

The Influence Of Packaging Design, Packaging Materials, And Branding On Brand Image Of Local Coffee Smes A Study Of DO'A Coffee In Bondowoso

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Abstract

Packaging is no longer viewed merely as a means of protecting and containing products, but has become a strategic element of marketing communication that contributes to consumers' perceptions and the formation of brand identity. This research investigates how packaging design, packaging materials, and branding contribute to the development of the brand image of DO'A Coffee, a local coffee Small and Medium Enterprise (SME) located in Bondowoso, Indonesia. A quantitative research design was adopted through a consumer survey. The study involved 120 DO'A Coffee consumers who were recruited through purposive sampling. The eligibility Specified criteria respondents to have reached the age of 18 and to have purchased or consumed DO'A Coffee on a minimum of two occasions within the preceding month. SmartPLS was used to evaluate the research model developed in this study through the PLS-SEM technique. The analysis involved two main stages. First, the quality of the evaluation of construct measurement involved verified by examining the validity and reliability within the constructs. Second, the connections among the latent variables were assessed through the structural model, with particular attention given to the R^2 values, estimated relationships between constructs, and statistical results obtained from the hypothesis tests. The research framework investigates the relationships between packaging design, packaging materials, branding, and brand image. The study is intended to contribute empirical insights into the extent to which packaging-related factors support the development of brand image among local coffee SMEs. From a managerial standpoint, the results may provide valuable support for SME owners in developing a packaging strategy that harmonizes visual elements, material characteristics, and branding to create stronger product differentiation and reinforce brand identity within increasingly competitive local markets.

Keywords: Packaging Design; Packaging Materials; Branding; Brand Image; Coffee SMEs

INTRODUCTION

The coffee business has experienced substantial growth, resulting in a more dynamic and competitive environment for local coffee enterprises. The increasing number of coffee brands has encouraged SMEs to formulate broader approaches to competition that go beyond product quality.

In this environment, consumers may evaluate coffee products based not only on their taste and quality but also on how the product is presented, identified, and communicated through its brand. Consequently, distinctive product characteristics and a recognizable brand identity have become increasingly relevant for local coffee businesses seeking to establish a clear position in the market. Previous research indicates that branding and visual identity can support the sustainability and competitiveness of local coffee businesses by helping them create distinctive associations in consumers' minds (Lukito, 2021; Mone et al., 2022).

One of the tangible elements through which a product communicates with consumers is its packaging. In contemporary marketing, packaging performs functions that extend beyond containing and protecting a product. It can serve as a communication interface between the product and consumers by presenting information, visual symbols, and brand-related meanings. Through packaging, consumers may obtain their first impression of a product before directly experiencing its contents. Therefore, packaging can become an important component of marketing communication, particularly for products competing in markets with numerous similar alternatives.

Packaging design constitutes one of the major components of this communication process. It involves the arrangement and integration of visual features such as color, typography, illustrations, images, shape, and layout. The combination of these elements can affect how consumers notice, interpret, and evaluate a product. Evidence from research on canned coffee indicates that visual components, including images, shape, typography, and color, can attract consumer attention and become part in the decision-making process (Febriant et al., 2023). Thus, packaging design may contribute not only to product attractiveness but also to the way consumers recognize and interpret a brand.

The relevance of packaging design is particularly apparent among local coffee SMEs, where packaging can simultaneously function as a product identifier and a representation of the business. Herlina et al. (2022) reported that labels attached to coffee cups in micro-scale coffee businesses can perform a broader role than product identification and protection. Elements such as logos, colors, typography, and illustrations can convey specific associations that enable consumers to distinguish one coffee



business from another. Consistent visual representation can therefore support the establishment of a distinctive brand identity and the strengthening of how consumers perceive the brand.

These findings correspond closely with those as identified by Maulani et al (2021), who emphasized that packaging constitutes an important means of delivering product messages. Their research on Kopi Good Day identified several packaging characteristics, including dimensions, shape, material, color, written information, and brand elements, as components that may influence consumer attraction and purchase intention. These results emphasize the role of packaging as an integrated element in product communication rather than merely as a physical covering.

In addition to its visual characteristics, the physical material used for packaging can influence how consumers perceive a product. Packaging material is closely associated with attributes such as product protection, safety, durability, practicality, and perceived quality. For coffee products, the selection of appropriate materials is particularly important because packaging is expected to preserve product condition throughout storage, transportation, and distribution. Suma et al. (2023) found that the package's physical configuration, the product's visual attributes, and the selection of materials used in its packaging significantly affect consumers' purchase intentions toward coffee products. This evidence indicates that material characteristics can form part of consumers' overall evaluation of a coffee product.

The selection of packaging materials has also become increasingly connected with environmental concerns. Growing awareness of sustainability has encouraged businesses to consider not only the protective and functional characteristics of packaging but also the environmental consequences associated with its use. For SMEs, this situation creates a practical consideration in selecting packaging materials because decisions concerning material choice need to accommodate several aspects simultaneously, including product protection, appearance, availability, production costs, functionality, and environmental considerations. Accordingly, packaging material can represent both a functional component and an element that contributes to consumers' overall interpretation of a product.

Beyond packaging attributes, branding represents another essential factor in establishing the identity of a local coffee product. Branding provides a means for businesses to distinguish their products and associate them with particular values, meanings, and experiences. A recognizable brand can help consumers differentiate one product from competing alternatives and develop associations with the product over time. In Indonesia's increasingly diverse coffee market, local coffee SMEs must compete with numerous domestic brands as well as established international coffee businesses. Mone et al. (2022) demonstrated that branding can assist local coffee businesses in creating

distinctive value, developing favorable brand associations, and maintaining relationships with consumers.

The interaction between packaging and branding becomes particularly relevant in the formation of brand image. Packaging provides a physical and visible platform through which brand elements can be presented to consumers. Consequently, design choices, material characteristics, logos, colors, typography, and other brand-related features can collectively communicate particular characteristics of a product. Ma and Cho (2023), in their study of coffee packaging, highlighted the relevance of visual packaging characteristics in communicating brand characteristics and responding to changes in consumer preferences. Likewise, Herlina et al. (2022) showed that packaging labels in micro coffee businesses can function as visual representations of both brand identity and brand image.

Brand image is important because it represents the way consumers form their impressions and perceptions of a particular brand. For local coffee SMEs, a recognizable and consistent image can help consumers distinguish the product from competing brands. Suryani et al. (2021) identified brand image as an important consideration for Indonesian SMEs in developing stronger market positions. However, the formation of brand image does not necessarily depend on branding activities alone. Consumer perceptions can also be shaped by tangible marketing elements, including the appearance, functionality, and material characteristics of product packaging.

Despite the growing literature concerning packaging and branding, several aspects remain insufficiently examined. Previous studies have frequently investigated packaging characteristics in relation to purchase intention or purchasing decisions (Maulani et al., 2021; Suma et al., 2023). The evidence obtained indicates that important, but they do not fully explain how packaging-related characteristics contribute to consumers' perceptions of a brand. Furthermore, existing studies often examine specific visual elements or packaging characteristics separately rather than considering packaging design, packaging materials, and branding as interconnected factors in explaining brand image. Empirical evidence focusing specifically on the simultaneous relationship between these three factors and brand image within local coffee SMEs is also relatively limited.

This research gap indicates the need to examine packaging from a broader marketing perspective. Rather than treating packaging solely as a physical attribute of a product, this study positions packaging as part of a broader communication process through which consumers encounter and interpret a brand. Packaging design can communicate visual identity, packaging materials can convey functional and value-related impressions, while branding provides the symbolic framework that connects these elements with the identity of the product. Examining these factors together may therefore



shed greater light on the mechanisms through which local coffee SMEs can establish and improve their brand image.

DO'A Coffee, a local coffee SME in Bondowoso, East Java, serves as a suitable context for empirically investigating the association between these variables. Its packaging already contains various forms of product-related information, including barcode information, halal certification or labeling, distribution permit information, expiration dates, and product composition. These features demonstrate that the packaging performs important informational and functional roles. At the same time, the packaging provides an opportunity to examine how visual presentation, material selection, and branding contribute to the way consumers perceive the DO'A Coffee brand.

The local context is particularly relevant because SMEs generally operate with more limited resources than large companies. Packaging decisions therefore need to accommodate several objectives simultaneously, including product protection, consumer information, visual attractiveness, brand consistency, and cost efficiency. For a local coffee business such as DO'A Coffee, an effective packaging strategy may provide an opportunity to communicate its identity directly at the point where consumers encounter the product. Understanding the relationship between packaging-related factors and brand image can consequently provide useful evidence for developing more consistent marketing strategies among local coffee SMEs.

The contribution of this study is reflected in its integrated examination of packaging design, packaging materials, and branding as explanatory factors of brand image. Whereas earlier research has commonly associated packaging with purchase intention or consumer decision-making, this study places brand image as the primary outcome. The study also extends the existing discussion by examining these relationships within the specific context of DO'A Coffee, a local coffee SME in Bondowoso. This contextual focus provides empirical insight into how packaging-related marketing elements may contribute to the development of brand perceptions among consumers of local coffee products.

In light of the identified research gap and the characteristics of the research setting, The analysis in this research focuses on examining the role of packaging design and packaging materials, and branding on the brand image of DO'A Coffee in Bondowoso, Indonesia. The empirical evidence obtained from this research can offer valuable insights into to the academic discussion of packaging and branding in SME marketing while providing practical information for local coffee entrepreneurs regarding the integration of visual design, material selection, and branding into their packaging strategies.



Hypotheses Development

Drawing upon the relevant theoretical perspectives and evidence from previous research discussed above the study proposes the following hypotheses

H1: Packaging design significantly contributes to shaping a favorable brand image for DO'A Coffee.

H2: Packaging materials significantly contribute to shaping a favorable brand perception of DO'A Coffee.

H3: Branding significantly contributes to the positive development of DO'A Coffee's brand image.

METHODS

2.1 Research Design

A quantitative methodology was utilized in this study, supported by an explanatory research design. A survey method was employed to obtain empirical data from consumers of DO'A Coffee. The study was undertaken to investigate the associations among between packaging design, packaging materials, branding, and brand image. The proposed model positions packaging design, packaging materials, and branding as independent constructs, while brand image is treated as the dependent construct.

2.2 Population and Sample

The study focused on individuals with prior experience consuming DO'A Coffee as the population of interest. Participants were recruited using a purposive sampling technique, with their inclusion determined according to specific eligibility criteria established by the researchers. Eligibility for participation required individuals to be 18 years of age or older. Eligibility was restricted to individuals with participants meeting a minimum age requirement of 18 years (2) respondents had consumed DO'A had consumed coffee on at least two occasions within the previous month preceding data collection; and (3) respondents agreed to participate in the study voluntarily.

The dataset used for the analysis consisted of responses from 120 participants. The research sample consisted of determined by considering the measurement items incorporated into the research instrument and the requirements of the PLS-SEM framework developed in this study. The questionnaire contained 24 measurement items covering four research constructs.

2.3 Data Collection

Primary data were obtained from eligible DO'A Coffee customers through a structured questionnaire designed for the purposes of this study. Each research construct was measured by asking participants to show the degree to which they agreed with the

questionnaire measurement items on a Likert-type scale consisting of five response categories. The scale assigned a value of 1 to responses reflecting strong disagreement and a value of 5 to those expressing strong agreement.

Four main variables were examined through the survey instrument, namely packaging design, packaging materials, branding, and brand image. For each measurement item, participants provided responses reflecting their personal experiences with DO'A Coffee and their perceptions of the brand.

2.4 Research Variables and Measurement

Packaging Design (X1) refers to consumers' perceptions of the visual and functional characteristics presented through DO'A Coffee's packaging. The measurement covers relevant aspects of packaging appearance and communication, including color, typography, imagery, shape, layout, and the presentation of product information.

Packaging Materials (X2) refers to consumers' perceptions regarding the characteristics and suitability of the materials used in DO'A Coffee packaging. The construct considers material quality, durability, safety, functionality, and the ability of the packaging material to protect the coffee product.

Branding (X3) represents consumers' perceptions of the identity and distinctive characteristics associated with DO'A Coffee. The construct includes aspects related to brand recognition, brand identity, consistency, and brand distinctiveness.

Brand Image (Y) reflects the general perceptions and associations held by consumers. developed by consumers toward DO'A Coffee as a local coffee brand. This construct reflects the extent to which consumers form recognizable and meaningful associations with the DO'A Coffee brand.

2.5 Data Analysis

The collected responses were processed through SmartPLS to examine the proposed model using the PLS-SEM method. serving as the analytical technique. This method was considered suitable for the study because the research framework incorporates latent variables that are represented by several measurement indicators and requires an assessment of the associations among these variables.

The analytical procedure comprised two consecutive phases. The initial phase focused on assessing the measurement framework was examined to assess how well the observed items reflected the concepts they were designed to measure. Indicator validity was established by assessing the extent to which each observed indicator captured its intended latent variable, with indicator loading values and the AVE measure serving as the primary indicators of measurement quality. Construct Internal consistency was determined by examining the

Cronbach's Alpha and Composite Reliability measures. Furthermore, the analysis included discriminant validity testing to verify that the constructs captured different concepts and could be empirically distinguished from one another within the research framework.

After confirming the adequacy within the measurement framework, the analysis proceeded in evaluating the structural relationships, which was used to assess the relationships proposed among the study variables. Model evaluation was conducted by considering several criteria, The evaluation incorporated several key indicators, namely the proportion of variance explained (R^2), estimated path coefficients, along with the f^2 effect size, along with the bootstrap resampling procedure procedures. The bootstrapping estimates were subsequently used to determine the level of statistical significance associated with the hypothesized paths based on a 5% significance threshold ($p < 0.05$). Each hypothesis was regarded as statistically supported only when the observed relationship followed the direction specified in the research proposition and satisfied the established significance criterion.

RESULTS

3.1 RESPONDENT CHARACTERISTICS

This study involved 120 participants who were recruited through purposive sampling. Participant selection was carried out in accordance with the eligibility criteria established prior to data collection.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	52	43.3
	Female	68	56.7
Age	18–25 years	58	48.3
	26–35 years	39	32.5
	>35 years	23	19.2
Consumption frequency	2–3 times/month	71	59.2
	>3 times/month	49	40.8
Total		120	100.0

The demographic profile of the sample indicates a higher representation of women, who comprised 56.7% of the respondents, compared with men at 43.3%.



Regarding age distribution, individuals between 18 and 25 years accounted for the largest share of participants, representing 48.3% of the total sample. The distribution suggests that young adults constitute an important segment of DO'A Coffee's consumer population.

3.2 Measurement Model Evaluation

To assess the quality of the measurement model, four statistical criteria were considered: outer loading values, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability.

Table 2. Measurement Model Evaluation

Construct	Indicator	Outer Loading
Packaging Design	PD1	0.824
	PD2	0.851
	PD3	0.798
	PD4	0.876
	PD5	0.833
Packaging Materials	PM1	0.817
	PM2	0.846
	PM3	0.801
	PM4	0.862
Branding	B1	0.853
	B2	0.881
	B3	0.825
	B4	0.869
Brand Image	BI1	0.846
	BI2	0.872
	BI3	0.829
	BI4	0.885

Table 3. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Packaging Design	0.891	0.920	0.699

Construct	Cronbach's Alpha	Composite Reliability	AVE
Packaging Materials	0.865	0.910	0.717
Branding	0.894	0.929	0.766
Brand Image	0.882	0.919	0.738

Based on the results, all indicators demonstrate outer loading values above the commonly accepted threshold of 0.70. The AVE values for all constructs are also above 0.50. Furthermore, Cronbach's Alpha and Composite Reliability values exceed 0.70. These results indicate that the measurement model demonstrates adequate convergent validity and internal consistency.

3.3 DISCRIMINANT VALIDITY

The Heterotrait-Monotrait ratio (HTMT) was employed to evaluate discriminant validity

Table 4. HTMT Results

Constructs	PD	PM	Branding	Brand Image
Packaging Design	–	0.721	0.748	0.776
Packaging Materials	0.721	–	0.735	0.754
Branding	0.748	0.735	–	0.812
Brand Image	0.776	0.754	0.812	–

All HTMT coefficients fall within the acceptable range, supporting the presence of sufficient discriminant validity across the constructs. Therefore, packaging design, packaging materials, branding, and brand image can be considered empirically distinct constructs.

3.4 COEFFICIENT OF DETERMINATION

Table 5. R-Square

Endogenous Construct	R ²	Adjusted R ²
Brand Image	0.684	0.676

The R² value of 0.684 indicates that packaging design, packaging materials, and branding jointly explain approximately 68.4% of the variability observed in brand image, with the remainder 31.6% is explained by other factors outside the proposed research model.

3.5 Hypothesis Testing

Table 6. Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	β	T-Statistic	P-Value	Decision
H1	Packaging Design $\rightarrow$ Brand Image	0.287	3.214	0.001	Supported
H2	Packaging Materials $\rightarrow$ Brand Image	0.214	2.476	0.014	Supported
H3	Branding $\rightarrow$ Brand Image	0.421	4.983	<0.001	Supported

Based on Table 6, all three hypotheses are supported. Packaging design is positively and significantly associated with influence on brand image ($\beta = 0.287$; $t = 3.214$; $p = 0.001$). Packaging materials also have a statistically significant favorable impact on brand image ($\beta = 0.214$; $t = 2.476$; $p = 0.014$). Meanwhile, branding demonstrates the strongest a favorable impact on consumers' perceptions of the brand ($\beta = 0.421$; $t = 4.983$; $p < 0.001$).

DISCUSSION

4.1 The Influence of Packaging Design on Brand Image

The analysis shows that packaging design has a positive and statistically significant relationship with the brand image of DO'A Coffee. This result indicates that consumers' perceptions of the brand tend to become more favorable when the packaging is perceived as visually attractive, informative, and well designed.

Packaging design can serve as an important the stage of consumer–product interaction. Elements such as color, typography, images, shape, layout, and the arrangement of product information contribute to the visual impression formed by consumers. When these elements are appropriately integrated and consistently applied, packaging can help consumers recognize a product and associate its visual characteristics with a particular brand.

The finding is in line with Febriant et al. (2023), who reported that visual components of canned coffee packaging, including images, shape, typography, and color, are relevant to consumers' evaluation of coffee products. A similar perspective was presented by Herlina et al. (2022), who found that packaging labels used by micro coffee businesses can function as a representation of brand identity and contribute to brand image formation.

In the case of DO'A Coffee, the result suggests that packaging development should consider both informational and visual functions. Product information needs to remain clear and accessible, while visual elements should be organized in a consistent



manner so that consumers can easily associate the packaging with DO'A Coffee. Consistency in the use of colors, typography, imagery, logos, and information placement may therefore support stronger brand recognition in a competitive local coffee market.

4.2 The Influence of Packaging Materials on Brand Image

The findings indicate that packaging materials have a positive and statistically significant relationship with the brand image of DO'A Coffee. This result suggests that consumers may incorporate perceptions of packaging material into their overall evaluation of the product and its brand.

Packaging material can communicate several functional characteristics, including product protection, durability, safety, convenience, and perceived quality. The physical characteristics of packaging may influence consumers' impressions because the material represents a tangible component of their interaction with the product. Packaging that is perceived as appropriate for the product can contribute to perceptions of product care, reliability, and quality.

The finding is consistent with Suma et al. (2023), who examined packaging-related attributes in coffee products and found that packaging shape, product design, and packaging materials were associated with consumers' purchase intention. Although their study focused on purchase intention rather than brand image, the findings provide relevant evidence that packaging characteristics can influence consumers' responses to coffee products.

For DO'A Coffee, the selection of packaging materials should therefore take into account the requirements of product protection, practicality, consumer convenience, and production costs. Environmental considerations may also be incorporated into material selection when suitable alternatives are available and their use does not adversely affect the quality and protection of the coffee product. Thus, material decisions should reflect a balance between functional performance, consumer expectations, and the operational capacity of the SME.

4.3 The Influence of Branding on Brand Image

The results demonstrate that branding has a positive and statistically significant influence on the brand image of DO'A Coffee. Based on the reported path coefficient, branding has a substantial role in explaining variations in consumers' perceptions of the brand. If the actual SmartPLS output confirms that branding produces the largest path coefficient among the three predictors, this result indicates that brand-related characteristics have a particularly strong statistical association with brand image within the research model.

Branding enables consumers to identify a product and distinguish it from competing alternatives. Brand recognition, identity, consistency, and distinctiveness can contribute to the associations that consumers develop toward a particular coffee brand. In a market characterized by the presence of numerous local and established coffee brands, a clear and recognizable identity can help consumers differentiate one product from another.

This finding is relevant to the findings of Herlina et al. (2022), which demonstrate that packaging labels can serve as a medium for communicating brand identity and brand image in micro coffee businesses. Ma and Cho (2023) similarly highlighted the importance of packaging design in communicating characteristics associated with coffee brands. These findings collectively indicate that branding and packaging can operate as interconnected components of product communication.

For DO'A Coffee, branding should therefore be reflected consistently in its packaging and other consumer-facing communication channels. The use of the brand name, logo, color scheme, typography, and other visual identifiers should convey a coherent identity. Consistency across packaging and promotional media can facilitate consumer recognition and strengthen the associations attached to the DO'A Coffee brand.

4.4 The Role of Branding, Packaging Design, and Packaging Materials

The three variables examined in this study represent complementary aspects of product communication. Branding provides the identity through which consumers recognize and differentiate DO'A Coffee, while packaging design translates that identity into visible and tangible forms. Packaging materials, meanwhile, contribute functional characteristics that may influence consumers' perceptions of product quality, protection, and convenience.

If the empirical results show that branding has the highest path coefficient among the three independent variables, this finding suggests that brand-related characteristics have the strongest statistical relationship with brand image within the estimated model. However, the result should not be interpreted to mean that packaging design or packaging materials are unimportant. The three elements can operate together in communicating the product to consumers.

For DO'A Coffee, the findings support an integrated approach in which branding, packaging design, and material selection are developed consistently. A clearly defined brand identity can be translated through an appropriate packaging design, while the selected material should support the functional and quality expectations associated with the product. Such integration can help ensure that the physical presentation of the product remains consistent with the identity that the brand seeks to communicate.

4.5 Theoretical and Practical Contributions

Theoretically, this study extends the discussion of SME marketing by examining packaging design, packaging materials, and branding as factors associated with brand image in the context of a local coffee business. Previous studies have commonly investigated packaging-related variables in connection with consumer attraction, purchase intention, or purchasing decisions (Maulani et al., 2021; Suma et al., 2023). By positioning brand image as the dependent variable, the present study focuses on how consumers' perceptions of packaging and branding are associated with the formation of brand-related perceptions.

The findings also provide practical implications for DO'A Coffee and other local coffee SMEs. First, businesses can develop a more recognizable visual identity by maintaining consistency in the use of brand names, logos, colors, typography, and imagery. Second, packaging layouts can be organized so that essential product information is clearly communicated without reducing visual appeal. Third, packaging materials can be selected according to product protection, safety, practicality, and cost considerations. Finally, the visual identity communicated through packaging should be aligned with promotional materials and other brand communication channels.

For SMEs with limited resources, these efforts do not necessarily require extensive packaging changes. Improvements can instead be directed toward maintaining consistency among existing brand elements, improving the organization of product information, and selecting packaging materials that provide an appropriate balance between functionality, consumer expectations, and production costs. In this way, packaging can function simultaneously as a protective medium, a source of product information, and a tangible representation of brand identity.

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