The Influence of Taste and Packaging on Purchase Decisions and Repurchase Intentions

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Abstract

The purpose of this study was to determine how taste and packaging influence purchasing decisions and repurchase interest. The population of this study were 271 consumers of Nikita Fried Chicken. By selecting a sample that only includes consumers of Nikita Fried Chicken products, the sampling approach uses purposive sampling. Data validity and trustworthiness have been checked. data analysis methods that combine quantitative and descriptive methods. Analysis using quantitative data is carried out using Structural Equation Modeling (SEM) using smart PLS software. Based on the research, the taste and packaging of Nikita Fried Chicken products have a direct and indirect impact on how customers form purchasing decisions and repurchase intention. This study contributes to increasing purchases through flavor and packaging. This study has implications for researchers and sellers on how to increase sales through flavor and packaging. The obstacle is the number of respondents in this study who are only from the Bekasi area. Create new research tools that use other brands and expand the population to cities other than Bekasi.

Keywords: Packaging, Purchase Decision, Repurchase Intention, Taste

INTRODUCTION

The fast food industry continues to grow globally and is part of the busy and dynamic modern lifestyle. One of the very popular fast food products is fried chicken. Fried chicken is also a fast food choice that is popular with many people. As business competition becomes increasingly tight, especially with similar companies, companies need to take other, more efficient approaches to attract consumers. Therefore, when a company starts marketing its product, the things that must be reviewed are those that influence their decision to buy it. To maintain a competitive edge over its rivals in the contemporary day, the fast food industry must innovate to provide diners the freedom to select what they want to eat. However, to thrive in the fast food industry, fried chicken manufacturers and marketers focus more on taste and packaging, which affects consumer choices and encourages repeat business. Customers must purchase an item that they truly comprehend to fulfill their desire to make a purchase. The decision to buy something and the intention to buy something are the two connected causes. As to Kotler & Armstrong (Kotler & Armstrong, 2008), purchasing decisions play a crucial role in the consuming process and

significantly impact the performance of businesses. When judgments about purchases are backed by quality items, they can also raise customer expectations and improve the likelihood that they will make additional purchases of the same item.

According to Andreassen & Lervik (1999), repurchase intention is the degree to which a notion is deemed aesthetically pleasing enough to elicit a customer's desire to purchase in the future. One important aspect of the social environment that influences repurchase intention is the ability of repurchase intention to foster a favorable perception in the minds of consumers. Taste is one factor in food selection, and it varies depending on the type of food that is offered (Drummond & Brefere, 2010).

Food quality has a significant impact on customers' appetites, which encourages them to make additional purchases from that establishment. Diosani et.al.,(2023) earlier research has demonstrated that taste has a major role in both purchasing decisions and repurchase intention (Messa & Yahya, 2022). Packaging, according to Dhurup et al., (Dhurup, Mafini, & Dumasi, 2014), is a container or location where a product is packaged ((Rundh, 2005). Creating visually appealing and

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easily recognizable packaging is a smart way to pique consumers' interest in purchasing the goods and encourage them to tell others about it. This claim is supported by earlier research published by Astin et al., (2023), which found that packaging significantly influences consumers' decisions to buy and their intention to repurchase products (Asmoro & Tuti, 2023). Entrepreneurs need to be able to design goods that will draw customers in and encourage them to purchase their goods. In addition to its exquisite taste, the package deserves consideration for its aesthetics. Buying decisions are influenced by appealing packaging, and when customers receive their purchases in a condition that meets their expectations, contentment develops. Based on this description, the author developed the research's goal to determine how taste and packaging affect consumers' happiness and decisions to buy.

LITERATURE REVIEW
Taste
According to Pieniak et al. (2022), taste is a crucial sense that enables people to determine the nutritional value of food that has been ingested, steer clear of potentially harmful contaminants, and prime their bodies for food digestion. Hetherington et al., (1989), on the other hand, claim that flavor is comparable to a dish's message informing customers that it is of a high caliber in terms of its ingredients and substance. Then, flavor indicators consist of the following; taste, smell, appearance, and texture (Drummond & Brefere, 2010).

To make a favorable impression on clients, food should have a taste that is agreeable to all. Consumers go through several stages while making purchases: they identify a need, search for options, weigh their options, and select a specific good or service (Hanaysha, 2022). However, if buyers find value in the goods being offered, they are likely to be interested in purchasing them once more.

According to Parasuraman & Zeithaml (1996), a customer's indicated preferences for all product categories are closely correlated with their intention to repurchase. Underpinned by prior research indicating that flavor plays a favorable and noteworthy role in purchasing decisions (Prakoso & Budiono, 2020) and taste also plays a major role in repurchase intention (Putri, Sulhaini, & Mulyono, 2023). So the following hypothesis can be drawn:

H_1: Taste influences purchasing decisions

H_2: Taste influences repurchase intention

H_3: Taste influences purchasing decisions and repurchase intention.

Packaging
According to Zuo et al., (2022), packaging is described as both good packaging and a system with several purposes, including introduction and communication to consumers. Guzman-Puyol et al., (2022) state that when it comes to large-scale production requirements, packaging comes first, followed by mechanical durability, which helps a product last longer. Packaging draws attention, facilitates assumptions about the goods, and makes a brand instantly recognized.

According to Klimchuck & Krasovec (2006), the packaging indicators are as follows: size, color, materials, form, figure, e, and f; brand marks and label. You can be sure that if a product has packaging that can attract the eye, it can be easily remembered by customers which will later make them choose that product. According to Wibowo & Fausi (2017), a purchasing choice is the result of a consumer's consideration of many brand alternatives with two dimensions: the degree dimension and the information dimension.

Selecting a product that piques your attention will make you want to buy it more in the future. According to Morkunas & Rudiene (2020), repurchase intention is an active contract that is regarded as a service and an incentive to repurchase a product. This is corroborated by other studies that show packaging influences consumers' decisions to buy and intend to repurchase (Shukla, Singh, & Wang, 2022). So the following hypothesis can be drawn:

H_4: Packaging has a positive effect on purchasing decisions

H_5: Packaging has a positive effect on repurchase intention

H_6: Packaging has a positive effect on purchasing decisions and repurchase intention.

Purchase Decision
According to Kotler & Armstrong (2008), two variables influence a consumer's decision to buy something: the intention to buy something and the purchasing decision. If a consumer wants to buy something, they must choose a very popular brand. In the evaluation phase, consumers are more likely to express their desire to purchase brands they truly enjoy and select brands from a range of options (Kotler & Keller, 2009).

However, while complimenting a purchase, buyers start to recognize their requirements, make choices, and settle on particular goods and manufactures. Accordingly before making a purchase, some decisions can be considered before making a purchase (Salem, 2018). Kotler & Armstrong (2008) state the following are indicators of purchasing decisions, needs recognition, information search to determine needs, alternative evaluation, purchase decisions, and conduct after the purchase. The following hypothesis can be drawn:

H_7: There is a significant influence between taste and packaging on purchasing decisions.

Repurchase Intention
According to Yasri et al., (Yasri, Susanto, Enamul, & Ayu, 2020), repurchase intention refers to

a customer's choice to make additional purchases from the same supplier or vendor in the future. According to Hellier et al., (2003), repurchase refers to a client's wish to receive items they have already purchased. This activity is predicated on evaluating whether the goods or services perform as expected by the consumer. According to Abu Bakar et al., (2017), consumers who pay for products from a specific brand are frequently reported to express a wish to purchase the goods again. Ndubisi & Moi (2005) identified three signs of repurchase intention, such as recommendation, value, and expected result. From the explanation above, the framework of thinking in this research can be described as follows:

According to this description, Taste, Packaging on purchasing decisions and Repurchase intention at Nikita Fried Chicken can be described in the form of a framework:
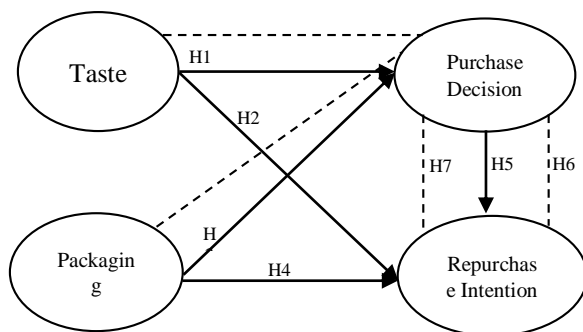
Hypothesis

According to Parasuraman & Zeithaml (1996), customers' preferences across various product categories are closely linked to their repurchase intentions. Previous research indicates that flavor significantly influences purchasing decisions (Prakoso & Budiono, 2020) and repurchase intentions (Putri, Sulhaini, & Mulyono, 2023). Based on this, the following hypothesis can be drawn :

H_1: Taste influences purchasing decisions
H_2: Taste influences repurchase intention
H_3: Taste influences purchasing decisions and repurchase intention.

According to Morkunas & Rudiene (2020), repurchase intention acts as an active contract, serving as an incentive to repurchase a product. This is supported by studies showing that packaging influences consumers' purchase and repurchase decisions (Shukla, Singh, & Wang, 2022). Thus, the following hypothesis can be drawn

H_4: Packaging has a positive effect on purchasing decisions
H_5: Packaging has a positive effect on repurchase intention
H_6: Packaging has a positive effect on purchasing decisions and repurchase intention.

In the evaluation phase, consumers are more likely to express a desire to purchase brands they enjoy and select from a range of options (Kotler & Keller, 2009). During the purchase process, buyers recognize their needs, make choices, and decide on specific products and brands.

Kotler & Armstrong (2008) identify the following indicators of purchasing decisions: needs recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Therefore, the following hypothesis can be drawn.

H_7: There is a significant influence between taste and packaging on purchasing decisions.

METHOD

The research is quantitative, using an overview strategy. The study aims to gather information from a specific location by conducting surveys, interviews, and tests (Sugiyono, 2018). The study population consists of buyers at Nikita Fried Chicken outlets during November-December 2023. Using purposive sampling, 271 respondents who had purchased the product at least twice were included. Data collection occurred via Google Forms, with measurements on a Likert scale (1 to 5). Flavor indicators (e.g., taste, smell, appearance, texture) were tested, as were packaging indicators (size, color, materials, form, figure, brand signs). Purchasing decisions were assessed based on wants, information search, evaluation, choice, and post-purchase actions (Kotler & Armstrong, 2008). Descriptive analysis used recurrence distribution, calculating the Total Respondent Achievement (TCR) as TCR = Rs / n (x100), where Rs is the average response score and N represents the answer score value. For SEM-PLS, validity tests (AVE > 0.5, discriminant validity) and reliability tests (Cronbach alpha, composite reliability > 0.7) were prerequisites. Theory testing considered indicator factors' impact on the result variable (t-value ≥ 1.64, p-value ≤ 0.05).

RESULTS AND DISCUSSIONS
Results

Table 1 shows that based on age, the majority of respondents were 21 - 30 years old with a total of 152 people (56.3%). Based on gender, the majority were women, 177 people (65.5%). Based on the frequency of visits, the majority of visitors have purchased Nikita products more than once with 104 people (38.2%). Regarding the status or occupation of someone who bought the product, namely students or students, there were 155 people (57.6%), and the majority of buyers for the reason that they liked the taste were 122 people (45%). Finally, based on the number of purchases, the majority had purchased twice, 104 people (38.2%).

Table 1. Description of Respondents

Demographics	Frequency	Percentage
Gender		
Men	94	34,5
Women	177	65,5
Age		
< 20 year	53	19,8
21 - 30 year	152	56,3
31 - 40 year	39	14,6
> 40 year	27	9,3
Occupation		
Students	155	57,6
Civil Employee	3	1,1
Private Employe	42	14,9
Entrepreneur	16	5,9
Housewife	55	20,4
Get to know NIKITA's Fried Chicken from		
Pass by often	143	52,4
From Instagram	51	19,6
From friend	78	28
Reason to buy		
The taste	122	45
The price	76	27,3
Crispy texture	37	14,4
Easily obtained	36	13,3
Purchase Amount		
2 times	104	38,2
3 - 5 times	85	31,5
> 5 times	82	30,3
Total	271	100

Table 1 shows that based on age, the majority of respondents were 21 - 30 years old with a total of 152 people (56.3%). Based on gender, the majority were women, 177 people (65.5%). Based on the frequency of visits, the majority of visitors have purchased Nikita products more than once with 104 people (38.2%). Regarding the status or occupation of someone who bought the product, namely students or students, there were 155 people (57.6%), and the majority of buyers for the reason that they liked the taste were 122 people (45%). Finally, based on the number of purchases, the majority had purchased twice, 104 people (38.2%).
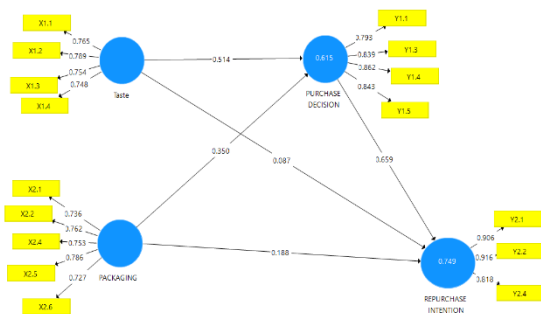
Measurement Model

Figure 1. Measurement Model

All indicators on the variables shown in Figure 2 are above 0.05, this shows that all of them

can be used in research. Table 2 shows that the loading factor has a value greater than 0.700. This shows that all variables used in this research have met the validity and reliability requirements. Apart from that, composite reliability (CR) is also used, which measures consistency between components using Cronbach's Alpha values in PLS. If the data value (CR) is more than 0.7 then the condition is acceptable. Based on Table 2, a (see appendix) value above 0.7 indicates that the results show very good consistency between constructs. These values are displayed as numbers between 0.849 and 0.912 in the table. The AVE values for all variables range from 0.567 to 0.777, which indicates that they all meet the AVE standards.

Table 2. Measurement Model Evaluation

Variable	Indicator	Loading factor	Reliability	AVE
Taste	Taste	0.765	0.849	0.584
	Smell	0.789		
	Appearance	0.754		
	Texture (Drummod & Brefere, 2010)	0.748		
Packaging	Size	0.736	0.867	0.567
	Color	0.762		
	Materials Shape	0.753		
	Figure	0.786		
	Brand marks & label (Klimchuck & Krasovec, 2006)	0.727		
Purchase decision	Recognition of needs	0.793	0.902	0.697
	Search for related information to find out about needs	0.839		
	Evaluate alternatives	0.862		
	Purchase decision			
	Post-purchase behavior (Kotler & Armstrong, 2008)	0.843		
Repurchase intention	Suggestion	0.906	0.912	0.777
	Value	0.916		
	The expected result (Ndubisi & Moi, 2005)	0.818		

Table 3. Discriminant Validity-Fornell Lacker

Variable	Taste	Packaging	Purchase Decision	Re-purchase intention
Taste	0.764			
Packaging	0.631	0.753		
Purchase Decision	0.735	0.675	0.835	
Re-purchase intention	0.690	0.688	0.850	0.881

The largest value for each variable determined based on the data in table 3, taste (0.764), packaging (0.753), purchasing decision (0.835), and repurchase intention (0.881). Based on these results, each indicator statement has the highest loading factor value for each component. These requirements must be met for discriminant validity to be considered valid. Discriminant validity was also established because the square root of the AVE of each component was more significant than any correlation (Fornell & Larcker, 1981).

Table 4 shows the VIF (Variant Inflation Factor) value is used as a measure to check for multicollinearity. Based on the VIF value in this study (Table 4) which ranges from 1,660 to 2,594, the VIF value is not greater than 5.0. These findings indicate that problematic multicollinearity does not occur and further research can be carried out.

Table 4. Multicollinearity Test

Variable	Purchase decision	Repurchase intention
Taste	1.660	2.346
Packaging	1.660	1.979
Purchase decision		2.594
Repurchase intention		

In the tabel 5, the coefficient of determination (R^2) measures how much independent factors impact the dependent variable. In your study, R^2 values of 0.615 for purchasing decisions and 0.749 for intention to return indicate a moderate influence. Specifically, taste and packaging influence 74.9% of the buyer's tendency to return and 61.5% of their product choice.

Table 5. Determination Coefficient Test

Variable	R^2	R^2 adjusted
Purchase decision	0.615	0.612
Repurchase intention	0.749	0.747

The Q2 value can be used to produce a prediction accuracy test. If Q2 is more than 0 then the model is considered to have strong prediction accuracy; Meanwhile, if Q2 is less than 0, then the model is said to have poor prediction accuracy. Table 6 (see appendix) shows that the model has a high level of prediction accuracy for variables with a Q2 value > 0 (between 0.305 and 0.529).

Table 6. Prediction Accuracy Test (Q2)

Variable	SSO	SSE	Q² (=1-SSE/SSO)
Cita rasa	1088.000	756.026	0.305
Packaging	1360.000	890.104	0.346
Purchase decision	1088.000	559.440	0.486
Repurchase intention	816.000	384.619	0.529

Table 7 (see appendix) shows that the model built has a medium influence size for the taste variable on purchasing decisions and a small influence on repurchase intentions, a medium influence size for the packaging variable on purchasing decisions and a small influence on repurchase intentions, with the f2 value = 0.013. There is no magnitude of influence shown by the value of f2 = 0.071 for the packaging variable on purchasing decisions and f2 = 0.668 for purchasing decisions on intention to repurchase. Hypothesis testing was carried out using the bootstrapping method in Smart PLS to find out which hypotheses in this research were accepted or rejected. The hypothesis can be accepted if the path coefficient t value is above 1.96 and the p-value is below 0.05.

Table 7. F Test

Variable	F square
Taste (X1) -> Purchase Decision (Y1)	0.413
Taste (X1) -> repurchase intention (Y2)	0.013
Packaging (X2) -> Purchase Decision (Y1)	0.192
Packaging (X2) -> repurchase intention (Y2)	0.071
Purchase Decision (Y1) -> repurchase intention (Y2)	0.668

Table 8. Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Dev (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Taste -> Purchase Decision	0.514	0.512	0.074	6.992	0.000	Accepted
Taste -> Repurchase Intention	0.087	0.089	0.053	1.644	0.101	Not Accepted
Packaging -> Purchase Decision	0.35	0.353	0.076	4.594	0.000	Accepted
Packaging -> Repurchase Intention	0.188	0.185	0.055	3.422	0.001	Accepted
Purchase Decision -> Repurchase Intention	0.659	0.66	0.054	12.124	0.000	Accepted
Taste-> Purchase Decision -> Repurchase Intention	0.339	0.338	0.057	5.984	0.000	Accepted
Packaging -> Purchase Decision -> Repurchase Intention	0.231	0.233	0.054	4.304	0.000	Accepted

Hypothesis testing is carried out through the bootstrapping method using smart PLS to determine whether the hypothesis in this research is accepted or rejected. Acceptance of the hypothesis occurs when the path coefficient t value exceeds 1.96 and the p-value is below 0.05. The results listed in Table 8 (see appendix) show that the hypothesis is accepted because the t-value is> 1.96 and the p-value < 0.05. The hypotheses proposed are as follows: Taste -> Purchase Decision (t-value = 6.992 and p-value = 0.000), Taste -> Repurchase Intention (t-value = 1.644 and p-value = 0.101), Packaging -> Decision Purchase (t-value = 4.594 and p-value = 0.000), Packaging -> Repurchase Intention (t-value = 3.422 and p-value 0.001), and Purchase Decision -> Repurchase Intention (t-value = 12.124 and p-value = 0.000).

Discussion

Taste is an important component in generating a positive response from customers (Ferreira, 2019; Spence & Velasco, 2018). With this large impact, taste can be considered as a crucial element that needs serious attention from industry players to increase customer interest. Factors such as smell and taste, as well as oral perception of texture, are common components of the concept of the "taste" of a food (Drewnowski, 1997). The intensity of the aroma can be enhanced by taste, and it will do so when we taste it. (Noble, 1996). Customer retention is positively impacted by food taste. Another significant component of the consumer experience that influences how future beliefs about fried chicken items are formed is the taste aspect. A substantial correlation has been shown between taste and willingness to purchase, with consumers who perceive great flavor being more inclined to make repeat purchases (Fungai, 2017). Most people agree that packaging plays a key role in getting people to buy a product (Schifferstein, 2016). There is a link between packaging and purchasing behavior since visually appealing and easily identifiable packaging can pique consumers' interest and excitement in selecting a product. If an item is wrapped attractively, buyers are more inclined to choose it, thus packaging design must guarantee a favorable reaction from them (Silayoi & Speece, 2004). The message packaging conveys is crucial when making judgments about what to buy. (Peck & Childers, 2003, 2006). Packaging factors have a favorable impact on rising interest in repurchasing in addition to influencing buying decisions. Underwood (2016) said that when consumers view images or characters on product packaging, they often visualize the shape, flavor, and aroma of the product.

Conclusion

Findings from the study indicate that packaging has a direct and indirect impact on consumers' decisions to buy and whether or not to repurchase. Taste influences judgments about what to buy, but it has no bearing on whether someone wants to buy anything again. This demonstrates that there are additional elements that influence the willingness to buy again in addition to taste.

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