
**DOES PRODUCT PACKAGING, PRODUCT EXHIBITION, AND
CONSUMER TASTES OF DRY FOOD AND BEVERAGES PRODUCED
BY MSMEs AFFECT BUYING INTEREST?**

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Abstract

The purpose of this study is to examine and analyze the effect of product packaging on buying interest mediated by consumer tastes, as well as the effect of exhibition on buying interest in dry food and drinks produced by MSMEs in Indonesia. The results showed that the exhibition of products and consumer tastes significantly and positively influenced buying interest in dry food and drinks. On the other hand, product packaging does not significantly affect the interests of buyers, because the level of income of respondents in this study requires them to control their expenses so that overall packaging is not a priority choice. In addition, product packaging significantly influences buying interest, mediated by consumer tastes. Product packaging that increases customer tastes is innovative and creative packaging, as well as good product packaging indicators. However, innovative, creative, and good packaging cannot immediately arouse buying interest, first increasing taste. With the emergence of consumer tastes, buying interest is increase. On the other hand, exhibitions at the provincial or national level that best meet the needs and expectations of consumers, because the indicator variable exhibits that most strongly influence buying interest.

Keywords: packaging, exhibition, buying interest, consumer taste, MSMEs.

1. INTRODUCTION

In many developing countries, the need for support for the development of the private sector as a source of state revenue continues to increase to achieve sustainable economic growth and reduce poverty. This is a challenge to promote small and medium enterprises, which are important components in strengthening industrial competitiveness, creating jobs, and reducing poverty (Jica, 2013)

Thus, encouragement and fostering of Micro, Small and Medium Enterprises (MSMEs) needs to be done not only by the Government but the community, as well as Universities with the results of their research, to map out problems and solutions so that MSMEs become an industry that is able to strengthen the national economy.

MSMEs are required to develop their ability to predict market demand with rapid changes, shortened time services, and innovative activities that occur in the market. SMEs are also expected to be able to create competitive attitudes by continuously developing innovation and creativity, and need to develop marketing strategies.

Components of the marketing strategy include product packaging and exhibitions. For large companies, product packaging is not a problem. But this is not the case with small companies or MSMEs. That is because there are design difficulties in making product packaging. Likewise, the price of good packaging materials is often unaffordable, information about packaging companies is not obtained, and the fact that the use, choice, and quality of the packaging is still poor, where the packaging does not reflect quality products.

Based on Abimbola's research (2014), the variables of marketing strategy include product, promotion, location, price, packaging, and after-sales service are variables that affect sales. In line with the study, the results of Tafiprios and Arbi's (2015) research show that a good and attractive packaging strategy will increase buying interest. The results of the study of Chukwuma et al. (2018) shows that packaging as part of a marketing strategy influences sales performance. In line with the study, the results of Mazhar et al. (2015) shows that packaging affects consumer buying behavior. In addition, Enax L. et al. (2015) and Roberto et al.(2010), said that attractive packaging affects consumer tastes. The results of research Abbasi and Aghaei (2016) show that packaging and its factors influence the desire to buy products, and show that the desire to buy products is influenced by the selection of consumer tastes. In this case, consumer tastes can be mediated so that the packaging strategy can increase buying interest. However, contrary to research Brumfield et al. (1993) state that consumers' perceptions about product characteristics are in accordance with their tastes such as color, nutritional freshness, and appearance which do not appear to significantly influence purchasing patterns.

Other marketing tools besides product packaging are exhibitions or fairs. The results of Mokhtar and Wan Ismail's research (2012) showed that there was no difference in using this tool, meaning that the participation of MSMEs in the exhibition had no effect on sales. Drotsky (2016) added, to overcome this need training is held to exhibition staff so that they can explain the product appropriately. This opinion supports the fact that participation in exhibitions often does not produce results according to the set sales targets. Achievement of sales targets that do not match the target cause losses. For MSMEs, these losses often cut all capital.

Contrary to this, the exhibition is a good promotional event, so that the exhibitions that are participated in, can produce current and future sales transactions. This is in accordance with the results of research Situma (2012); Zarantonello & Bern (2013), that participation in exhibitions influences increased sales. Likewise stated by Solomon et.al. (2017) that product exhibitions have a positive effect on marketing performance (Solomon et al., 2017). In the product exhibition, an attractive packaging strategy is needed so that it attracts buyers to visit and ultimately leads to a desire to buy from consumers. An attractive packaging strategy will attract visitors to the exhibition.

As stated above, the phenomenon that occurs is the trade-off between the need for product packaging that can increase the value of the product with an increase in prices due to increased product prices, as well as the trade-off between exhibitions that need to be followed by MSMEs that produce dry food and beverages, in the other hand, if the exhibitions that are participated in cannot attract buyers, thereby causing losses to MSMEs and eroding capital.

Based on this, the purpose of this study is to examine and analyze the effect of product packaging on buying interest mediated by consumer tastes, as well as the effect of exhibition on buying interest in dry food and drinks produced by MSMEs in Indonesia.

2. LITERATURE REVIEW

Product packaging must reflect the quality of the product, even more than that, that is, it actually increases the quality of the product. Product packaging has several aspects including attractiveness (Soleimani and Azargoon, 2012), promotion, supporting shopping decisions, and differentiation (Deliya & Parmar, 2012; Mazhar et al. 2015).

The function of product packaging is to protect products from factories to distribution channels to consumers (Deliya & Parmar, 2012). Function attractive product packaging is for developing broader marketing so as to increase sales. Because of this, several companies conduct surveys about colors, types, and shapes that attract consumers. Product packaging is an inseparable part of the promotion, which is promoting the contents of the product including the benefits, content, and other advantages of the product. Besides product packaging that presents interesting information will attract consumers to buy, differentior from other products (Deliya & Parmar, 2012; Marsh and Bugugu (2007)).

Product packaging can be designed to improve product image and/or differentiate products from products. Packaging also provides information to consumers. For example, labeling of the packaging meets legal requirements for product identification, nutritional value, ingredient declaration, net weight, and factory information. In addition, the packaging conveys important product information such as cooking instructions, brand identification, and price. Dimensions of packaging variables were adopted from several studies including Deliya & Parmer (2012), Cahyorini & Rusfian (2011), Devi Iva (2012), Guthrie et al, (2015).

The purchasing behavior based on packaging delivered by Chukwuma et al. (2018), Mazhar et al. (2015), Azad & Masoumi (2012), and Cahyorini & Rustian (2011). In addition, the packaging strategy influences consumer tastes (Soleimani & Azargoon, 2012; Hoegg J & Alba, 2011).

The product exhibition is the best face-to-face marketing opportunity for companies around the world. At the exhibition, it can be evaluated regarding sales, marketing, branding, financial, and consumer desires. Executive decision-makers consistently rate the exhibition as their first choice to obtain purchasing information, outperforming 12 other business media choices, including direct mail, advertising, telemarketing, etc. (Dallmeyer, 2013). So participation in exhibitions can increase sales (Situma, 2012; Zarantonello & Bern, 2013).

Contrary to the opinion above, the results of the study (Mokhtar and Wan Ismail, 2012) showed that there was no difference in using this tool, meaning that the participation of MSMEs in the Exhibition had no effect on increasing sales. In line with this opinion, Drotsky's (2016) research results show that participation in exhibitions does not play a role in the process and increase sales, if not done with a personal approach taken by exhibition staff towards consumers. Drotsky (2016) suggests training for exhibition staff.

Based on those studies, as well as researcher considerations, the intensity and place of participation in the event are dimensions of this variable. This is based on the consideration that the area determines sales success. The area in which to determine whether or not consumers are gathered.

Taste is a person's activity to encourage consumers to intend to buy a product or service. Increasing one's appetite for a particular item in general, resulting in an increase in the number of requests for that item and vice versa decreasing consumer tastes for a particular item in general results in a reduction in the number of requests for that item. If consumer tastes towards goods and services are high, it will be followed by an increase in consumer decisions in purchasing goods and services. In his research, Ali and Sohail (2018) provide evidence of the effects of changes in consumer tastes and product innovation on the sales volume of consumer goods.

Consumer tastes are the level of consumer desire for goods or services. Desires arise based on the needs and expectations of goods or services. Desires also arise for goods/services that are of interest. Taste indicators are determined based on these definitions and based on opinions that attractive packaging can increase consumer tastes (Roberto et al., 2010; Enax et al., 2015; Hoegg & Alba, 2011). The word 'interesting' was appointed as an indicator of consumer tastes.

The results of research Ali and Sohail (2018), and Ghose & Lowengart (2001) show that changes in consumer tastes followed by product development can increase sales. Product development can be done, among others, by improving the function, aesthetics, and information contained in the packaging. According to Ghose & Lowengart (2001), consumer tastes influence consumers to change their preferences for corporate brands. Thus, the packaging that incorporates the elements of a company's brand needs to specifically provide a clear differentiator. In accordance with the discussion above, Hoegg & Alba (2011) argue that tastes are not only about the taste of the tongue but are also determined by the presence of strong packaging and presents a differentiator from other products.

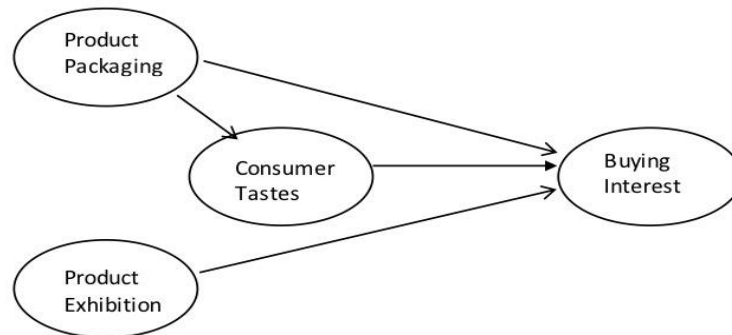
Buying interest is the initial stage before the purchase decision is implemented. Where the purchase from the consumer side and the sale from the producer side forms profitability or profit. The success and improvement of MSME competitiveness can be done and indicated from sales. There are several factors that increase sales, including packaging (Chukwuma et al., 2018; Mazhar et al., 2015; Azad & Masoumi, 2012; Cahyorini & Rusfian, 2011), interested consumers (Ali and Sohail, 2018; Ghoses & Lowengart, 2001), and participation in exhibitions (Situma, 2012; Zarantonello & Bern, 2013).

In contrast to the above opinion, there are research results that show no effect on the exhibition on increasing sales. The results of research conducted by Mokhtar and Wan Ismail (2012) and Drotsky (2016).

2.1 Conceptual Framework

Based on the influence between variables, which is the independent variables influence the buying interest variable. Moreover, the concept is arranged as below.

Figure 1. Conceptual framework



2.1 The Research Hypothesis

The research hypothesis is as follows:

Hypothesis 1: The product packaging dry foods and beverages that produce by Indonesian MSMEs significantly effect on the buying interest

Hypothesis 2: The exhibits for dry foods and beverages that produce by Indonesian MSMEs significantly effect on the buying interest

Hypothesis 3: The product packaging dry foods and beverages that produce by Indonesian MSMEs significantly effect on the consumer tastes

Hypothesis 4: The product packaging dry foods and beverages that produce by Indonesian MSMEs significantly effect on the buying interest through consumer tastes as a mediator

Hypothesis 5: Consumer tastes of dry foods and beverages that produce by Indonesian MSMEs significantly affect to the buying interest

3. RESEARCH METHODS

The type of research chosen was survey research. Survey research is research conducted on large or small populations, but the data obtained are data from samples taken from populations. The study population is consumers of dry food and beverages produce by MSMEs in Indonesia. The research sample was taken from the Theory of Hair et al., (1995) to represent the population and the total population that was not fully recognized. This theory determines samples based on 5 to 10 times the indicators used, with a total sample of 270 respondents. The sampling technique uses the Judgment Sampling Method, which determines responses based on certain considerations. In this study, the questionnaire was distributed via social media (WhatsApp) from a network of communities. The measurement scale used is an ordinal scale, with the Linkert Scale method.

Quantitative analysis was performed using Path Coefficients. Previously tested the validity and reliability testing. Validity Testing uses Correlation Product Moment, i.e. the validity assessment is done by correlating the score of the answers to each item with the total score. The coefficient number determines the score with the indicator with a total of all indicators greater than 0.3 ($r_{\mu} \mu \leq 0.3$), then the instrument is considered valid. Then reliability testing was performed using Alpha Cronbach, with a valid limit > 0.6 (Solimun, 2002).

4. RESULT

4.1 Respondent Profile

Respondents in this study who were aged 20 years and under are 38.5%, female respondents were 55.9%, respondents were single as many as 52.2%, respondents were senior high school graduates as much as 46.7%. Respondents with income (Table 1) 3 Million and under as much as 50%, 5 million and under as many 73%, 10 million and under as much as 88.5%. The number of respondents with doctoral education is greater than that of a bachelor, considering that respondents who have a doctoral education other than as consumers are also many who are interested in observing and researching MSMEs.

	Frequency	Percent	Valid Percent	Cumulative Percent
a. < 3. million rupiah	135	50.0	50.0	50.0
b. 3 million until 5 million rupiah	62	23.0	23.0	73.0
c. 5 million until 10 million rupiah	42	15.6	15.6	88.5
d. 10 million until 50 million rupiah	26	9.6	9.6	98.1
e. up to 50 million rupiah	5	1.9	1.9	100.0
Total	270	100.0	100.0	

4.2 Result of Validity Test

From the results of the initial validity test, obtained several invalid indicators, which contain a factor < 0.55 . To achieve the loading factor value that meets the validity requirements of > 0.6 , several indicators must be excluded from the next process. Deleted indicators are X1.1; X1.2; X1.7; X1.8; X1.9; X2.1; X2.2; X2.3; X3.2; X3.5; X3.8; Y1.1; Y1.2; Y1.5. After being issued, all remaining indicators (table 2) have a loading factor > 0.60 , meaning that all indicators are valid to measure the construct, which means that the product packaging variable, product exhibition, consumer tastes, and the buyers interest are valid.

Table 2. Validity test Result

	Product Packaging (X1)	Buyers interest (Y1)	Product Exhibition (X2)	Consumer Tastes (X3)
X1.3	0.646			
X1.4	0.710			
X1.5	0.656			
X1.6	0.697			
X2.4			0.660	
X2.5			0.635	
X2.6			0.767	
X2.7			0.807	
X3.1				0.638
X3.3				0.653
X3.4				0.699
X3.6				0.742
X3.7				0.730
X3.9				0.668
Y1.10		0.646		
Y1.3		0.615		
Y1.4		0.631		
Y1.6		0.725		
Y1.7		0.705		
Y1.8		0.743		
Y1.9		0.771		

4.3 Result of Realibility Test

In the table 3 below, Cronbach Alpha each constructs > 0.60, composite reliability each construct > 0.70, and rho A constructs > 0.6 means all constructs are reliable.

Table 3. Realibility test results

	Cronbach's Alpha	rho_A	Composite Reliability
Product Packaging (X1)	0.614	0.611	0.772
Buying Interest (Y)	0.819	0.825	0.866
Product Exhibition (X2)	0.690	0.707	0.811
Consumer Tastes (X3)	0.779	0.781	0.844

4.4 Path Coefficients Test Results

The path coefficient test is used to determine the level of significance of the influence between the research variables by looking at the p-value and arithmetic and to determine the direction of the influence. The results of path coefficient testing in this study can be seen in Table 4 as follows. To test the indirect effect of product packaging on buying interest through consumer tastes as a mediator using the SOBEL test in the table 5 is used.

Table 4. Path coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Packaging(X1) -> Buying Interest (Y)	0.075	0.069	0.054	1.391	0.165
Product Packaging (X1) -> Consumer Tastes (X3)	0.374	0.395	0.062	6.067	0.000
Exhibition (X2) -> Buying Interest (Y)	0.332	0.335	0.063	5.299	0.000
Consumer Tastes (X3) -> Buying Interest (Y)	0.443	0.450	0.064	6.906	0.000

Table 5. Sobel test to determine the indirect effect

Input:		Test statistic:		p-value:	
t_a	6.067	Sobel test:	4.55794216		0.00000517
t_b	6.906	Aroian test:	4.53120954		0.00000586
		Goodman test:	4.58515356		0.00000454
Reset all			Calculate		

From the Path Coefficients Test table, the structural equation is obtained as follows:

$$X3 = 0.374 * X1 + e$$

$$Y = 0.075 * X1 + 0.332 * X2 + 0.443 * X3 + e$$

4.5 Results of Hypothesis Testing

Based on the results of the path coefficient analysis and the Sobel Test, the following hypothesis testing results are obtained:

Hypothesis 1 Test Results:

The results of the path coefficient analysis show that the p-value 0.165 is greater than 0.005, and the t-value statistic is 1.391 smaller than 1.96 or $1.391 < 1.96$. Thus, the product packaging variable does not significantly affect the buying interest. This shows that hypothesis 1, product packaging of dry foods and drinks produced by MSMEs which significantly effect on the buying interest in Indonesia, is rejected.

Hypothesis 2 Test Results:

Based on the analysis of the path coefficient, it is known that the product exhibition variable on buying interest obtains a p-value of 0,000. A value of 0,000 is smaller than 0.005. In addition,

the statistical t value of 5,299 is greater than t table that is 1.96 or $5,299 > 1.96$. So, the product exhibition for dry foods and beverages produced by MSMEs in Indonesia significantly effect on the buying interest, is accepted.

Hypothesis 3 Test Results:

Based on the path coefficient analysis, it is known that the variable of the packaging strategy effect on buying interest obtains a p-value of 0,000, a value of 0,000 is smaller than 0.005 or $0,000 < 0.005$. In addition, the value of the t statistic is 6.067, more than t table 1.96, or $6.067 > 1.96$. These results indicate that hypothesis 3, that is, the product packaging of dry food and beverage products of MSME in Indonesia significantly effect on the consumer tastes, is accepted.

Hypothesis Test Results 4:

In the sobel test table, the t-test value is 4,558, which is greater than 1.96. In addition, a p-value of 0,000, which is less than 0.05. So, the packaging of dry foods and beverages produced by MSME has a significant effect on buying interest with consumer tastes as mediation. These results indicate that hypothesis 4, in, is accepted.

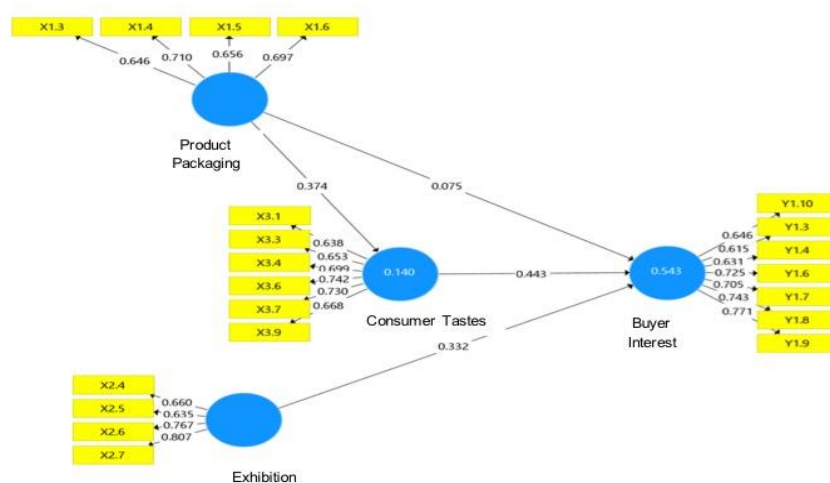
Hypothesis 5 Test Results:

Based on the path coefficient analysis, these results indicate that the 5th hypothesis that consumer tastes of dry foods and beverages produced by MSME in Indonesia significantly on the buying interest, is accepted, because the p-value of 0.000 is smaller than 0.005 and the t-statistic of 6.906 is greater than t table 1.96.

4.6 Research Model Findings

Based on the results of the path coefficient analysis, the results of the analysis can be analyzed as follows (Figure 2).

Picture 2. Research model finding



The original sample value of 0.075 shows the effect of product packaging on buying interest of 7.5%. The results of the analysis of this study indicate that the packaging strategy does not directly effect on buying interest, but mediated by consumer tastes, the packaging strategy can effect on buying interest. On the other hand, product exhibitions and consumer tastes significant effect on buying interest. The direction of the effect between the packaging strategy, product exhibition, and consumer tastes on buying interest is positive, so it can be said that the increase that occurred in the packaging strategy, product exhibition, and consumer taste variables will be followed by an increase in consumer interest. The original sample valued at 0.374 shows the effect of product packaging on consumer tastes of 0.374, which is significant and positive. The original sample with a value of 0.332 shows the effect of a product exhibition on buying interest of 0.332 is significant and positive. The original sample valued at 0.443 shows effect of consumer tastes on buying interest of 0.443 is significant and positive.

4.7 Coefficient of Determination

The coefficient of determination (R square adjusted) is used to show how much influence the independent variable has on the dependent variable. Based on the table 6 below, the R square adjusted value of the equation $X3 = 0.374 * X1 + e$ is 0.137. This shows that 13.7% of the X3 variable can be explained by changes in the X1 variable, while the other 86.3% is caused by other factors outside the model. In addition, the R square adjusted value of the equation $Y = 0.075 * X1 + 0.332 * X2 + 0.443 * X3 + e$ is 0.538. This shows that 53.8% of the variable Y (buying interest) can be explained by changes in variables X1 (product packaging), X2 (Exhibition), and X3 (consumer tastes), while the other 46.2% is caused by other factors outside the model.

Table 6. Coefficient of determination

	R Square	R Square Adjusted
Buying Interest (Y)	0.543	0.538
Consumer Tastes(X3)	0.140	0.137

5. DISCUSSION

5.1 The Effect of Product Packaging on Buying Interest

The results of this study indicate that the effect of product packaging on buying interest does not significantly, or the effect is only 7.5%. This is contrary to the findings of Abbasi and Aghaei (2016) which shows that product packaging and its factors effect the desire to buy the product. Also, contrary to the results of research by Yuwono (2016), Tafiprios and Arbi (2015), Ahmad et al. (2012), Zekiri and Hasan (2015) who revealed that the importance of product packaging strategies and their impact on buying interest. And, contrary to the results of the research of Azad and Hamdavipour (2012) that a good product packaging in detail, as well as other factors, can effect customer confidence thereby increasing buying interest.

The results of this study, do not support previous studies, can be analyzed from the profile of respondents to find out more about this. According to Ramya and Ali (2016), consumer spending

patterns differ according to their income level. The higher the income, the more they want luxury and specialty goods. And vice versa, for consumers whose income levels are low taking into account every expenditure. Based on table 1, respondents in this study 73% of the income of five million and under five million, and as many as 88% (table 1) of respondents, the income of 10 million and under ten million. Thus, the respondents of this study are categorized as consumers with middle to lower social scale, who behave to take into account every expenditure. Thus, product packaging variables with good and beautiful packaging indicators, suitable materials, size, and clear writing are not important considerations.

As stated Deliya & Parmer (2012), middle to upper social class requires an elegant and exclusive product. For the upper-middle class, packaging design dimensions become a factor that is considered and influences buying interest. In contrast to the respondents in this study, they led to controlled expenditure, ignoring packaging that met good design. So, overall packaging is not a priority choice. This is a reinforcement that causes product packaging does not significantly influence buying interest.

5.2 The Effect of Product Exhibition on Consumer Buying Interest

The product exhibition variable has a very important role in increasing consumer buying interest. The results of this study indicate that product exhibitions affect buying interest significantly and positively is 33,2%. This is can be said that the increase in the exhibition variable will be followed by an increase in consumer buying interest by 33,2%. A product exhibition is an event to introduce a product as well as make a sale so that buying and selling transactions occur as expected by the company and consumers. According to Solomon et al. (2017), product exhibition should not only be seen as an efficient communication and sales channels, more than that, have a positive effect on marketing performance (Solomon et al., 2017). Other researches stated that media product exhibitions did not cause sales increases or did not cause purchases (Drostky's, 2016; Mokhtar & Wan Ismail, 2012). In this case, media and content have the same meanings.

The results of this study are consistent with the research of Victor et al. (2017) that trade shows have contributed greatly to consumer buying interest. In addition, it was also supported by Situma (2012) who revealed that the exhibition had a contribution to the organization's marketing media which had an impact on consumer buying interest, and showed a significant positive effect on marketing performance. Wiguna and Sujana's (2014) research results are also in accordance with this research, that one form of effective promotion in introducing products to the market is by attending or holding an exhibition that has an impact on buying interest.

5.3 The Effect of Product Packaging on Consumer Tastes

The results of the study indicate that there is a significant influence on the product packaging toward consumer tastes, which has a positive effect of 37.4%. This is can be said that the increase in the product packaging will be followed by an increase in consumer tastes by 37,4%. The effect of packaging on consumer tastes was also conveyed by Roberto et. al. (2010); Mendez et. al. (2011); Enax et al. (2015); Deliya & Parmar (2012); Hoegg & Alba (2011). The intended packaging is a nice and beautiful packaging (as stated by Tafiprios and Arbi, 2015), informative, as well as innovative, current, and creative packaging. The same thing was conveyed by Hoegg

& Alba (2011) who argued that tastes are not only about the taste of the tongue but are also determined by the existence of strong packaging and present a differentiator from other products.

5.4 Effect Product Packaging on the Buying Interest Mediated by Consumer Tastes

The results of this study indicate that effect product packaging on the buying interest mediated by consumer tastes. Previously discussed the effect of packaging on consumer tastes significantly and in the same direction (positive). Based on this, it can be said that in order for packaging to influence buying interest, it is necessary to create consumer tastes, Consumer tastes is a subjective thing. There is a difference in tastes between one consumer and another. The results of this study indicate that there is a significant influence of consumer tastes variables on buying interest, The results of this study are consistent with statements made by Ali and Sohail (2018), as well as Abbasi and Aghaei (2016) which reveal that the variable of consumer tastes is a consumer behavior that has a significant influence to attract consumers' buying interest through product innovation.

5.5 The Effect of Consumer Tastes on Buying Interest

The results of this study indicate that there is a significant influence of consumer tastes variables on buying interest at 44.3%, so it can be said that the increase in consumer tastes will be followed by an increase in buying interest of 44.3%. The results of this study are consistent with statements made by Ali and Sohail (2018), as well as Abbasi and Aghaei (2016) which reveal that the variable of consumer tastes is a consumer behavior that has a significant influence to attract consumers' buying interest through product innovation.

6. SUMMARY, CONCLUSION AND RECOMMENDATION

6.1. Summary of the Study

The product packaging dry foods and beverages that produce by Indonesian MSMEs does not significantly effect on the buying interest. The exhibition for dry foods and beverages that produce by Indonesian MSMEs significantly effect on the buying interest. The product packaging dry foods and beverages that produce by Indonesian MSMEs significantly effect on the consumer tastes. The product packaging dry foods and beverages that produce by Indonesian MSMEs significantly effect on the buying interest through consumer tastes as a mediator. Consumer tastes of dry foods and beverages that produce by Indonesian MSMEs significantly affect to the buying interest.

6.2 Conclusion of the Study

Product packaging dry foods and beverages that produce by Indonesian MSMEs does not significantly effect on the buying interest, because the level of income of respondents in this study requires them to control their expenses so that overall packaging is not a priority choice.

6.3 Recommendation

Suggestions for MSMEs, especially those producing dry food and packaged drinks, need to be chosen in deciding which exhibition to accept, that is product exhibitions which are innovative, current, creative and informative products, and exhibitions that provide interactive spaces

between producers and consumers. Thus, MSMEs don't need to take all the product exhibition offers. MSMEs also need to consider and improve its packaging to improve consumer tastes and increase buying interest. Other than that, to determine product packaging appropriately, it is necessary to pay attention to consumer segmentation and the target market. The target market for consumers with a middle to upper economic level is different from the middle to lower level. Consumers with middle and upper economic levels need elegant product packaging. Conversely, for consumers with lower middle economic levels, the value of product packaging does not need to burden product costs, because the product packaging is not important for them.

Suggestion for academics, the effect of packaging on consumer tastes can only be explained by 13.7%, while the remaining 86.3% is affected by other factors. Thus, it is necessary to do further research using other factors that affect taste related to taste as a mediator so that these factors affect the buying interest.

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