



## Improving Public Purchase Interest in MSMEs?: The Role of Packaging Design and Product Photos

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<http://dx.doi.org/10.18415/ijmmu.v11i11.6257>

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### **Abstract**

In the era of globalization and digital economy, MSMEs in Indonesia are faced with the challenge of increasing competitiveness through creativity and innovation. This study discusses increasing public purchasing interest in Micro, Small, and Medium Enterprises (MSMEs) through the role of packaging design and product photos. This study uses a quantitative and qualitative approach with a sample of 30 food and beverage MSMEs in Ketintang Village, Gayungan, Surabaya City. The results of the analysis show that packaging design and product photos have a significant positive effect on purchasing interest. Attractive packaging design can increase the perception of product quality, while high-quality product photos help reduce consumer uncertainty. This study concludes that to increase purchasing interest, MSMEs need to develop capabilities in product design and product photos.

**Keywords:** *Packaging Design; Product Photos; Purchase Interest; MSMEs*

### **Introduction**

Business progress in the current era of globalization is getting faster. In the business world, it is faced with increasingly permanent and uncertain competition that is intensified by technological innovation, changes in the market environment and changes in customer needs. To increase competitiveness in Industry 4.0 and the digital economy, entrepreneurs need to have characteristics such as creativity, adaptability, and innovation (Mehralian et al., 2019; Hasan et al., 2020; Rosli et al., 2021). The application of digital technology can reach customers quickly and widely, it is important with digital entrepreneurship to generate various opportunities for entrepreneurs. Digital entrepreneurship represents the transformation of entrepreneurial practices through technology in the digital world, including product design, marketing strategy, customer outreach, financial management, collaboration with partners, and analysis of opportunities, strategies, risks, and marketing targets (Chen et al., 2021; Hua et al., 2022).

Economic dynamics are entering a new phase so that the business world is very dynamic where technological advances are increasingly encouraging creativity and innovation as a competitive advantage

today. Micro, Small, and Medium Enterprises (MSMEs) are one of the economic sectors that have an important role in the Indonesian economy, they must increase their competitiveness through creativity and innovation (Hassan et al., 2021). Competitive advantage through innovation and creativity is very important, because it has long-term resilience and sustainability (Jensen et al, 2020). Creativity can be practiced in various business processes, such as product design, production, and marketing, which encourages the need to foster creativity among MSMEs actors to increase their competitiveness and sustainability in business competition (Wu et al., 2019; Veerasamy et al., 2020).

Based on data from the Ministry of Cooperatives and MSMEs in 2023, it will reach 65.5 million business units, this number has increased by 1.7% compared to the previous year. Of this number, 97% are micro businesses, 2% are small businesses, and 1% are medium businesses. This figure has increased by 2.3% compared to the previous year. This shows that MSMEs are the backbone of the Indonesian economy and play an important role in creating jobs. This growth is driven by the increasing adoption of digital technology, where more than 30 million MSMEs have joined the digital ecosystem for marketing, sales, and business management purposes. Currently, the Indonesian Chamber of Commerce and Industry and the Indonesian Government are encouraging increased performance of national MSMEs through a digitalization implementation strategy to increase competitiveness, become global players and be export-oriented. The Ministry of Cooperatives and SMEs targets that MSMEs that can enter the digital market will increase to 24 million units in 2023 and will increase to 30 million units in 2024. For more details, see Figure 1.



Figure 1. Number of Digital MSMEs in Indonesia

However, Indonesia's rating in global entrepreneurship is in the middle-middle strata. According to GEDI (Global Entrepreneurship Development Institution) in 2019 Indonesia was ranked 75th out of 137 countries, below Vietnam. In terms of digital platforms, based on GDPEI (Global Digital Platform Economy Index), Indonesia is ranked 76th out of 116 countries, below the Philippines and Kazakhstan. In addition, the large number of business units in Indonesia but low levels of entrepreneurship indicate that there is a problem with the quality of entrepreneurship. Most of the entrepreneurial quality of MSME actors, including cooperatives, is still relatively low, lacks innovation, is not sustainable, and in turn is unable to compete. Moreover, most MSMEs are micro-scale businesses and are in the agricultural sector with owner operators as proprietorship businesses.

Partners in this Community Service program are Food and Beverage MSMEs. During this 1 year, the Food and Beverage UMKM initiated by Ketintang Village has been quite competitive with other similar professional competitors. Currently, partners also occupy empty space in the village office area. This KKN activity began with discussions and benchmarking from other sub-districts in Surabaya City. Figure 2 shows an open discussion regarding cooperation opportunities between Surabaya State University and the Surabaya City Government.



Figure 2. Discussion of Collaboration Opportunities with Partners

The potential of MSMEs in Ketintang Village, Surabaya is very large, supported by adequate education, health, and public facility infrastructure. By utilizing the population density and available facility density, MSMEs can reach widely and encourage innovation and creativity in the MSME sector to increase contributions to the local economy. Integration of technology, implementation of effective marketing strategies, and innovation in product or service development are expected to unlock this untapped potential, improve the economic welfare of Ketintang Village, and enrich the social and cultural life in this area.

Based on interviews with partners in Ketintang Village, the problems encountered are that the MSME groups fostered by partners do not have the ability to design, sell and market their products digitally in an attractive way. So it is considered difficult to compete with similar businesses. The MSME groups fostered by partners are also unable to manage their finances well. MSME groups cannot calculate the cost of selling their own products, so they often have difficulty calculating the amount of profit and loss from their business. Partners find it difficult to train and foster MSME groups in the food and beverage sector in their area, especially regarding how to market products through digital media and financial management. This is due to the lack of limitations in terms of human resources, knowledge and skills of partners to conduct training and coaching related to this matter. So this study focuses on the analysis of packaging design and product photos to increase purchasing interest in MSMEs in Ketintang Village, Gayungan, Surabaya City.

## ***Literature Review***

### **Packaging Design**

Packaging is an integrated system to preserve, protect, prepare products until they are ready to be transported and distributed to consumers in an effective, efficient, easy and cheap way (World Trade Organization/WTO). Packaging Design is a creative business that links shape, structure, material, color, image, typography and design elements with product information so that products can be marketed (Klimchuck, 2007).

The functions of packaging include packaging as a protector, packaging must be able to protect the product from both external and internal influences. Packaging as a container, packaging is a container for the product and can also function as a tool that makes it easier for the product to be carried in the process of moving the product from the producer to the consumer or from one place to another in a

certain weight or amount of content. Packaging as a promotion, indirectly, the total appearance of a package must be able to "sell itself", be able to communicate well and covert promotion when displayed in a display case or during distribution.

Packaging as an identity, the prints on the packaging must be written, legible and clearly visible, namely the type of product, name of the manufacturer or importer, contents/weight, size, how to use it, nutrition facts, registration number (PIRT/MD/ML), halal label, barcode, expiration date and others. Packaging as a brand image, brand image makes consumers who glance at a package can immediately know the product being packaged, this is because there is a unique characteristic that is easily recognized that is already attached to the packaging, this special characteristic also makes it very easy for consumers to make repeat purchases. Packaging as an attraction/attractiveness, shape, size, color and printed information must be able to attract consumers, the shape of the packaging must also be adjusted to the needs and follow the current trend, so that it looks different from similar packaging that exists.

### Product Photos

Product photos are one of the main channels for online consumers to understand the design and quality of a product. Chau et al. (2000) compared the use of images and text in presenting products and found that when purchasing familiar products, images outperform text in terms of efficiency and effectiveness. According to Hassanein & Head (2007) argued that text and image exploration in product photos will increase consumer enjoyment and trust in online shopping. The use of video or interactive visual presentations increases the perceived usefulness of the website for understanding products and increases the actual product knowledge received in moderate task complexity (Jiang & Benbasat, 2007).

Product photos are one of the main channels for consumers to understand the features of a product, product photos reduce consumer uncertainty about the product (Abernethy & Franke, 1996). Photos of the products sold can tell how big the product appears, which shows the amount of information about the product that people receive from reading the photos (Xin Li, 2014). The important role of product photos regarding the effective display of the product and clarifying the impact of specific attributes in the product photo will be the focus of the seller. Effective product photo displays will produce two results. First, an online store marketing strategy with unique characteristics to attract consumers. Second, consumers will find it easier to find their favorite products faster and better according to their cultural background and behavioral habits (Huosong et al., 2020).

### Purchase Interest

Purchase intention is a basic concept of marketing theory. According to Dodds et al (1991) defines purchase intention as the subjective possibility and probability of consumers buying a product. In addition, consumers concentrate on different product information depending on the type of product (Belanche et al 2024). During the purchase, consumers of utilitarian products pay attention to functional and rational information, while consumers who buy hedonic products concentrate extensively on emotional experiences (Liu & Lee, 2024). Different types of products have different impacts on purchase intention.

Purchase intention is widely considered as a predictor in purchasing a particular product. Purchase intention is formed based on the needs, attitudes, and perceptions of customers towards the product or service (Hawkins and Mothersbaugh, 2010). Purchase intention reflects how likely or unlikely a customer is to make a purchase (Yaoyuneyong et al., 2018) and is formed based on the interaction between the needs, attitudes and perceptions of customers towards the product or service (Hawkins and Mothersbaugh, 2010). Other studies have found that purchase intention is formed by influencing factors such as brand equity, brand image, brand quality, product image, functional aspects, emotional aspects,

symbolic aspects of the product, durability or quality of the product and online reviews of the product (Park et al., 2007; El-Said, 2020).

Purchase intention refers to the likelihood that consumers will plan or be inclined to purchase a product or service in the future (Wu et al., 2011), while Choedon and Lee (2020) relate this notion to users' propensity and readiness to acquire endorsed products during their engagement with social media platforms. Based on a comprehensive review of the existing literature, Dabbous and Baraket (2020) propose that within the social media framework, consumers who experience satisfaction from favorable brand interactions may exhibit a desire to purchase the associated brand. Consumer purchase intention arises when consumers perceive the usefulness or value of a service or product (Doods et al., 1991).

### Relationship Between Variables

In previous research, there is a positive relationship between packaging design and purchase intention. The importance of packaging design can increase purchase interest as a premium product (Alboreda et al., 2024). In addition, innovation in packaging continues to seek new solutions that result in customer experience (Liang et al., 2022). The relationship between packaging design and purchase intention is specifically designed to provide an extraordinary sensory experience or interactive communication experience and the influence of potential moderators (Alfarez et al., 2024).

Apart from packaging design, product photos can also influence purchase intention. This is supported by product photos that match the context of product use can increase consumers' mental imagination, which leads to an increase in purchase intention (Marier et al., 2018). Product photos also highlight product attributes in detail and vividly can influence consumer attitudes through a clearer and more elaborated mental imagination, especially for familiar brands (Lee et al., 2017). Product photos can also increase consumers' emotional and cognitive appeal, besides that consumers tend to prefer product photos with larger main objects, warmer colours, and higher contrast which will increase purchase interest (Li-xin et al., 2014).

H1. Packaging design has a significant positive effect on purchase intention

H2. Product photos have a significant positive effect on purchase intention

### **Method**

This study uses a quantitative-qualitative approach to analyze the role of packaging design and product photos on the purchasing interest of MSMEs in Ketintang Village. The population used in this study was food and beverage MSMEs in Ketintang Village, Gayungan City, Surabaya. The sample used was 30 food and beverage MSMEs in Ketintang Village, Gayungan City, Surabaya. The method used to determine the sample is non-probability sampling with a saturated sampling type. The stages of implementing Community Service are as follows:

1. The first stage begins with the implementing team and partners observing the problems. Both parties then prioritize the problems based on urgency and need.
2. The second stage defines the partner's problems related to marketing. After identifying the three problems, the proposing team offers several solutions to the partners based on their priorities.
3. The third stage, the implementing team designs the main output for the partners, namely packaging design training and product photography for partners.
4. The fourth stage, the implementing team compiles various outputs according to the realization of activities that have been achieved. The intended output targets include scientific articles, mass media articles, videos of activity implementation, and evaluation of partner empowerment.

Purchasing interest according to Hung et al., (2011) is measured using 3 items. With the following statements: "I have a high probability of buying the product", "I tend to buy the product", "I have a high intention to buy the product". In product photos, according to Xin Li et al., (2014), it is measured using 4 indicators, namely information, emotion, aesthetics and the presence of models in product photos. Packaging design measurements according to Underwood (2003) are measured using 5 indicators, including color, type, letters, logos, size and graphics. Data uses a Likert scale of 1 (strongly disagree) to 5 (strongly agree) which is taken through questionnaire distribution. This study was processed using the Structural Equation Modeling (SEM) method with the SmartPLS 3.2.9 application.

Skill evaluation can be done using a project assessment approach. Implementing packaging design and product photography training to measure MSMEs' capabilities in digital marketing. To support the sustainability of the program, the community service team will help implement the results of the training and brief applications and discuss them with partners.

**Results**

**Implementation of Community Service Packaging Design and Product Photography Training**

The materials presented in this training are (Figure 3):

- Introduction to product photo packaging design: understanding and function of packaging design and product photos
- Making food and beverage product packaging and photo designs: Important things in designing product packaging, product photography, and writing product descriptions.
- E-commerce strategy: Typography and color for packaging design, packaging classification and criteria, and packaging structure and materials.
- Use of social media: Effective platforms for food and beverage marketing, how to create promotional campaigns, and the use of paid advertising.



Plastic Codes								
CODE	1	2	3	4	5	6	7	
PLASTIC TYPE	PE1E	HDPE	V	LDPE	PP	PS	OTHER	
EXAMPLES	Bottle 1 liter, 2 liter, 3 liter, 5 liter, 6 liter, 10 liter, 20 liter, 25 liter, 30 liter, 40 liter, 50 liter, 60 liter, 70 liter, 80 liter, 90 liter, 100 liter, 150 liter, 200 liter, 250 liter, 300 liter, 400 liter, 500 liter, 600 liter, 700 liter, 800 liter, 900 liter, 1000 liter	Milk container, Shampoo bottle, Motor oil bottle	Water bottle, Clear food packaging, Paper, Plywood	Plastic food wrap, Shopping bag, Plastic	Yogurt container, Shampoo bottle, Soap bottle	Shampoo bottle & can, Must. Disp.	Plastic bottle, 5 liter water container	Non-recycled plastic
RECYCLABLE?	✓	✓	✗	✓	✓	✗	✗	

4. Klasifikasi Kemasan

4. Berdasarkan frekuensi pemakaian

1. **Klasifikasi Kemasan Kemasan sekali pakai (disposable)**  
Seperti: Botol plastik untuk air, kantong plastik, dan lain-lain, botol karton, botol kemasan sekali pakai
2. **Kemasan yang dapat dipakai berulang kali (multi-trip)**  
seperti: botol kemasan, botol kaca, botol sirup
3. **Kemasan atau wadah yang tidak dibuang atau dikembalikan oleh konsumen (justru diproses)**  
seperti: kaleng susu untuk tempat gula, kaleng jus untuk tempat kerupuk, wadah selai untuk tempat meringa.

Figure 3. Documentation of Packaging Design Material and Photos of Food & Beverage MSME Products Furthermore, in the practical session, MSME participants carry out direct exercises in the form of:

- Creating and editing visual content (creating product designs and photos).
- Designing marketing campaigns on social media with real case studies.
- Simulation of creating and managing an online store with an e-commerce platform.

Discussion and Q&A are presented as interactive sessions to discuss challenges faced by participants, provide solutions, and answer questions. At the evaluation stage, a participant feedback session is held which aims to assess participant satisfaction and the effectiveness of the training using a feedback form. By understanding and applying good packaging design and product photography techniques, participants are expected to be able to increase the visibility and sales of their products.

### Measurement Model Assessment

In this study, respondents used food and beverage UMKM owners in Ketintang Village, Gayungan, Surabaya City, totaling 30 food and beverage UMKM. The first step is to use the measurement model in SmartPLS 3.9.2 to ensure that the constructs are properly correlated based on the proposed variants. Therefore, convergent and discriminant validity are examined to assess the measurement model in this explanation. To evaluate convergent validity, the factor loading of each item is examined in the first stage. According to (Ghozali, 2014) all indicators can be considered valid if they meet a value greater than 0.70. However, if the indicator loading value ranges from 0.50 to 0.60, it can be considered quite valid.

Table 1. Validitas dan Reliabilitas

Variable	AVE	CR	CA
Packaging Design	0,685	0,938	0,923
Product Photos	0,676	0,936	0,920
Purchase Interest	0,759	0,940	0,921

Composite reliability (CR) was assessed to check internal consistency in this study. Hair et al. (2020) suggested a cutoff value of 0.70 for CR. In this study, CR for all items ranged from 0.936 to 0.940, exceeding the recommended value of 0.7. Furthermore, Cronbach's alpha (CA) can strengthen the reliability test results of the CR results obtained from the CR results. Or it can be said that the CA value is to evaluate internal consistency. The CA value in this study ranged from 0.920 to 0.923 and was above 0.70. Finally, the Average Variance Extracted (AVE) was examined to establish convergent validity in the study. According to Hair et al. (2020), AVE represents the overall average value of the squares of the indicators related to the research construct. AVE value An AVE value of 0.50 will indicate that 50% of the items provide sufficient explanation of the construct construct (Hair et al., 2020). In this study, the AVE values for all constructs were below the range of 0.676 to 0.759, which exceeded the recommended values of 0.5.

### Structural Model Assessment

In this study, to determine the path coefficients, p-values, and t-statistics in the structural model to evaluate the significance of the hypothesis (Rahman et al., 2020). Assessing the structural model by looking at the significant value to determine the influence between variables through the bootstrapping procedure. Table 2 and Figure 4 shows the results of testing the hypothesis of a direct influence relationship.

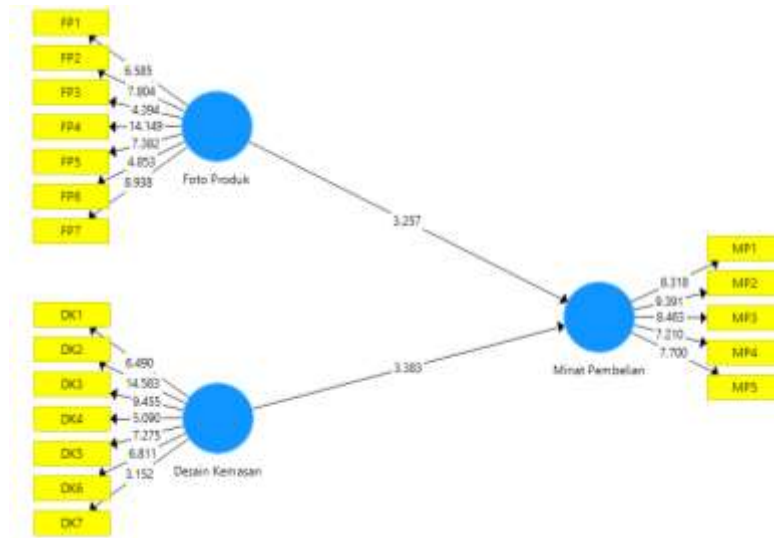


Figure 4. Bootstrapping Model

Table 2. Relationship Between Variables

Relationship	Coefficient	T-Stats	P-Value
<b>Dirrect Effect</b>			
Packaging Design → Purchase Interest	0,501	3,383	0,001
Product Photos → Purchase Interest	0,474	3,257	0,001
Level Significace (5%); t-statistics ≥ 1,96; P-value ≤ 0,05			

H1 shows that packaging design has a significant positive effect on purchasing interest. The results of the path analysis show a relationship ( $\beta = 0.501$ , t-statistic = 3.383,  $p < 0.05$ ), so H1 is accepted. H2 also shows that product photos have a significant positive effect on purchasing interest. The results of the path analysis show a relationship ( $\beta = 0.474$ , t-statistic = 3.257,  $p < 0.05$ ), so H2 can be accepted.

**Discussion**

The overall objective of our study was to examine packaging design and product photography on purchasing interest in food and beverage MSMEs in Ketintang Village, Gayungan, Surabaya City. We found that packaging design has a significant positive effect on purchasing interest and product photography has a significant positive effect on purchasing interest.

The research findings reveal that packaging design has a significant positive effect on purchase intention, meaning that the higher the packaging design, the higher the product purchase intention. Packaging design plays an important role in influencing consumer purchase intention, as evidenced by various studies. The effectiveness of packaging depends not only on its aesthetic appeal, but also on its ability to convey product quality and brand identity (Wang, 2013).

This is in line with previous research (Mohd et al., 2010), which states that packaging design significantly influences purchase intention. In addition, packaging design is the main tool that influences consumer purchase intention (Venter et al., 2011; Honea & Horskry, 2012). Analysis of MSME research in Ketintang Village, Gayungan, Surabaya City shows that the attractiveness of packaging in elements such as color, font, logo, size and graphics can create a good impression and increase purchase interest. In



addition, attractive and effective packaging communicates product quality, which is very important for purchase interest (Choiriyah et al., 2023).

The results of product photos on purchase interest have a significant positive effect. Product photos play an important role in influencing consumer purchase interest, especially in the e-commerce landscape. High-quality images not only increase product appeal but also significantly influence purchase outcomes. From product photos, you can find out information related to merchandise photos to explore product photos on purchase interest. In addition, product photos can attract more purchases and create many benefits (Xia & Zhou, 2020).

In this case, product photos become an important signal that influences consumer purchases. Information on product photos is the main factor for consumers to understand the product and attract consumer attention, so that these factors can influence purchasing interest. In UMKM in Ketintang Village, Gayungan, Surabaya City, it is important to attract consumers, where the effective power of product photos is characterized by lighting, optimal composition, to increase purchasing interest. In addition, emotional relationships, aesthetics and the presence of models in product photos can increase purchasing interest (Xin Li et al., 2014).

## **Conclusion**

Packaging design and product photos play an important role in increasing purchase demand. The results of the study showed that packaging design has a significant positive effect on purchase interest. While product photos have a significant positive effect on purchase interest. In addition, to increase buyer interest, there needs to be the ability to create product designs, take product photos, and write content that can be used for marketing on digital media so that it can reach a wider market and create competitive MSMEs. This study has several limitations, we only took samples from MSMEs in Ketintang Village, Gayungan, Surabaya City.

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