

Packaging Aesthetics and Brand Personality as Factors Shaping Consumer Preferences for Modern Snack Products in Indonesia

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ABSTRACT

This study investigates the influence of packaging aesthetics and brand personality on consumer preferences for modern snack products in Indonesia. As the snack industry becomes increasingly competitive, visual appeal and emotional branding have become key differentiators. Using a quantitative approach, data were collected from 160 respondents through an online questionnaire based on a 5-point Likert scale. The data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS 3.0). Results show that both packaging aesthetics and brand personality have significant and positive effects on consumer preferences. Brand personality demonstrated a slightly stronger influence, indicating that emotional connection plays a crucial role in shaping consumer choices. The study highlights the importance of integrating visually compelling packaging with a relatable brand personality to enhance consumer appeal and build loyalty in Indonesia's fast-growing snack market.

Keywords: *Packaging Aesthetics, Brand Personality, Consumer Preferences, Snack Products, Indonesia*

1. INTRODUCTION

The Indonesian snack food industry has experienced significant growth in recent years, driven by changing consumer lifestyles, increased urbanization, and a rising middle class. Modern snack products are no longer viewed merely as sources of quick sustenance but have evolved into lifestyle commodities that reflect individual identity, taste, and values. In such a dynamic and competitive market, companies are increasingly focused on non-functional attributes—such as packaging aesthetics and brand personality—to differentiate their products and capture consumer attention. This approach is supported by research indicating that consumer preferences are significantly influenced by these attributes, which can enhance customer satisfaction and sales. For example, research on tempe mendoan and spicy stuffed tofu highlights the importance of attributes such as packaging and logo size, which are crucial for consumer satisfaction and product differentiation [1]. Moreover, the role of emotions and perceived food quality in consumer decision-making emphasizes the need for appealing packaging and branding to connect with consumers on a psychological level [2]. In parallel, the integration of cultural values and technological advancements has reshaped consumer interactions with the market, necessitating adaptive marketing strategies that leverage these changes [3]. The rise of e-commerce and social media has further influenced consumer behavior, making it essential for snack companies to maintain a strong online presence and engage with consumers digitally [3]. Effective marketing strategies that align with consumer preferences, such as those for rendang-flavored processed meats, can significantly impact purchasing decisions and enhance brand loyalty [4]. Additionally, the development of distinctively local snacks through strategic SME growth and product diversification can increase competitiveness and market reach [5].

Packaging aesthetics refers to the visual elements of a product's package, including color schemes, typography, graphics, materials, and overall design, which play a pivotal role in consumer

decision-making, particularly in impulse-driven purchases like snacks. As the first point of contact between the consumer and the product, packaging often acts as a silent salesman that communicates the brand's values and emotional tone, enhancing sensory appeal and shaping perceptions of product quality, taste, and brand image. Packaging design significantly influences consumer perceptions of product quality, healthiness, and appeal, with elements like color and shape impacting health assessments and purchase intentions [6]. Visual components such as logos, typography, and illustrations serve as strategic tools to convey product attributes, benefits, and brand identity, effectively communicating the product's values and personality [7]. In a competitive marketplace, attractive packaging influences consumer behavior not only through visual appeal but also functionality, as structural features like size, form, and material choice shape consumer perceptions and buying intentions [8]. Furthermore, packaging design reinforces brand values and identity, fostering consumer loyalty through a synergy of aesthetic and functional qualities that impact consumer psychology [8]. Modern packaging also aims to establish an emotional connection with consumers, especially during the First Moment of Truth (FMOT), by leveraging creative materials, technology, and design to fulfill brand promises and strengthen customer loyalty [9].

Equally important in influencing consumer behavior is the concept of brand personality, which involves attributing human traits to a brand to create a distinct and emotionally resonant identity in the minds of consumers. A well-defined brand personality fosters emotional connections and enhances brand loyalty by projecting traits such as sincerity, excitement, competence, sophistication, or ruggedness, which can appeal to different consumer segments. In the context of snack products—typically categorized as low-involvement goods—brand personality becomes a powerful tool for differentiation beyond tangible attributes, influencing consumer preferences and purchase intentions by creating symbolic meanings that resonate emotionally [10]. Traits like sincerity, excitement, and competence have been shown to positively correlate with purchase intentions by evoking emotional responses such as joy and trust, which act as mediators between brand personality and consumer decisions [11], [12]. In contrast, traits like sophistication and ruggedness have a comparatively weaker impact on brand attitude and commitment [12], [13]. Emotional connections, particularly joy and trust, are essential in enhancing consumer loyalty and preference [11], [14]. Moreover, consumer segmentation based on age or other demographics reveals that different groups respond differently to brand personality traits, highlighting the need for marketers to tailor strategies for maximum relevance and impact [11].

Although numerous studies have investigated the role of product quality and pricing in consumer behavior, fewer have emphasized the psychological and aesthetic factors that increasingly drive modern consumption patterns. In Indonesia, where the snack market caters to a culturally diverse and visually oriented population, understanding the interplay between packaging design and brand personality becomes particularly relevant. This study aims to analyze the influence of packaging aesthetics and brand personality on consumer preferences for modern snack products in Indonesia.

2. LITERATURE REVIEW

2.1 *Packaging Aesthetics*

Packaging aesthetics significantly influence consumer behavior, particularly in the snack food industry, where visual appeal often drives purchase decisions. Design elements such as color, typography, imagery, shape, and texture play a vital role in

capturing consumer attention and shaping brand perception. In the Indonesian snack market—dominated by youth consumers—bold and innovative packaging designs are especially effective in stimulating interest and preference, as visual elements have been shown to exert a stronger influence on impulse purchases than informational content. Color, as a primary visual cue, significantly affects consumer perceptions and purchase intentions by conveying product attributes and brand identity [6], [15]. Typography and imagery contribute to strong shelf impact by effectively communicating brand values and product qualities, enhancing perception and loyalty [8]. While structural features like shape and texture also add to consumer appeal, their influence is generally less dominant than visual elements like color and graphics [16]. Aesthetic components, especially graphics and color schemes, are particularly influential in triggering impulse buying—an important factor for low-involvement products like snacks [16]. Moreover, attractive packaging elevates brand perception and reinforces brand recall among young consumers in Indonesia, making it a critical strategic element in brand communication and market differentiation [16].

2.2 Brand Personality

Brand personality plays a vital role in shaping consumer attitudes and behaviors, especially in snack branding, where projecting human-like traits onto brands fosters emotional connections. In culturally diverse markets like Indonesia, aligning brand personality with local values can enhance consumer preference. Its influence on consumer behavior is well-established, affecting brand attitudes, purchase intentions, and consumer-brand relationships. Communication strategies such as storytelling and celebrity endorsements are key to conveying brand traits and aligning with consumer aspirations [13]. Country-of-origin and consumer personality also shape brand perceptions, emphasizing the importance of cultural alignment [13]. Brand personality often mirrors the consumer's identity, strengthening emotional bonds and loyalty [17]. Traits like sincerity and competence are especially influential, while excitement and ruggedness have weaker effects [13]. Participation in brand communities can reinforce consumer-brand ties but may not significantly alter attitudes [18]. While Aaker's brand personality model is widely used, its applicability across cultures is debated, highlighting the need for localized strategies [19].

2.3 Consumer Preferences

Consumer preferences in the snack industry are shaped by a complex interplay of factors such as product quality, price, brand image, and increasingly, aesthetic and emotional elements, especially within Indonesia's modern retail environment where a multitude of snack options compete for consumer attention. In such contexts, visual appeal and brand meaning become decisive, as consumers often make quick decisions with minimal rational analysis. Emotional appeal plays a crucial role by triggering positive feelings like happiness and excitement, which can strengthen brand associations, foster loyalty, and drive impulse purchases—making emotional marketing an especially powerful tool in the snack sector [20]. Consumer psychology, including trust in the brand and response to packaging visuals, also significantly shapes preferences, and a deep understanding of these cues enables marketers to craft strategies that align with consumer sentiments [21]. Economic considerations such as

income level and perceived value for money are pivotal, particularly in uncertain times, as consumers may prioritize affordability without sacrificing quality, thereby influencing brand choice and loyalty [21]. Demographic variables like age, gender, and lifestyle further diversify consumer preferences, requiring brands to adopt segmented marketing approaches [21]. Additionally, cultural and social norms—including family traditions and religious values—play a substantial role in shaping food choices and perceptions, underscoring the importance of culturally attuned product development and marketing [22].

2.4 Theoretical Framework and Hypotheses Development

This study is grounded in the Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell, 1974), which posits that external stimuli—such as packaging aesthetics and brand personality—affect an individual's internal state, including perceptions and attitudes, which in turn lead to behavioral responses like preference or purchase intention. Within this framework, packaging design and brand personality function as key external stimuli that evoke emotional and cognitive reactions in consumers, ultimately shaping their preferences toward snack products. Based on the reviewed literature, the following hypotheses are developed:

H1: Packaging aesthetics positively influence consumer preferences for modern snack products in Indonesia.

H2: Brand personality positively influences consumer preferences for modern snack products in Indonesia.

3. METHODS

3.1 Research Design

This research uses a quantitative explanatory approach to examine the effect of packaging aesthetics and brand personality on consumer preferences for modern snack products in Indonesia. The purpose of this design is to test specific hypotheses and determine the strength of the relationships between variables using numerical data. The study employs Structural Equation Modeling with Partial Least Squares (SEM-PLS) version 3, which is suitable for analyzing complex models with latent variables, especially when the sample size is relatively small.

3.2 Population and Sample

The target population of this study consists of Indonesian consumers who purchase and consume modern snack products, such as packaged chips, crackers, biscuits, and ready-to-eat items commonly available in supermarkets and convenience stores. A non-probability purposive sampling technique was employed to select participants who met the following criteria: aged 17 years or older, actively purchase snack products at least once a week, and are aware of visual branding and packaging differences in snack products. A total of 160 valid responses were obtained and analyzed, fulfilling the minimum sample size requirement for SEM-PLS analysis, which recommends collecting at least 10 times the number of indicators in the most complex construct (Hair et al., 2017).

3.3 Data Collection

Data were collected through a structured online questionnaire distributed via social media and messaging platforms. Respondents were informed about the study's purpose and assured of the confidentiality of their responses. The questionnaire comprised four main sections: (1) Demographic Information, which included age, gender, education, and snack purchasing behavior; (2) Measurement of Packaging Aesthetics, assessing elements such as visual appeal, color, design

coherence, typography, and packaging quality; (3) Measurement of Brand Personality, evaluating perceived traits like sincerity, excitement, and competence; and (4) Measurement of Consumer Preferences, focusing on the likelihood of choosing, recommending, and re-purchasing the snack products. All items were rated using a 5-point Likert scale ranging from 1 = “Strongly Disagree” to 5 = “Strongly Agree”.

3.4 Data Analysis Technique

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software, following a two-stage analytical procedure. First, the Measurement Model (Outer Model) was evaluated to assess construct reliability and validity through indicator loadings, composite reliability (CR), average variance extracted (AVE), and Cronbach's alpha. Second, the Structural Model (Inner Model) was assessed to test the strength and significance of hypothesized relationships among latent variables using path coefficients, t-statistics, and R² values. The bootstrapping technique with 5,000 subsamples was employed to determine the statistical significance of each path. The criteria used for hypothesis testing included: a path coefficient (β) greater than 0 and statistically significant, a t-value above 1.96 for a 95% confidence level, and a p-value less than 0.05 to indicate significance.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of Respondents

A total of 160 respondents participated in the study, with demographic characteristics showing that 58% were female and 42% male. In terms of age, 45% were between 17–25 years old, 35% between 26–35 years, and 20% above 35 years. Regarding education level, 65% held a bachelor's degree, 20% had completed senior high school, and 15% had a postgraduate degree. In terms of snack purchasing frequency, 70% reported buying snacks weekly, while 30% purchased snacks 2–3 times per week. These demographics suggest that the majority of respondents are young adults with higher education backgrounds and active snack consumption habits, making them a highly relevant sample for examining modern snack preferences.

4.2 Measurement Model (Outer Model) Evaluation

The outer model was assessed to ensure the reliability and validity of each construct. The results are as follows:

Table 1. Measurement Model

Construct	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Packaging Aesthetics	PA1	0.821	0.856	0.899	0.690
	PA2	0.874			
	PA3	0.837			
	PA4	0.763			
Brand Personality	BP1	0.804	0.842	0.894	0.679
	BP2	0.876			
	BP3	0.845			
	BP4	0.752			
Consumer Preferences	CP1	0.870	0.877	0.922	0.748
	CP2	0.894			
	CP3	0.842			

The measurement model demonstrates strong reliability and validity, making it suitable for further structural analysis. All factor loadings exceed 0.70, indicating good indicator reliability, with Packaging Aesthetics ranging from 0.763 to 0.874, Brand Personality from 0.752 to 0.876, and Consumer Preferences from 0.842 to 0.894. These values confirm that each item reliably represents

its respective latent construct (Hair et al., 2017). Internal consistency reliability is also confirmed, as all constructs have Cronbach's Alpha and Composite Reliability (CR) values above the 0.70 threshold—Packaging Aesthetics ($\alpha = 0.856$; CR = 0.899), Brand Personality ($\alpha = 0.842$; CR = 0.894), and Consumer Preferences ($\alpha = 0.877$; CR = 0.922)—indicating excellent consistency across items. Furthermore, convergent validity is supported, as the Average Variance Extracted (AVE) values for all constructs exceed the minimum requirement of 0.50, with Packaging Aesthetics at 0.690, Brand Personality at 0.679, and Consumer Preferences at 0.748. These findings collectively validate the robustness of the measurement model in representing the theoretical constructs under study.

4.3 Structural Model (Inner Model) Evaluation

The inner model was evaluated to test the hypotheses by analyzing path coefficients, t-statistics, and R² values using bootstrapping (5,000 samples).

Table 2. Hypothesis Testing

Hypothesis	Relationship	Path Coefficient (β)	t-Statistic	p-Value	Result
H1	Packaging Aesthetics → Preferences	0.428	6.214	0.000	Supported
H2	Brand Personality → Preferences	0.459	7.012	0.000	Supported

The hypothesis testing results show that both Packaging Aesthetics and Brand Personality have a significant and positive influence on Consumer Preferences for modern snack products in Indonesia. The first hypothesis (H1) yielded a path coefficient of 0.428, a t-statistic of 6.214, and a p-value of 0.000, indicating that packaging aesthetics significantly enhance consumer preference. Meanwhile, the second hypothesis (H2) shows that Brand Personality has a slightly stronger influence, with a path coefficient of 0.459, a t-statistic of 7.012, and a p-value of 0.000. Both hypotheses are statistically supported, as the t-values exceed 1.96 and p-values are below 0.05, meaning that visual packaging design and strong brand character together shape positive consumer perceptions and increase the likelihood of choosing, repurchasing, and recommending the snack product. Additionally, the R² value of 0.603 indicates that 60.3% of the variance in consumer preferences can be explained by these two variables, underscoring their importance in the marketing strategies of snack brands in Indonesia.

Discussion

The results confirm that both packaging aesthetics and brand personality significantly influence consumer preferences for modern snack products in Indonesia. These findings are consistent with prior research and offer valuable insights for marketing practitioners and product designers. In particular, the strong and positive relationship between packaging aesthetics and consumer preference underscores the importance of visually attractive packaging in a competitive market. Elements such as color contrast, clean typography, and innovative shapes can evoke immediate interest and stimulate impulsive buying behavior. This is supported by previous studies from Silayoi & Speece (2007) and Bloch (1995), which emphasize the sensory appeal of design in shaping consumer perceptions.

Packaging design has been empirically shown to significantly affect impulsive buying behavior, as seen in studies on Mentos and Monggo products, where packaging design influenced impulse buying by 12.5% and 38.0%, respectively [23], [24]. Key design elements such as color, typography, and imagery are essential not only for capturing attention but also for communicating brand values [8], [25]. Moreover, packaging serves as a strategic communication tool that influences consumer perceptions of product quality and healthiness and ultimately guides purchase decisions [6]. Meanwhile, brand personality emerges as the strongest predictor of consumer preference, with brands that project traits such as youthfulness, sincerity, and fun forming deeper emotional bonds

with consumers. This aligns with Aaker's (1997) theory, which emphasizes that personality-driven branding fosters stronger consumer-brand relationships.

Furthermore, packaging design plays a dual role by also serving as a medium to convey brand identity and values, thereby enhancing consumer loyalty and perception [8]. The ability of branding to create symbolic meaning—especially when embedded with relatable human traits—reinforces emotional engagement and preference [25]. The combined R^2 value of 60.3% demonstrates that emotional and visual branding strategies are dominant drivers in shaping snack consumer behavior in Indonesia. These findings indicate that in an increasingly saturated market, traditional rational elements such as price and ingredients may take a backseat to emotional and aesthetic value in influencing consumer preferences, highlighting the growing importance of experiential and emotional branding in the snack industry.

Managerial Implications

Companies should allocate resources to professional packaging design that effectively reflects brand identity and resonates with target consumers, ensuring strong visual appeal and market relevance. In parallel, brands need to develop consistent brand personalities that align with the lifestyles and emotional preferences of Indonesian consumers, particularly among the youth segment. To maximize impact, packaging aesthetics and brand personality strategies must be integrated and harmonized across both physical and digital touchpoints, creating a cohesive and memorable brand experience.

CONCLUSION

This research confirms that packaging aesthetics and brand personality are both critical factors influencing consumer preferences for modern snack products in Indonesia. Packaging that is attractive, colorful, and professionally designed significantly increases consumer interest and purchasing intent. Simultaneously, a strong brand personality—conveying traits such as sincerity, excitement, and youthfulness—strengthens the emotional connection between the brand and the consumer, shaping perceptions and fostering loyalty. These findings underscore the importance of emotional and visual appeal in driving consumer behavior within a highly competitive snack market.

The results suggest that Indonesian snack companies should move beyond emphasizing only functional product features and instead focus on creating holistic brand experiences. This involves investing in visually compelling packaging that captures consumer attention and crafting brand identities that reflect the values and lifestyles of their target audiences. Integrating these elements across physical and digital platforms can build stronger brand loyalty and offer a sustainable competitive advantage. From an academic standpoint, the study contributes to the growing body of literature by quantitatively validating the role of aesthetic and emotional drivers in consumer decision-making within the snack industry. Practically, the insights are valuable for marketers targeting younger, visually oriented consumers in Indonesia and similar emerging economies. Future research may expand on these findings by exploring additional influencing factors such as cultural symbolism in packaging, social media branding strategies, or sensory branding elements like texture and sound, and employing larger sample sizes or qualitative approaches to gain deeper insight into consumer psychology and behavior.

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