

THE RELATIONSHIP BETWEEN PACKAGING AND BRAND AWARENESS WITH CONSUMER DECISION MAKING AT COSRX IN JAKARTA

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Abstract

This study analyzes the relationship between packaging and brand awareness with consumer decision-making of COSRX in Jakarta. A cross-sectional quantitative survey involved 150 respondents who were purposively selected based on the criteria of having purchased and used COSRX products in Jakarta. The model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4. The saved project configuration used a factor weighting scheme, standardized estimation, a maximum of 3,000 iterations, a stop criterion of 10^{-7} , and bootstrapping of 5,000 subsamples with a two-tailed test, a significance level of 5%, and a BCa percentile confidence interval. The measurement model showed adequate quality, with outer loadings ranging from 0.693–0.827, composite reliability of 0.935–0.937, and AVE of 0.588–0.598. The HTMT value was in the range of 0.638–0.724, thus fulfilling discriminant validity. Packaging is positively and significantly related to consumer decision-making ($\beta = 0.335$; $t = 5.043$; $p < 0.001$), while brand awareness shows a stronger positive relationship ($\beta = 0.473$; $t = 7.210$; $p < 0.001$). Both constructs explain 52.6% of the variation in consumer decision-making ($R^2 = 0.526$; adjusted $R^2 = 0.519$). The findings indicate that packaging and brand awareness are equally relevant in consumer decision-making, with brand awareness having a stronger structural relationship. Due to the cross-sectional design of the study and the use of non-probability sampling, the results are interpreted as structural relationships, not definitive evidence of causality.

Keywords: packaging; brand awareness; consumer decision making; PLS-SEM; SmartPLS; COSRX

INTRODUCTION

Competition in the skincare category confronts consumers with numerous brand alternatives and information before making a choice. In this context, packaging and brand awareness can play a role at different stages of evaluation. Packaging serves as a visual and physical touchpoint that conveys a product's identity, information, function, and perceived quality. Brand awareness relates to consumers' ability to recognize and recall a brand when considering the product category (Aaker, 1991; Keller, 2013).

Packaging not only serves as a product protector but also as a marketing communication tool. Elements such as color, shape, material, size, legibility, and functionality can help consumers differentiate products and form initial evaluations before use (Silayoi & Speece, 2007; Rundh, 2016). In the cosmetics category, Septiyadi and Dirgantara (2021) demonstrated that packaging attributes are related to purchase intention, while Khan et al. (2025) emphasized the relevance of visual aspects and packaging practicality to purchase intention for beauty products.

Brand awareness is a crucial foundation of brand equity because brands that are more easily recognized and remembered are more likely to enter consumers' consideration sets (Aaker, 1991; Keller, 2013). Several studies in the skincare and cosmetics categories in Indonesia have shown that brand awareness is related to purchase intentions and decisions (Pratama et al., 2022; Wulandari et al., 2023; Harifin & Paramita, 2024; Ariany & Wangdra, 2025).

Although research on packaging and brand awareness has been growing, these two constructs are often tested in separate models or alongside multiple other variables. This study places packaging and brand awareness simultaneously within a single structural model to examine their relative relationships with consumer decision-making at COSRX in Jakarta. The study's contribution is contextual and comparative: it examines the consistency of two distinct marketing cues among consumers of a single Korean skincare brand in the Jakarta market.

Based on the description, the study aims to test the relationship between packaging and consumer decision-making at COSRX in Jakarta, test the relationship between brand awareness and consumer decision-making, and compare the relative strength of the two relationships in the PLS-SEM model.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Packaging and Consumer Decision Making

Packaging integrates the functions of protection, information, differentiation, ease of use, and visual communication. Before consumers directly experience a product, packaging can serve as a cue that helps reduce uncertainty and differentiate alternatives. Silayoi and Speece (2007) and Rundh (2016) position packaging as part of marketing communications that can influence consumer evaluations. Based on this foundation, the first hypothesis is formulated as follows: H1: Packaging is positively related to consumer decision-making at COSRX in Jakarta.

Brand Awareness and Consumer Decision Making

Brand awareness encompasses recognition, recall, familiarity, and top-of-mind salience, which make a brand readily available in consumers' memory (Aaker, 1991; Keller, 2013). This mental availability increases the likelihood of a brand being considered when consumers evaluate alternatives. Empirical evidence on skincare and cosmetic products also shows a positive relationship between brand awareness and purchase intentions or decisions (Pratama et al., 2022; Wulandari et al., 2023; Harifin & Paramita, 2024; Ariany & Wangdra, 2025). Based on these arguments, the second hypothesis is formulated as follows: H2: Brand awareness is positively related to consumer decision-making at COSRX in Jakarta.

Conceptual Model

The model places Packaging (X1) and Brand Awareness (X2) as exogenous constructs that are directed at Consumer Decision Making (Y). The direction of the arrow represents the direction of statistical testing in the PLS-SEM model and is not interpreted as definitive evidence of causality.

RESEARCH METHODS

Design, Sample, and Instruments

This study employed a quantitative approach with a cross-sectional survey design. Respondents were selected using non-probability purposive sampling. The instrument's screening criteria required respondents to have purchased COSRX, used COSRX, and resided in Jakarta. The SmartPLS dataset used consisted of 150 cases, 30 indicators, and had no missing values.

The instrument uses a five-category Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The Packaging construct (X1) is measured using 10 indicators adapted from Kotler and Keller (2016) and Silayoi and Speece (2007). Brand Awareness (X2) is measured using 10 indicators referring to Aaker (1991) and Keller (2013). Consumer Decision Making (Y) is measured using 10 indicators covering choice confidence, purchase certainty, recommendations, reviews, repurchase, and primary preference. All indicators are treated as reflective measures in the research model. The reflective specification is maintained because the indicators in the initial model are positioned as manifestations of consumer perceptions of the latent construct and are expected to move in the same direction. This decision follows the specifications of the previously constructed research model. However, the heterogeneity of the content of several indicators, especially in Packaging and Consumer Decision Making, is still recognized as a limitation of content validity and is discussed in the limitations section of the study.

Table 1. Operationalization of constructs

Construct	Indicator	Amount	Foundation
Packaging (X1)	Design, color, size, information, material, shape, protection, attractiveness, premium feel, usability	10	Kotler & Keller (2016); Silayoi & Speece (2007)
Brand Awareness (X2)	Recognition, recall, familiarity, top of mind, characteristic/variant knowledge, brand differentiation	10	Aaker (1991); Keller (2013)
Consumer Decision Making (Y)	Choice confidence, evaluation fidelity, recommendation, review, repurchase, preference, first choice	10	Adaptation of research instruments in the COSRX context

SmartPLS Analysis Procedure

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 (Ringle et al., 2024). Based on the research project settings file, the algorithm used a factor weighting scheme, standardized results, a maximum of 3,000 iterations, and a stop criterion of 10^{-7} . All initial outer weights were +1. Significance testing used bootstrapping of 5,000 subsamples, a two-tailed test, a 5% significance level, a BCa percentile confidence interval, and a fixed seed. Evaluation of the measurement model was conducted through outer loading, Cronbach's alpha, composite reliability (ρ_C), average variance extracted (AVE), and heterotrait-monotrait ratio (HTMT). An outer loading of around 0.708 or more is ideal, a composite reliability of 0.70 or more indicates adequate internal consistency, an AVE of at least 0.50 supports convergent validity, and an HTMT below 0.85 is used as a conservative limit for discriminant validity (Hair et al., 2019; Henseler et al., 2015; Becker et al., 2023).

The structural model was evaluated using inner VIF, standardized path coefficient (β), t-statistic, p-value, R^2 , adjusted R^2 , and effect size f^2 . The f^2 value was calculated through reduced-model re-estimation using the same factor weighting configuration. Because the study used a cross-sectional design, path coefficients are interpreted as structural relationships within the model, not as evidence of experimental causality. To complete the reporting of estimation uncertainty, 95% confidence intervals of the path coefficients were re-examined through bootstrap re-estimation of BCa with 5,000 subsamples on the same dataset and factor weighting specifications with a fixed seed of 2026. This examination was used as an additional reproducibility test and does not replace the path coefficients and SmartPLS t-statistics documented in the study.

RESULTS AND DISCUSSION

Sample Characteristics

The SmartPLS dataset contains 150 respondents with no missing values. Based on the characteristics summary in the research manuscript, the largest categories are female (119 respondents (79.3%)), aged 20–25 years (85 respondents (56.7%)), students (70 respondents (46.7%)), and purchasing frequency 3–4 times in six months (66 respondents (44.0%)). Demographic variables are not included in the exported SmartPLS data file, so the profiles are treated as sample descriptions from the research summary and are not used in the PLS-SEM model estimation.

Table 2. Dominant characteristics of respondents

Characteristics	Dominant category	Frequency	Percentage
Gender	Woman	119	79.3%
Age	20–25 years	85	56.7%
Work	Students	70	46.7%
Purchase frequency (6 months)	3–4 times	66	44.0%

Evaluation of Measurement Model

The outer loadings of all indicators range from 0.693 to 0.827. All indicators are very close to or above 0.70; Y.1 has a loading of 0.693 and is retained because it is close to the reference value and the construct as a whole meets reliability and AVE. These results indicate that the indicators have an adequate relationship with their respective constructs.

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Table 3. Outer loading of the measurement model

Indicator	Outer loading	Indicator	Outer loading
X1.1	0.787	X1.2	0.793
X1.3	0.786	X1.4	0.808
X1.5	0.703	X1.6	0.750
X1.7	0.735	X1.8	0.810
X1.9	0.815	X1.10	0.737
X2.1	0.757	X2.2	0.748
X2.3	0.789	X2.4	0.784
X2.5	0.798	X2.6	0.801
X2.7	0.754	X2.8	0.779
X2.9	0.707	X2.10	0.750
Y.1	0.693	Y.2	0.827
Y.3	0.798	Y.4	0.779
Y.5	0.787	Y.6	0.762
Y.7	0.742	Y.8	0.774
Y.9	0.785	Y.10	0.747

Table 4. Reliability and convergent validity

Construct	Cronbach's alpha	rho_C	AVE	Decision
Packaging	0.925	0.937	0.598	Fulfil
Brand Awareness	0.922	0.935	0.588	Fulfil
Consumer Decision Making	0.924	0.936	0.593	Fulfil

Cronbach's alpha values ranged from 0.922 to 0.925, composite reliability from 0.935 to 0.937, and AVE from 0.588 to 0.598. Thus, all three constructs met the criteria for internal consistency and convergent validity.

Table 5. Discriminant validity based on HTMT

Construct pair	HTMT	Decision
Packaging – Brand Awareness	0.638	Meets (<0.85)
Packaging – Consumer Decision Making	0.659	Meets (<0.85)
Brand Awareness – Consumer Decision Making	0.724	Meets (<0.85)

The HTMT values ranged from 0.638 to 0.724. All values were below 0.85, thus supporting discriminant validity between constructs.

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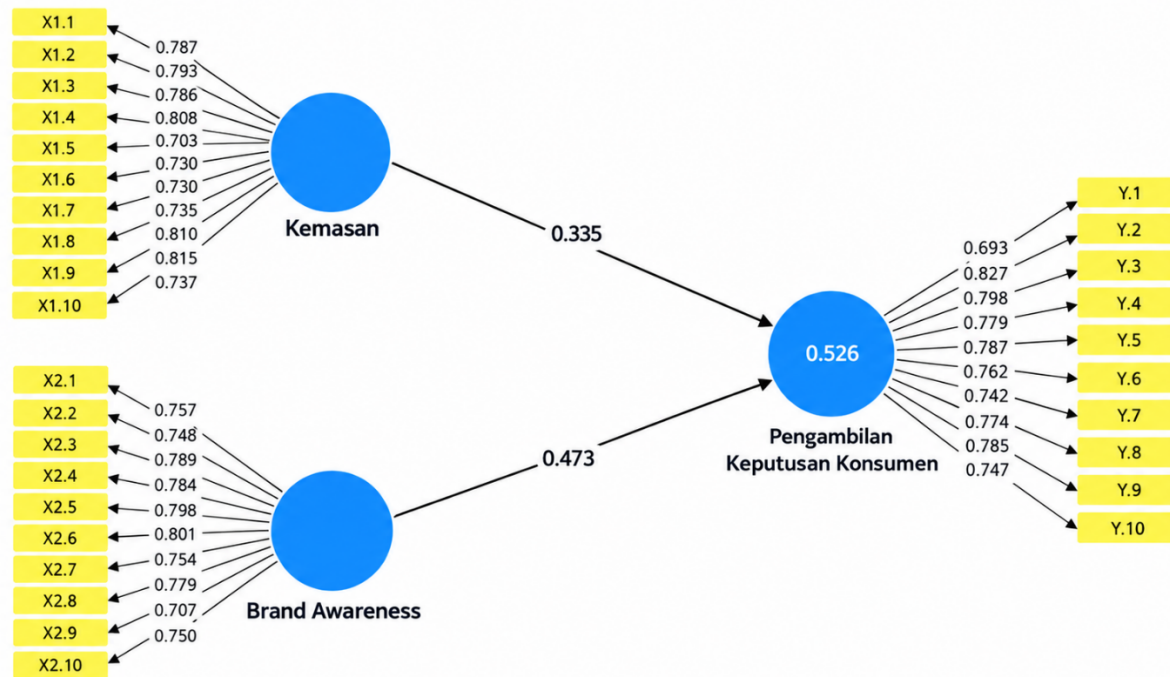


Figure 1. PLS-SEM model resulting from the PLS Algorithm.

Source: Reconstructed from the SmartPLS research project's dataset and configuration; outer loadings and path coefficients are consistent with the final model. Image is not a native export of the application.

Structural Model Evaluation

The inner VIF for both exogenous constructs is 1.550. This value is below the thresholds of 3 and 5, indicating no indication of collinearity affecting the structural path estimation. The model explains 52.6% of the variation in Consumer Decision Making ($R^2 = 0.526$; adjusted $R^2 = 0.519$).

Packaging shows a positive and significant relationship with Consumer Decision Making ($\beta = 0.335$; $t = 5.043$; $p < 0.001$; 95% BCa CI [0.209; 0.468]), so H1 is supported. Brand Awareness also shows a positive and significant relationship ($\beta = 0.473$; $t = 7.210$; $p < 0.001$; 95% BCa CI [0.331; 0.589]), so H2 is supported. The coefficient of Brand Awareness is greater than that of Packaging, indicating a relatively stronger structural relationship in the tested sample. Both confidence intervals do not cross zero, so the positive direction of both relationships is consistent with the results of the significance test.

The effect size of Packaging is $f^2 = 0.152$, while Brand Awareness is $f^2 = 0.302$. Referring to Cohen (1988), both are in the medium effect range, with Brand Awareness providing a relatively larger contribution to R^2 of Consumer Decision Making.

Table 6. Results of structural model testing

H	Connection	β	t	p	95% BCa CI	f^2	VIF	Decision
H1	Packaging → Consumer Decision Making	0.335	5,043	<0.001	[0.209; 0.468]	0.152	1,550	Supported
H2	Brand Awareness → Consumer Decision Making	0.473	7,210	<0.001	[0.331; 0.589]	0.302	1,550	Supported

Note: The 95% confidence intervals for BCa represent an additional reproducibility check using 5,000 subsamples of the dataset and the same factor weighting specification (fixed seed 2026). Path coefficients and t-statistics follow the SmartPLS results documented in the study.

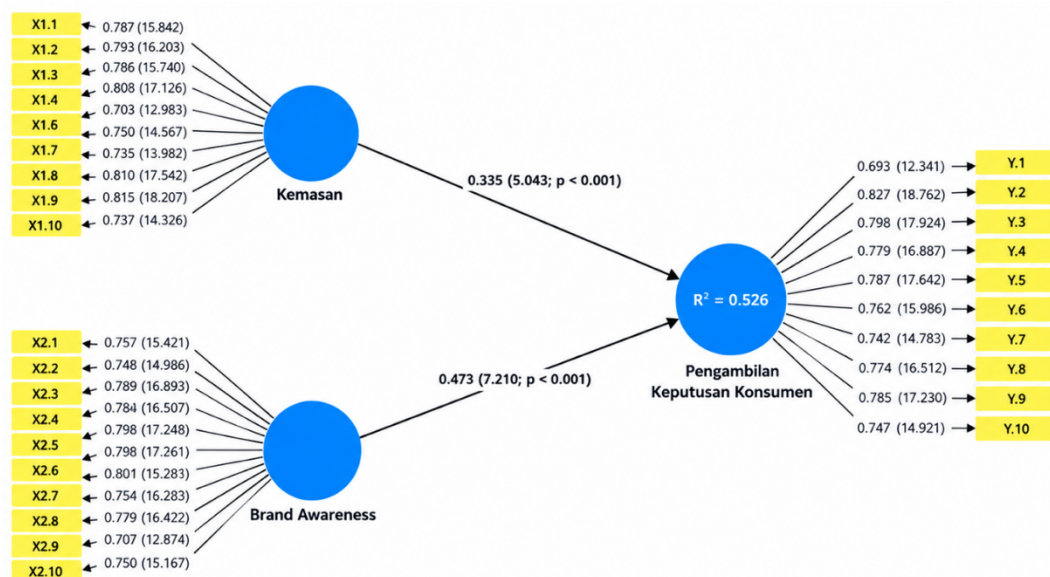


Figure 2. PLS-SEM structural model resulting from bootstrapping.

SmartPLS configuration: 5,000 subsamples, two-tailed, $\alpha = 0.05$, BCa percentile, fixed seed. The 95% CIs in the figure are from additional reproducibility checks with the same model specifications.

Discussion

The results support H1, which states that packaging has a positive and significant relationship with consumer decision-making at COSRX in Jakarta. This finding reinforces the view that packaging can act as a communication medium when consumers evaluate products. Design, information legibility, material, protection, and visual impression are part of the evaluative experience before and during consumer choice. This finding aligns with Silayoi and Speece (2007), Rundh (2016), and research in the cosmetics category that demonstrates the relevance of packaging attributes to consumer responses (Septiyadi & Dirgantara, 2021; Khan et al., 2025).

H2 is also supported. Brand awareness has a higher path coefficient than packaging. Theoretically, these results are consistent with Aaker (1991) and Keller (2013): recognition, recall, familiarity, and top-of-mind salience increase the likelihood of a brand entering the consideration set. In a skincare market with numerous alternatives, brand availability in memory can strengthen consumer confidence when making a choice. These results are also in line with Indonesian studies that show the relevance of brand awareness to the intention or decision to purchase skincare and cosmetic products (Pratama et al., 2022; Wulandari et al., 2023; Harifin & Paramita, 2024; Ariany & Wangdra, 2025).

Simultaneously, Packaging and Brand Awareness explain 52.6% of the variation in Consumer Decision Making. This figure indicates a moderate explanatory power of the model in the research sample, but does not mean that the remaining variation can be automatically attributed to certain unmeasured variables. Brand Awareness has a larger β and F^2 than Packaging, so in this model, Brand Awareness is a construct with a relatively stronger structural contribution.

Managerially, the results indicate that brand communication strategy and packaging quality should be treated as complementary elements. Strengthening recognition cues, brand identity consistency, and brand recall can be prioritized, while packaging still needs to be informative, functional, and easily recognized. Because the study used a cross-sectional design, these recommendations should not be interpreted as evidence that a particular intervention will necessarily lead to increased purchasing decisions.

CONCLUSION

The study shows that Packaging and Brand Awareness are positively and significantly related to Consumer Decision Making at COSRX in Jakarta. Packaging has a path coefficient of $\beta = 0.335$ ($t = 5.043$; $p < 0.001$; 95% BCa CI [0.209; 0.468]), while Brand Awareness has $\beta = 0.473$ ($t = 7.210$; $p < 0.001$; 95% BCa CI [0.331; 0.589]). The model explains 52.6% of the variation in Consumer Decision Making ($R^2 = 0.526$), and Brand Awareness shows a relatively stronger structural relationship. The measurement model meets the criteria of reliability, convergent validity, and discriminant validity based on Cronbach's alpha, composite reliability, AVE, and HTMT.

LIMITATIONS AND RESEARCH AGENDA

The study has several limitations. First, purposive sampling limits statistical generalizability to all COSRX consumers in Jakarta. Second, the cross-sectional design cannot ensure temporal sequence, so structural relationships do not prove causality. Third, all constructs were measured using self-report questionnaires, so common-method bias remains possible. Fourth, several Consumer Decision-Making indicators include recommendations, reviews, and repurchase; future research should separate purchase decisions from post-purchase constructs such as satisfaction, word-of-mouth, and repurchase intention. Fifth, several Brand Awareness indicators also include promotional exposure and product knowledge, so content validity improvements are needed in subsequent replications.

Future research could use probability sampling, expand the research area, test the model on independent samples, and employ longitudinal or experimental designs. Testing other constructs such as perceived value, product quality, price, brand trust, and e-WOM could also help explain variations in consumer decisions not yet accounted for by the current model.

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