers seem to have a positive attitude towards Snapchat giving rise to similar feelings towards purchase intentions and brands advertised on the platform.

The findings largely support the validity of the current model and the significant impact of performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance on purchase intention (Alalwan, 2018). This study's data was able to predict approximately 0.52 of the variance in customer purchase intentions, and five factors, performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance, were considered to have a significant impact on customer purchase intentions. However, this is not relevant to the research of Suprpto, W., Hartono, K., & Bendjeroua, H. (2020) which states that social media advertising has no significant effect on purchase intention.

The purpose of this study is to analyse the effect of product packaging design and social media advertising on purchase intention (study on users of Kahf branded care products).

## **RESEARCH METHODS**

The type of research used in this study is quantitative research. Quantitative research is a research method based on the philosophy of positivism, applied to research on a particular population or sample, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing previously established hypotheses (Sugiyono, 2021). This study intends to find a significant effect of product packaging design and social media advertising on purchase intention.

The data sources used in this study are primary data, secondary data. In this study, primary data comes from distributing questionnaires related to product packaging design variables and social media advertising (X) and purchase intention (Y) which are studied directly to respondents. Secondary data from this study was obtained from Kahf distributors, namely data on active consumers.

The data collection method in this study was carried out using a questionnaire method. The questionnaire is a data collection technique that is carried out by giving a set of written questions and questions to respondents to answer these questions (Sugiyono, 2021). This research will be measured and described using a Likert scale, which is a scale used to measure perceptions, attitudes and opinions about a phenomenon. The Likert scale measurements in this study are as follows Strongly Disagree (STS) with a score of 1, Disagree (TS) with a score of 2, Neutral (N) with a score of 3, Agree (S) with a score of 4, Strongly Agree (SS) with a score of 5.

This study takes from the total population of consumers who know the product packaging design and have seen Kahf advertisements on social media. Determination of the sample size is determined by the number of indicators or items used in the study multiplied by 5 to 10 times (Ferdinand, 2014; 173). In this study, the number of indicators used by researchers was 14 indicators, of which the number of research samples was 70 to 140 respondents. So, the minimum sample size required is  $14 \times 8 = 112$  samples.

The sampling technique in this study used a sample taken using purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2021). Sampling based on the researcher's consideration of who deserves to meet the requirements to be sampled. This is done so that the data obtained is truly relevant to the research design.

The data analysis method uses validity and reliability tests. While data collection techniques with descriptive statistical analysis and multiple linear regression analysis. Furthermore, by testing the hypothesis of partial regression (t test) and the coefficient of determination ( $R^2$ ).

## **Research hypothesis**

### **Effect of Product Packaging Design on Purchase Intention**

According to the findings of the research study (Ahmed et al., 2014) it has been observed that packaging is the most important factor. It is further concluded that packaging elements such as packaging material, colour, wrapper design and innovation are more important factors when consumers make purchasing decisions.

This statement is supported by an empirical study from Willy & Nurjanah (2019) which also shows that product packaging has a positive and significant effect on customer buying interest. Based on the opinions of previous research, the researchers draw the hypothesis of this study as follows:

**H1: Product Packaging Design (X1) Affects Purchase Intention (Y).**

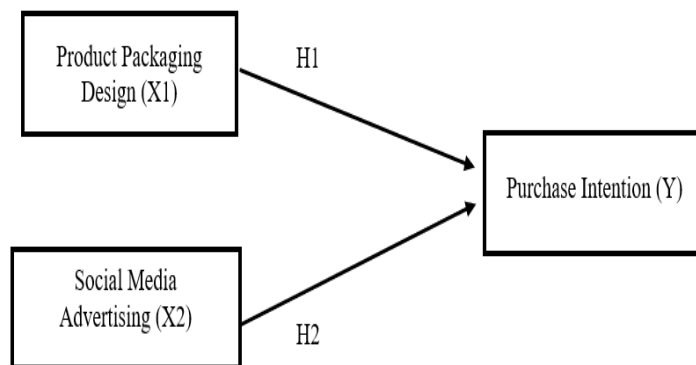
**The Effect of Social Media Advertising on Purchase Intention**

According to Alalwan's research (2018) that the findings largely support the validity of the current model and the significant impact of performance expectations, hedonic motivation, habit, interactivity, informativeness, and perceived relevance on purchase intentions. This study aims to identify and test factors related to social media advertising that are considered to have a significant impact on purchase intentions.

Research conducted by Alalwan (2018) has found that social media advertising has a positive and significant effect on purchase intention. Based on the opinions of previous research, the researcher draws the hypothesis of this study as follows:

**H2: Social Media Advertising (X2) Has an Effect on Purchase Intention (Y).**

**Framework of Thought**



**Figure 2. Framework of Thought**

**RESULTS AND DISCUSSION**

**Questionnaire Collection**

Data collection was carried out by distributing questionnaires via google form to obtain a sample of the consumer population who had seen Kahf product packaging design and Kahf Indonesia social media advertisements from 6 August 2023 to 28 August 2023 by distributing questionnaires to 112 respondents. After collecting the data, the researcher tested the validity and reliability of the questionnaire using IBM SPSS version 26 software to determine whether the questionnaire was valid and could be used for further research.



## Instrument Test

### Validity Test

**Table 3. Validity Test Results**

<i>Variable</i>	<i>Item</i>	<i>KMO</i>	<i>Anti Image</i>	<i>Factor Loading</i>	<i>Description</i>
Product Packaging Design (X1)	1	0,630	0.579	0.699	Valid
	2		0.676	0.818	Valid
	3		0.525	0.533	Valid
	4		0.689	0.809	Valid
Social Media Advertising (X2)	1	0,684	0.670	0.850	Valid
	2		0.735	0.692	Valid
	3		0.756	0.718	Valid
	4		0.509	0.782	Valid
	5		0.530	0,780	Valid
	6		0,758	0,716	Valid
Purchase Intention (Y)	1	0,808	0.850	0.865	Valid
	2		0.749	0.926	Valid
	3		0.902	0.729	Valid
	4		0.794	0.897	Valid

Based on the results of Table 3, it can be seen that the calculation of the instrument validity test was carried out, the test results show that each variable has a Kaiser-Meyer-Olkin (KMO) value, anti-image value, and loading factor  $\geq 0.5$ . Thus, all items of the independent variable questions and the dependent variable can be said to be valid and can be processed for the next step.

### Reliability Test

**Table 4. Reliability Test Results**

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>Description</i>
Product Packaging Design (X1)	0.679	Reliable
Social Media Advertising (X2)	0.630	Reliable
Purchase Intention (Y)	0.874	Reliable

According to Ghazali (2018), research can be said to be reliable if the amount of Cronbach Alpha  $> 0.60$  but if the amount of value  $< 0.60$  then the research questionnaire is not reliable. Based on Table 4.10, the independent and dependent variables have a value  $> 0.60$ .

These results indicate that the variables of Product Packaging Design (X1), Social Media Advertising (X2) and purchase intention (Y) are declared reliable.

### Multiple Linear Analysis

**Table 5. Multiple Linear Regression Analysis Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.052	2.159		.696	.488
	Product Packaging Design (X1)	.288	.114	.288	3.236	.002
	Social media advertising (X2)	.373	.124	.373	4.192	.000

a. Dependent Variable: Purchase Intention (Y)

Based on table 5, it shows that the constant value is 1.052, product packaging design (X1) has a value of 0.288 and social media advertising (X2) of 0.373. From the multiple linear regression formula equation obtained:

$$Y = 1.052 + 0.288X_1 + 0.373X_2$$

The regression test results of the product packaging design variables and social media advertising on purchase intention show positive results. This states that the better the product packaging design and social media advertising, the higher the purchase intention.

### Hypothesis Testing

#### Significance Test with Calculated t Value

Hypothesis testing to determine the significant effect of each independent variable using the t test at the 5% significance level. The hypothesis will be accepted if it has a t-test value greater than 1.96 (Hair et al., 2010). The T test was conducted to test whether the variables of product packaging design (X1) and social media advertising (X2) partially have a significant influence on purchase intention (Y) on Kahf consumers.

**Table 6. Partial Hypothesis Test (t test)**

Hypothesis	$t_{count}$	$t_{value}$	Significant (0,05)	Conclusion ( $t_{count} > t_{table}$ )
H <sub>1</sub> : Product Packaging Design has a positive and significant influence on Purchase Intention of Kahf products.	3.236	1.96	0.002	H1 accepted
H <sub>2</sub> : Social media advertising has a positive and significant influence on the Purchase Intention of Kahf products.	4.192	1.96	0.000	H2 accepted

Based on Table 6. it can be seen that the effect of each variable partially is as follows:

### **Product Packaging Design (X1)**

Hypothesis 1 test has a  $t_{count} > t_{value}$  product packaging design (X1) has a value of (3.236 > 1.96) and a significance value <0.05 (0.002 < 0.05) then H1 is accepted. So it can be concluded that product packaging design has a partial positive effect on purchase intention.

### **Social media advertising (X2)**

Hypothesis 1 test has a  $t_{count} > t_{value}$  social media advertising (X2) has a value of (4.192 > 1.96) and a significance value <0.05 (0.000 < 0.05) then H2 is accepted. So it can be concluded that social media advertising has a partial positive effect on purchase intention.

### **Test Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) shows the magnitude of the independent variables in influencing the dependent variable. The greater the R value, the greater the dependent variables that can be explained by variations in the independent variables, and vice versa. The calculation of determination that has been obtained is as follows:

**Table 7. Test Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 <sup>a</sup>	.322	.309	2,600
a. Predictors: (Constant), Social media advertising (X2), Product packaging design (X1)				

Based on Table 7. shows that the results of testing the regression coefficient in this study obtained an R value of 0.567. in other words, the relationship between product packaging design (X1) and social media advertising (X2) on purchase intention (Y) is 56.7%. This means that there is a strong relationship between variables. R Square is 0.322, this means that 32.2% of the purchase intention of Kahf products (Y) can be influenced by product packaging design

variables (X1) and social media advertising (X2). While the remaining 67.8% is influenced by other variables that are not explained in this study.

## **Discussion**

### **The Effect of Product Packaging Design on Purchase Intention**

The discussion of the effect of product packaging design on purchase intention is to answer the formulation of problems and hypotheses which state that product packaging design has a positive and significant effect on purchase intention.

Based on the first hypothesis test, it is known that H1 is accepted. This shows that product packaging design has a significant influence on purchase intention. This means that based on the results of the responses of respondents who know the packaging design of Kahf products, most of them have a good impression and have an impact on purchase intention.

According to Klimchuk and Krasovec (2006: 33) Packaging design is a protective design of a product as one of the production requirements to improve or support marketing. This study shows that the packaging design of Kahf products has met consumer expectations. It can be seen from the results of the questionnaire that the majority of respondents answered agree and strongly agree on each indicator. This statement already describes the dominant respondents who intend to buy Kahf products after seeing the packaging design of Kahf products. In addition to the positive assessments of respondents, there are still statements that respondents answer neutrally or disagree, but because the dominant response shows positive, it can be said that the product packaging design meets consumer expectations.

Based on the partial test calculation (t test) carried out with the help of SPSS version 26, the data obtained shows that product packaging design (X1) has a value of  $(3.236 > 1.96)$  and a significance value  $< 0.05$  ( $0.002 < 0.05$ ) then H1 is accepted. So it can be concluded that product packaging design has a positive and significant effect partially on the purchase intention of Kahf products.

### **The Effect of Social Media Advertising on Purchase Intention**

The discussion of the effect of social media advertising on purchase intention is to answer the formulation of problems and hypotheses which state that product packaging design has a positive and significant effect on purchase intention.

Based on the second hypothesis test, it is known that H2 is accepted. This shows that social media advertising has a significant influence on purchase intention. This means that based on the results of the responses of respondents who know Kahf's social media advertisements, most of them have a good impression that has an impact on purchase intention.

According to Peter (2013) Social media advertising is an advertisement where companies invest money and time into it which is expected to reach the audience efficiently. It is proven by the data obtained from the questionnaire results that the dominant respondents answered agree and strongly agree that Kahf's social media advertisements have fostered consumer buying intentions so that consumers want to know more about Kahf products.

With this, social media advertising is one of the variables that determine consumer buying intentions, although there are also some respondents who state neutral and disagree, but overall it can be concluded that the presentation of Kahf's social media advertisements has met consumer expectations.

Based on the partial test calculation (t test) carried out with the help of SPSS version 26, the data obtained shows that social media advertising (X2) has a value of (4,192 > 1.96) and a significance value <0.05 (0.000 <0.05), so H2 is accepted. So it can be concluded that social media advertising has a positive and significant partial effect on the purchase intention of Kahf products.

## **CONCLUSIONS**

Based on the results and discussion, it is found that product packaging design has a positive and significant effect on purchase intention of Kahf branded care products, meaning that the product packaging design provided by Kahf for its products will foster consumer purchase intention. The shape, colour, label and size of Kahf's product packaging have succeeded in becoming an attraction for consumers. Based on these results, it can be concluded that Kahf has succeeded in designing its product packaging so as to increase consumer purchase intention for Kahf products.

Social media advertising has a positive and significant effect on the purchase intention of Kahf branded care products, meaning that media advertising will foster consumer purchase intention. The beauty of the content and the ease of information that consumers can get from Kahf's social media accounts can increase their sense of comfort and purchase intention for Kahf products. Based on these results, it can be concluded that Kahf has succeeded in social media advertising that attracts the attention of consumers so as to foster purchase intention towards Kahf products.

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