

COMPARATION STUDY OF INSTANT NOODLE NONG SHIM KOREA AND INDOMIE INDONESIA AS THE EFFECT OF PACKAGING DESIGN POINT OF INTEREST TO THE CONSUMER BRAND PREFERENCE

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ABSTRACT

For a long time, people have consumed the instant noodle. In Korea, instant noodle, which is called Ramyon, is one of popular food and it is often seen in the retail shop, supermarket, restaurant and cafeteria. Instant noodle that has a famous brand in Korea is produce by Nong Shim Co., Ltd. In Indonesia, many people have consumed the instant noodle with practice reason, fast serving, and etc. Indomie, produced by PT. Indofood, is the number one brand and become the market leader of instant noodle. Comparing at two famous brand of instant noodle, it is needed to be known how far the effect of packaging design can attract the consumer brand preference.

Keywords: packaging design, brand preference, instant noodle.

ABSTRAK

Sudah sejak lama, masyarakat mengkonsumsi mie instan. Di Korea mi instan yang disebut Ramyon, adalah salah satu makanan yang populer dan banyak dijual di toko-toko kecil, supermarket, restoran dan kantin. Mi instan yang terkenal di Korea diproduksi oleh Nong Shim Co., Ltd. Di Indonesia, kebanyakan orang mengkonsumsi mi instan dengan alasan praktis, cepat saji dan lain sebagainya. Indomie, yang diproduksi oleh PT. Indofood adalah merk nomor satu dan menjadi pemimpin pasar pada pasar mi instan. Dalam studi komparasi antara dua merk terkenal ini, perlu diketahui seberapa jauh peran desain kemasan dalam menarik minat konsumen terhadap pilihan merk.

Kata kunci: desain kemasan, pilihan merk, mi instan.

INTRODUCTION

As the consumers have more choice to the products, packaging design has been developed following the variety of products. Some of the product have same quality and quantity, but what make them difference among the other is their packaging design. Consumer can not taste or see the product, but they can see the packaging directly and then make a decision. That's the reason why packaging is one important factor effected the consumer decision.

In the case of instant noodle packaging design, consumer can see many kind of instant noodle. Packaging is one of the factors that can attract the consumer through the design. There are many factors direct or indirect that affected the consumer brand preference. Those factors can be inside the product like taste and quantity, or outside factor which can be packaging design, direct promotion, advertising etc. Before discussing about the effect of packaging point of interest to the consumer brand preference, it would be better if we look at the history of instant noodle which determined the development of instant noodle packaging design.

Instant noodles have become a common kitchen item in most Far East countries since its introduction in 1958. Noodles have a history of more than 2000 years in China and from there it has spread to Japan and Europe. However, it was not until 1958 that Nissin Foods of Japan introduced the first instant "Chicken Ramen" which was intended to be eaten anywhere.¹ Instant noodle is called "Raumen" in Japan. "Raumen" is a noodle soup loved by all Japanese. The four components of raumen noodles, sauce, broth and toppings can create countless variations. The key ingredients in the sauce include salt soy-sauce and miso. The history of Raumen had not appeared by 1900. Since this year, Chinese cooks have started to make Chinese noodle in all over in Japan and Japanese people re-make those noodle for Japanese climate and favorite taste. In 1958 Raumen rapidly became popular among the Japanese people. This year, the first instant noodle in the world was sold. After that, invented Miso Raumen in 1961 and cup noodle in 1971. In the late 1980's Tonkotsu, or pork broth, marked an epoch in Tokyo. After that, people started searching for local varieties with new tastes. Among the cities spotlighted were Asahikawa in Hokkaido, Wakayama and Tokushima. Since the mid-1990, however, the focus has shifted from localities to individual chefs. And now there are over 200 thousands raumen restaurants in Japan. Raumen became Japanese national food.²

¹ http://www.foodvenue.com/content/features/f010005_noodlewars.asp

² <http://www.raumen.co.jp/english/history.html>

Since instant noodle has been packaged, the invention of instant noodle taste effected the development of instant noodle packaging.

A CHRONOLOGICAL TABLE OF JAPANESE RAUMEN HISTORY

1665	Mito komon, a prominent samurai ate raumen. (the first man who ate raumen in Japan)
1900	Chinese cooks had started to make Chinese noodle in all over in Japan.
1910	The first raumen restaurant opened in Tokyo.
1958	The first instant raumen was born.
1961	Miso raumen was invented by a cook in Sapporo.
1966	Miso raumen became popular among the Japanese people. (about 7 years)
1971	Capped raumen was invented.
1988	Tonkotsu (pork broth) became popular in Tokyo.
1994	ShinYokohama Raumen Museum was established.
1997	Local varieties were spotlighted.
1999	The focus has shifted from localities to individual chefs. Salt flavored raumen became popular in Tokyo.

With such enthusiastic response from consumers, it is little wonder that the instant noodle culture have spread throughout Asia and the rest of the world like wild fire. Today instant noodles can be found in all kinds of flavors. Each country's Ramen noodles reflect their own particular cultural preferences. Korean instant noodles are highly spiced. Japanese prefers seafood and mild spices flavors. In Indonesia, instant noodles have many kind of taste from the chicken taste, beef taste, vegetables taste until the traditional food taste.³

INSTANT NOODLE DESIGN PACKAGING

The important and fundamental principles of packaging technology are to protect, to preserve, to contain and to inform. Principally, the purpose of packaging is to contain and protect a product throughout its distribution and sale. Packages perform the primary

³ http://www.foodvenue.com/content/features/f010005_noodlewars.asp

purpose of containment and protection, but vary enormously in appearance, texture, graphic, shape, cost and structure. When designing a package, no single package is necessarily right or wrong but one might be considerably more appropriate than another.⁴

Instant noodle packaging material is named flexible packaging. All the instant noodle using this kind of material, but sometimes using different composition of layer. Flexible packaging as a whole is growing. According to the 2002 Flexible Packaging Association's State of the Industry Report, flexible packaging accounts for 17 % of the total packaging market. The newest figures acquired by the FPA reveal that it is now a \$20 billion industry, up from \$17 billion in 1997. Flexible packaging is a broad category encompassing such items as pouches, bags and wraps. Arguably, items such as blister packs and shrink sleeves can also be included under the umbrella of flexible packaging. The FPA defines a flexible package as any package whose shape can be readily changed. Flexible packaging is utilized in a variety of fields — food and beverage, pet food, medical, cosmetics, health and beauty, and other consumer product.

Flexible packaging printed on the wide web constitutes the more visible end of the flexible packaging industry as it is largely responsible for printing and constructing such items as large stand-up pouches and retort able packaging, used widely in the food industry due to its functionality and increased advertising space. Many companies also recognize the ability for flexible packaging to offer increased billboard space. Not reliant on a label, the package can feature glossy graphics that stretch from one end to another. While this can be an asset, it is not always taken advantage of.⁵

CUSTOMER BRAND PREFERENCE

Today we live in a branded world. Brands are more than logos and marketing jargon. They are icons of our society, reflecting our personal preference, values and lifestyles. Gil Hanson said that as customer, we have to make so many choices in so little time; we allow the brands to guide us to the right choice. With distinct personalities built by culture, advertising, colors, shape, and sound, brands become larger than any product or service, representing multiple lifestyle value system. Customers learn to trust and

⁴ Edward Denison, Richard Cawthray., 1999. *Packaging Prototype*, RotoVision SA.

⁵ <http://www.labelandnarrowweb.com/october021.htm>

respect brands as a validation and confirmation of what is a better choice. Packaging, advertising, print materials, electronic communications, and all other message carries must be linked and synchronized to the product and service as one brand experience. To truly understand and exploit a brand's potential; marketers and designers alike need to understand how and why it interacts with its target audience. They need to have a clear vision of the brand's core values and be willing to stay in touch with the customer's relationship with the brand.⁶ There are many factors that the customers choose one of the brands that they like. For food production, the customer preferences can be from taste, price, promotion or packaging design. One product can be the famous brand and the other can not. Products are the building blocks of lifestyles⁷ Customer has their own lifestyle that determines their deferent preferences among each other. Costumers define their lifestyles by the consumption choices they make in a variety of product categories. The brand characteristic are important part of brand equity, which refers to the extent to which a consumer holds strong, favorable, and unique associations with a brand in memory.⁸ Single brand preference can be regarded as a measure of loyalty, which also provides valuable information for customer management and market segmentation.⁹ Consumer values give marketers a direction on how best to satisfy their customer needs and increase brand preference.¹⁰ Businesses that want to develop new brands or expand their product lines can use brand preference as a key factor in allocation resources to develop effective product strategies. One way to develop the brand preferences can be through packaging design.

PACKAGING DESIGN EFFECT TO BRAND PREFERENCE

The package is a marketing and communication tool, a permanent omnipresent medium that acts as a salesman. A package designer uses this tool to express the nuances that the brand owner requires the package to communicate. The brand is everywhere in

⁶ Emily Schrubbe-Potts., 2000. *Designing Brands* Rockport Publishers, Inc.

⁷ Solomon, M.R., 1999. *Consumer Behavior*, 4th ed., Prentice-Hall International, Englewood Cliffs, NJ, pp.175-176.

⁸ Keller, K.L., 1993. *Conceptualization, Measuring, and Managing Customer-Based Brand Equity*", *Journal of Marketing*, Vol.57, pp.1-22.

⁹ Grapois, B., 1998. *Fighting the Illusion of Brand Loyalty*, *Direct Marketing*, Vol,61, pp.62-5.

¹⁰ Chudy, B. and Sant, R., 1993. *Customer-Driver Competitive Positioning-an Approach Towards Developing an Effective Customer Service Strategy*, *Marketing and Research Today*, Vol.21, pp.155-69.

modern day economic life. It is an integral part of urban life, present in all publicity media, and the plethora of packaging in supermarkets.¹¹ Essentially there are two types of packaging: either 'primary' or 'secondary'. The primary packaging is that which immediately covers a product; the secondary package contains the many individual primary units, usually for transportation purposes. The primary package has the most important task in the area of product or brand identity. It will contain all relevant or necessary information regarding the product. It will be a standardized size and dimension, so that it fits standardized shelf layout and transportation containers. It will bear a strong graphic identity and product imagery.¹²

When a company adopts the strategy to apply thoughtful design to their packaging it can improve a brand's image and market positioning by projecting its uniqueness and quality by positively affecting how people feel and respond toward it.¹³ Packaging imagery is vital, it enhances sales, it differentiates, and it help in the creation of a brand and in developing the personality of a pack. Consumers see a shape, a combination of colors, or recognize a particular font style.¹⁴ One of the in-store-marketing instruments is the product itself, and in the case of many fast-moving consumer goods, it is the product *as packaged*. Firms spend money on packaging than on advertising and packaging is often the most distinguished marketing effort.¹⁵ Next to a number of technical functions like protection of the contents and facilitating distribution packaging performs several communication functions. There are, for instance, brand and product identification price information and information on ingredients and product use. However, one can question the effectiveness of packaging as a communication function. Consistent with this finding, Burke et al. (1992) argue that consumers use strategies that reduce the time spent on buying these products, for instance, "buy what you bought last time" and "buy the cheapest brand." In these cases the main task of the product or the product as packaged is to attain recognition.¹⁶ For products in the maturity stage of the product life cycle, consumers tent to react positively to price and in-store promotions when deciding on

¹¹ Japan Creators Association., 1995. International Package Design Directory.

¹² Edward Denison, Richard Cawthray., 1999. *Packaging Prototype*, RotoVision SA.

¹³ Martin Pederson., 2000. *Graphis Packaging Design*8, Graphic. Inc.

¹⁴ Edward Denison, Richard Cawthray., 1999. *Packaging Prototype*, RotoVision SA

¹⁵ Dickson,P.R., 1994. *Marketing Management*, Fort Worth. TX: The Dryden Press.

¹⁶ Burke, R.E., B.A. Harlam. B.E. Khan and L.M. Lodish., 1992. *Comparing Dynamic Consumer Choice in Real & Computer-Simulated Environments* Journal of Consumer Research 18. pp. 77-83.

buying the product.¹⁷ In the case of two famous brands from Nong Shim Korea and Indomie Indonesia there are many factors why this two brand can be said success. The effect of in-store promotions is assumed to be caused by a positive affect on the evaluation of the product independent of the attitude toward the brand that already exists.¹⁸ It should be recognized here that these effect can only be observed if the marketing instruments succeed at attracting attention for the product. Based on the reported effects of price and promotion, and taste for food product, it can be expected that a product's appearance, and in many cases this means the appearance of its package, will influence the decision process when buying consumer packaged goods.

Two recent models describe the influence of product appearance on consumer responses. Bloch (1995) recognizes cognitive responses and affective responses. The two cognitive responses affected by product design are beliefs about the product and categorization. Affective responses are both positive and negative aesthetic responses.¹⁹ Marketing stimuli like brand names and advertisements are important for their ability to attract attention is a prerequisite for information processing. The prerequisite condition accounts for the existence of marketing stimuli, but also for in-store marketing instruments like point-of-purchase stimuli.²⁰ Opportunity to process brand related information is one of the key factors distinguished in recent research on advertising effectiveness, in which high opportunity to process should lead to more favorable brand and product attitudes.²¹ The literature has shown several distinct effect of product categorization on consumer preference, one of which is that typically strongly related to preference. Hekkert and Snelders (1995) discuss the literature on 'preference for prototypes' by referring to Whitfield and Slatter (1979), who report evidence for the effect in several studies. More specifically, consumers prefer those products that are most typical for a product category (Barnes and Ward, 1995; Barsalou, 1985; Loken and ward, 1990; Nedungadi and Hutchinson, 1985). According to Alba and Hutchinson (1987), consumers will choose a typical product in situations where they are insufficiently

¹⁷ Howard, J., 1989. *Consumer Behavior in Marketing Strategy*. London: Prentice-Hall.

¹⁸ Nedungadi, P., 1990. *Recall and Consumer Consideration Sets: Influencing Choice without Altering Brand Evaluations*. Journal of Consumer research 17, pp.263-276.

¹⁹ Bloch, P.H., 1995. *Seeking the Ideal Form: Product Design and Consumer Response*, Journal of Marketing 59, pp.16-29.

²⁰ Greenwald, A.G. and C. Leavitt, 1984. Audience Involvement in Advertising: four levels. Journal of Consumer research 11, pp.581-592

²¹ MacInnis, D.J. and B.J. Jaworski., 1989. Information Processing from Advertisement: Toward an integrative framework. Journal of Marketing 53, pp.1-23

motivated to compare brands. They rely on their product knowledge and choose the typical brand, which is easier to recall. Ward and Loken (1987) found that consumers seeking variety, prestige or scarcity negatively valued typicality. In such case, product uniqueness instead of product typicality will drive consumer preference.²²

With the world “shrinking” through a proliferation of global communication option, travelers becoming familiar with products in other countries and manufacturers seeking to expand their market beyond their borders, the need for thinking globally has become a critical factor for brand identity and package design specialist. When clients market their products globally they communicate with a variety of consumers whose lifestyles and customs may differ widely from country to country.²³

INSTANT NOODLE NONG SHIM KOREA

The Korean brands come mainly in plastic wrappers like normal local brands except that they are larger in size and also come with sachets of dried vegetables that miraculously expand into bite size chunks in hot water! The texture of the noodles is tangier and quite distinctively Korean. These instant noodles cost around 4000-8000 Rupiah.²⁴ From many instant noodle products in Korea, it can be said that the instant noodle Nong Shim brand is popular and many of Korean people buy that product.²⁵



Brand	: Nong Shim
Food name	: Shin Ramyon
Taste	: A hot soup with thick noodles.
Result in gr.	: 120 gr.
Color	: Red (warm color)
Illustration	: no illustration, using Chinese character
Point of interest	: Typography (Chinese Character)

²² J.P.L. Schoorman. H.S.J. Robben., 1997. *Journal of Economic Psychology* 18, pp. 276-77

²³ Japan Creators Association., 1995. *International Package Design Directory*.

²⁴ http://www.foodvenue.com/content/features/f010005_noodlewars.asp

²⁵ <http://www.informatik.uni-stuttgart.de/menschen/hohldir/soups.html>. Internet browsing and small survey trough interview had been done to know the most popular instant noodle brand in Korea.



Brand : Nong Shim
 Food name : Campong Ochingo
 Taste : Very hot, contains real sea fruit particles, small cuttlefish arms, dried vegetables. The taste is rather fishy.
 Result in gr. : 124 gr.
 Color : Red (warm color)
 Illustration : Octopus character
 Point of interest : Typography and photography



Brand : Nong Shim
 Food name : Ansungtangmyun
 Taste : Oriental Style Noodle, hot, suited for vegetarian.
 Result in gr. : 125 gr.
 Color : Orange (warm color)
 Illustration : squarel
 Point of interest : Typography (Chinese character), photography



Brand : Nong Shim
 Food name : Noguri
 Taste : Fried fish, contained piece of seaweed.
 Result in gr. : 120 gr.
 Color : White
 Illustration : no illustration
 Point of interest : Typography (Korean character), photography



Brand : Nong Shim
 Food name : Noguri Udon
 Taste : Regular, usual large soup with slightly hotter taste
 Result in gr. : 120 gr.
 Color : Red
 Illustration : no illustration
 Point of interest : Typography (Korean character), photography.



Brand	: Nong Shim
Food name	: Spaghetti
Taste	: Spaghetti, instant fried noodle meal, no soup.
Result in gr.	: 140 gr.
Color	: Gold
Illustration	: no illustration
Point of interest	: Photography and Typography.

Figure 1. Kind of Korea instant noodle produce by Nong Shim

INSTANT NOODLE PT. INDOFOOD SUKSES MAKMUR TBK., INDONESIA

Indomie is one famous brand of instant noodle in Indonesia is produced by PT. Indofood Sukses Makmur Tbk., Indonesia. Instant Noodles accounted for approximately 37% of net sales and 39% of income from operations in 1999. The Company produces a wide range of instant noodle products with prices that cover the low-end, mid-range and high-end retail market segments in Indonesia. The Company owns the three major instant noodle brand names in Indonesia, Indomie, Sarimi and Supermi, which are leading household names and have been in existence for many years. In 1999, Indomie accounted for approximately 44% of the Company's instant noodle sales, while Sarimi and Supermi accounted for approximately 28% and 18%, respectively, of the Company's instant noodle sales. The Company sold approximately 8 billion packs of instant noodles in 1999. While the Company sells most of its instant noodles domestically, a small percentage of instant noodles are exported to nearly 30 countries, including Saudi Arabia, Brunei, Nigeria, Australia, Hong Kong, the United State and certain European countries. In 1999, instant noodles accounted for net sales of approximately Rp.4, 315 billion and income from operations of Rp. 892 billion.

Instant noodles consist primarily of three ingredients: flour, seasonings and cooking oil. The production of noodles involves five processing stages: preparation of the dough, slitting, steaming, cutting and frying. Seasonings consist of sauce sachets, containing a variety of flavors, which are added at the packaging and sealing stage. Final packages are boxed in cartons for dispatch. The production process includes quality control procedures at each major production step, including mixing, dough preparation

and packing and sealing. The Company produces noodle seasonings and packaging internally.²⁶ It is no doubt that Indomie is number one instant noodle in Indonesia market. This kind of noodle have a variety of taste and has a big market change, it can be said that they understand the Indonesian people taste, which are different in each island, each province and event in each city. Below, are the samples of packaging design, which is produced by PT. Indofood Sukses Makmur Indonesia.



Brand : Indomie
 Food name : Mi Goreng
 Taste : Instant fried noodle meal
 Result in gr. : 84 gr.
 Color : Mix, white, red, green
 Illustration : no illustration
 Point of interest : Photography, typography, and brand



Brand : Indomie
 Food name : Mi Goreng Ayam
 Taste : Chicken instant fried noodle meal.
 Result in gr. : 80 gr.
 Color : Light yellow
 Illustration : no illustration
 Point of interest : Photography, brand and typography



Brand : Indomie
 Food name : Rasa Soto Mie
 Taste : Noodle Chicken Soup.
 Result in gr. : 70 gr.
 Color : Green
 Illustration : no illustration
 Point of interest : Typography , brand and photography

Figure 2. Kind of Indofood instant noodle Indonesia.

There are many elements of packaging design. Looking at the two famous brands, it can be known which packaging design give more effect to the customer brand preference. Below is the table of element design of Nong Shin Korea and Indofood Indonesia instant noodle .

²⁶ http://www.indofood.co.id/index_2.htm

PACKAGING DESIGN ELEMENT COMPARATION

Packaging Design Elements	Nong Shim	Indofood
Color	one dominate color	combination in one lay out
Illustration / Character	animal character	no character
Photography	instant noodle photo	instant noodle photo
Typography	korean, chinese character	indonesian, english alphabet
Brand typography	small with logo	medium without logo
Brand name position	upper left side	upper left side
Food name typography	big character	medium character
Food name position	middle	below
Shape	square	square
Size of packaging	big	small
Point of interest	typography and photography	change in every package photography, brand, typography

Basically, design lay out is almost same. The big differences of design elements between two packaging are color, size, and type of typography. For Nong Shim brand, the design packaging and lay out are different in each packaging, but in Indomie packaging, each packaging can be recognize as Indomie brand, the main changes is only in the food name and photography.

From this analysis can be known that in instant noodle produce by Nong Shim, brand appear in the similar position but had been adjusted with another design elements. Each packaging design has their character based on the instant noodle taste. So in this kind of packaging, the relation between tastes of instant noodle can be feeling through the element of design like: color, illustration, photography and typography. In the packaging of Indomie instant noodle, it can be seen that brand is the important factor of packaging design, so in each packaging, brand appear in the same position with a big and easily read character. The sense of the instant noodle taste can not be predictable from the color, illustration, typography Although the instant noodle taste still can be seen trough the photography, consumers have to see in detail to know the product taste.

Instant noodle packaging produce by Nong Shim Korea has strategy to attract the customer brand preference by making relation between design elements with the taste of product, so the customer can decide to buy the product by looking at the packaging design. In such case, product uniqueness instead of product typically will drive consumer preference. Mean while, PT. Indofood making the similar design in every packaging to maintain the brand recognition to customer. This strategy can make consumer rely on their product knowledge and choose the typical brand, which is easy to recall.

CONCLUSION

There are many effects and reasons of one customer choose a certain brand and there are many strategies from company to introduce their brand to customer. For the first time buying, packaging point of interest is important things to effect customer decision. In the case of brand comparation through Nong Shim and Indomie instant noodle packaging design, it is known that the way of company give the brand knowledge are different.

Nong Shim tries to show a product unique. The design element of Nong Shim instant noodle are different in each packaging, they made relation between design and the taste of product. Indomie packaging design is similar in every packaging; in these cases the main task of the product as packaged is to attain recognition, so hopefully customer will choose the typical brand. Further research must be done to know how much is the effect of packaging design point of interest in each area to know further about the reason of customer brand preference. Understanding the market can be very challenging-it is in a constant state of change, so when it comes to creating or revitalizing existing brands many issues have to be considered. The most important aspect of the process is to know who the customer is. Considering that customer has their own lifestyle that determines their deferent preferences among each other, it can be compared between both of them to know more about the customer brand preference in each country through packaging design.

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