

INTEGRATION OF PACKAGING DESIGN IN FOOD KANSEI MODEL: CONCEPTUAL MODEL DEVELOPMENT

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Abstract

The success of Kansei/Affective Engineering System in product development, particularly durable goods, has inspired the development of similar methodology, especially for food products which called Food Kansei Engineering or simplified as Food Kansei Model. However, there are opportunities to develop Food Kansei Model as a methodology. This paper proposed a conceptual model development of the Food Kansei Model, particularly for packaging of packed food product group. Food Kansei Model considers packaging only as an extrinsic attribute of a product. Hence, aim of this paper was to develop a conceptual model that considered the packaging as both intrinsic and extrinsic attributes of the packed food products.

The proposed model was developed by reviewing literature and updating the schematic diagram of intrinsic and extrinsic attributes of the current model. Packaging as an intrinsic attribute was defined by structural components of the package (package material, shape and size), which serve to establish product appearance. Graphic elements on the package (colour, picture, symbol, typography) were categorized as extrinsic attribute. Even though they served as extrinsic attributes, these components play the key role as perceptual factors. Verbal elements of the package were product extrinsic components, which presented direct information for consumers. The information on the package, along with the other extrinsic attributes (price, product name, image of the shop where the product is sold, presentation, salesperson's impression, promotion) served as a cognitive factor of pleasantness. Overall, packaging was an integral part of the product, as emphasized in the total product concept.

Therefore, based on the proposed model, the packaging design which considered intrinsic and extrinsic attributes affect perception that provided more pleasantness to the consumers.

Key words: *Kansei, Packaging element, Packaged food, Perception.*