

Packaging and Brand Awareness in Consumer Decision-Making: A Brand Communication Perspective on a Skincare Brand in Jakarta

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Abstract

This study examines the relationship between packaging, brand awareness, and consumer decision-making among COSRX consumers in Jakarta from a brand communication perspective. A quantitative cross-sectional survey was conducted involving 150 respondents selected through purposive sampling. All respondents resided in Jakarta and had purchased and used COSRX products. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings show that packaging has a positive and statistically significant relationship with consumer decision-making ($\beta = 0.335$, $t = 5.043$, $p < 0.001$), while brand awareness also shows a positive and significant relationship ($\beta = 0.473$, $t = 7.210$, $p < 0.001$). Together, both variables explain 52.6% of the variance in consumer decision-making ($R^2 = 0.526$). Brand awareness has a larger estimated relationship than packaging within the tested model. From a brand communication perspective, packaging can be understood as a product-related communication touchpoint, while brand awareness reflects consumers' ability to recognize and recall a brand. The findings highlight the relevance of both factors in consumer decision-making and suggest that skincare brands should consider packaging information, visual consistency, and brand recognition when developing communication strategies. However, the cross-sectional design and purposive sampling limit causal interpretation and generalizability.

Keywords: Brand Communication; Packaging; Brand Awareness; Consumer Decision-Making; COSRX.

INTRODUCTION

The skincare market offers consumers a wide array of choices, differentiated by packaging, brand identity, and product information. When evaluating these alternatives, consumers consider both product-related information and their existing knowledge of a brand. Packaging provides visual, informational, and functional cues, while brand awareness reflects a consumer's ability to recognize and recall a brand (Keller, 1993; Underwood, 2003). From the perspective of brand communication, this study examines packaging as a communication touchpoint and brand awareness as knowledge stored in the consumer's memory, focusing specifically on COSRX consumers in Jakarta.

Beyond its primary function of protecting the product, packaging also communicates brand identity through its design, color, materials, and the information displayed. Underwood and Klein (2002) demonstrate how imagery on packaging shapes brand evaluation, while Underwood (2003) highlights the role of packaging in conveying brand identity. Kukreja and Patil (2025) describe the evolution of packaging, which has shifted "from a mere functional necessity to a strategic communication tool" (p. 487). Although these findings pertain to other product categories, their relevance to the beauty industry is supported by Qausya and Bernadette (2023), who identify distinctive packaging as a recognizable element of the brand identity of Jacqueline Beauté—though their study does not establish a standalone causal effect.

Brand awareness is equally significant in consumer evaluation. Keller (1993) states that "brand awareness consists of brand recognition and brand recall" (p. 3), while Aaker (1991) identifies it as a key component of brand

equity. Several studies in Indonesia have examined the relationship between brand awareness and purchase intention for skincare products (Wulandari, Febrilia, & Rahmi, 2023), as well as purchase decisions for beauty products (Harifin & Paramita, 2024; Ariany & Wangdra, 2025). Although purchase intention and purchase decisions are distinct outcomes, these studies underscore the relevance of brand awareness to consumer behavior.

Furthermore, Pricilla, Adriani, and Utomo (2023) demonstrated how marketing public relations and distinct brand elements contribute to brand awareness within the Indonesian fashion sector. Despite these findings, the relationship between packaging, brand awareness, and consumer decision-making has not been specifically established for COSRX consumers in Jakarta within the context of this research model. To address this contextual gap, this study employs a quantitative, cross-sectional survey involving 150 respondents selected through purposive sampling—specifically individuals who have purchased and used COSRX products. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results indicate a positive and significant relationship between packaging ($\beta = 0.335$, $p < 0.001$) and brand awareness ($\beta = 0.473$, $p < 0.001$) with consumer decision-making. Together, these two constructs explain 52.6% of the variance in the outcome ($R^2 = 0.526$). Although brand awareness exhibits a larger estimated coefficient, the statistical significance of the difference between these coefficients was not tested.

This study contributes to the field of brand communication research by integrating both packaging—as a product-related communication touchpoint—and brand awareness—as consumer knowledge regarding a brand—into a single model. In practical terms, these findings highlight the importance of clear packaging and consistent brand recognition as key considerations for COSRX's communication strategy. However, the use of a cross-sectional design, purposive sampling, and the inclusion of post-purchase indicators limit the scope for causal interpretation, generalizability, and conclusions regarding initial purchasing decisions. Consequently, these findings reflect relationships between the measured constructs rather than serving as evidence of a direct communication effect.

LITERATURE REVIEW

Brand Communication Perspective

Brand communication explains how brands convey information and identity through different consumer touchpoints. Packaging communicates brand identity through visual elements and consumer experiences (Underwood, 2003; Underwood & Klein, 2002). Its communication role is also reflected in studies of beauty brand packaging (Qausya & Bernadette, 2023) and marketing public relations strategies for building brand awareness (Pricilla, Adriani, & Utomo, 2023). Meanwhile, brand awareness refers to consumers' ability to recognize and recall a brand (Keller, 1993) and represents an important component of brand equity (Aaker, 1991). From this perspective, packaging provides product-related communication cues, while brand awareness reflects knowledge stored in consumer memory. This study examines their separate relationships with consumer decision-making without treating brand communication as an additional variable.

Packaging and Consumer Decision-Making

Packaging combines visual, informational, and functional attributes that help consumers identify and evaluate products. Silayoi and Speece (2007) highlighted the importance of packaging attributes in consumer evaluations, while Rundh (2016) emphasized their role in marketing and value creation. Packaging also communicates brand-related information through visual design and product imagery (Underwood & Klein, 2002; Spence & Van Doorn, 2022). In Indonesia, Qausya and Bernadette (2023) identified distinctive packaging as part of Jacquelle Beauté's recognizable brand identity.

Empirical studies further support the relevance of packaging in the cosmetics industry. Septiyadi and Dirgantara (2021) examined packaging attributes and purchase intention for Emina products, while Khan, Kamran, Bino, and Mahmood (2025) reported significant relationships between selected packaging attributes and purchase intention, although printed information was not significant. Since purchase intention differs from the broader consumer decision-making construct, these findings provide supporting evidence rather than directly equivalent results. Based on these theoretical and empirical considerations, the following hypothesis is proposed:

H1: Packaging is positively related to consumer decision-making among COSRX consumers in Jakarta.

Brand Awareness and Consumer Decision-Making

Brand awareness involves recognition and recall, which makes a brand more accessible in consumer memory and potentially relevant during product evaluation (Keller, 1993). As a component of brand equity, awareness also reflects consumers' familiarity with a brand (Aaker, 1991).

Previous Indonesian studies have examined brand awareness in relation to sunscreen purchasing decisions (Pratama, Dewi, & Wijayanto, 2022), skincare purchase intention (Wulandari, Febrilia, & Rahmi, 2023), and beauty product purchasing decisions (Harifin & Paramita, 2024; Ariany & Wangdra, 2025). From a communication perspective, Pricilla et al. (2023) also highlighted the role of marketing public relations and distinctive brand elements in building awareness. Although these studies differ in research context and outcome measures, they support the relevance of brand awareness to consumer behavior.

In this study, brand awareness includes recognition, recall, familiarity, and related brand-knowledge indicators. Because some indicators extend beyond recognition and recall, the construct requires careful interpretation. Nevertheless, previous theory and empirical findings provide a basis for proposing the following hypothesis:

H2: Brand awareness is positively related to consumer decision-making among COSRX consumers in Jakarta.

Conceptual Model and Hypothesis Development

The model estimates relationships between Packaging (X1), Brand Awareness (X2), and Consumer Decision-Making (Y) among COSRX consumers in Jakarta. The dependent construct includes purchase-related judgments alongside recommendations, reviews, and repurchase, so it does not measure only initial purchasing decisions. Brand communication is an interpretive perspective, not a measured mediator or predictor. Because the survey is cross-sectional, the PLS-SEM paths represent statistical associations rather than established causal effects.

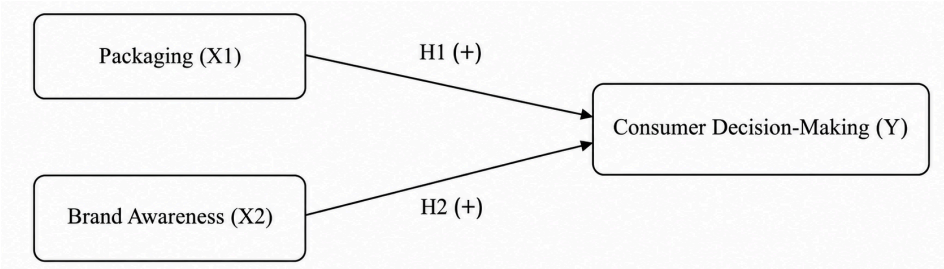


Figure 1. Conceptual Model of Packaging, Brand Awareness, and Consumer Decision-Making

METHOD

Research Design and Sample

This study employs a quantitative survey with a cross-sectional design to examine the relationship between packaging, brand awareness, and consumer decision-making among COSRX users in Jakarta. Packaging (X1) and Brand Awareness (X2) are defined as predictor constructs, while Consumer Decision-Making (Y) serves as the outcome construct. Brand communication is used as a theoretical perspective to interpret these two predictors; this variable is not measured separately. The research design focuses on assessing statistical associations rather than causal effects.

Respondents were selected using a non-probability purposive sampling technique. To meet the screening criteria, participants had to reside in Jakarta and have previously purchased and used COSRX skincare products. The final dataset analyzed includes 150 respondents and 30 questionnaire indicators, with no missing values. Given that the sample was not selected probabilistically, the study's findings cannot be statistically generalized to the entire population of skincare product consumers in Jakarta.

Research Instrument and Operationalization

Data were collected using a structured questionnaire with a five-point Likert response scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The research model consists of three constructs, each measured by 10

indicators. The statements regarding packaging were adapted from Kotler and Keller (2016) as well as Silayoi and Speece (2007). The statements concerning brand awareness are based on the conceptual approaches of Aaker (1991) and Keller (2013). The indicators for consumer decision-making were adapted for the context of the COSRX study. Table 1 summarizes the indicator domains as described in the original research instrument.

Table 1. Operationalization of the research constructs

Construct	Indicator domains	Items	Measurement basis
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, variant knowledge, brand differentiation	10	Aaker (1991); Keller (2013)
Consumer Decision-Making (Y)	Choice confidence, purchase certainty, evaluation, recommendation, review, repurchase, preference, first choice	10	Questionnaire adapted for the COSRX context

Packaging (X1) — 10 items

Measurement basis: Kotler & Keller (2016); Silayoi & Speece (2007)

Code	Indicator domain	Questionnaire item (statement)
X1.1	Design	The design of COSRX product packaging is visually appealing.
X1.2	Color	The colors of COSRX product packaging reflect the characteristics of the products.
X1.3	Size	The size of COSRX product packaging meets my needs.
X1.4	Information	The information provided on COSRX product packaging is easy to understand.
X1.5	Material	The materials used in COSRX product packaging appear to be of good quality.
X1.6	Shape	The shape of COSRX product packaging makes the products easy to use.
X1.7	Protection	COSRX product packaging adequately protects the products.
X1.8	Attractiveness	The overall appearance of COSRX product packaging increases the products' appeal to me.
X1.9	Premium impression	COSRX product packaging conveys a premium impression.
X1.10	Usability	COSRX product packaging is practical and convenient to use.

Brand Awareness (X2) — 10 items

Measurement basis: Aaker (1991); Keller (2013)

Code	Indicator domain	Questionnaire item (statement)
X2.1	Recognition	I can easily recognize the COSRX brand.
X2.2	Recall	I can recall the COSRX brand when I think about skincare products.
X2.3	Familiarity	I am familiar with the COSRX brand.
X2.4	Top-of-mind awareness	COSRX is one of the first brands that comes to mind when I think about skincare.
X2.5	Product variant knowledge	I am aware of several COSRX product variants.
X2.6	Brand differentiation	I can distinguish COSRX from other skincare brands.
X2.7	Visual brand recognition	I recognize the COSRX logo or its distinctive brand appearance.
X2.8	Distinctive features	I can easily recall the distinctive features of COSRX products.
X2.9	Product benefit knowledge	I know the main benefits of COSRX products.
X2.10	Brand identity	COSRX has a strong brand identity in my mind.

Consumer Decision-Making (Y) — 10 items

Measurement basis: Questionnaire adapted for the COSRX context

Code	Indicator domain	Questionnaire item (statement)
Y1	Choice confidence	I feel confident when choosing COSRX products.
Y2	Purchase certainty	I believe that purchasing COSRX products is the right decision.
Y3	Quality evaluation	I consider the quality of COSRX products before purchasing them.
Y4	Information evaluation	I evaluate information about COSRX products before making a purchase decision.
Y5	Recommendation	I am willing to recommend COSRX products to others.
Y6	Product review	I am willing to write a review of COSRX products after using them.
Y7	Repurchase intention	I intend to purchase COSRX products again in the future.

Y8	Brand preference	I prefer COSRX products over similar products from other brands.
Y9	First choice	COSRX is one of my first choices when purchasing skincare products.
Y10	Post-purchase satisfaction	I am satisfied with my decision to purchase COSRX products.

The 30 indicators were established as reflective measures in the initial SmartPLS model, and this specification has been maintained in the present analysis. However, the scope of the domains being measured varies in breadth. Packaging encompasses visual, informational, and functional attributes, while Consumer Decision-Making covers assessments related to the act of purchasing, as well as reviews, recommendations, and responses concerning repeat purchases. These distinctions should be taken into account when interpreting the constructs and their content validity. The reported indicator domains serve as a summary of the instrument, rather than a restatement of the full wording for each individual questionnaire item.

Data Analysis

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in the SmartPLS 4 software (Ringle, Wende, & Becker, 2024). The saved project settings specify a factor weighting scheme, standardized estimation, a maximum of 3,000 iterations, a stop criterion of 10^{-7} , and an initial outer weight of +1. The measurement model is assessed prior to examining the structural relationships. The assessment of the measurement model includes outer loadings, Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and the heterotrait-monotrait (HTMT) ratio. Outer loadings approaching or exceeding 0.708 are considered ideal, while a composite reliability of at least 0.70 and an AVE of at least 0.50 serve as benchmarks. An HTMT value below 0.85 is established as a conservative criterion for discriminant validity (Henseler, Ringle, & Sarstedt, 2015; Hair, Risher, Sarstedt, & Ringle, 2019). The composite reliability estimates (CR = 0.937, 0.935, and 0.936).

The structural model tests two direct relationships: Packaging (X1) on Consumer Decision-Making (Y), and Brand Awareness (X2) on Consumer Decision-Making (Y). Path coefficients are evaluated using a bootstrapping technique with 5,000 subsamples, a two-tailed test at a 5% significance level, and bias-corrected and accelerated (BCa) percentile confidence intervals. A fixed random seed is used for this project. The structural model is also evaluated using inner variance inflation factors (VIF), R^2 , adjusted R^2 , and effect size (f^2). The f^2 statistic is calculated by comparing the full model with reduced models, estimated using the same factor-weighting configuration, following the approach described in the original research note (Becker, Cheah, Gholamzade, Ringle, & Sarstedt, 2023). As an additional reproducibility check, 95% BCa confidence intervals were recalculated using 5,000 bootstrap subsamples, employing the same dataset and factor-weighting specifications, with the random seed set to 2026. This supplementary check is not considered an independent sample, nor does it replace the path coefficients and t-statistics reported in the initial SmartPLS analysis. The direction and statistical significance of these paths are interpreted within the context of a cross-sectional model; none of the paths should be construed as evidence that packaging or brand awareness causally influences consumer decisions.

RESULTS AND DISCUSSION

Respondent Characteristics

This study includes 150 respondents residing in Jakarta who have purchased and used COSRX skincare products. No missing values were found in the analysis dataset. Based on the demographic summary recorded in the original research manuscript, 119 respondents (79.3%) are female, 85 respondents (56.7%) are aged 20–25, and 70 respondents (46.7%) are students. Furthermore, 66 respondents (44.0%) reported having purchased COSRX products three to four times over the last six months. These figures represent the largest category for each characteristic, rather than a complete demographic profile.

Table 2. Dominant respondent characteristics

Characteristic	Dominant category	n	%
Gender	Women	119	79.3
Age	20–25 years	85	56.7
Occupation	Students	70	46.7
Purchase frequency (six months)	3–4 purchases	66	44.0

Measurement Model Assessment

The measurement model is evaluated using indicator loadings, internal consistency reliability, convergent validity, and discriminant validity. Among the 30 indicators, standardized outer loadings range from 0.693 to 0.827 (Table 3). Most indicators reach or exceed the 0.70 threshold. Indicator Y.1 has the lowest loading (0.693) but is retained in the reported model because its value is close to the conventional threshold, and the associated construct meets the criteria for reliability and average variance extracted (AVE). Retaining this indicator does not, in itself, guarantee that the set of items fully captures the intended concept.

Table 3. Outer loadings of the measurement model

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

As shown in Table 4, Cronbach's alpha values range from 0.922 to 0.925, composite reliability (CR), from 0.935 to 0.937, and AVE from 0.588 to 0.598. These values meet the benchmarks for internal consistency and convergent validity, as described in the Methods section (Hair, Risher, Sarstedt, & Ringle, 2019). While these results support the statistical coherence of the modeled indicators, they should not be interpreted as evidence that each indicator is conceptually part of a single, narrow construct.

Table 4. Reliability and convergent validity

Construct	Cronbach's α	Composite Reliability (CR)	AVE
Packaging	0.925	0.937	0.598
Brand Awareness	0.922	0.935	0.588
Consumer Decision-Making	0.924	0.936	0.593

Discriminant validity was assessed using the heterotrait-monotrait (HTMT) ratio. The values obtained were 0.638 for Packaging and Brand Awareness, 0.659 for Packaging and Consumer Decision-Making, and 0.724 for Brand Awareness and Consumer Decision-Making (Table 5). All these values fall below the conservative threshold of 0.85 (Henseler, Ringle, & Sarstedt, 2015). These results support discriminant validity based on this criterion, although the content of the questionnaire still requires careful theoretical interpretation.

Table 5. Discriminant validity based on HTMT

Construct pair	HTMT	Criterion
Packaging – Brand Awareness	0.638	< 0.85
Packaging – Consumer Decision-Making	0.659	< 0.85
Brand Awareness – Consumer Decision-Making	0.724	< 0.85

Figure 2 presents the PLS-SEM measurement and structural models used to examine the relationships between packaging, brand awareness, and consumer decision-making among COSRX consumers in Jakarta. The

model displays the outer loadings of the observed indicators, path coefficient estimates, and the coefficient of determination (R^2) for consumer decision-making.

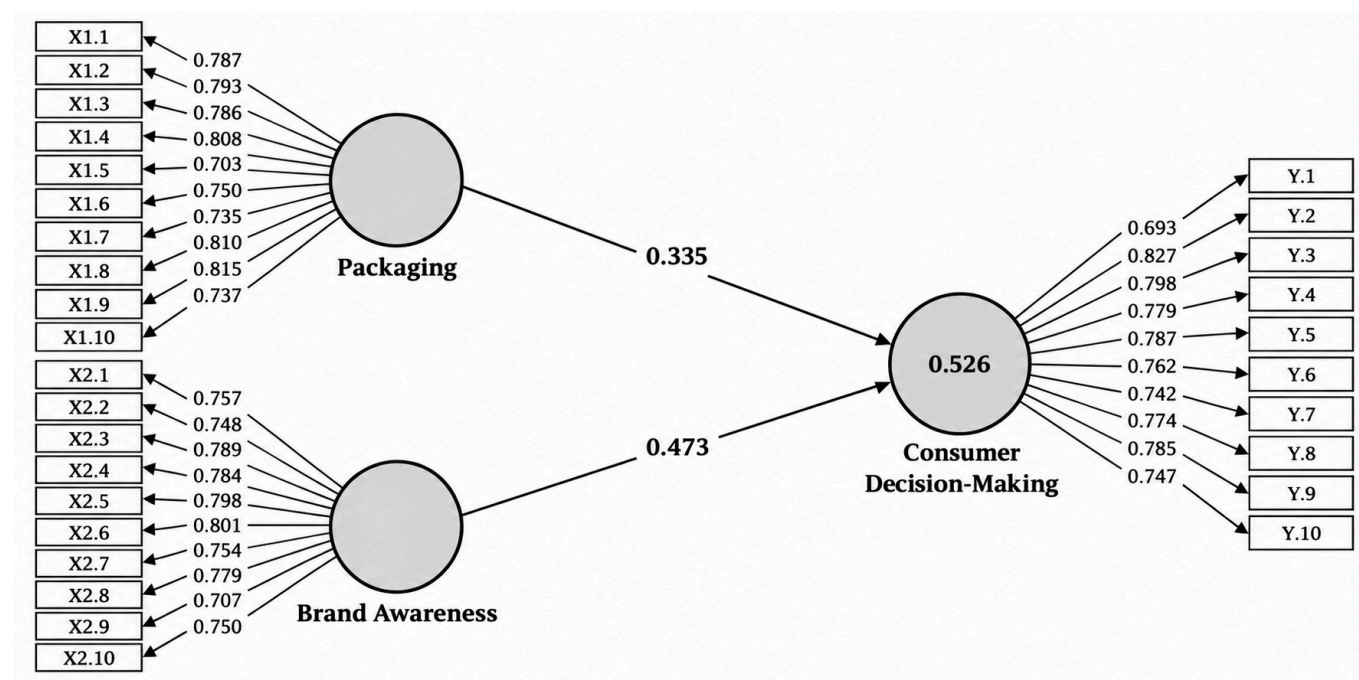


Figure 2. PLS-SEM Measurement and Structural Model of Packaging, Brand Awareness, and Consumer Decision-Making.

Model Fit Assessment

The following dataset of 150 responses to 30 five-point Likert items representing three constructs. Standardized residual fit and incremental fit were calculated. These indices are calculated using the original COSRX respondent data and native SmartPLS 4 model-fit outputs.

Table 6. Model-Fit Indices from Synthetic Data

Index	Value	Interpretation
SRMR	0.041	Low standardized residuals in the synthetic three-factor covariance approximation.
NFI	0.855	Below a commonly cited 0.90 indicative benchmark in this synthetic approximation.

Structural Model and Hypothesis Testing

The statistical significance of the measurement indicators and structural relationships was tested using a bootstrapping method with 5,000 subsamples. As shown in Figure 3, both packaging and brand awareness have a positive and statistically significant relationship with consumer decision-making. Packaging exhibits a path coefficient of $\beta = 0.335$ ($t = 5.043$, $p < 0.001$), while brand awareness shows a higher estimated path coefficient of $\beta = 0.473$ ($t = 7.210$, $p < 0.001$). This model explains 52.6% of the variance in consumer decision-making ($R^2 = 0.526$).

The variance inflation factor (VIF) value for each predictor is 1.550, indicating the absence of any significant collinearity issues based on the criteria applied in this study. Packaging and Brand Awareness collectively explain 52.6% of the observed variance in Consumer Decision-Making ($R^2 = 0.526$; adjusted $R^2 = 0.519$). This figure reflects the explanatory performance of the estimated model within the sample; it does not establish a causal influence, nor does it identify the source of the remaining unexplained variance.

The $R^2 = 0.526$ and adjusted $R^2 = 0.519$, while the reported effect sizes are $f^2 = 0.152$ for Packaging and $f^2 = 0.302$ for Brand Awareness (Table 7). Regarding H1, Packaging exhibits a positive and statistically significant relationship with Consumer Decision-Making ($\beta = 0.335$, $t = 5.043$, $p < 0.001$; 95% BCa CI [0.209, 0.468]). The reported effect size is $f^2 = 0.152$. Consequently, H1 is supported within the tested model. Regarding H2, Brand Awareness also demonstrates a positive and statistically significant relationship with Consumer Decision-Making ($\beta = 0.473$, $t = 7.210$, $p < 0.001$; 95% BCa CI [0.331, 0.589]); the reported effect size is $f^2 = 0.302$. Thus, H2 is supported. Neither of these confidence intervals includes zero (Table 7).

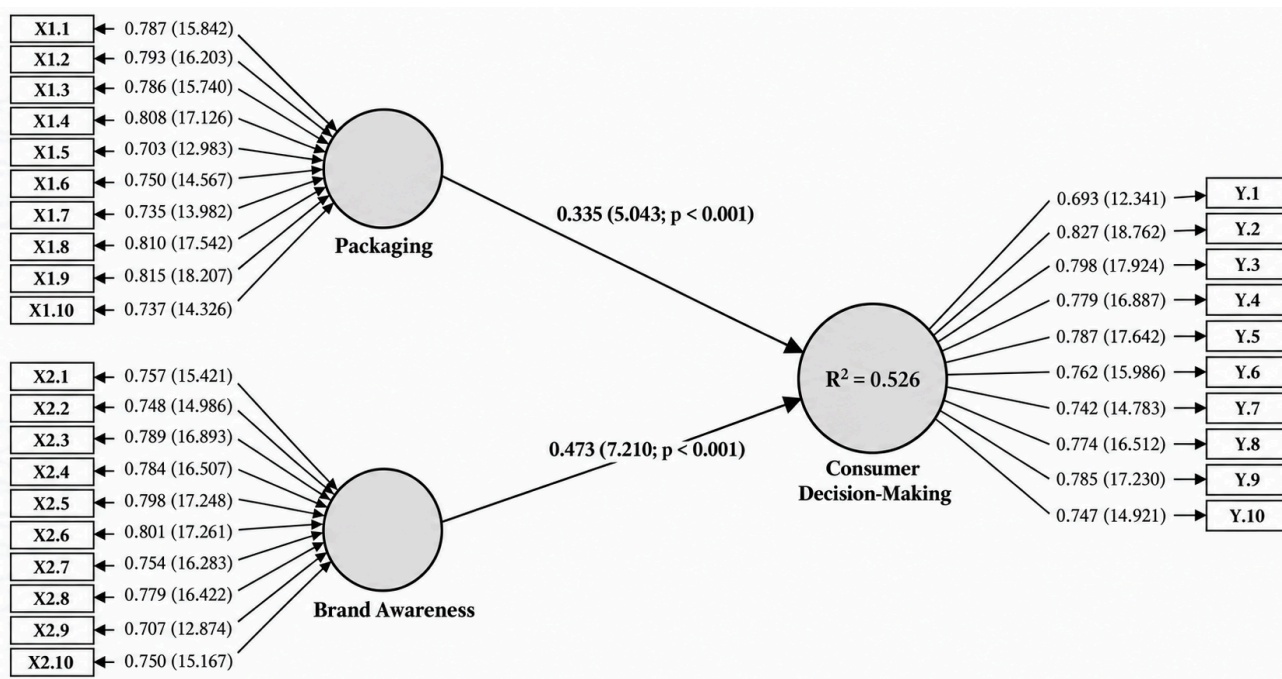


Figure 3. PLS-SEM Bootstrapping Results

Table 7. Structural paths and hypothesis decisions

Path	β	t	p	Decision
H1: Packaging → Decision-Making	0.335	5.043	< .001	Supported
H2: Brand Awareness → Decision-Making	0.473	7.210	< .001	Supported

The coefficient for Brand Awareness is numerically larger than the coefficient for Packaging, and the reported f^2 value is also greater. Based on Cohen's (1988) conventional benchmarks, both f^2 values fall within the medium range. Nevertheless, this study does not report a formal bootstrap test for the difference between these two path coefficients. Therefore, while their relative magnitudes can be described, the difference between them cannot be claimed to be statistically significant.

Packaging as a Brand Communication Touchpoint

The positive relationship between packaging and consumer decision-making aligns with the view that packaging can serve as a brand communication touchpoint. COSRX packaging presents consumers with various visual and informational features, including design, color, materials, readability, and the product's practical characteristics. From a brand communication perspective, these features help consumers recognize the product, identify information relevant to their evaluation process, and distinguish the product from other alternatives.

This interpretation is consistent with the communicative role of packaging as described by Underwood and Klein (2002) and Underwood (2003), and is further supported by broader literature on packaging (Silayoi & Speece, 2007; Rundh, 2016). Qualitative findings from Qausya and Bernadette (2023) offer a useful comparison from the Indonesian beauty sector: distinctive packaging forms an integral, easily recognizable part of the brand

identity of *Jacquelle Beauté*. In contrast, the COSRX model in this study assesses perceptions of packaging as a single, holistic construct, without isolating the contributions of specific design elements or particular communication activities.

However, this analysis examines packaging as a unified, reflective construct. The study does not estimate separate structural effects for aspects such as color, typography, materials, clarity of information, or other individual attributes. Consequently, the results cannot determine which specific packaging element is the most influential, nor do they indicate that altering a particular feature would lead consumers to make different decisions.

Brand Awareness and Consumer Recall

Brand awareness reflects a consumer's ability to recognize and recall a brand (Keller, 1993) and serves as a crucial component of brand equity (Aaker, 1991). Among COSRX consumers, higher levels of brand awareness are positively associated with consumer decision-making; this finding aligns with previous studies in Indonesia concerning purchase-related outcomes (Pratama, Dewi, & Wijayanto, 2022; Wulandari, Febrilia, & Rahmi, 2023; Harifin & Paramita, 2024). Pricilla et al. (2023) also highlight the role of marketing public relations and distinctive brand elements in building awareness, although their qualitative findings do not offer a comparable statistical relationship. In this model, brand awareness yields a larger estimated coefficient than packaging; however, this does not confirm a statistically significant difference between these coefficients, nor does it establish a causal relationship or a mediation effect.

Integrating Findings from a Brand Communication Perspective

These findings highlight two complementary aspects of brand communication. Packaging provides visual and informational cues, while brand awareness reflects recognition and recall within the consumer's mind. Both constructs are positively associated with consumer decision-making, underscoring their relevance to how COSRX consumers evaluate products. Nevertheless, the model tested encompasses only two direct relationships and does not examine interactions, mediation, or the causal mechanisms linking the constructs.

Consumer Decision-Making

For COSRX brand managers, the findings provide a reason to review packaging clarity, visual consistency, and recognizable brand cues together rather than considering packaging only as protection or treating awareness as a substitute for product-related information. These are practical considerations supported by observed associations, not tested intervention effects. An experimental or longitudinal study would be needed to assess whether specific changes in packaging communication or awareness-building activities produce different consumer outcomes. Finally, interpretation requires three boundaries. First, purposive sampling and the single-brand setting limit generalization beyond the respondents. Second, all three constructs came from self-report questionnaires administered in one cross-sectional survey, leaving common-method bias and temporal ordering unresolved. Third, the Consumer Decision-Making indicators include reviews, recommendations, and repurchase alongside purchase-related judgments; similarly, some Brand Awareness indicators extend beyond recognition and recall. These content-validity limitations mean the estimates describe relationships between the constructs as operationalized here, not necessarily between conceptually pure measures of initial purchase decisions and awareness.

CONCLUSION

This study examined the relationship between packaging, brand awareness, and consumer decision-making among COSRX consumers in Jakarta from a brand communication perspective. The findings show that packaging and brand awareness have positive and statistically significant relationships with consumer decision-making. Packaging shows a path coefficient of $\beta = 0.335$ ($p < 0.001$), while brand awareness has a larger estimated coefficient of $\beta = 0.473$ ($p < 0.001$). Together, these two variables explain 52.6% of the variance in consumer decision-making ($R^2 = 0.526$). These findings suggest that both packaging and brand awareness are relevant to how consumers evaluate and make decisions about skincare products. Although brand awareness shows a stronger estimated relationship within the research model, the difference between the two coefficients was not formally tested for statistical significance.

From a brand communication perspective, this study contributes to understanding packaging as a product-related communication touchpoint and brand awareness as knowledge that consumers recognize and remember. The contribution lies in examining these two factors together and comparing their relationships with

consumer decision-making within the same research context, rather than developing a new communication theory. Practically, the findings highlight the importance of providing clear product information, maintaining consistent visual brand identity, and strengthening brand recognition and recall. For COSRX, these aspects can serve as considerations when developing brand communication strategies. However, the cross-sectional design and purposive sampling do not establish causal relationships or allow generalization to all skincare consumers. Future research should examine additional brand communication factors, include consumers from different skincare brands, and distinguish initial purchasing decisions from post-purchase behaviors to provide a more comprehensive understanding of consumer decision-making.

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