

## **An analysis of cognitive-based design of yogurt product packaging**

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### **Abstrak**

Product packaging is not only used as a product container, but also used as a means of marketing by companies, particularly by those involved in consumer goods. Yogurt products are predicted to experience expansion in the Indonesian market. In this study, the authors analyzed the implementation of cognitive-based design in developing yogurt product packaging to increase consumers' willingness to buy the product. This study was divided into two phases: initial research and primary research. Initial research pursued six levels of color scheme and font factors and then narrowed down the results into the two best options that would later be combined with the primary research that analysed the shape factors. Research methods used in the initial study were the Eye-Tracking method and the 'Retrospective-Think-Aloud' (RTA) method. Preliminary results showed that 'Fineline' and 'Bodoni' font type along with 'Analogue' and 'Tetradic' color schemes are judged to be the best combination and thus, these results would be combined in the main study with the shape factor. Conjoint Analysis methods were used in the main study. The main results of the research study showed a preference from Indonesian consumers for yogurt product packaging with the 'Fineline' font type with its rounded shape and an 'Analogue' color scheme.