

The Influence of Pet Can Packaging and Perceived Shelf-Life Information of Preservative-Free Products on Domestic Consumers' Purchase Intention at Rujak Ambu, A Women-Empowerment-Based Export-Oriented MSME

Siti Jamilah¹, Ani Wahyu Rachmawati²

¹²International Women's University

Corresponding Author e-mail: stjamilah82@gmail.com

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Abstract: This study examines the influence of PET can packaging and perceived shelf-life information for products without added preservatives on domestic consumers' purchase intention toward Rujak Ambu instant rujak seasoning. Rujak Ambu is a women-empowerment-based micro, small, and medium enterprise (MSME) that seeks to expand its domestic market while managing surplus PET can packaging originally prepared for export. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 97 current and potential domestic consumers selected using purposive sampling. The data were analyzed using descriptive statistics, classical assumption tests, multiple linear regression, the coefficient of determination, and partial and simultaneous hypothesis testing with IBM SPSS Statistics. The results show that PET can packaging has a positive but statistically insignificant effect on purchase intention, with a regression coefficient of 0.110, a t-value of 1.204, and a significance value of 0.232. In contrast, perceived shelf-life information for products without added preservatives has a positive and statistically significant effect on purchase intention, with a regression coefficient of 0.642, a t-value of 6.781, and a significance value of $p < 0.001$. Simultaneously, PET can packaging and perceived shelf-life information significantly influence purchase intention, as indicated by an F-value of 90.948 and $p < 0.001$. The coefficient of determination shows that the two independent variables jointly explain 65.9% of the variation in purchase intention. These findings indicate that packaging innovation alone may not be sufficient to increase consumer interest in traditional food products. Clear, credible, and easily understood shelf-life information is more important in reducing consumer uncertainty and strengthening perceived product safety. Therefore, Rujak Ambu should integrate PET can

packaging with transparent information regarding shelf life, storage instructions, product ingredients, and halal assurance.

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Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy. This role is evident not only in the large number of entrepreneurs but also in their ability to create workspaces, stimulate family economies, and develop local products. Processed food MSMEs, such as Rujak Ambu, strive to strengthen the domestic market through products that closely align with the needs and consumption habits of the community.

This domestic market opportunity is supported by the continued positive growth of the national economy. The Central Statistics Agency (BPS) reports that Indonesia's economy is projected to grow by 5.11 percent in 2025, exceeding the 5.03 percent achieved in 2024. This growth demonstrates continued economic activity and provides an opportunity for processed food MSMEs to develop domestic marketing strategies (BPS, 2026).

Despite positive growth in the national economy, Rujak Ambu still faces sales challenges. Rujak Ambu produces instant rujak seasoning without added preservatives. The business was founded in 2013 and expanded into a sole proprietorship under the name PT Sukses Taban Jaya in 2024. This change in business model demonstrates efforts to strengthen the legality and institutional structure of the business. Rujak Ambu is led by a woman, employing 12 PEKKA women from the surrounding area and collaborating with local farmers, including several women, to ensure the business's sustainability and foster women's economic participation.

Based on internal data from PT Sukses Taban Jaya processed by researchers, Rujak Ambu's sales fluctuated between April 2025 and April 2026. Increases occurred in several months, such as May, July, August, October, December, and February, while decreases occurred in June, September, November, January, March, and April. The highest increase occurred in August 2025, while declines occurred again in March and April 2026, respectively. This condition indicates that Rujak Ambu's sales performance is unstable and tends to weaken in early 2026.

Rujak Ambu's decline in sales in early 2026 was related to export constraints to Jeddah. Based on internal company information, product shipments to Jeddah were hampered by a threefold increase in international shipping costs. This increase in costs forced some orders from the Jeddah market to be temporarily postponed. This condition resulted in a decrease in sales and caused PET Can packaging that had been prepared to meet international market demand to be unusable. As a result, PET Can packaging inventory piled up in the warehouse, thus affecting inventory management efficiency and hampering the turnover of capital invested in the procurement of such packaging. This prompted the company to seek a more adaptive, measurable, and consumer data-driven domestic marketing strategy.

Rujak Ambu has been using several types of packaging for the domestic market, such

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as 50g sachets, 150g pouches, and 400g jars and for export needs Rujak Ambu uses PET Can packaging where PET Can packaging has a more modern, practical, hygienic appearance, and gives the impression of a higher quality product, however PET Can packaging has not been used for the domestic market because Rujak Ambu needs to know first how domestic consumers assess the packaging, especially because the buying habits, price considerations, and packaging preferences of domestic consumers can be different from those of export market consumers.

Based on the initial pre-survey conducted by researchers in the field to 15 people, PET Can packaging received a positive response from 9 potential consumers. They considered the new packaging more attractive, neat, practical, and gave the impression of a higher quality product compared to pouch packaging. However, this interest has not been fully followed by a tendency to buy. and 6 respondents still consider the price because products in PET Can packaging have the potential to have a higher selling price than pouch packaging. Researchers also realized that respondents in the initial pre-survey did not fully represent the consumer segment that is the main target of PET Can packaging, therefore more targeted research is needed on domestic consumers who fit the target criteria so that purchasing interest in PET Can packaging can be known more precisely.

Packaging is important to examine because consumers often form initial impressions based on a product's external appearance. For processed food products, packaging not only serves as protection but also helps consumers assess product safety, practicality, clarity of information, and quality before purchasing.(Mitri et al., 2021)explained that food packaging design is related to consumer perceptions of quality, safety, health, and purchasing preferences. These findings are relevant to Rujak Ambu because PET can packaging was tested as a factor in shaping domestic consumer purchasing intentions.

Shelf-life information also requires special attention. In the Rujak Ambu business's experience, products without added preservatives often have a positive impression because they are perceived as more natural. However, for some consumers, this information can also raise new questions, such as how long the product can be stored, how it should be stored, and whether the product quality will remain intact until the expiration date. Therefore, shelf-life information is not sufficient simply to be included on the packaging; it needs to be communicated clearly so consumers feel more informed, more confident, and more assured before purchasing.

Rujak Ambu is an instant rujak seasoning without added preservatives, therefore, information about its shelf life is crucial for consumers. Based on laboratory test results from PT Sibaweh Laboratorium Indonesia in 2022, the Rujak Ambu Sachet Seasoning product has an expiration date of 370 days at room temperature. This data is used as internal supporting data to demonstrate the importance of conveying shelf life information to consumers. This study aims to examine how consumers assess the shelf life information provided to them about products without added preservatives.

The clarity of expiration information can influence how consumers evaluate food products.(Sapci & Sapci, 2020)found that consumers tend to value clearer expiration information and are willing to pay more for labels that reduce uncertainty.(Song et al., 2021)also showed that the way expiration date information is presented can influence

consumers' willingness to purchase food products approaching their expiration date. These findings support the importance of shelf life information on Rujak Ambu, as consumers need easy-to-understand information before expressing interest in purchasing.

Purchasing interest is the primary focus of this study because Rujak Ambu requires a preliminary understanding of the potential acceptance of the domestic market. Before the company expands the use of PET Can packaging in the domestic market, it is necessary to first determine whether consumers have the interest, confidence, and inclination to purchase the product. By understanding consumer purchasing interest, Rujak Ambu can make more careful, measured, and market-focused marketing decisions. Previous research also shows that consumer knowledge of a product can be related to purchasing interest.(Chang & Chen, 2022)found that consumer knowledge and involvement with clean label products influenced purchase intention. This finding is relevant to the Rujak Ambu study because consumers need to understand the information about the absence of added preservatives and the shelf life to form confidence before purchasing.

While previous studies have explored packaging, food labeling, expiration information, and purchase intention, this study has a different context. It focuses on PET can packaging, previously used for export, and then tested in the domestic market for Rujak Ambu.

Research Methods

This research uses a quantitative method with a descriptive and causal-associative survey approach. This approach was chosen to describe the condition of the variables.studywhile also testing the effect of export-standard PET Can packaging quality and perception of product shelf life information without preservatives on domestic consumer purchasing interest. The study was conducted at PT Sukses Taban Jaya (Rujak Ambu), Bandung City, West Java Province. The study population was all domestic people who had an interest or attraction to rujak seasoning products and had the potential to become Rujak Ambu consumers. Because the population size was not known with certainty, the sample determination used the Lemeshow formula so that 97 respondents were obtained with a non-probability sampling technique through a purposive sampling method, namely respondents who met the criteria according to the research objectives.

Data collection was conducted through observation, questionnaire distribution with a Likert scale, literature study, and documentation. The data obtained were then analyzed using IBM SPSS Statistics through descriptive and verification analysis. Before hypothesis testing, the data were tested using classical assumption tests including normality, multicollinearity, and heteroscedasticity tests. Next, Pearson correlation tests, multiple linear regression analysis, coefficient of determination, and hypothesis testing using partial tests (t-test) and simultaneous tests (F-test) were conducted to determine the effect of PET Can packaging quality and perception of shelf life information on products without preservatives on domestic consumer purchasing interest.

Results and Discussion

Classical Assumption Testing

1. Normality Test

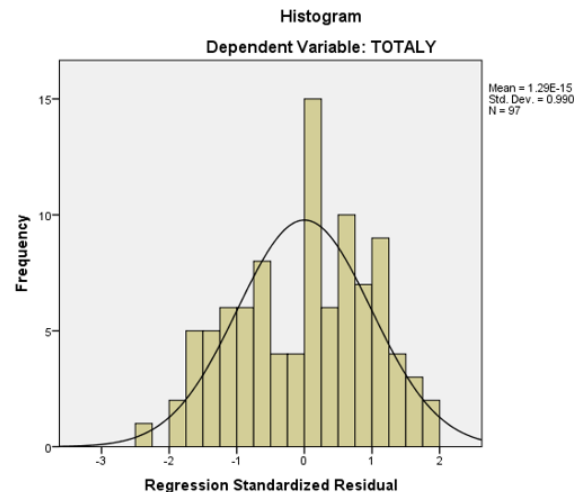


Figure 1 Histogram of Standardized Residuals

Source: IBM SPSS Statistics 27 output, processed by researchers (2026).

Figure 1 shows that the residual distribution forms a bell-shaped curve. Most of the data is concentrated around zero, and the residual distribution appears relatively symmetrical to the left and right. This pattern indicates that the residuals approach a normal distribution, thus meeting the normality assumption of the regression model.

2. TestMulticollinearity

Table 1. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
PET Can Packaging (X1)	0.334	2,994	There is no multicollinearity
Perception of Information on Shelf Life of Products Without Preservatives (X2)	0.334	2,994	There is no multicollinearity

Source: IBM SPSS Statistics 27 output, processed by researchers (2026).

Based on Table 1, it is known that both independent variables have a Tolerance value of 0.334, which is greater than the minimum limit of 0.10. In addition, each variable has a VIF value of 2.994, which is still below the maximum limit of 10. These results indicate that there is no excessive linear relationship between the independent variables in the regression model. Thus, the variables PET Can Packaging (X1) and Perception of Information on Shelf Life of Products Without Preservatives (X2) do not experience symptoms of multicollinearity so that both are suitable for use together in multiple linear regression analysis. The fulfillment of this assumption indicates that each independent variable is able to contribute different information in explaining variations in Domestic Consumer Purchase Interest (Y).

3. Heteroscedasticity Test

Table 2. Glejser Test Results

Variables	Sig.	Information
PET Can Packaging (X1)	0.577	There is no heteroscedasticity
Perception of Information on Shelf Life of Products Without Preservatives (X2)	0.702	There is no heteroscedasticity

Source: The results of data processing using SPSS version 27, 2026.

Based on the results of the Glejser test in Table 2, it is known that the PET Can Packaging variable (X1) has a significance value of 0.577, while the Perception of Information on Shelf Life of Products Without Preservatives variable (X2) has a significance value of 0.702. Both values are greater than the significance level of 0.05, so it can be concluded that the regression model does not experience symptoms of heteroscedasticity.

4. Correlation Test

Table 2. Test Results

		Correlations		
		TOTAL X1	TOTAL X2	TOTAL LY
TOTAL X1	Pearson Correlation	1	.816**	.702**
	Sig. (2-tailed)		.000	.000
	N	97	97	97
TOTAL X2	Pearson Correlation	.816**	1	.809**
	Sig. (2-tailed)	.000		.000
	N	97	97	97
TOTAL Y	Pearson Correlation	.702**	.809**	1
	Sig. (2-tailed)	.000	.000	
	N	97	97	97

****.** Correlation is significant at the 0.01 level (2-tailed).

Based on the analysis results, the correlation coefficient between PET Can Packaging (X1) and Domestic Consumer Purchase Interest (Y) was 0.702 with a significance value of 0.000. This value indicates a strong positive relationship. This means that the better the consumer perception of PET Can packaging, the tendency for consumer purchase interest to increase. However, the correlation only shows the level of relationship between variables and does not necessarily indicate the magnitude of the influence after considering other variables.

The correlation coefficient between Perception of Information on Shelf Life of Products Without Preservatives (X2) and Domestic Consumer Purchase Intention (Y) is 0.809 with a significance value of 0.000. This value is included in the very strong relationship category. This indicates that the better the consumer perception of information on the shelf life of products without additional preservatives, the higher the consumer interest in purchasing Rujak Ambu products.

The relationship between PET Can Packaging (X1) and Perception of Shelf Life Information of Preservative-Free Products (X2) has a correlation coefficient of 0.816 with a

significance level of 0.000. This relationship is categorized as very strong. However, the results of the previous multicollinearity test showed a Tolerance value of 0.334 and a VIF of 2.994 so there is no multicollinearity problem and both variables are still suitable for use together in the regression model.

Overall, the correlation test results indicate that all variables have a positive and significant relationship. The strongest relationship is found between the variable "Perception of Information on the Shelf Life of Preservative-Free Products" and Domestic Consumer Purchase Intention ($r = 0.809$). This finding aligns with the results of the regression analysis, which showed that this variable makes the largest contribution to increasing consumer purchase intention for Rujak Ambu products.

Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression Analysis Test

Variables	Coefficient B	t	Sig.
Constant	4,889	-	-
PET Can Packaging (X1)	0.110	1,204	0.232
Perception of Information on Shelf Life of Products Without Preservatives (X2)	0.642	6,781	0,000

Source: Data processing results using SPSS version 27, 2026.

Based on the analysis results, the regression equation obtained is:

$$Y = 4.889 + 0.110X_1 + 0.642X_2.$$

1. The constant of 4.889 indicates that if variables X1 and X2 are considered to have a value of zero, then Domestic Consumer Purchase Interest is estimated at 4.889.
2. The regression coefficient of X1 of 0.110 indicates that every increase in one unit of PET Can Packaging will increase Domestic Consumer Purchase Interest by 0.110 units assuming other variables remain constant. The significance value of 0.232 indicates that the effect is not significant.
3. The X2 regression coefficient of 0.642 indicates that every one unit increase in Perception of Information on Shelf Life of Preservative-Free Products will increase Domestic Consumer Purchase Intention by 0.642 units assuming other variables remain constant. A significance value of 0.000 indicates that the effect is positive and significant.

Variable X2 has a larger regression coefficient than X1, thus providing a more dominant influence on Domestic Consumer Purchase Interest.

Coefficient of Determination (R^2)

Table 4. Results of the Coefficient of Determination (R^2) Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.652	2.230

a. Predictors: (Constant), TOTALX2, TOTALX1

b. Dependent Variable: TOTALY

Based on the results of SPSS, the R value of 0.812 was obtained, indicating that the relationship between the variables PET Can Packaging (X1) and Perception of Information on Shelf Life of Products Without Preservatives (X2) with Domestic Consumer Purchase Intention (Y) was strong. The R Square value of 0.659 indicated that 65.9% of the variation in Domestic Consumer Purchase Intention could be explained jointly by the variables PET Can Packaging (X1) and Perception of Information on Shelf Life of Products Without Preservatives (X2). Meanwhile, the remaining 34.1% was explained by other factors outside the research model that were not examined, such as price, taste, promotion, brand, distribution, and other factors. The Adjusted R Square value of 0.652 indicated that after adjustments were made to the number of independent variables and the number of samples, the model's ability to explain variations in the dependent variable remained at 65.2%. In addition, the Std. Error of the Estimate value of 2.230 indicated that the model's prediction error rate was relatively small, so the regression model could be said to have good ability to explain the relationship between research variables. Thus, it can be concluded that the multiple linear regression model in this study has strong explanatory power and is suitable for use for further hypothesis testing.

Hypothesis Testing

1. Partial Test (t-Test)

Table 5. Partial Test Results (t-Test)**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.889	2.158		2.265	.026		
TOTALX1	.110	.091	.125	1.204	.232	.334	2.994
TOTALX2	.642	.095	.706	6.781	.000	.334	2.994

a. Dependent Variable: TOTALY

Based on Table 5, the partial test results are as follows:

- The Effect of PET Can Packaging (X1) on Domestic Consumer Purchase Interest (Y) The PET Can Packaging variable (X1) has a regression coefficient value of 0.110 with a t-value of 1.204 and a significance value of 0.232. Because the significance value is greater than 0.05 ($0.232 > 0.05$), H_0 is accepted and H_a is rejected. Thus, PET Can Packaging (X1) does not have a significant effect on Domestic Consumer Purchase Interest (Y).

Although the regression coefficient is positive, its influence is not statistically strong enough.

- b. The Influence of Perception of Information on Shelf Life of Products Without Preservatives (X2) on Domestic Consumer Purchase Interest (Y). The Perception of Information on Shelf Life of Products Without Preservatives (X2) variable has a regression coefficient value of 0.642 with a calculated t value of 6.781 and a significance value of 0.000. Because the significance value is smaller than 0.05 ($0.000 < 0.05$), H_0 is rejected and H_a is accepted. This shows that Perception of Information on Shelf Life of Products Without Preservatives (X2) has a positive and significant effect on Domestic Consumer Purchase Interest (Y).

Based on the results of the partial test, it can be concluded that only the Perception of Information on the Shelf Life of Products Without Preservatives (X2) variable has a significant influence on Domestic Consumer Purchase Interest, while the PET Can Packaging variable (X1) does not show a significant influence.

2. Simultaneous Test (F Test)

Table 6. Test Results Simultaneous (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	904.630	2	452.315	90.948	.000 ^b
	Residual	467.494	94	4.973		
	Total	1372.124	96			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

Based on the data processing by SPSS, the F count value was obtained at 90.948 with a significance value of 0.000. This significance value is smaller than 0.05, indicating that the regression model is statistically significant. Thus, H_0 is rejected and H_a is accepted. This means that the variables PET Can Packaging (X1) and Perception of Information on Shelf Life of Products Without Preservatives (X2) simultaneously have a significant effect on Domestic Consumer Purchase Interest (Y). These results indicate that both independent variables together are able to explain changes in consumer purchase interest in Rujak Ambu products. The results of this F test are also in line with the coefficient of determination (R^2) value of 0.659, which indicates that the model has a good ability to explain variations in Domestic Consumer Purchase Interest.

Discussion

The Influence of PET Can Packaging on Domestic Consumers' Purchase Interest in Rujak Ambu

Based on the partial test results (t-test), the PET Can Packaging variable (X1) shows a significance value of 0.232, which is greater than the significance level of 0.05. With a positive regression coefficient (0.110) and a calculated t-value (1.204), it can be concluded

that the presence of PET Can packaging has not had a statistically significant effect on increasing domestic consumer purchasing interest. This finding suggests that the physical form of the packaging is not the main determinant for consumers in making purchasing decisions for this product, because they tend to consider other factors that are considered much more important.

As a traditional rujak seasoning product, Rujak Ambu consumers apparently have more specific expectations. Their purchasing decisions are driven more by the search for distinctive flavor, authentic seasoning, quality assurance and food safety, and the experience of consuming the product. Therefore, although PET Can packaging objectively offers various advantages—such as greater hygiene, practicality, and the ability to provide maximum product protection—its function in the eyes of domestic consumers is currently still seen as merely a protective and functional support for the product, rather than a primary stimulus for purchasing interest.

This field condition provides an interesting nuance and perspective on packaging theory. The theory of (Mitri et al., 2021) and (Su & Wang, 2024) indeed suggests that well-designed packaging design, shape, and communication function can shape positive perceptions that lead to high purchasing interest. However, the results of this study demonstrate that the effectiveness of packaging function is not always a dominant factor for every type of product. The differences in the findings of this study with previous research are very likely due to differences in object characteristics, product type, and specific consumer behavior. In the case of traditional food products, consumers prioritize the core benefits of the product's contents (quality and taste) over innovations in the outer packaging.

The findings of this research provide valuable practical implications for Rujak Ambu. Modernizing containers using hygienic PET Can packaging alone is not enough. Companies are required to integrate this packaging innovation with a communication strategy that focuses on what consumers are most looking for, including education on the advantages of preservative-free products, clarity on shelf life, and emphasis on quality taste.

Influence Perception of Information on the Shelf Life of Preservative-Free Products on Domestic Consumer Purchase Interest

Based on partial testing (t-test), the variable Perception of Information on Shelf Life of Products Without Preservatives (X2) is proven to have a positive and very significant influence on domestic consumer purchasing interest, with a significance value of 0.000 (<0.05), a regression coefficient of 0.642, and a calculated t of 6.781. These results confirm that the second hypothesis is accepted; the more positive consumer perceptions of information on shelf life without preservatives, the more their interest in purchasing Rujak Ambu products will increase.

Unlike the physical aspects of packaging, information regarding product safety and shelf life plays a much more dominant role. Because Rujak Ambu is a food product consumed directly, consumers naturally have high standards of care regarding its quality and durability. From the perspective of consumer behavior theory, this transparent information plays a crucial role in reducing uncertainty and risk, while fostering a sense of security before a

purchase occurs. This finding aligns with various previous studies that demonstrate that accurate and easily understood information is a key foundation for building consumer trust.

This fact has valuable strategic implications. The product's superior shelf life without added preservatives must be consistently communicated as a competitive advantage. This message needs to be widely disseminated not only through packaging labels but also through social media and other promotional channels. This strategy will not only strengthen the brand's image in the domestic market but also provide valuable capital for penetrating broader markets in the future, given the global consumer trend of increasing concern about food safety.

The Influence of PET Can Packaging and Perception of Shelf Life Information Simultaneously on Purchase Intention

Simultaneous testing (F Test) proves that PET Can Packaging (X1) and Perception of Shelf Life Information of Preservative-Free Products (X2) together have a significant influence on Domestic Consumer Purchase Interest, indicated by a calculated F value of 90.948 and a significance of 0.000 (<0.05). The third hypothesis is also accepted. The determination coefficient analysis shows an R Square value of 0.659, which means that the combination of these two variables is able to explain 65.9% of the variation in purchase interest changes, while the remaining 34.1% is influenced by factors outside this research model.

These findings align closely with the Grand Theory of Business Administration, which emphasizes that consumer value creation stems from a company's ability to manage various product attributes in an integrated manner. In practice, packaging serves as a physical attribute that protects the product and attracts attention, while labeling serves as an informational attribute that fosters consumer trust. The consumer evaluation process, in reality, is inextricably linked to the physical product and the information that accompanies it. When excellent packaging is supported by a clearly stated food safety guarantee, a positive perception is formed, leading to increased purchasing interest.

Therefore, PT Sukses Taban Jaya's marketing strategy cannot be half-hearted. Innovation in PET can packaging must be maintained to enhance its modern image and product protection, but this must be accompanied by an educational campaign regarding the quality of preservative-free shelf life. Integrating high-quality packaging and honest communication is key to achieving optimal marketing effectiveness.

Conclusion and Recommendation

Based on the research results, it can be concluded that PET Can packaging received good reviews from consumers, especially in terms of attractiveness and practicality, but partially has not been able to increase purchasing interest. Conversely, the perception of information on the shelf life of products without preservatives has a positive effect on purchasing interest because it can increase consumer confidence in product safety. Simultaneously, PET Can packaging and information on the shelf life without preservatives have a positive effect on consumer purchasing interest, thus indicating that modern packaging

needs to be supported by clear and educational product information to more effectively increase purchasing interest.

Companies are advised to strengthen information on packaging labels, particularly regarding the benefits of preservative-free products, and to optimize digital media to educate consumers about the benefits of PET Can packaging. Furthermore, the empowerment of women and local farmers can be leveraged as a marketing strategy that provides emotional value. Future research is expected to include other variables influencing purchasing intention and expand the scope of respondents for more comprehensive research results.

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