

The Influence of Product Packaging Design and Online Customer Review on Brand Awareness and Their Impact on Online Purchase Intention

Azriel Rasyidi Akbar^{1*}, Maria Christiana Iman Kalis², Nur Afifah², Bintoro Bagus Purmono², Ikram Yakin²

¹Student at Department of Management, Faculty of Economics and Business, Universitas Tanjungpura Indonesia

²Department of Management, Faculty of Economics and Business, Universitas Tanjungpura, Jl. Prof. Dr. H Jl. Profesor Dokter H. Hadari Nawawi, Bansir Laut, Kec. Pontianak Tenggara, Kota Pontianak, Kalimantan Barat 78124, Indonesia

***Corresponding Author:** Azriel Rasyidi Akbar

Student at Department of Management, Faculty of Economics and Business, Universitas Tanjungpura Indonesia

Article History

Received: 02.12.2022

Accepted: 07.01.2023

Published: 13.01.2023

Abstract: Extensive research on skin care products, particularly in Indonesia, is intriguing. It is as a result of alterations in behavior that consumers always desire to appear attractive. Due to technological advancements, shopping habits have also changed, impacting the sales of skincare products. This study aimed to investigate the direct and indirect impacts of product packaging design and online customer review on online purchase intention mediated through brand awareness. Data were collected from 200 people in Indonesia who were familiar with *Scarlett Whitening* products. They were selected using a purposive sampling technique. Afterward, the collected data were analyzed using the *SEM AMOS 26*. The primary findings in this study were that Product Packaging Design and Online Customer Review had a positive and significant impact on the Online Purchase Intention of *Scarlett Whitening* products mediated through Brand Awareness in Indonesia.

Keywords: Product Packaging Design, Online Customer Review, Brand Awareness, Online Purchase Intention.

1. INTRODUCTION

Among the twenty categories proliferating in Indonesia, skincare and cosmetics remain the fastest-selling. This condition demonstrates consumer interest in skin health and beauty products (Industri.Kontan, 2019). *Scarlett Whitening* is a local beauty product beginning to penetrate the international market. In May 2021, the company's transactions totaled IDR 29.78 billion (Kompas.co.id). The number of internet users, including those in Indonesia, is increasing globally. In January 2022, it grew by 12% from the previous year, reaching 191 million. This circumstance also affects the shopping interest of modern consumers.

Online Customer Review (OCR) refers to user-generated content on e-commerce and third-party websites. It indicates that individuals perceive the number of reviews as an indicator of a product's popularity or value, which can influence their purchase intention. Moreover, OCR has become the primary information source that significantly affects customer product evaluation. It has altered consumers' shopping habits because OCR enables them to make more informed decisions (Moe & Trusov, 2011). 84% of Americans, for instance, reported that online reviews impacted their purchase decisions (Lee *et al.*, 2011).

Building a product brand begins with increasing brand awareness. It is closely related to impression, so competition between businesses tends to focus on perceptions rather than products (Suciningtyas, 2012). A brand is a seller's promise to consistently deliver certain features, benefits, and services to buyers. Quality assurance is offered by the finest brands (Rangkuti, 2004). Consequently, businesses must increase consumer brand awareness. According to Yang (2009), it is a factor that significantly influences purchasing decisions, even when consumers are aware of and have

Copyright © 2023 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

CITATION: Azriel Rasyidi Akbar, Maria Christiana Iman Kalis, Nur Afifah, Bintoro Bagus Purmono, Ikram Yakin (2023). The Influence of Product Packaging Design and Online Customer Review on Brand Awareness and Their Impact on Online Purchase Intention. *South Asian Res J Bus Manag*, 5(1), 10-18.

already decided to buy a particular product. When they want to purchase an item but think of a different brand, it indicates that the product they are considering has greater brand awareness.

Good packaging composition, such as color choice, influences consumers to buy a product due to their interest in its design or shape. In short, it encourages consumers to make purchases (Rosandi, 2014). Consequently, it is regarded as a crucial factor in product sales. Graphic elements on packaging can determine whether or not a product is appealing. A packaging design will also appeal when displayed on a shelf and persuade consumers to purchase. In this regard, *Scarlett Whitening* is a beauty brand with average packaging compared to other beauty brands. However, its sales can compete and even rank among the top three in the local beauty product industry. Packaging is one of the tangible marketing strategies and visual evidence of the product being sold. Therefore, it is essential to remember that packaging significantly impacts brand awareness. However, it contradicts some earlier research (Burnett & Hutton, 2007; Pullig *et al.*, 2006). Several new brands are emerging and competing with the old ones equally. In this context, consumer knowledge and awareness of a brand's existence within a product category are insufficient to influence purchase intention directly.

Therefore, previous research concluded that brand awareness did not affect purchase intention. Based on the preceding description, researchers attempted to examine the impact of product packaging design and online customer review on the online purchase intention of *Scarlett Whitening* products, which was mediated by brand awareness.

2. LITERATURE REVIEW

2.1 Online Purchase Intention

Purchase intention is a decision to act or a mental stage in the decision-making process in which consumers develop a willingness to act toward a brand (Wang & Yang, 2008; Wells, Valacich, & Hess, 2011). In addition, Online Purchase Intention is one of the most thoroughly researched topics in e-marketing and e-retail literature (Kwek, Tan, & Lau, 2015). An increase in purchase intention can also result in a higher likelihood of purchase (Schiffman & Kanuk, 2007), although the consumer's final decision remains unaffected (Madahi & Sukati, 2012; Wang & Tsai, 2014). Purchase intention refers to how consumers intend to buy a product or service based on media-displayed advertisements (Lee *et al.*, 2017). García *et al.*, (2020) define Online Purchase Intention as the extent to which consumers are willing to buy products from online stores. Martins *et al.*, (2019) found that increased purchase intention could increase purchase opportunities, indicating that consumers' positive purchase intention improved their purchase decision.

2.2 Product Packaging Design

"Packaging includes designing and producing the container or wrapper for a product," implying that the process entails designing and manufacturing activities. The primary function of the packaging is to preserve the product's quality by protecting it. Therefore, packaging has the following objectives and functions in the manufacturing of products: (1) Beautifying the product with packaging according to the product category; (2) Providing product security so that it is not damaged when displayed in a store; (3) Providing product safety during its distribution; (4) Providing information to consumers about the product in the form of labeling; and (5) Designing the packaging to showcase the product. According to Kotler and Keller (2016), design is the collection of attributes that influence how a product appears, feels, and functions to the consumer.

2.3 Online Customer Review

Online Customer Review (OCR) or User Reviews found on online sales sites or social media are an example of Electronic Word of Mouth (E-WOM). These opinions or reviews have become a primary source of information for purchasing decisions and are crucial to the success of beauty products and services. OCR is a customer review of product information on various aspects. With this knowledge, consumers can identify the quality based on reviews and experiences written by other consumers who have previously purchased products from online sellers (Mo & Fan, 2015). When deciding to purchase a product, consumers typically seek reliable information. With the growth of the Internet, OCR has become an indispensable tool for evaluating the quality of a product (Zhu, 2010).

2.4 Brand Awareness

For a business to determine its marketing strategy, brand recognition is essential. Consequently, brand awareness is the key to succeeding in business competition. Consumers are more likely to select recognizable brands, resulting in increased sales. Brand awareness encompasses brand recognition, recall potential, product information, and ideas (Bilgili & Ozkul, 2015). It relates to the information stored in memory, the ability of customers to recognize a brand in various circumstances, reflecting their awareness (Ekhveh & Darvishi, 2015). Additionally, brand awareness describes the ability of prospective buyers to identify a brand as belonging to a particular product category.

Empirical Model

2.5 The Impact of Product Packaging Design on Brand Awareness and Online Purchase Intention of *Scarlett Whitening* Products

Packaging can improve the design and functionality of a product's storage and protection. Numerous factors, however, make it a crucial marketing tool for building brand awareness and boosting sales in the twenty-first century (Kotler & Armstrong, 2012). A product's packaging also serves as a means of communication for its description. Therefore, the production department must ensure that the product is simple for consumers to notice, understand, and recall. Packaging also represents the entire marketing effort, serving as physical and visual evidence of the product to be sold. Therefore, it is essential to enhance consumers' brand awareness. Previous research revealed that packaging effectively promoted products and induced purchase intention (Rundh, 2007). Design, quality, and color of packaging significantly affected consumer purchasing behavior (Raheem, Ahmed, Vishnu, & Imamuddin, 2014). In addition, the packaging had a significant positive impact on consumer purchase intention and could boost product sales (Lidyasuwanti *et al.*, 2017). Based on this description, researchers formulated the following hypotheses:

H1: Product Design Has an Impact on Brand Awareness of *Scarlett Whitening* in Indonesia

H2: Product Design Has an Impact on Online Purchase Intention of *Scarlett Whitening* Products in Indonesia

H3: Product Design Has an Impact on Brand Awareness and Online Purchase Intention of *Scarlett Whitening* Products in Indonesia

2.6 The Impact of Online Customer Review on Brand Awareness and Online Purchase Intention of *Scarlett Whitening* Products

When consumers intend to place an order, they may consult online reviews of e-commerce platforms via the internet (Mahat *et al.*, 2020). Thus, in the business environment, online customer reviews are the most accessible and valuable. Typically, previous customers share their experiences, which subsequent potential purchasers review prior to making a purchase (Kim *et al.*, 2016; Clare *et al.*, 2018). Brand awareness is the capability of consumers to recognize and recall a brand in various situations, which plays a significant role in purchasing decisions. Additionally, it contributes to brand equity for regular customers (Hoang *et al.*, 2020). The following hypotheses were formulated by researchers based on this description:

H4: Online Customer Review Has an Impact on Brand Awareness of *Scarlett Whitening* in Indonesia

H5: Online Customer Review Has an Impact on Online Purchase Intention of *Scarlett Whitening* Products in Indonesia

H6: Online Customer Review Has an Impact on Brand Awareness and Online Purchase Intention of *Scarlett Whitening* Products in Indonesia

2.7 The Impact of Brand Awareness on Online Purchase Intention of *Scarlett Whitening* Products

A company must investigate and establish a consumer's ability to recognize and recall a brand, as it can influence purchasing decisions. Generally, consumers buy items from well-known brands based on convenience, safety, and other factors. Moreover, brand awareness is the capacity of customers to remember or identify a brand. Their direct experience significantly influences this condition (El Naggat & Bendary, 2017). Brand awareness is crucial to purchase intention because consumers purchase well-known or familiar brand products (Keller, 1993; Macdonald & Sharp, 2000). William and Japariato (2016) found significant and positive results in their study on the impact of brand awareness on purchase intention. Researchers formulated the following hypothesis based on the description provided above.

H7: Brand Awareness Has an Impact on Online Purchase Intention of *Scarlett Whitening* Products in Indonesia

3. METHODOLOGY

The present study was carried out in Indonesia. The primary data were collected through an online-distributed questionnaire. Multiple linear regression was subsequently used to analyze the data. This study's samples were chosen using a non-probability sampling technique known as purposive sampling. The criteria were individuals familiar with *Scarlett Whitening* products. This study limited the number of respondents to 200 because the minimum sample size for SEM testing is between 100 and 200 (Hair *et al.*, 2017). The collected data were subjected to Structural Equation Modeling (SEM) using a combination of factor analysis and multiple regression analysis to determine the structural relationship between measured variables and latent constructs (Hair *et al.*, 2017). The variables observed in this study included affective responses with corresponding indicators, as shown in the table below.

Variables	Operational Definition of Variables	Indicators	References
Online Purchase Intention	The tendency to buy a <i>Scarlett Whitening</i> product.	1. Transactional 2. Referential 3. Preferential 4. Explorative	Ling (2010)
Product Packaging Design	<i>Scarlett Whitening's</i> creativity and innovation to design product packages and attract customer attention.	1. Graphic Design 2. Design Structure 3. Product Information	Harsanto & Jakti (2021)

Variables	Operational Definition of Variables	Indicators	References
Online Customer Review	Response when seeing customer reviews on <i>Scarlett Whitening</i> products.	1. Argument Quality 2. Source Credibility 3. Valence 4. Timeless	Schepers (2015)
Brand Awareness	Consumer perceptions of <i>Scarlett Whitening</i> products.	1. Unaware of Brand 2. Brand Recognition 3. Brand Recall 4. Peak of Mind	Durianto (2004)

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

The analysis of respondents' profiles in this research was based on the following demographic characteristics:

Table 1: Respondent Characteristics

Category	Item	F	%
Age	Less than 21 Years	30	15
	21 – 30 Years	72	36
	31 – 40 Years	50	25
	41 – 50 Years	27	13
	Over 50 Years	21	11
	Total		200
Gender	Male	76	38
	Female	124	62
	Total	200	100
Education	Senior High School	72	36
	<i>D1/D2/D3</i> (Associate Degree) and <i>D4</i> (Bachelor Degree)	27	13
	<i>S1</i> (Undergraduate Degree)	55	28
	Postgraduate Degree	46	23
	Total	200	100
Occupation	Student	31	15
	College Student	45	22
	Employee at State-owned Enterprises	25	12
	Entrepreneur	19	9
	Private Company Employee	27	14
	Indonesian National Armed Forces/Indonesian National Police	20	10
	State Civil Apparatus	33	17
	Total	200	200
Monthly Income	< IDR 2,000,000	73	37
	IDR 2,000,000 – IDR 4,000,000	23	12
	IDR 4,000,000 – IDR 6,000,000	21	10
	IDR 6,000,000 – IDR 8,000,000	31	15
	IDR 8,000,000 – IDR 10,000,000	32	16
	< IDR 10,000,000	20	10
	Total	200	100
Monthly Allowance	> IDR 1,000,000	132	66
	IDR 1,000,000 – IDR 1,500,000	30	15
	IDR 1,500,000 – IDR 2,000,000	38	19
	Total	200	100

Based on Table 1, female respondents had a percentage of 62% (124 out of 200), making them the most dominant in this study. Respondents aged 21–30 also had the highest percentage, 36% (72 out of 200). Furthermore, respondents who were university students had the highest percentage, precisely 22% (45 out of 200). Respondents whose education was high school had the highest percentage, 36% (72 out of 200). Respondents with a monthly income of less than IDR 2,000,000 million had the highest percentage of 37% (73 out of 200). Respondents with a monthly allowance of less than IDR 1,000,000 million had the highest percentage, namely 66% (132 out of 200).

4.2 Measurement and Structural Models

The results regarding the validity and reliability tests, as well as the Goodness of Fit, are presented as follows:

Table 2: Measurement Model Results

Variable	Indicator	Items	SFL	AVE	CR
Online Purchase Intention	Transactional	I intend to buy <i>Scarlett Whitening</i> products through online shopping platforms and sites.	0.835	0.696359	0.904541
		I intend to buy <i>Scarlett Whitening</i> products online out of necessity.	0.837		
	Referential	People around me advised me to buy <i>Scarlett Whitening</i> products online.	0.86		
		People around me advised me to buy <i>Scarlett Whitening</i> products because of the affordable prices.	0.827		
	Preferential	I intend to buy <i>Scarlett Whitening</i> products over others.	0.89		
		I intend to buy <i>Scarlett Whitening</i> products online rather than offline.	0.794		
	Explorative	I want to find out about other products before buying <i>Scarlett Whitening</i> products.	0.855		
		When I want to buy beauty products, I look for information about <i>Scarlett Whitening</i> products.	0.772		
Product Packaging Design	Graphic Design	I intend to buy <i>Scarlett Whitening</i> products because of their attractive designs.	0.898	0.671904	0.9167
		<i>Scarlett Whitening</i> products' design looks ordinary.	0.783		
	Design Structure	I intend to buy <i>Scarlett Whitening</i> products because the packaging size is suitable.	0.892		
		The design of <i>Scarlett Whitening</i> products makes them easy to use.	0.788		
	Product Information	I intend to buy <i>Scarlett Whitening</i> products because the information on the packaging is very helpful.	0.821		
		The information on <i>Scarlett Whitening's</i> product packaging is incomplete.	0.722		
Online Customer Review	Argument Quality	I intend to buy <i>Scarlett Whitening</i> products because I hear or see reviews from social media or other people.	0.822	0.669889	0.92375
		I intend to buy <i>Scarlett Whitening</i> products because the reviews given by consumers are not made up.	0.792		
	Source Credibility	I intend to buy <i>Scarlett Whitening</i> products because I hear or see reviews from social media or other people.	0.821		
		I believe in previous reviews given by consumers of <i>Scarlett Whitening</i> products.	0.759		
	Valence	<i>Scarlett Whitening's</i> product reviews on social media provide correct information.	0.86		
		Reviews of <i>Scarlett Whitening</i> products are mostly negative.	0.859		
	Timeless	Reviews of <i>Scarlett Whitening</i> products are mostly negative.	0.844		
		I intend to buy <i>Scarlett Whitening</i> products when I see the latest reviews.	0.785		
Brand Awareness	Unaware of Brand	<i>Scarlett Whitening</i> is a beauty product brand from Indonesia.	0.799	0.644456	0.93821
		<i>Scarlett Whitening</i> is a local beauty product that is easily available at an affordable price.	0.798		
	Brand Recognition	Facial cleansers, toners, and serums are variants of <i>Scarlett Whitening</i> products.	0.854		
		"Charming" is the name of one of <i>Scarlett Whitening</i> lotion products.	0.838		
	Brand Recall	Body lotion is one of <i>Scarlett Whitening's</i> top products.	0.758		
		"Reveal your beauty" is the tagline of <i>Scarlett Whitening</i> .	0.766		
	Peak of Mind	When I am asked about local beauty brands, <i>Scarlett Whitening</i> is the first brand crossing my mind.	0.826		
		If I am asked to choose a beauty product, I will choose <i>Scarlett Whitening</i> .	0.778		

Table 2 presents the results of the full model validity and reliability tests. The Standardized Factor Loading (SFL) values of all variables in the full model were above 0.50, indicating that all indicators were declared valid and able to examine the construct of the full model. Furthermore, the reliability test obtained the proper results. All instruments were found reliable and able to measure the construct of the full model consistently. It was confirmed by the Average Variance Extracted (AVE) value of all indicator instruments of ≥ 0.50 and the Construct Reliability (CR) value of ≥ 0.70 .

Table 3: Goodness of Fit Index

Goodness of Fit Index	Cut-off Value	Results
χ^2	Expected to be low	975.4
Df		400
χ^2 - Significance Probability	≥ 0.05	0.000
CMIN/DF	≤ 3.00	2.438
RMR	< 0.05	0.327
NFI	≥ 0.90	0.847
IFI	≥ 0.90	0.904
TLI	≥ 0.90	0.895
CFI	≥ 0.90	0.903

Table 3 describes the model's fit test results, showing that the suitability requirements were accepted and declared fit. Three measurements indicated the degree of good fit. Hair *et al.*, (2014) state that a research model construct can be declared fit and accepted if three to four measurements obtain a degree of good fit or above the cut-off value.

Hypotheses Testing

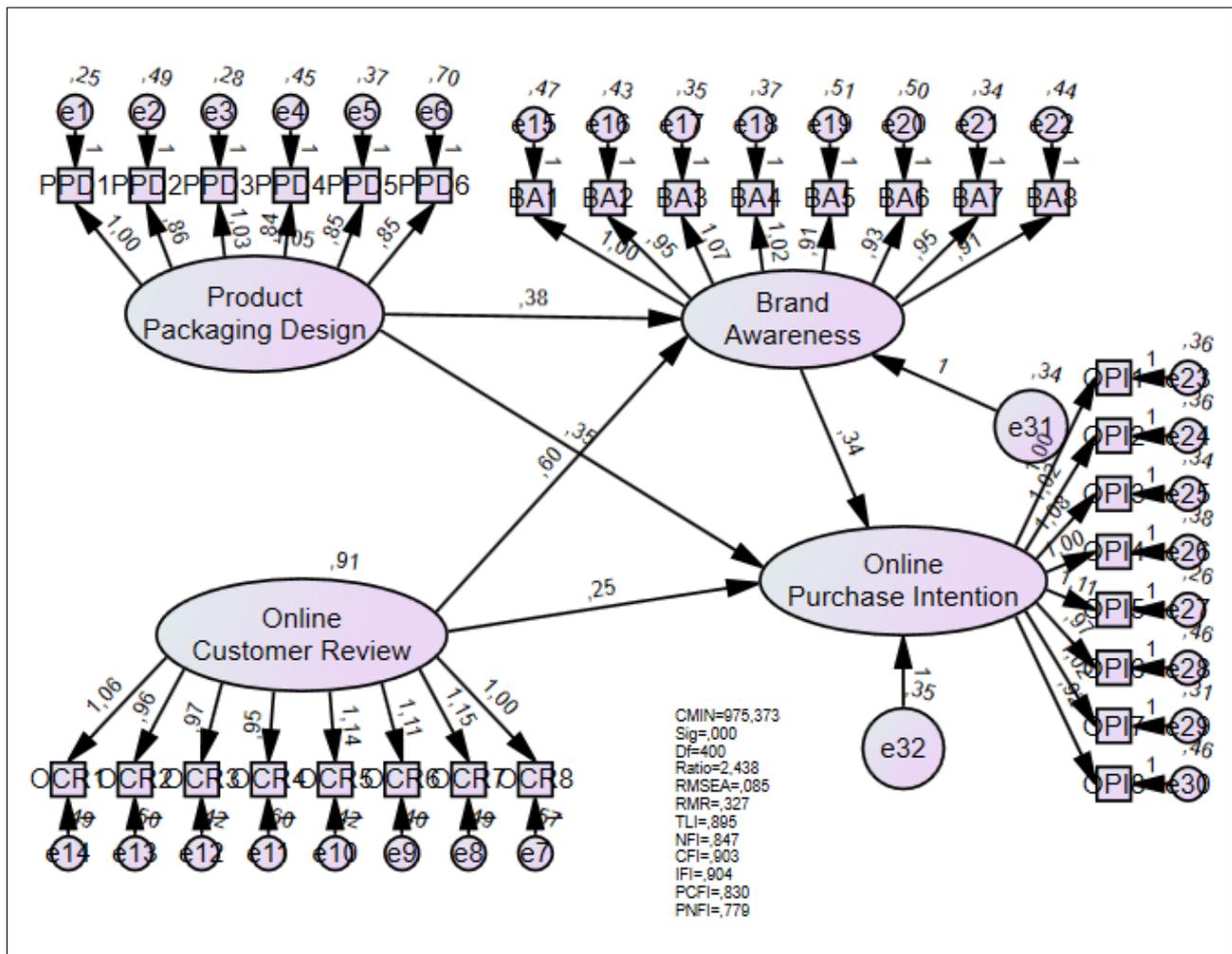


Fig 1: Full Structural Model Test

Based on the figure, the t-score for the impact of Product Packaging Design on Brand Awareness was 6.013, greater than the t-table (1.96). Likewise, the p-value was less than 0.001, below 0.05 ($\alpha = 0.05$). These results were related to H1, in which Product Packaging Design had an impact on Brand Awareness of *Scarlett Whitening* products in Indonesia. Foster *et al.*, (2019) reported that packaging was proven to increase the influence of Brand Awareness and product empowerment on consumers' purchase intention. These findings were in line with previous studies (Imawati *et al.*, 2018; Yustiawan, 2016); the higher the quality of product packaging design, the higher the consumer brand awareness of a product. Product Packaging Design could be the identity of a product. Therefore, it must be different from others.

In H2, the t-score of the impact of Product Packaging Design on Purchase Intention was 4.935, greater than the t-table (1.96). Likewise, the p-value was less than 0.001; below 0.05 ($\alpha = 0.05$). It proved that Product Packaging Design had an impact on the Online Purchase Intention of *Scarlett Whitening* products in Indonesia. In order to attract customers' purchase intention with product packaging, the relevant industry must know what customers need and want (Yeo *et al.*, 2020). It implied that the better the product design, the higher the consumer's purchase intention. The present study results were consistent with previous research (Yeo *et al.*, 2020; Swasty *et al.*, 2021), in which packaging triggered attractiveness and played an essential role in purchase intention. *Scarlett Whitening's* product packaging design attracted consumers' interest because they remembered the design being used. Thus, it must be maintained so that they remain loyal to buying the products.

In H3, the t-score of the impact of Online Customer Review on Brand Awareness was 7.723, greater than the t-table (1.96). Likewise, the p-value was less than 0.001; below 0.05 ($\alpha = 0.05$). It explained that Online Customer Review had an impact on Brand Awareness of *Scarlett Whitening* products in Indonesia. New consumers would consider opinions and experiences written by online customers as a reference. Positive and trustworthy reviews could increase consumer knowledge about a brand. Potential customers would indirectly remember the brand when they saw positive or negative reviews. Thus, it revealed that Online Customer Review had an impact on Brand Awareness, corroborating previous research results (Suharto *et al.*, 2021; Riyandini *et al.*, 2022).

In H5, the t-score of the impact of Online Customer Review on Online Purchase Intention was 2.998, greater than the t-table (1.96). Likewise, the p-value was less than 0.003; below 0.05 ($\alpha = 0.05$). It confirmed that Online Customer Review had an impact on the Online Purchase Intention of *Scarlett Whitening* products in Indonesia. Online Customer Review became one of the factors influencing information sharing among individuals. For instance, the social media experience could be related to the superior quality and efficacy of *Scarlett Whitening* products. As a result, these reviews fostered consumer confidence and prompted them to disclose additional product details. Additionally, positive consumer perceptions, such as good product quality and functionality that met their expectations, led to positive reviews. It consequently affected the motivation of prospective purchasers who were still attempting to understand the products. It confirmed previous research findings (Lu, 2016; Rahayu *et al.*, 2020) that Online Customer Review had an impact on Online Purchase Intention.

In H7, the t-score of the impact of Brand Awareness on Online Purchase Intention was 3.747, greater than the t-table (1.96). Likewise, the p-value was less than 0.003; below 0.05 ($\alpha = 0.05$). It proved that Brand Awareness had an impact on the Online Purchase Intention of *Scarlett Whitening* products in Indonesia. Moreover, *Scarlett Whitening* built Brand Awareness in consumers' minds, allowing them to recognize and recall the products offered. This condition helped in enhancing *Scarlett Whitening's* popularity and sales in Indonesia. This finding was in line with previous research (Riyandini *et al.*, 2022; Shahid *et al.*, 2017), in which a high level of Brand Awareness could affect Online Purchase Intention.

The results of testing the causal relationship between variables in the present study structure were as follows.

Table 4: Hypotheses Testing

	Estimate	S.E.	C.R.	P	Label
BA <--- PPD	0.385	0.064	6.013	***	Par_27
BA <--- OCR	0.596	0.077	7.723	***	Par_28
OPI <--- OCR	0.254	0.085	2.998	0.003	Par_29
OPI <--- PPD	0.349	0.071	4.935	***	Par_30
OPI <--- BA	0.335	0.089	3.747	***	Par_31

Furthermore, the indirect impact of the mediating variable is presented in Table 5, which contains the Sobel test results.

Table 5: Sobel Test – Significance of Mediation

Item	Sobel Test Statistic	Two-tailed probability	Description
Product Packaging Design > Brand Awareness > Online Purchase Intention	3.212	0.001	Accepted
Online Customer Review > Brand Awareness > Online Purchase Intention	3.430	0.000	Accepted

Based on the Sobel test results in Table 5, the value of H3 was 3.212, and the p-value was 0.001. Meanwhile, the value of the Sobel test statistic of H6 was 3.430, and the p-value was 0.000. These results indicated that the obtained values were greater than the t-table (1.96). Likewise, the p-values were less than 0.05 ($\alpha = 0.05$), demonstrating an indirect impact of Product Packaging Design on Online Purchase Intention mediated through Brand Awareness and an indirect impact of Online Customer Review on Online Purchase Intention mediated through Brand Awareness.

5. CONCLUSION

This study revealed that *Scarlett Whitening's* Product Packaging Design attracted consumer interest, making it easy for them to remember the design. Therefore, it must be maintained so that consumers remain interested in the offered products. Additionally, Online Customer Review had an impact on Online Purchase Intention. It could remind business actors that consumer feedback and reviews are crucial to revenue growth. Therefore, businesses, particularly skincare companies with specific brands, must consistently enhance their capabilities to develop product design-related information. The packaging should be visually appealing and include information about the brand, making it easier for consumers to recognize and remember the product. The design and positive reviews were anticipated to affect brand awareness and consumers' purchase intention. In addition, it was expected that the results of this study would contribute to a literature review and serve as a basis for developing more in-depth and comprehensive research on the impact of Product Packaging Design and Online Customer Review on Online Purchase Intention mediated through Brand Awareness in Indonesia. In this regard, research on Online Purchase Intention for a skincare product in Indonesia was limited, despite the perceived potential due to the country's population and economy.

6. ACKNOWLEDGEMENTS

Researchers expressed gratitude to the Faculty of Economics and Business and the Undergraduate Program in Management at Universitas Tanjungpura.

REFERENCES

- Suharto., Yuliansyah., & Suwanto (2021). Social Media Marketing, Online Customer Reviews and Brand Awareness on Purchase Decision. *Academy of Strategic Management Journal*, 20(6).
- Riyadini., & Krisnawati (2022). Content Marketing, Brand Awareness, and Online Customer Review on Housewives' Purchase Intention on Shopee. *Interdisciplinary Social Studies*, 1(6), 733-741.
- Immawati., & Rosyid (2018). The Product Packaging Design and Advertisement Attraction On Brand Awareness And Its Impact On Repurchasing Teh Botol Sosro Among Young Children At Tangerang City. *International Journal of Entrepreneurship and Business Development*, 2(1), 145-159.
- Yeo., Tan., Lim., & Khoo (2020). Product Packaging: Impact on Customer' Purchase Intention. *International Journal of Business and Society*, 21(2), 857-864.
- El Naggar, R. A. A., & Bendary, N. (2017). The Impact of Experience and Brand Trust on Brand Loyalty, While Considering The Mediating Effect of Brand Equity Dimensions, an Empirical Study on Mobile Operator Subscribers in Egypt. *The Business and Management Review*, 9(2), 16-25.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1-22.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48, 5-15.
- Le-Hoang, P. V., Nguyen, G. T., Phung, H. T. T., Ho, V. T., & Phan, N. T. (2020). The relationship between brand equity and intention to buy: the case of convenience stores. *Independent Journal of Management & Production*, 11(2), 434-449. <https://doi.org/10.14807/ijmp.v11i2.1062>
- Clare, C. J., Wright, G., Sandiford, P., & Caceres, A. P. (2018). Why should I believe this? Deciphering the qualities of a credible online customer review. *Journal of Marketing Communications*, 24(8), 823-842.
- Kim, B., Kim, S., & Heo, C. Y. (2016). Analysis of satisfiers and dissatisfiers in online hotel reviews on social media. *International journal of contemporary hospitality management*, 28(9), 1915-1936.
- Mahat, F., Abdullah, D., Bahari, K. A., Che Azmi, N., Mohd Kamal, S. B., & Zainol, N. (2020). A conceptual model of online hotel booking: the role of online review and online trust towards online booking intention. *ESTEEM Journal of Social Sciences and Humanities*, 4, 83-92.

- Haryani., & Sakinah., (2019). The Influence of Brand Awareness, Packaging Design and Word of Mouth on Purchase Intention. 4th International Conference on Management, Economics and Business, 120, 245-252.
- Kotler, Philip, and Gary Armstrong. (2012). Marketing Principles. Publisher, Erlangga Jakarta.
- Ekhveh, A., & Darvishi, A. Z. (2015). The impact of brand awareness on re-purchase intention of customers with trilogy of emotions approach (case study for cell phones). *Applied mathematics in Engineering, Management and Technology*, 3(4), 25-30.
- Bilgili, B., & Ozkul, E. (2015). Brand awareness, brand personality, brand loyalty and consumer satisfaction relations in brand positioning strategies (A Torku brand sample). *Journal of Global Strategic Management/Volume*, 9(2), 89-106.
- Zhu (2010). Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. *Journal of Marketing* 74(2), 133-148. DOI:10.1509/jmkg.74.2.133
- Mo, Z., Li, Y. F., & Fan, P. (2015). Effect of online reviews on consumer purchase behavior. *Journal of Service Science and Management*, 8(03), 419-424.
- Madahi, A., & Sukati, I. (2012). The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia. *International Business Research*, 5(8).
- Wang, Y. H., & Tsai, C. F. (2014). The relationship between brand image and purchase intention: Evidence from award winning mutual funds. *The international journal of business and finance research*, 8(2), 27-40.
- Schiffman, L. G., & Kanuk, L. L. (2007). Consumer Behaviour (ninth edition). NJ: Prentice-Hall Inc.
- Ling, K. C., Daud, D. B., Piew, T. H., Keoy, K. H., & Hassan, P. (2011). Perceived risk, perceived technology, online trust for the online purchase intention in Malaysia. *International Journal of Business and Management*, 6(6), 167-182.
- Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS quarterly*, 373-396.
- Wang, X., & Yang, Z. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International marketing review*, 25(4), 458-474.
- Rosandi. (2014). Pengaruh Citra Merek dan Desain Kemasan terhadap Minat Beli Konsumen pada Produk Susu Ultra (Studi pada Cafeteria Srikandi Fakultas Ekonomi Universitas Negeri Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 2(2).
- Rangkuti. (2004). The Power of Brand. PT Gramedia Pustaka Utama: Jakarta.
- Kotler., Philip., & Keller. (2009). Marketing Management, PT. Indeks Kelompok Gramedia, Jakarta.
- Lee, J., Park, D. H., & Han, I. (2011). The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: An advertising perspective. *Internet research*, 21(2). DOI:10.1108/10662241111123766
- Moe, W. W., & Trusov, M. (2010). The Value of Social Dynamics in Online Product Ratings Forums. *Journal of Marketing Research*, 48(3). DOI:10.2139/ssrn.1479792
- Valerie, J. (2021). Produk Kecantikan Tembus Transaksi 20 Miliar, Brand Lokal Terfavorit. Accessed on 18 October 2022. <https://compas.co.id/article/penjualan-produk-kecantikan/>
- Industri Kontan. (2022). Accessed on 18 October 2022. <https://www.kontan.co.id/tag/scarlett-whitening-facial-wash>
- Rundh, B. (2007). The Multi-Faceted Dimension of Packaging: Marketing Logistic or Marketing Tool?, *British Food Journal*, 107(9), 670-684.
- Raheem, A. R., Vishnu, P., & Ahmed, M., A. (2014). Impact of product pack aging on consumer's buying behavior. *European Journal of Scientific Research*, 122(2), 125-134.
- William, C., & Japariato, E. (2016). Analisis Pengaruh Ekuitas Merek terhadap Minat Beli Konsumen Ice Cream De Boliva Surabaya. *Jurnal Ilmu Manajemen*, 2(1), 13-19.
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on The consumers' Purchase Intention. *Journal of Marketing and Consumer Research*, 33, 34-38.
- Yustiawan. (2016). Pengaruh, Kualitas, Produk, Harga dan Cita Merk Terhadap Keputusan Pembelian Honda Vario. *Jurnal Ilmu dan Riset Manajemen*, 5(2), 1-20.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378-387. <https://doi.org/10.1016/j.jbusres.2017.12.047>.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>