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Analysis of Consumer Perception of Minimalist Packaging Design as a Marketing Communication Strategy in Digital Business

Rosy Febriani Daud[1*], Saiful Yahya[2], Dani Kurniawan[3]
[1] Study Program of Communication Science, Faculty of Social and Political Sciences, Selamat Sri University, Kendal, Central Java
[2] Study Program of Visual Communication Design, Faculty of Creative Economy, Bhineka Nusantara University, Malang, East Java
[3] Study Program of Communication Science, Faculty of Social Sciences and Humanities, Muhammadiyah University of Klaten, Central Java

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ABSTRAK

Perkembangan bisnis digital mendorong perusahaan untuk memanfaatkan desain kemasan sebagai strategi komunikasi pemasaran yang mampu menarik perhatian konsumen muda melalui tampilan visual pada media digital. Desain kemasan minimalis menjadi salah satu tren yang banyak digunakan karena dianggap mampu menciptakan kesan modern, sederhana dan profesional. Penelitian ini bertujuan untuk mengetahui persepsi konsumen terhadap desain kemasan minimalis sebagai strategi komunikasi pemasaran dalam bisnis digital serta menganalisis pengaruh elemen komunikasi visual terhadap daya tarik konsumen muda. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui penyebaran kuisioner kepada 100 responden konsumen muda berusia 17-30 tahun yang aktif menggunakan platform digital seperti Shopee, TikTok Shop, dan Instagram Shopping. Analisis data menggunakan bantuan IBM SPSS Statistics melalui uji validitas, reliabilitas, dan analisis deskripstif persentase. Hasil penelitian menunjukkan bahwa desain kemasan minimalis memiliki persepsi sangat baik dengan nilai rata-rata 87%, sedangkan elemen komunikasi visual memberikan pengaruh positif terhadap daya tarik konsumen muda dalam aktivitas bisnis digital. Kesimpulan penelitian menegasikan bahwa desain kemasan minimalis efektif digunakan sebagai strategi komunikasi pemasaran berbasis visual pada era bisnis digital.

ABSTRACT

The development of digital business is encouraging companies to utilize packaging design as a marketing communication strategy that can attract young consumers through visual displays on digital media. Minimalist packaging design has become a widely used trend because it is considered to create a modern, simple, and professional impression. This study aims to determine consumer perceptions of minimalist packaging design as a marketing communication strategy in digital businesses and analyze the influence of visual communication elements on the appeal of young consumers. The study used a quantitative approach with descriptive methods. Data collection was conducted by distributing questionnaires to 100 young consumer respondents aged 17–30 who actively use digital platforms such as Shopee, TikTok Shop, and Instagram Shopping. Data analysis used IBM SPSS Statistics through validity and reliability tests and descriptive percentage analysis. The results show that minimalist packaging design has a very good perception with an average score of 87%. The study's conclusions confirm that minimalist packaging design is effective as a visual-based marketing communication strategy in the digital business era.

*Corresponding author
E-mail addresses: rosydaud@gmail.com

1. INTRODUCTION

Digital business development in Indonesia has experienced significant growth along with the growing use of the internet, social media, and e-commerce platforms in consumer activities, with internet penetration reaching 80.66% or around 229.43 million users in 2025 (Reni et al., 2025). Digital transformation has shifted marketing communication patterns from conventional models to faster, more interactive, and persuasive digital media-based visual communication (Kalbuana, 2022). In this context, packaging design no longer functions solely as a product protector but has evolved into a marketing communication medium capable of building brand identity, creating visual experiences, and influencing consumer perceptions of a product (Daud & Nildasyah, 2025). This phenomenon is increasingly evident among young consumers, who are characterized by adaptability to developments in digital communication technology and are more responsive to simple, aesthetic, and easily recognizable product visual displays on digital platforms such as Instagram, TikTok Shop, and Shopee (Wa Ode Mirawanti G, et al 2025). Research on minimalist packaging design is relevant because minimalist visual styles, in line with the broader simplification of brand identities, are currently widely used by digital businesses as a modern branding strategy to attract younger consumers who tend to prefer practical, clean, and communicative displays.

Table 1. Indonesian E-Commerce Transaction Frequency and Most Purchased Online Product Category in 2025

No	Indicator	Percentage
1	Consumers make transactions at least once a month	48,4%
2	Consumers make transactions at least once a week	17,2%
3	Consumers transact every day	2,1%
4	Most purchased online product category: fashion and accessories	43,74%

(Source: APJII and GoodStats 2025)

Data from APJII in 2025 show that fashion and accessories are the most purchased online product category in Indonesia, accounting for 43.74% of online purchases (APJII, 2025, as cited in Muhamad, 2025). Meanwhile, the Indonesian Digital Society Index (IMDI) survey reported by GoodStats shows that 48.4% of Indonesians make e-commerce transactions at least once a month, demonstrating the high level of consumer interaction with product visuals in the digital space. Furthermore, research on marketing communication indicates that visual elements such as packaging, product display, and brand identity influence consumer purchasing decisions (Zuliyawati et al., 2024).

The increasing use of minimalist packaging designs in digital businesses indicates a shift in marketing communication patterns, placing greater emphasis on visual simplicity and effective brand messaging (I Gede Surya Nugraha, 2023). Minimalist designs are considered to convey an elegant, modern, and professional impression; experimental evidence shows that simple packaging signals product purity and raises willingness to pay and increases perceived premium quality, which in turn drives purchase intention. Survey research also found that minimalist packaging is positively associated with purchase decisions through consumer trust and perceived quality (Liu, 2025), while among Indonesian Generation Z consumers packaging design has a significant effect on purchase decisions. However, other studies show that the benefits of simplicity are conditional: simple packaging does not benefit store brands and lowers willingness to pay when consumers pursue indulgence goals (Trinidad et al., 2025), visually complex packaging can increase perceived hedonic value (Ningrat et al., 2024), and packaging color schemes improve price and quality perceptions without changing purchase intention (Wulandari et al., 2025). These discrepancies in research findings indicate a research gap regarding the effectiveness of minimalist packaging design as a marketing communication strategy in digital businesses, particularly in the perceptions of young consumers as active digital media users.

This study uses Philip Kotler's consumer perception theory, which explains that perception is the process by which individuals select, organize, and interpret information inputs to create a meaningful picture of an object (Manzoor, 2024). In the context of digital marketing communications, packaging design serves as a visual stimulus received by consumers through digital media, thus forming certain perceptions of product quality, brand image, and purchasing decisions (Daud, 2020). This perspective is complemented by processing fluency theory, which states that stimuli that are easy to process, such as simple, uncluttered, and legible designs, tend to be evaluated more positively. This theory is relevant because minimalist packaging design in digital businesses

functions not only as an aesthetic display but also as a visual communication medium that conveys brand values to young consumers through symbols, colors, typography, and design simplicity (Khodijah et al., 2024).

The urgency of this research lies in the increasing competition in digital businesses, which demands that businesses create effective and adaptive marketing communication strategies to address the behavior of young consumers (Athifah & Putri, 2024). Many MSMEs and digital businesses have begun redesigning their packaging, including through packaging design training and online design services, to enhance their products' visual appeal (Ardita, 2025), but not all understand how consumer perceptions are shaped through this visual communication (Ardita, 2025). Furthermore, research on packaging design has focused primarily on its influence on general purchase intention, while studies linking minimalist packaging design to digital marketing communication strategies are still limited, as summarized in Table 2.

Table 2. Mapping of Previous Studies on Minimalist Packaging and Consumer Perception

Study	Focus and context	Method	Key finding	Remaining gap
Ton et al. (2024)	Simple packaging and willingness to pay; U.S. supermarkets	Field data (1,353 packages) and six experiments	Simplicity signals purity and raises willingness to pay; no benefit for store brands or indulgence goals	Offline retail; not social commerce
Arboleda (2024)	Packaging simplicity and premium perception	Experiment (n = 120)	Simple package raises premium perception, which drives purchase intention	Single category (milk); no digital context
Liu et al. (2025)	Minimalist packaging and purchase decisions	Survey (n = 308)	Positive association mediated by trust and perceived quality	Not platform-specific; not focused on young consumers
Wibowo et al. (2024)	Minimalist design elements and Gen Z visual preferences, Indonesia	Survey (n = 200), regression	Empty space, neutral color, and simple typography significant; layout not significant	Design in general, not packaging or e-commerce
Swasty et al. (2021)	Packaging color schemes, Indonesia	Questionnaire, chi-square and ANOVA	Monochrome scheme raises price and quality perception, not purchase intention	Examines color only
Az Zahra & Ardhiansyah (2026)	Packaging design and Gen Z purchase decisions, coffee booth	Survey (n = 100), regression	Packaging design significant; perceived quality not significant	Packaging as a general construct, not minimalism
Odillia & Nusantari (2026)	Minimalist packaging of local skincare brands	Qualitative semiotic analysis	Minimalism is re-coded as trust, ethics, and identity	No consumer perception data
This study	**Young consumers (17–30) on Shopee, TikTok Shop, and Instagram Shopping**	**Descriptive survey (n = 100)**	**Maps perception of visual elements and marketing communication functions of minimalist packaging**	**—**

(Source: Compiled by the researchers from previous studies, 2026)

Table 2 shows that previous studies can be grouped into three streams. The first stream tests simplicity through experiments in offline retail or single product categories and focuses on willingness to pay and premium perception (Espineda et al., 2025). The second stream surveys the general effect of packaging design on purchase decisions or examines minimalist design elements outside the packaging context (Yvi et al., 2025). The third stream analyzes minimalist packaging qualitatively through semiotics or design practice without measuring consumer perception (Ismiati, et al., 2023). Thus, three aspects have not been studied. First, no study has measured young

Indonesian consumers' perceptions of minimalist packaging specifically in the social-commerce environment of Shopee, TikTok Shop, and Instagram Shopping, where packaging is mostly encountered as product photos and short videos on a screen. Second, previous studies treat packaging as a single construct or examine only one element, such as color, so it is not yet known which visual elements and which marketing communication functions of minimalist packaging are rated highest by young consumers. Third, findings on the effectiveness of simplicity remain inconsistent and conditional, so a descriptive mapping in a new context is needed before causal models are tested.

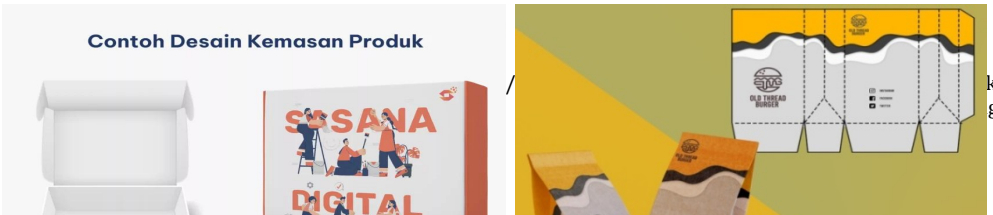
Accordingly, the novelty of this research lies in mapping young consumers' perceptions of minimalist packaging within a single instrument covering two dimensions, namely visual communication elements (design simplicity, minimalist color, and typography) and the marketing communication function of packaging (brand image, viewing interest, digital trend fit, professional impression, and product recognition), in the context of Indonesian social commerce. This research views packaging not merely as an aesthetic element but as a visual communication medium that conveys brand identity through e-commerce platforms and social media. Unlike previous research that focused on purchase intention and purchasing decisions, this study specifically examines how young consumers interpret minimalist elements such as color, typography, and visual simplicity as forms of symbolic communication in the digital era. The contribution offered is an empirical baseline showing which elements and functions of minimalist packaging are most and least appreciated by young consumers, which can serve as a basis for hypothesis development in subsequent explanatory research and as a practical reference for packaging design in digital businesses.

Based on this background, the research problems are formulated as follows: (1) how do young consumers perceive minimalist packaging design as a marketing communication strategy in digital businesses; and (2) which visual communication elements of minimalist packaging are rated highest and lowest by young consumers. The purpose of this study is to describe young consumers' perceptions of minimalist packaging design in digital business marketing communications and to identify the visual elements that are most appreciated in building its appeal. Because the study is descriptive, it does not test causal influence; its findings describe the level of respondents' agreement. Therefore, this research is expected to contribute academically to the development of communication technology and digital business studies, while also serving as a practical reference for business actors in designing effective visual design-based marketing communication strategies that align with the characteristics of today's young consumers.

2. METHOD

This study uses a quantitative approach with a descriptive survey design to describe young consumers' perceptions of minimalist packaging design as a marketing communication strategy in digital businesses. This quantitative approach was chosen because the study aims to objectively measure consumer perceptions through numerical data obtained from questionnaires, while the descriptive design was used because the study does not test causal relationships between variables but describes the level and distribution of respondents' assessments (Sugiyarto, 2026). The population was all young consumers aged 17–30 who had purchased products with minimalist packaging through digital business platforms such as Shopee, TikTok Shop, and Instagram Shopping. Because the size of this population cannot be precisely determined, the sample was selected using purposive sampling with the following criteria: (1) aged 17–30 years; (2) actively using at least one of the three platforms; (3) having made at least two online purchases in the last three months; and (4) having seen or used products with minimalist packaging. The sample size of 100 respondents was determined on two bases. First, Liang et al. (Liang, 2022) recommend at least five and preferably ten observations per measured item; with eight items, the minimum required sample is 40–80 respondents. Second, the Lemeshow formula for an unknown population, $n = Z^2 \cdot p(1-p)/d^2$, with a 95% confidence level ($Z = 1.96$), $p = 0.5$, and a 10% margin of error, yields 96.04, which was rounded up to 100 respondents (Dian Heryani et al., 2025). Data were collected from February 6, 2026, to February 28, 2026, via a Google forms questionnaire questionnaire distributed via WhatsApp; screening questions at the beginning of the form ensured that only respondents who met the criteria could continue.

The research object was minimalist packaging, which in this study is operationally defined as packaging that uses a limited color palette (generally neutral or muted), simple and legible typefaces, ample empty space, few decorative elements, and a prominent brand identity (Santi, N., & Novitaningtyas, 2025). Respondents assessed the minimalist packaging of products they had seen or purchased on the three platforms.



/ kaging Design
gital Business

Figure 1. Examples of Minimalist Packaging of Digital Business Products as the Research Object (Source: Researchers' documentation, 2026)

The questionnaire consisted of two parts: a respondent profile (gender, age, most frequently used platform, and purchase frequency) and eight perception statements measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The items were developed from Dorothy's concept of perception, namely how consumers select, organize, and interpret visual stimuli (Dorothy Lee Blyth, 2024), and from previous studies on packaging as visual communication. The items were grouped into two dimensions: visual communication elements (three items) and the marketing communication function of packaging (five items), as presented in Table 3. Before distribution, the items were reviewed by 17 lecturers in visual communication design and marketing communication for clarity of content and piloted with 68 respondents outside the sample. In addition to the questionnaire, this study also utilized digital observation to observe product packaging designs on e-commerce platforms and social media to support data interpretation, while documentation was conducted by collecting images of minimalist packaging designs from several digital business products popular among young consumers (Figure 1).

Table 3. Dimensions, Indicators, and Statement Items of the Research Instrument

Dimension	Code	Indicator and operational definition	Statement item
Visual communication elements	X1	Design simplicity: limited graphic elements and ample empty space that make the packaging stand out	The simplicity of the design attracts my attention.
	X2	Minimalist color: a limited, neutral or muted palette that remains easy to recognize on screen	Minimalist colors are easily recognizable on digital platforms.
	X3	Typography: simple, legible, and modern typefaces	The typography on the packaging looks modern and attractive.
Marketing communication function	X4	Brand image: packaging strengthens the image of the brand	Packaging design enhances the brand image of the product.
	X5	Viewing interest: packaging encourages consumers to look at the product further	Packaging design influences my interest in viewing the product.
	X6	Digital trend fit: packaging matches social media visual culture	Minimalist packaging is in line with digital business trends.
	X7	Professional impression: packaging conveys the credibility of the business	Packaging design gives a professional impression.
	X8	Product recognition: packaging helps consumers identify the product among competitors	Packaging makes it easier for me to recognize the product.

(Source: Developed by the researchers, 2026)

The data analysis technique in this study employed descriptive statistics with the help of the Statistical Package for the Social Sciences (SPSS) version 26. Prior to analysis, the instrument was tested for validity and reliability. Validity was tested using Pearson product-moment correlation between each item score and the total score; an item was declared valid if r count exceeded r table, which for n = 100 (df = 98) at a 5% two-tailed significance level is 0.197. Reliability was tested using Cronbach's Alpha, with a value of at least 0.70 indicating acceptable reliability and a value between 0.80 and 0.90 indicating good reliability. Descriptive analysis was then used to describe perceptions

based on the mean, standard deviation, and percentage of each item and dimension. The percentage was calculated as the total score obtained divided by the maximum possible score (number of respondents × 5) multiplied by 100%, which is equivalent to the mean divided by 5 × 100%. The categories were determined using an interval of (5 − 1) / 5 = 0.80 for the mean, resulting in 1.00–1.80 (very poor), 1.81–2.60 (poor), 2.61–3.40 (fair), 3.41–4.20 (good), and 4.21–5.00 (very good); the equivalent percentage categories are 20.0–36.0%, 36.1–52.0%, 52.1–68.0%, 68.1–84.0%, and 84.1–100%. In this study, a "very good" perception means that, on average, respondents agreed to strongly agreed that minimalist packaging attracts attention, is easy to recognize, appears professional, and strengthens brand image. Because the design is descriptive, no inferential test of influence was performed, and the findings are interpreted as levels of agreement rather than as causal effects.

3. RESULT AND DISCUSSION

Result

3.1 Consumer Perception of Minimalist Packaging Design as a Marketing Communication Strategy in Digital Business

Table 4 presents the descriptive results of the eight perception items, grouped into the two dimensions described in the Method section. The data were analyzed using SPSS version 26 to determine young consumers' perceptions of minimalist packaging design as a marketing communication strategy in digital businesses.

Table 4. Descriptive Statistics of Young Consumers' Perceptions of Minimalist Packaging Design (n = 100)

Code	Statement indicator	Mean	SD	%	Category
	A. Visual communication elements				
X1	The simplicity of the design attracts the attention of consumers	4.32	0.62	86.4	Very good
X2	Minimalist colors are easily recognizable on digital platforms	4.18	0.71	83.6	Good
X3	The typography on the packaging looks modern and attractive	4.25	0.65	85.0	Very good
	Mean of dimension A	4.25		85.0	Very good
	B. Marketing communication function				
X4	Packaging design enhances the brand image of the product	4.40	0.58	88.0	Very good
X5	Packaging design influences interest in viewing the product	4.21	0.69	84.2	Very good
X6	Minimalist packaging is in line with digital business trends	4.36	0.60	87.2	Very good
X7	Packaging design gives a professional impression	4.28	0.63	85.6	Very good
X8	Packaging makes it easier for consumers to recognize the product	4.31	0.61	86.2	Very good
	Mean of dimension B	4.31		86.2	Very good
	Grand Mean (X1–X8)	**4.29**	**0.63**	**85.8**	**Very good**

Category description (mean; percentage): 1.00–1.80 / 20.0–36.0% = Very Poor; 1.81–2.60 / 36.1–52.0% = Poor; 2.61–3.40 / 52.1–68.0% = Fair; 3.41–4.20 / 68.1–84.0% = Good; 4.21–5.00 / 84.1–100% = Very Good. Percentage = mean ÷ 5 × 100%.
(Source: Processed Data Results from SPSS Version 26, 2026)

Based on Table 4, consumer perception of minimalist packaging design is in the very good category, with a grand mean of 4.29 on a scale of 5.00. When converted using the formula described in the Method section, this value is equivalent to 85.8% of the maximum score (4.29 ÷ 5 × 100%), which falls within the very good category (84.1–100%). These results indicate that young consumers have a positive view of the use of minimalist packaging design to support product marketing communications in the digital business era.

Based on descriptive statistics, the indicator "Packaging enhances brand image" received the highest average score of 4.40 (88.0%). This result indicates that respondents perceive minimalist packaging design as capable of creating a modern, professional, and trustworthy impression of a product. The high score of this indicator suggests that a simple and clean design is considered more supportive of brand identity than a design with too many visual elements, and that minimalist visuals tend to be associated with an exclusive and higher-quality product when marketed through digital platforms (Lisa Odillia, 2026).

The indicator "Packaging aligns with digital trends" received an average score of 4.36 (87.2%). This indicates that young consumers consider minimalist designs relevant to the development of social media visual culture, which prioritizes simplicity, aesthetics, and clarity. In digital promotion, packaging is mostly seen through product photos, Instagram feeds, and short promotional videos on TikTok Shop, so packaging design serves not only as a protective factor for the product but also as a visual communication medium that supports digital marketing strategies.

Furthermore, the indicator "Attention-grabbing design simplicity" received an average score of 4.32 (86.4%), and the indicator "Packaging makes it easy to recognize the product" obtained 4.31 (86.2%). These results indicate that respondents agree that simple layouts, limited use of color, and clear product information help packaging attract attention and be distinguished amid the large amount of visual competition on e-commerce platforms (Hasanah, et al., 2023).

Other indicators, such as "The design gives a professional impression" (4.28; 85.6%) and "The typography looks modern" (4.25; 85.0%), are also in the very good category. Meanwhile, the indicator "The design influences the interest in viewing the product" received 4.21 (84.2%), which is at the lower limit of the very good category, and "Minimalist colors are easily recognized" received the lowest score of 4.18 (83.6%) and is the only indicator in the good category. These data show that although all indicators are positively assessed, the recognizability of minimalist colors on digital platforms is perceived as weaker than the other aspects (Setiawardhani, 2025).

Based on these results, it can be concluded that young consumers have a positive perception of minimalist packaging design as a marketing communication strategy in digital businesses, with the strongest agreement on its function in strengthening brand image and fitting digital trends.

3. 2 The Influence of Visual Communication Elements in Minimalist Packaging Design on the Appeal of Young Consumers

To answer the second research problem, the items were summarized by dimension, as shown in Table 5. This summary uses the same eight items as Table 6 and therefore does not represent a separate measurement; it compares the average scores of the visual communication elements dimension (items X1–X3) and the marketing communication function dimension (items X4–X8), and identifies the highest and lowest items in each dimension.

Table 7. Summary of Perception Scores by Dimension

Dimension	Items	Mean	%	Category	Highest item	Lowest item
Visual communication elements	X1–X3	4.25	85.0	Very good	Design simplicity (4.32)	Minimalist color (4.18)
Marketing communication function	X4–X8	4.31	86.2	Very good	Brand image (4.40)	Viewing interest (4.21)
Overall	**X1–X8**	**4.29**	**85.8**	**Very good**	**Brand image (4.40)**	**Minimalist color (4.18)**

(Source: Processed Data Results from SPSS Version 26, 2026)

Within the visual communication elements dimension, design simplicity obtained the highest mean score (4.32), followed by typography (4.25) and minimalist color (4.18). This order indicates that young consumers appreciate packaging that is less busy and has a simple visual appearance, which is considered to give a modern and professional impression and to be more easily noticed when it appears on a device screen or social media feed. This pattern is in line with the finding that empty space is the minimalist element with the strongest relationship to the visual preferences of Indonesian Generation Z (Espineda et al., 2025).

The color indicator obtained an average score of 4.18 and is the only item in the good category. This suggests that although neutral and simple colors in minimalist packaging are considered elegant, they are not always perceived as easily recognizable on digital platforms. One possible explanation is that muted colors have lower visual salience than saturated colors when

products compete in crowded feeds and product thumbnails; this interpretation is discussed further in the Discussion section.

For the typography indicator, the study showed an average score of 4.25, categorized as very good. This indicates that respondents agree that simple, clear, and modern fonts make packaging look more professional and attractive. In the context of digital business, text on packaging must remain legible when the product is displayed in small promotional photos or videos on social media and e-commerce (Marwan et al., 2024). Therefore, typography plays a crucial role in conveying marketing communication messages to young consumers.

Overall, the visual communication elements dimension obtained a mean of 4.25 (85.0%) and the marketing communication function dimension obtained 4.31 (86.2%), both in the very good category. The slightly higher score of the function dimension indicates that respondents valued what minimalist packaging communicates, namely brand image, professionalism, and product recognition, more strongly than the individual visual elements that form it (Yakob et al., 2025). Because the analysis is descriptive, these results show the level of respondents' agreement and should not be interpreted as a statistically tested influence of visual elements on consumer appeal (Suwarni & Azzahra, 2025).

Discussion

The results show that young consumers perceive minimalist packaging very positively (grand mean 4.29; 85.8%), with the highest score on brand image enhancement (4.40). Theoretically, this finding can be explained through Kotler's perception process: in the selection stage, simple packaging reduces visual competition so that the brand mark is more easily noticed; in the organization stage, a limited number of elements makes the packaging easier to grasp as a unified whole; and in the interpretation stage, consumers attach meanings such as modern, professional, and trustworthy to the brand. This pattern is consistent with processing fluency theory, which holds that visual stimuli that are easy to process tend to be evaluated more favorably (Eum, 2025). The dominance of the brand image indicator is also in line with previous studies showing that simple packaging functions as a quality signal: it increases perceived purity and willingness to pay, raises premium, and is associated with consumer trust and perceived quality (Yakob et al., 2025). In the Indonesian context, minimalism in local skincare packaging is interpreted as a sign of trust, transparency, and identity, and the relayout of MSME packaging produces a more premium appearance (Yakob et al., 2025).

The high score of the digital trend fit indicator (4.36) shows that respondents see minimalist packaging as part of social media visual culture. Unlike in physical stores, consumers on Shopee, TikTok Shop, and Instagram Shopping mostly encounter packaging as product photos and short videos, so packaging works as a visual element of digital content in addition to a physical container. This finding extends previous studies that examined simplicity mainly in supermarket settings or in single product categories by showing that young consumers also associate minimalist packaging with the visual norms of social commerce. Nevertheless, this result should not be generalized as a preference unique to the younger generation, because research comparing generations found that Millennials rated minimalist design even higher than Generation Z.

At the element level, design simplicity received the highest score and minimalist color the lowest. The high appreciation of simplicity is consistent with the finding that empty space is the minimalist element most strongly related to Generation Z's visual preferences, followed by neutral color and simple typography. The typography result is supported by experimental evidence that legible sans-serif typefaces increase legibility and expected product quality, as well as by the importance of user-friendly packaging design (Zuliyawati et al., 2024). Meanwhile, the lower score of minimalist color can be interpreted through two lines of previous evidence. On the one hand, muted colors and monochrome schemes are associated with healthier, higher-priced, and higher-quality impressions. On the other hand, visually complex packaging can increase perceived hedonic value, and similar minimalist packaging within the same category can make products difficult to distinguish. Thus, minimalist colors appear to excel in building an impression of quality but are weaker in creating distinctiveness on crowded digital screens. This interpretation needs to be tested further because this study did not measure visual attention directly.

The findings also need to be understood in light of other factors that shape consumer perceptions in digital businesses. Purchase decisions are influenced not only by packaging but also by product display, price perception, and other marketing communication stimuli. The benefits of simplicity are also conditional on brand type and consumption goals: simple packaging does not benefit store brands and is less effective for products consumed for indulgence, and color schemes

may improve quality perception without changing purchase intention. Therefore, the positive perception found in this study indicates the communicative potential of minimalist packaging rather than a guarantee of purchasing behavior. For the theory of consumer perception and digital marketing communication, this study shows that in social commerce, packaging is perceived primarily through its communicative functions, namely brand image, digital trend fit, and product recognition, rather than only through its formal visual elements. This supports the view of packaging as a medium of brand communication and adds that the screen-based display context needs to be considered when analyzing consumer perception.

This study has several limitations. First, the design is descriptive, so it cannot test the influence of visual elements on consumer appeal or purchase decisions. Second, purposive sampling of 100 respondents limits the generalization of the findings to all young consumers in Indonesia. Third, the data are based on self-reported perceptions without controlled visual stimuli, so differences in product categories, brand types, and packaging examples that respondents had in mind could not be separated. Fourth, the instrument consists of eight items and does not include other potentially relevant elements such as layout, illustration, and packaging material.

4. CONCLUSION

Based on the research results, it can be concluded that young consumers' perception of minimalist packaging design as a marketing communication strategy in digital businesses is in the very good category, with a grand mean of 4.29 or 85.8% of the maximum score. Young consumers agree that minimalist packaging strengthens brand image, is in line with digital trends, attracts attention, gives a professional impression, and makes products easier to recognize on digital platforms such as social media and e-commerce. Among the visual communication elements, design simplicity received the highest assessment, followed by typography, while minimalist color received the lowest assessment and was in the good category. These conclusions are descriptive: they show the level of respondents' agreement and do not prove a causal influence of minimalist packaging on consumer appeal or purchasing decisions.

Based on the research findings, several practical implications can be proposed within the scope of the data. First, digital businesses and brand owners can use minimalist packaging primarily to strengthen brand image and professionalism, for example by making the logo or brand name the main focal point and limiting supporting visual elements. Second, because minimalist color received the lowest score, designers are advised to combine a neutral palette with at least one consistent accent color or high-contrast brand element so that products remain recognizable in small product thumbnails and social media feeds. Third, the brand name and main product information on packaging need to be checked for legibility at the size they appear in product photos on mobile screens. For visual communication designers, these results can serve as a reference in designing packaging that considers both its physical function and its appearance in digital content. Future researchers are advised to test causal relationships between minimalist packaging elements, perceived quality, trust, and purchase decisions using explanatory designs or experiments with controlled visual stimuli, and to compare product categories, brand types, and consumer segments.

5. REFERENCES

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