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The Effect of Packaging, Product Variance, and Brand Equity on Nutella Consumer Trust

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Abstract

The development of global business has also penetrated the culinary world. Various food manufacturers have marketed their products worldwide. One of the global food brands is Nutella. This breakfast product from Italy has been marketing its products for more than 50 years. To be able to continue to operate in global competition, management needs to increase consumer trust in Nutella products. This study aims to determine the effect of packaging, product variants, and brand equity on consumer trust. The population of this research is all Nutella consumers. Researchers used a research sample of 100 respondents. Research data obtained through questionnaire responses. The analysis technique used in this research is multiple linear regression. The role of the existence of packaging has evidence there is to shape consumer trust. Another finding states that there is a real role given by product variant policies to the formation of consumer trust. Consumer trust has also been shown to be affected by the strength of brand equity. The three independent variables used have been shown to have a significant effect on consumer trust.

Keywords: Packaging, Product Variance, Brand Equity, Consumer Trust.

1. INTRODUCTION

The development of the times brought society in the era of globalization. Currently, marketing is no longer done in a narrow area but broadly. Market competition does not only occur in the country but has become global competition. The existence of a global market makes it easier for manufacturers to market their products throughout the world which is the target market for sales.

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The food business has also become a global business. Technological advancements have contributed to the storage system. Food products can be stored for a longer period of time and maintain product quality so that this becomes an advantage in the distribution process. The culture of the people who choose a practical way of life is one of the factors in the development of the packaged food business (Jahroni, 2021). Fast food and instant food businesses continue to grow in various countries (Issalillah & Khayru, 2021). One company that already has a global market is Nutella.

Nutella is a brand of chocolate paste made from chocolate cream and hazelnuts. Ferrero is an Italian manufacturer of Nutella. Nutella products were created in 1964. Nutella then expanded its business to France, England, and Germany. Nutella's high sales make Nutella the most popular breakfast product. There are 31 million users who have experienced Nutella products and various product variants in all parts of the world.

Nutella isn't the only breakfast product on the rise right now. Skippy, Lotus, Ovomaltine, and Makays also have quite a large number of customers. To win business competition in breakfast products, Nutella management requires a marketing strategy that is always innovating. Product sales can continue to be increased if consumers have confidence in the products they consume (Handoko, 2004; Khayru & Issalillah. 2021).

Consumer trust is an important aspect of marketing. Experience and knowledge can form trust (Darmawan, 2021). Iskandar (2003) and Djati (2005) explains consumer trust as a consumer relationship with a particular brand or product to carry out certain transactions in accordance with expectations. Chen and Dhillon (2003) and Sinambela, et al. (2020) explain that consumers who have confidence in a product or brand will always make a purchase. Various factors support the formation of consumer trust, one of which is product packaging (Hess et al., 2014).

Product packaging according to Ferrinadewi (2004) is an activity to design and produce a wrapping layer on a product. Product packaging is expected to provide clear information about the ingredients and benefits of the product. In addition, packaging can attract the attention of consumers in terms of design, brand logo, and color (Danger, 1992).

According to Hasan et al. (2009) in his study mentions that there is a significant role of product variant policies that gradually raises consumer trust. Product variants are products with various variants such as different flavors, packaging, benefits, designs but are still the creation of one company that markets the product (Ratneshwar et al., 1997). Product variants have advantages because consumers can choose products that suit their tastes. The suitability of tastes will make consumers have more confidence in the product (Djaelani, 2021).

According to Sirdeshmukh et al. (2002), brand equity helps shape consumer trust. Brand equity is part of products such as brand names and brand logos that have

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economic value (Aaker, 1997). Consumers will have more confidence in products whose brands and logos are known. Brand equity indicates that the product has a place in consumers' memories (Darmawan, 2005; Al Hakim & Arifin. 2017; Sinambela, 2017).

Increased consumer trust has a positive impact on the company. Consumers will voluntarily provide product information to their colleagues when trust in the product increases. The previous description provides an introduction that this study is to find out the contribution of packaging variables, product variant variables, and brand equity variables to form consumer trust.

2. LITERATURE REVIEW

Packaging is a collaboration between products and designs that aims to keep the products in them well maintained (Kotler & Armstrong, 2012). Furthermore, Kotler and Keller (2012) explain that packaging will have a positive impact on brand equity so that sales will increase. Porter (1999) explains that packaging is formed so that the product is maintained and can increase the shelf life of the product. Packaging is one part of the product that can provide benefits to the product itself and have a positive impact on consumer behavior (Simms & Trott, 2010).

According to Andrews and Manrai (1999), product variants are alternatives provided by manufacturers to the products presented. Product variants can be seen from the differences in size, color, and taste (Singh et al., 2004). Different product variants will attract consumers' attention to the products presented (Ratneshwar et al., 1997). With the product variant, it has the opportunity to have repeated purchase intentions from consumers (Budiyanto & Darmawan, 2005).

According to Aaker (1997), brand equity is the value owned by a brand which is formed from the brand name and logo. Shimp (2010) explains that brand equity will raise awareness in consumers to always remember a brand. Brand equity has a positive effect on consumers which indicates that consumers are familiar with existing brands (Keller, 1993). Brand equity can be used as a differentiator with other brands related to brand excellence (Park et al., 2013). Brand equity can be strengthened by marketing communications (Ranjbarian et al., 2011).

Before trust is formed, there is an impression that is in the minds of each consumer (Mardikaningsih, 2019). According to Mowen and Minor (1997), consumer trust is formed from all the knowledge and experience of consumers during interacting with products and brands which in turn lead to the consumer's personal opinion of the product. It also relates to a set of brands within a single product category (Darmawan, 2019). With this trust, a person will be involved in the decision process and have certain expectations for a brand of choice (Barnes, 2001; Khayru, 2021). In other words, consumer trust is a behavioral response based on post-consumption evaluation and comparison between expectations and product performance (Tse & Wilson, 1998).

Trust is formed from consumer experience (Mardikaningsih & Sinambela, 2016; Retnowati & Mardikaningsih, 2021). Expectations that are met will shape the continued behavior of consumers (Retnowati et al., 2021). Trust can be strengthened by marketing communications (Ernawati, 2017; Darmawan et al., 2019; Putra & Arifin. 2020). The existence of trust causes consumers to feel that price is no longer the main guideline (Darmawan et al., 2020; Sinambela et al., 2019). The strength of the brand is a provision for growing trust which must be adjusted to product performance (Darmawan & Arifin, 2021). Trust can then form customer loyalty (Masitoh et al., 2017).

3. RESEARCH METHOD

The population of this research is all Nutella consumers. The researcher used a research sample of 100 respondents who matched the researcher's criteria. The sample criteria determined by the study were consumers who had consumed Nutella for the past three years.

The independent variables used in this study were packaging (X.1); product variant (X.2); and brand equity (X.3); and consumer trust (Y) as the independent variable of the study. Measurement of packaging uses five dimensions, namely 1) Design; 2) color; 3) materials; 4) illustrations; 5) size (Danger, 1992). To measure product variance, two dimensions are used, namely 1) Size; 2) Packaging; 3) Product Form; 4) Price; 5) Ingredients (Singh et al., 2008). Dimensions of brand equity for Aaker (1997) include 1) brand awareness; 2) brand association; 3) perceived quality; 4) brand loyalty; 5) other assets related to the brand. Measurement of consumer trust is measured using four dimensions, namely 1) reliability; 2) honesty; 3) caring; 4; credibility (Flavian & Giunaliu, 2007).

Research data obtained through questionnaire responses given to 100 research respondents. Research data will be processed using SPSS. The research data will be tested using validity tests, reliability tests, and multicollinearity tests so that the research data is tested for quality. The analysis technique used in this study is multiple linear regression.

4. RESULT

4.1 Respondent Profile

The study distributed questionnaires to 100 respondents. Based on the responses obtained, it is known that as many as 84 female respondents and 16 male respondents. Based on education level, as many as 23 respondents are high school graduates and 77 respondents are university undergraduate graduates. Based on age, it is known as many as 12 respondents aged between 20-24 years, as many as 27 respondents aged 25-29 years, respondents aged 30-34 years as many as 21

respondents, respondents aged 35-39 years as many as 26 respondents, and the rest aged 40 years and over.

4.1 Validity and Reliability Test

The research data was then tested using a validity test. The basic value used in this study leads to the output of item correction which has a minimum limit of up to 0.3. The output has shown this constraint is met. There are 10 statements from each variable statement. The overall results obtained from the packaging, product variant variables, brand equity and consumer trust variables were successfully declared valid.

Tabel 1. Reliability Test

Variable	Cronbach's Alpha	Status
Packaging (X.1)	0.821	Reliable
Product Variance (X.2)	0.814	Reliable
Brand Equity (X.3)	0.811	Reliable
Consumer Trust (Y)	0.825	Reliable

Source: SPSS output

The next stage is a reliability test. The results of the reliability test are presented in table 1. The basis of the assessment for the reliability test uses the Cronbach's alpha value with a minimum value of 0.6. The results showed that the packaging was 0.821. For the product variant variable, it is 0.814. Furthermore, for brand equity, the value of Cronbach alpha is 0.811. The value of Cronbach's alpha of the consumer trust variable is 0.825. Thus, the research data is declared reliable.

Multicollinearity test obtained VIF with the value of each packaging variable 1.499; product variant variable 1.350; variable brand equity 1.179. Tolerance is packaging variable 0.667; product variant variable 1.350; variable brand equity 0.848.
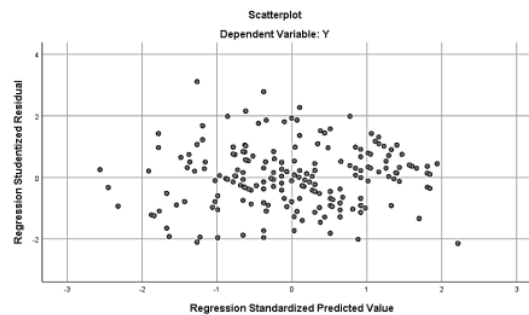

Figure 1. Heteroskedasticities Test
Source: SPSS output

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Figure 1 heteroscedasticity test results. This can be seen that the data distribution is evenly distributed on the Y axis, which means that there is no heteroscedasticity. The autocorrelation test obtained a DW value of 1.658 which means that there is no autocorrelation.
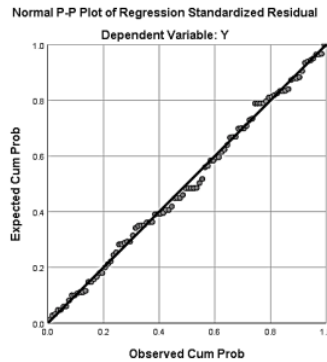

Figure 2. Normality Test
Source: SPSS output

The research data were tested again using the normality test. The results of data processing for the normality test are shown in Figure 2. The graph appears to have the distribution of data around the diagonal line. This means that the data has a normal distribution.

4.3 Hypothesis Test

Table 2. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	22.622	2.887		7.837	.000		
	X.1	2.306	.399	.407	5.784	.000	.667	1.499
	X.2	2.009	.393	.342	5.116	.000	.741	1.350
	X.3	2.106	.408	.322	5.157	.000	.848	1.179

Source: SPSS output

The basis of the assessment on the t test uses a significant value that does not exceed 0.05. The results of the t-test are shown in table 2. The significant value for the packaging variable is known to be 0.000. The value proves that packaging has a significant effect on consumer trust. The significant value for the product variant variable

is known to be 0.000. Thus, product variants have been shown to have a significant effect on consumer trust. Earned 0.000 for brand equity. This means that brand equity actually has a real contribution to form trust that comes from consumers.

The coefficient table shows the results of data processing for the regression model. This study has a regression model that is Y= 22,622 + 2,306X.1 + 2,009X.2 + 2,106X.3. The regression model shows the value of consumer trust of 22,622 if the value of packaging, product variants, and brand equity has a value of zero.

Table 3. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2604.898	3	868.299	68.657	.000[b]
	Residual	1214.102	96	12.647		
	Total	3819.000	99			

Source: SPSS output

The results of data processing for the F test use the basis of the significant value not exceeding 0.05. F test indicate that the calculated F in the study is known to be 68.657. For the significant value generated through the F test of 0.000. The test results show that packaging, product variants, and brand equity have a significant effect on consumer trust together.

Table 4. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.826[a]	.682	.672	3.556	1.658

Source: SPSS output

Figures R or correlation obtained 0.826 which means there is a good strength between the research variables. Adjusted R Square is at a value of 0.672. The result of processing the determination coefficient test shows that the contribution of packaging, product variants, and brand equity to consumer trust is 67.2%. For other variables that were not examined in this study but had an influence on consumer trust, it contributed 32.8%.

5. DISCUSSION

The packaging had a significant effect on consumer trust. Packaging that has safe materials and can maintain the quality of the packaged products makes consumers more confident in the products that will be consumed. In addition, product packaging provides information about the product clearly which will make it easier for consumers to find out the product's raw materials. Thus, consumer trust will increase because of confidence about the product. As reported in Hest et al. (2014).

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Product variance as an independent variable in this study has shown evidence of a role that really contributes to forming consumer trust. As reported in Hasan et al. (2009) which explains that consumers will believe in a product if it has several variants to choose from. Product variants are given so that consumers do not feel bored (Masruroh, 2021). In addition, product variants can meet the tastes of every consumer. Marketing managers need to know consumer desires in order to know how to increase consumer trust (Darmawan & Gatheru, 2021).

The results of data processing show that consumer trust can be created by developing brand equity. A study mentions the important role of brand power to shape and build consumer trust (Sirdeshmukh et al., 2002). This will have a sustainable impact. Consumers tend to choose brands that are remembered in order to buy a product (Setyaningsih, 2004). A brand logo on a product increases consumer trust that the product purchased is of good quality. The level of recognition of a logo or product brand is considered important to increase consumer trust (Darmawan, 2004).

6. CONCLUSION

The findings showed that packaging had an important role on consumer trust. There is a significant effect given by product variants on consumer trust. It has also been demonstrated that consumer confidence is influenced by the power of brand equity. The three independent variables used have been shown to have a significant effect on consumer trust.

Consumer trust in Nutella products needs to be maintained so that they continue to consume Nutella for a long time. Consumer trust can be increased by providing information about the product variants they have. Marketing managers need to ensure that all product variants are available in retail stores near the community. Consumers will be more familiar with other product variants and have alternative choices.

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