



## Unique Characteristics of Scientific and Technology Language in Lifebuoy Body Wash Packaging

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### Abstract (English)

This study explores the unique characteristics of scientific and technical terminology used on Lifebuoy Body Wash packaging. By looking at how technical terms, measurable statements, and creative descriptions are combined, the study shows how these components affect customer opinions, preferences, and product trust. This article clarifies the strategic nexus of marketing strategies and scientific communication by utilizing insights from previous research as well as a thorough examination of Lifebuoy's packaging. The results show that using scientific language helps to build credibility and dependability in the eyes of customers in addition to helping to distinguish the brand in a crowded market. Furthermore, the study underscores the pivotal role of packaging as a persuasive tool that bridges technical innovation with consumer engagement, ultimately shaping purchasing behaviors. These insights contribute to a deeper understanding of how brands leverage scientific discourse to enhance their market presence and establish a strong connection with their target audience.

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### Introduction

Modern marketing methods now heavily rely on packaging design, which serves as a multifaceted messenger of consumer value, product innovation, and brand identity. In addition to being aesthetically pleasing, packaging can be used to communicate both overt and covert information about the product, which can affect how customers perceive it and make decisions. According to Kotler (2000), packaging has evolved from its conventional function as a product container to become an essential instrument for customer interaction and differentiation. Comparably, Ampuero and Vila (2006) divide packaging components into structural elements like size and material and graphic elements like color, typography, and imagery, both of which have a big influence on customer preferences and buying habits. In addition to drawing attention, well-designed packaging strengthens brand loyalty, promotes emotional connections, and makes it easier to understand the product. These guidelines are used in the packaging design of Lifebuoy Body Wash in order to create a powerful market presence. The use of clear language that conveys practical advantages is paired with the incorporation of visually appealing components, such as vivid colors and bold writing. The vocabulary used by the brand reflects its constant emphasis on safety and hygiene, which helps to build emotional and intellectual bonds with customers.





Using scientific and technical terminology in marketing has become a potent strategy for increasing product differentiation, credibility, and trust. Windahl et al. (2009) claim that scientific language allows companies to communicate complicated ideas in an approachable way by acting as a link between technical know-how and general comprehension. This strategy is demonstrated by Lifebuoy's packaging, which uses phrases like "antibacterial," "Active Silver+ Formula," and "kills 99.9% of germs." These terms portray the product as a scientifically proven remedy for hygienic issues while also demonstrating inventiveness. Technical descriptions and quantifiable assertions improve the perceived effectiveness of a product, which is consistent with the ideas of Petty and Cacioppo's (1986) elaboration likelihood model. This model suggests that consumers are more likely to be persuaded by factual information when they perceive the message as credible and relevant to their needs. By leveraging scientific terminology, Lifebuoy effectively addresses consumer hygiene and safety concerns, creating an authoritative tone that fosters trust.

Customers that value innovation in their purchasing decisions may find that technological jargon used in marketing conveys a sense of sophistication and modernity (Arnould et al., 2005). References to cutting-edge formulations and measurable claims for Lifebuoy serve to both position the brand as a leader in the personal care sector and to reaffirm its dedication to excellence. According to studies, packaging affects customer behavior on a number of levels, ranging from first-time attention to enduring brand loyalty. Silayoi and Speece (2007) state that consumers frequently use packaging cues to quickly assess the operation and quality of products. This is especially important in the case of Lifebuoy Body Wash, where the clear presentation of scientific claims reassures customers and satisfies their expectations regarding efficacy and safety. Mitchell and Papavassiliou (1999) contend that packaging serves as a silent salesperson, influencing consumer decisions with its textual and visual components. The use of technical jargon is also consistent with their findings. Lifebuoy's packaging appeals to health-conscious consumers thanks to its clever use of scientific communication, which strengthens its value proposition as a reliable hygiene product.

Previous related research has been conducted by Kotler and Keller (2006:5), marketing is a deal with identifying and meeting human and social needs. Marketing is how that is done from the company to the make buyers interested in their products; marketing is also an effort of an entrepreneur or a company to make a profit for the business. Lamb, Hair, McDaniel (2001: 6), Marketing is a process of planning and running concept, pricing, promotion, and a number of ideas, goods and services to create exchanges that can satisfy individual and organizational goals. Kotler, Keller, Ang, Leong and Tan (2009:27) broadly defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with customers. Marketing as the process by which companies create value for customers and build strong relationships in order to capture value from customers in return. Consumer behavior study is a very critical aspect in marketing, to identify reason why consumers buy the product or services. Louden and Albert (2012:5), explained consumer behavior is the decision process and physical activity individuals involved in evaluating, obtaining, using or providing goods and services acquired. Engel, Blackwell and Miniard (1990:4) explained actions that directly involved in obtaining, consuming and spent the products and services,





including the decision process and following this action precedes. Schiffman and Kanuk (1997:648) explained the term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions, to spend their available resources (time, money, effort) on consumption-related items.

According to Arnes (1996), packaging includes the physical look of a product's container, including its design, color, form, labeling, and materials. Kotler (2000:418) describes packing as the entire process of creating a product's container. The wrapping material used to hold, identify, characterize, protect, exhibit, promote, and generally make a consumer product marketable is known as packaging. The marketing mix's most crucial point-of-purchase merchandising technique is packaging, which can also convey a brand's values and message. In addition to using an infinite number of cover messages, the product's packaging design allows the buyer to recognize specific symbolic clues that set it apart from rivals.

According to Ampuero and Vila (2003:3), there are two block elements of the package: graphic elements (color, typography, shapes used, and images) and structural elements (form, size of the containers, and materials).

#### 1. Color

Color affects human behavior such as some colors make us happy whereas others make us sad. While making a purchase decision color scheme becomes more obvious.

#### 2. Shape

Shapes used to display the words create a distinct impression, resulting in the appearance in the type also carrying meaning. The shape of the packaging design reflects the nature and personality of the product and emphasizes

that the shape of the package can be a strong form of persuasion because it can provide information about how to use the product.

3. Image; Pictures or images represent concrete information which is more influential in the decision-making process than abstract verbal information.

#### 4. Typography

Typography is the text or word combinations appearing on the package as various information besides from the logo.

### Research Methodology

A literature review and an analytical analysis of the packaging for Lifebuoy Body Wash comprise the two-pronged methodology used in this qualitative study. The goal of the literature study is to comprehend how packaging design affects customer behavior, with a focus on how perceptions of trustworthiness, trust, and innovation are influenced by scientific and technological terminology. Kotler (2000) asserts that packaging is a potent marketing tool that conveys brand identification and value in addition to preserving and enclosing the goods. Furthermore, Ampuero and Vila (2006) stress that the visual components of packaging—such as color, typeface, and images—have a significant impact on how consumers perceive products. By exploring these theories, the study establishes a theoretical framework for analyzing Lifebuoy's use of technical language on its packaging.



The packaging for Lifebuoy Body Wash is analyzed, with particular attention paid to the verbal and visual components. An analysis of the scientific terms used on the package, such as "Active Silver+ Formula" and "kills 99.9% of germs," is part of this. According to Belch & Belch (2003), using clear and quantifiable language in marketing appeals to customer concerns and desires, such as safety and hygiene, while also enhancing a product's perceived legitimacy. The study looks at how these scientific assertions are communicated to consumers and finds recurrent patterns through text analysis. The findings are contextualized with insights from secondary research on consumer behavior and trust-building in product marketing, drawing on the work of Fredrickson (2001), who highlights the importance of positive emotional responses in consumer decision-making. This combined approach allows for a comprehensive understanding of how Lifebuoy's packaging influences consumer decision-making and brand perception.

## Result and Discussion

Distinct features of scientific and technical terminology that have a big impact on customer perceptions are revealed by the package analysis of Lifebuoy Body Wash. Terms like "Active Silver+ Formula" and "antibacterial" give the product a sense of originality and legitimacy while also relating it to current technical developments and scientific rigor. These words are intended to comfort the general public about the product's effectiveness in improving hygiene in addition to appealing to an audience that is well-informed in science. Measurable promises like "kills 99.9% of germs" increase consumer confidence by offering quantifiable evidence of the product's efficacy and bolstering its dependability. Additionally, the integration of these scientific elements with clear, aesthetically pleasing design choices ensures that the product remains both authoritative and accessible. This strategic balance of scientific language with consumer-friendly communication helps differentiate Lifebuoy from competitors and establishes its brand as a leader in hygiene and safety.

### 1. Use of Scientific Terminology

Lifebuoy's packaging strategically incorporates scientific terminology such as "Active Silver+ Formula" and "antibacterial" to emphasize the product's technological innovations and health benefits. These terms specifically appeal to scientifically literate consumers or those who value evidence-based claims in health and hygiene products. By using such language, Lifebuoy aims to position itself as a credible, scientifically advanced product in the personal care market. The integration of these technical terms not only suggests that the product has been researched and tested rigorously, but also provides a sense of security and trust in the product's ability to deliver on its promises. Because consumers are more likely to trust companies that provide clear, evidence-backed information, Belch and Belch (2003) claim that using scientific language increases the perceived credibility of health-related products. Lifebuoy appeals to a wide range of people, including those who might not have a thorough technical grasp but nevertheless value the guarantee that the product is safe and effective, thanks to its ability to combine scientific accuracy with understandable language. Achieving this balance is essential to building Lifebuoy's reputation as a reliable brand across a range of market sectors by winning over both technical users and general customers. Hine (1995:13) asserts that packaging design should be able to draw in customers. Getting the customer's attention is crucial for product evaluation. When it is published, packaging design needs to be able to convey and grab consumers' attention. in order for customers to



comprehend and be aware of the product's purpose. DK. Holland (2008) stated that packaging only has 0.1 seconds to grab the consumer's attention, particularly given the large number of new items that hit the market every year. The product's usefulness may even be enhanced by the packaging, which can better suit the customer's preferences.

## 2. Quantifiable Claims and Consumer Trust

On Lifebuoy packaging, the term "kills 99.9% of germs" is a crucial, measurable assertion that emphasizes the product's demonstrated efficacy. Consumers can readily understand and validate quantifiable assertions, which contribute to the product's credibility. According to Cohen and Wills (1985), the incorporation of quantifiable proof can boost customer confidence by ensuring transparency and reassuring them that the product has undergone extensive efficacy testing. In the health and hygiene industry, where customers are extremely wary about the safety and effectiveness of products, measurable assertions like these foster a sense of dependability and scientific legitimacy. By reassuring customers that Lifebuoy has been proven to be an effective antimicrobial, this claim promotes the product as a scientifically supported answer to their hygiene needs. Furthermore, a key consideration in customer decision-making is perceived risk, which is lessened by measurable claims. Lifebuoy strengthens its dedication to providing dependable, scientifically supported solutions by providing verifiable data, which increases customer loyalty and trust. These kinds of statements help to build the product's credibility and increase its attractiveness to consumers who are concerned about their health as well as those who are looking for reassurance in their daily personal care items. According to Schiffman and Kanuk (1997:648), consumer behavior is the conduct that customers exhibit when they look for, acquire, use, assess, and discard goods and services that they believe will meet their requirements. Consumer behavior is the study of how people choose which consumption-related products to purchase using their available resources (money, time, and effort).

## 3. Innovative Descriptions and Differentiation

The "Active Silver+ Formula," which highlights the usage of silver nanoparticles—which are well-known for their potent antibacterial qualities—is prominently shown on Lifebuoy's packaging. In a competitive market, this unique feature helps Lifebuoy stand out from the competition by showcasing a technological development that meets the growing demand from customers for products with cutting-edge, scientifically supported benefits. In an industry where product distinction is critical, Lifebuoy is able to establish itself as a leader in innovation by highlighting the scientific foundations of its formula. Innovations like this, according to Fredrickson (2001), evoke favorable emotional reactions, fostering a closer bond with customers who are looking for high-quality hygiene products. The emphasis on technical innovation appeals to consumers' need for goods that provide additional benefits in addition to meeting their core functional needs. Products with obvious technological benefits, like Lifebuoy's usage of silver nanoparticles, gain appeal as consumers grow more knowledgeable and pickier about what they buy. The brand's position as a progressive, reliable supplier of cutting-edge hygiene products is strengthened by this emphasis on innovation. Lifebuoy's use of creative language on its packaging highlights its competitive edge in a market where consumers are increasingly searching for items that offer both exceptional functionality and cutting-edge technology in an era of fast technological innovation.



#### 4. Intersection of Aesthetics and Science

Bright colors, simple writing, and succinct scientific language are all skillfully used in Lifebuoy's box design to produce an eye-catching and educational display. In order to ensure that the product not only conveys its main advantages but also stands out aesthetically, the nexus of aesthetics and science is essential to consumer engagement. Packaging, according to Kotler (2000), is more than just a container; it is an essential component of the marketing strategy that affects consumer perceptions and purchasing decisions. The product's legitimacy and attractiveness are increased by the visual components of Lifebuoy's packaging, which include vivid colors and legible writing that complement the scientific claims. According to Ampuero and Vila (2006), a product presentation that is more memorable and convincing can have a big influence on consumers' decision-making when graphic design and textual content are in harmony. Lifebuoy produces an eye-catching product that effectively conveys its value proposition by fusing colorful design with straightforward, scientifically supported language. Because consumers are often overwhelmed with options and need packaging that both captures their attention and conveys critical product information quickly, this approach is essential in a highly competitive market. Because Lifebuoy's packaging skillfully combines visual appeal with scientific data, it sticks out on the shelf and reinforces its message of innovation and trust.

#### 5. Problem-Solving Orientation

Effective germ protection and skin sensitivity are the two main consumer problems that Lifebuoy addresses in its package language, which is specifically focused on problem-solving. This strategy is in line with the expectations of modern consumers, who want items that provide concrete, practical answers to everyday issues. According to Umberson and Montez (2010), customers are more inclined to believe in and buy goods that cater to their own demands and offer straightforward answers to typical problems. Customers who want both efficacy and gentleness in their hygiene regimens will find Lifebuoy particularly appealing due to its emphasis on germ protection and its claim to be kind to the skin. By meeting these demands, Lifebuoy appeals to customers' emotional and psychological needs for comfort and reassurance in addition to establishing itself as a reliable brand for hygiene products. The product description's focus on problem-solving aids Lifebuoy in forging a stronger emotional bond with its target market by directly addressing their worries and needs for dependable, secure goods. Lifebuoy's problem-solving strategy enhances its relevance and attractiveness in a market where consumers are becoming more concerned with safety, health, and personal well-being. This further solidifies the company's standing as a company that recognizes and caters to its customers' needs. This approach positions Lifebuoy as a brand that not only satisfies practical demands but also attends to emotional concerns about health and hygiene, which helps to build a devoted client base that has faith in the product's ability to live up to expectations.

#### Conclusion

The importance of scientific and technological terminology in influencing consumer perceptions, trust, and brand distinction is shown by this study. Lifebuoy Body Wash successfully positions itself as a scientifically advanced product in the competitive personal care industry by utilizing phrases like "antibacterial" and "Active Silver+ Formula" to create a sense of innovation and credibility. Combining these terms gives customers more trust in





the product's efficacy in addition to educating them about its special qualities. By providing verifiable proof of the product's effectiveness, quantifiable promises like "kills 99.9% of germs" serve to further strengthen this sense of trust. As consumers become increasingly health-conscious and scientifically literate, the reliance on clear, verifiable data in product packaging has become a powerful tool in influencing purchasing decisions. This aligns with previous research that highlights how scientific language can enhance the perceived reliability and authority of health-related products.

Packaging design must be in line with consumer values and scientific credibility for brands hoping to obtain a competitive advantage. Lifebuoy's success is a result of both its ability to emotionally connect with customers and its ability to successfully communicate technical facts. Lifebuoy appeals to both technical experts and popular audiences by emphasizing cutting-edge features like silver nanoparticles and fusing them with approachable design elements. In addition to reaching a large audience, this dual appeal guarantees the brand's authoritative position in the industry. Furthermore, combining scientific terms with beautiful design results in a product that is both useful and aesthetically pleasing, promoting customer connection and brand loyalty. Brands that can effectively combine consumer-friendly design and scientific communication have a clear edge in fostering long-term trust and generating steady sales in today's cutthroat consumer environment.

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