

The Role of Packaging, Price, and Digital Marketing in Increasing MSME's Sales

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Abstract. This research aims to examine the influence of packaging, price, and digital marketing on increasing MSME (Micro, Small, and Medium Enterprises) sales. Using a descriptive quantitative approach, this study collects primary data through questionnaires and interviews, as well as secondary data from literature sources. The questionnaires serve as the primary data source, while interviews provide supporting data. The research population includes all MSMEs supported by KADIN in Bengkalis sub-district, Bengkalis district. A random sampling technique was applied, with a total of 104 respondents selected for the study. The data analysis was conducted using multiple linear regression with the help of SPSS software. This analysis involved testing validity, reliability, classical assumptions, and hypotheses to ensure the accuracy and consistency of the data. The results of the research indicate that both packaging and price have a positive and significant effect on increasing MSME sales. In contrast, digital marketing did not show a significant effect on boosting sales. Among the three factors, packaging emerged as the most dominant factor influencing the increase in sales. This study adds value to existing theories by confirming the importance of packaging and price in enhancing MSME sales performance. It also offers practical implications for the government and MSME stakeholders. For the government, the findings can be used to develop strategies and policies that support MSMEs, particularly in areas related to packaging and pricing strategies. For MSME owners and entrepreneurs, this research provides insights into key aspects of business operations that can be optimized to improve sales. By focusing on packaging and pricing strategies, MSMEs can enhance their competitiveness in the market, leading to increased sales and long-term business success.

Keywords: Digital marketing; Increasing sales; MSMEs; Packaging; Prices.

1. INTRODUCTION

The Covid-19 pandemic has resulted in a global economic decline 84.8 percent of MSMEs in Indonesia experienced a setback (Kemenkoekonri, 2022). At the start of the Covid-19 pandemic, a survey by the United Nations Development Program Agency together with the Economic and Community Research Institute, Faculty of Economics and Business, University of Indonesia, found that 77 percent of MSMEs admitted to experiencing a decline in sales or reduced income and only 7 percent of MSMEs admitted to experiencing an increase in sales or income increases, while the rest is unknown (Bayu, 2021).

This happened because of restrictions on large-scale social activities, and people's purchasing power began to weaken because many companies laid off employees. During the Covid-19 pandemic, the Indonesian government has issued a strategic policy in the form of a national economic recovery program to help MSMEs, such as financing people's business credit, productive assistance for micro businesses, interest or margin subsidies, MSME credit guarantees, cash assistance for street vendors, food stalls and fishermen, as well as other

programs. This has a significant impact, so it can help make it easier for MSMEs to survive the Covid-19 pandemic (Rahadi & Wardiman, 2022). Now that the Covid-19 pandemic has ended, the global business world, including Indonesia, is gradually recovering from its downturn. MSMEs in Indonesia significantly contribute to the gross domestic product of 60.5 percent and labor absorption of 96.9 percent (Kemenkoekonri, 2022). This means that the role of MSMEs in driving the country's economy, accelerating the nation's economic recovery, and increasing people's income is very real. However, most MSMEs are always faced with the problem of how to grow their business, low levels of managerial professionalism, limited capital and access to banking, difficulties in distributing goods, and many other problems that lead to the problem of increasing sales (Mawuntu & Aotama, 2023; Putri & Kristiyani, 2021; Sukmasetya et al., 2020). In the future, MSMEs will also be faced with many challenges, such as innovation and technology, digital literacy, branding, marketing, legality, productivity, human resources, financing, training, certification, standardization, and many other challenges (Kemenkoekonri, 2022). Apart from these challenges, there are several other aspects, such as packaging, price, and digital marketing, that MSMEs need to pay serious attention to in increasing their sales. These three aspects can be challenges and influence increasing sales.

Previous research regarding the effect of packaging on increasing sales was conducted by Sajuyigbe et al. (2013); Hamed & Abdulaziz (2017); Chukwuma et al. (2018); Setiawan et al. (2021); Amadi (2022) state that packaging has a positive effect on increasing sales. Research by Mulyadi (2015); Damayanti et al. (2023) found that packaging positively influences buyers' decisions and will also increase sales. Willy & Nurjanah (2019); Septiyadi & Dirgantara (2021); Aminudins et al. (2022) found that packaging had a positive effect on purchasing interest, so ultimately, it also had an impact on increasing sales. In contrast to the research of Lidyasuwanti et al. (2017); Herawati & Muslikah (2020) found that packaging did not affect interest or purchasing decisions, so this also did not affect increasing sales. The research has gaps in results and did not examine the influence of digital marketing and pricing on increasing sales.

Research regarding the effect of price on increasing sales has been conducted by Choi & Chen (2019); Waruwu et al. (2021); Yang et al. (2022), which reveals that price has a positive effect on increasing sales. In contrast to the research of Fauziah et al. (2019); Muhtarom et al. (2022), who found that price hurt increasing sales. Different research results were also put forward by Tsani et al. (2019); Sutikno & Suhartini (2020); Wulandari et al. (2021), which state that price does not affect sales levels. The research had gaps in results and did not examine the influence of digital marketing and packaging on increasing sales.

Previous research regarding the influence of digital marketing on increasing sales has been conducted by Hadadi & Almsafir (2014); Pradiani (2017); Agustriyana et al. (2021); Hawaldar et al. (2022); Aminartha et al. (2023), which reveals that digital marketing affects increasing sales. In contrast, research by Reken et al. (2020) found that digital marketing via websites and email did not affect increasing sales. The research had gaps in results and did not examine the effect of packaging and price on increasing sales. Based on literature facts from previous research, there are research gaps and differences in studies, so it is crucial to conduct further research with different data and objects. Therefore, this research aims to analyze the influence of packaging, price, and digital marketing on increasing MSME sales.

2. THEORETICAL STUDY

The market is where the process of exchange or interaction between the demand and supply of goods or services takes place so that, ultimately, a balance of price and quantity traded can be determined (Firmando, 2020). The market is where the process of exchange or interaction between the demand and supply of goods or services takes place so that, ultimately, a balance of price and quantity traded can be determined (Fauzan et al., 2022). Every process that brings buyers and sellers together will form a market price agreed between buyers and sellers. The market functions as a place for distribution, pricing, promotion, and long-term provision of goods or services. The free market determines production methods and prices, but no interference damages the balance (Effendi, 2021). When there is a price monopoly in the market, in Islam, there will be intervention, meaning that the market mechanism does not only have a social dimension but also has a theological element that the market is controlled and supervised by the Sharia. Islam has guided buying and selling so no party is harmed (Syaickhu et al., 2021).

A. Sales

Sales is the science and art of influencing other people by sellers to invite other people to buy the goods or services offered (Effendy et al., 2021). In sales, the seller gives the buyer ownership of a good or service at a specific price (Chen & Hu, 2020). Sales' main goal is to profit from goods or services produced with good management (Redjeki et al., 2021). Indicators of increasing sales consist of cash inflow, product units, and number of visitors (Muhajir & Bilgies, 2022; Raaij, 2005).

B. Packaging

Packaging is the final result of the packaging process to increase the value and function of a product (Rundh, 2016). Meanwhile, packaging design is a creative business that links shape, structure, material, color, image, geography, and design elements with product information to market the product (Lydekaityte & Tambo, 2020). In the past, packaging was seen only from a functional perspective, where visuals were unimportant. However, along with the times when more and more products are being sold, competition has given rise, so packaging has added functional value (Rundh, 2016). Packaging is also seen from an artistic and aesthetic perspective, which is why the world of packaging needs to be recorded, developed, analyzed, and then revealed into public discourse so that it can become study material (DuPuis & Silva, 2008; Reimann et al., 2010). Packaging indicators include graphic design, structural design, and product information (Kurniawan et al., 2020; Steenis et al., 2017).

C. Price

Price is the amount of money needed to get a combination of products or services (Guiltinan, 1987). The current economy uses money to exchange or measure the value of a product. The amount of money used in the exchange reflects the price level of an item (Summers & Heston, 1988). Price is included in the marketing strategy and can indicate how much profit will be obtained (Lestari et al., 2022). Price perception is one of the things that can cause an increase or decrease in sales (Lichtenstein et al., 1993). Price perception indicators consist of affordability, suitability to product quality, suitability to benefits, and price competitiveness (Jakpar et al., 2012; Novansa & Ali, 2017).

D. Digital Marketing

Marketing is a process and managerial process that enables individuals or groups to get what they need and want by creating, offering, and exchanging valuable products with other parties (Fauzan et al., 2022). Marketing functions to establish a customer base, identify customer needs, create products that can meet customer needs, communicate products to the target market, and direct the workforce to work disciplined and professionally (Redjeki et al., 2021). Digital marketing is a development of traditional marketing activities that were previously carried out face-to-face or offline but are now using the power of the internet in new and innovative ways (Hendarsyah, 2020). Digital marketing can create or open new previously closed markets due to time constraints, communication methods, and distance (Dyahrini et al., 2021). Digital marketing aims to bring in potential customers and increase traffic and visits to the business being run (López García et al., 2019). Digital marketing indicators include

websites, search engine optimization, search advertising, online advertising, affiliate marketing, video marketing, social media marketing, email marketing, and mobile marketing (Hendarsyah, 2020).

E. Hypothesis Development

Packaging is one of the strategies for marketing a product. Therefore, creativity and innovation are needed to improve product packaging (Rundh, 2016). The packaging of a product must give the best impression at the consumer's first glance because the best impression will attract and influence the consumer's decision to buy the product offered (Simmonds & Spence, 2017). When consumers make purchases, product sales will automatically increase. The more attractive the appearance of the packaging and contents of the product, the more consumers will buy it, so the company's sales will increase significantly (Apriyanti, 2018). Research conducted by Sajuyigbe et al. (2013); Hammed & Abdulaziz (2017); Njoku & Nto (2017); Chukwuma et al. (2018); Setiawan et al. (2021); Amadi (2022); Febrianti et al. (2022); Garg et al. (2022) revealed that packaging positively and significantly affect increasing sales. Therefore, hypothesis H₁: packaging positively and significantly affects increases in MSME's sales.

Price is one of the marketing strategies and the only element of the marketing mix that generates sales revenue, while other elements incur costs (Nasution & Yasin, 2014). Price can show how much profit will be obtained from a product (Lestari et al., 2022). Good price perceptions from consumers can increase sales (Lichtenstein et al., 1993). Research conducted by Choi & Chen (2019); Rachmasari et al. (2019); Suardika & Dewi (2021); Waruwu et al. (2021); Lestari et al. (2022); Yang et al. (2022) revealed that price positively and significantly affect increase sales. Therefore, hypothesis H₂: price positively and significantly affects increases in MSME's sales.

Digital marketing is a medium currently in great demand by the public when buying products. Through digital marketing, communications, and transactions can be carried out at any time and globally (Pradiani, 2017). Digital marketing can open new previously closed markets due to time constraints, communication methods, and distance (Dyahrini et al., 2021). When products are marketed via digital media, product information will be quickly conveyed to consumers so that responses and buying and selling transactions will be carried out quickly, which can ultimately increase sales (Redjeki & Affandi, 2021). Research conducted by Hadadi & Almsafir (2014); Pradiani (2017); Agustriyana et al. (2021); Ana et al. (2021); Satria & A.R. (2021); Hawaldar et al. (2022); Hikmahwati & Sahla (2022); Muhajir & Bilgies (2022); S.

Waruwu et al. (2022); Aminartha et al. (2023); Syamsuddin (2023) revealed that digital marketing positively and significantly affect increasing sales. Therefore, hypothesis H₃: digital marketing positively and significantly affects increases in MSME's sales.

3. RESEARCH METHODS

This research was carried out in the Bengkalis sub-district, Bengkalis district, Riau, Indonesia, specifically at MSMEs under the guidance of the Indonesian Chamber of Commerce and Industry (KADIN) Bengkalis. This research uses a descriptive quantitative approach with primary and secondary data sources. Data collection techniques use questionnaires, interviews, and literature. Questionnaires were used as the primary research data, while interviews were used as research-supporting data. The interview informants were four representatives from MSME actors and one representative from KADIN. The population of this research is all MSMEs assisted by KADIN in the Bengkalis sub-district, totaling 200 MSMEs. The sampling technique used random sampling, with measurements using the Isaac and Michael (1981) approach, to obtain a sample of 132. However, after distributing the questionnaires, of the 132 questionnaires distributed, only 104 were returned, equivalent to 79 percent of the total questionnaires, so the sample size was decided to be 104 respondents. The questionnaire was constructed using a Likert scale with calculations of strongly agree (5), agree (4), indecisive (3), disagree (2), and strongly disagree (1). This research variable consists of digital marketing, packaging, and price as independent variables and increasing sales as the dependent variable. The data analysis technique uses multiple linear regressions with the help of SPSS software, which tests validity, reliability, classical assumptions, and hypotheses.

4. RESULTS AND DISCUSSION

Respondent Demographics

Respondent demographics is the distribution of respondent data based on characteristics determined when collecting data through a questionnaire. Respondent characteristics consist of length of business, business category, and business criteria. Table 1 shows that based on business length characteristics, 45.2 percent of respondents who have been running their business for over six years dominate. The business category is dominated by 79.8 percent of culinary businesses. The business criteria are dominated by 54.8 percent of micro businesses.

Table 1. Respondent Demographics

Characteristics	Information	Amount	Percentage (%)
Business Length	1-3 years	20	19.2
	4-6 years	37	35.6
	> 6 years	47	45.2
Business Category	Culinary	83	79.8
	Fashion	10	9.6
	Service	5	4.8
	Technology	1	1
	Other	5	4.8
Business Criteria	Micro (<50 million IDR)	57	54.8
	Small (50 - 500 million IDR)	45	43.3
	Medium (500 million - 10 billion IDR)	2	1.9

Source: primary data (processed)

Descriptive Statistics

Descriptive statistics function to describe research through sample data. Table 2 shows that the total sample is 104. Packaging has the lowest value of 2, the highest 5, an average of 4.32, and a standard deviation of 0.585, meaning that none of the respondents chose the strongly disagree option; the average choice was close to agreeing strongly. Price has the lowest value of 3, the highest 5, an average of 4.37, and a standard deviation of 0.509, meaning that none of the respondents chose the strongly disagree and disagree options; the average choice was close to agreeing strongly. Digital marketing has the lowest value of 1, the highest 5, an average of 3.59, and a standard deviation of 0.695, meaning that respondents chose all options; the average choice was close to agreeing. The increase in sales has the lowest value of 3, the highest 5, an average of 4.46, and a standard deviation of 0.554, meaning that none of the respondents chose the strongly disagree and disagree options; the average choice was close to agreeing strongly. Digital marketing has the highest standard deviation of all variables, meaning that digital marketing data has the highest deviation from the average value.

Table 2. Descriptive Statistics Results

Variables	N	Min	Max	Mean	Std. Dev.
Packaging	104	2	5	4.32	0.585
Price	104	3	5	4.37	0.509
Digital Marketing	104	1	5	3.59	0.695
Increased Sales	104	3	5	4.46	0.554

Source: primary data (processed)

Validity and Reliability

Validity testing is used to measure whether questionnaire data is valid or not. Table 3 shows that packaging has the lowest r-stat value of 0.588 and the highest of 0.811. Price has the lowest r-stat value of 0.538 and the highest of 0.801. Digital marketing has the lowest r-stat value of 0.349 and the highest of 0.770. Increased sales have the lowest r-stat value of 0.519 and the highest of 0.798. The overall variable r-stat value shows above the r-table value (0.193), meaning that the questionnaire data is valid.

Table 3. Validity and Reliability Results

Variables	Lowest R-Stat	Highest R-Stat	Cronbach's Alpha
Packaging	0.588	0.811	0.784
Price	0.538	0.801	0.775
Digital Marketing	0.349	0.770	0.866
Increased Sales	0.519	0.798	0.700
R-Table	0.193		
Reliability	0.700		

Source: primary data (processed)

Reliability testing is used to measure the consistency of the questionnaire data measurement results, whether reliable or not. Table 3 shows that the packaging has a Cronbach's alpha value of 0.784. Price has a Cronbach's alpha value of 0.775. Digital marketing has Cronbach's alpha value of 0.866. Increased sales have a Cronbach's alpha value of 0.700. The overall Cronbach's alpha value of the variables meets the criteria 0.70, meaning the questionnaire data is reliable.

Normality

Normality testing is used to test whether, in the regression model, the data is normally distributed or not. Based on the results of the Kolmogorov-Smirnov test, an asymp sig value of 0.200 was obtained; this value is more significant than 0.05, meaning that it can be said that the data is normally distributed. Figure 1 results of the normal p-p plot show that the points are spread around the diagonal line and follow the diagonal line; this can be interpreted as meaning that the data is normally distributed.

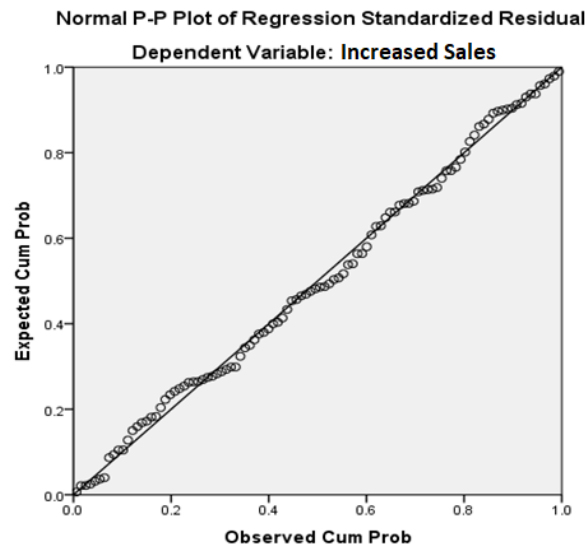


Figure 1. Normal P-P Plot

Source: primary data (processed)

Multicollinearity

Multicollinearity testing is used to determine whether there is a significant relationship between independent variables. Table 4 shows that the packaging has a tolerance value 0.513 and a VIF of 1.949. Price has a tolerance value of 0.581 and a VIF of 1.720. Digital marketing has a tolerance value of 0.816 and a VIF of 1.225. All variables have a tolerance value of more than 0.1 and a VIF value of less than 10, meaning there is no multicollinearity problem.

Table 4. Multicollinearity Results

Variables	Tolerance	VIF
Packaging	0.513	1.949
Price	0.581	1.720
Digital Marketing	0.816	1.225

Source: primary data (processed)

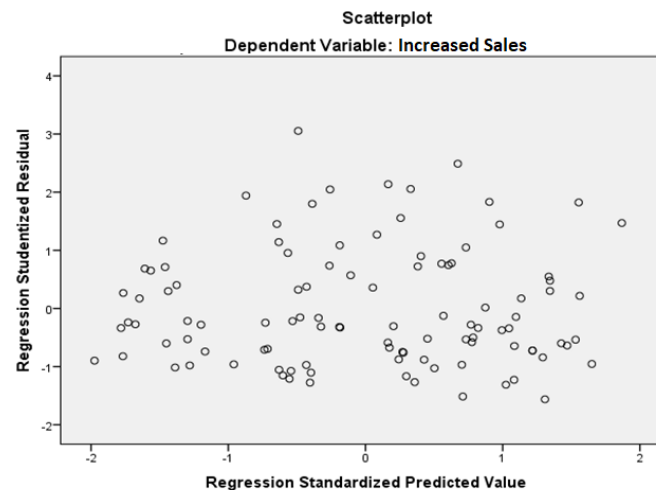
Heteroscedasticity

Heteroscedasticity testing is used to test whether, in a regression model, there is unequal variance in the residuals. Table 5 shows that packaging has a significant value of 0.229, a price of 0.408, and 0.437. All variables have a significant value greater than 0.05, meaning heteroscedasticity does not occur. Figure 2 shows that the points in the scatterplot spread in a random pattern, so there is no heteroscedasticity problem in the regression model.

Table 5. Heteroscedasticity Results

Variables	Sig.
Packaging	0.229
Price	0.408
Digital Marketing	0.437

Source: primary data (processed)

**Figure 2.** Scatter plot

Source: primary data (processed)

Hypothesis Results

Hypothesis testing is used to show the influence of the independent variable on the dependent variable. Table 6 shows that packaging on increasing sales (PC→IS) has a coefficient value of 0.513, t-stat 7.367 is greater than t-table 1.984, sig 0.000 is smaller than 0.05 and r-square is 0.621, meaning that packaging positively and significantly affects increasing sales, with a partial effect of 62.1 percent (H1 is supported). Price to increase sales (PR→IS) has a coefficient value of 0.218, t-stat 2.805 greater than t-table 1.984, sig 0.006 smaller than 0.05, and r-square 0.403, meaning that price positively and significantly affects increasing sales, with a partial effect size of 40.3 (H2 is supported). Digital marketing on increasing sales (DM→IS) has a coefficient value of 0.032, t-stat 1.645 is smaller than t-table 1.984, and sig 0.103 is smaller than 0.05, meaning that digital marketing does not affect increasing sales (H3 is unsupported). The F-stat shows a value of 63.774, which is greater than the F-table 2.700, and sig 0.000 is smaller than 0.05, and adjusted r-square 0.646, meaning that simultaneously packaging, price, and digital marketing have a significant effect on increasing sales, with a considerable influence of 64.6 percent.

Table 6. Hypothesis Results

Hypothesis	Coefficient	T-Stat	Sig.	R-Square
H ₁ : PC → IS	0.513	7.367	0.000	0.621
H ₂ : PR → IS	0.218	2.805	0.006	0.403
H ₃ : DM → IS	0.032	1.645	0.103	-
F-Stat		63.774	0.000	0.646
T-Table		1.984		
F-Table		2.700		

Source: primary data (processed)

Role of Packaging in Increasing Sales

The research shows that packaging positively and significantly affects increasing sales. The research results also show that packaging has the highest coefficient and r-square values, meaning that packaging is the most dominant variable influencing increased sales. The better the packaging for a product, the more sales there will be conversely, the worse the packaging for a product, the more sales will decrease. This indicates that MSMEs pay attention to packaging, both in terms of graphic design, structural design, and information on the packaging. The packaging is not only designed but also includes a logo or brand, and some products also include information such as composition and halal labels. The packaging must look attractive because the first aspect consumers see in purchasing decisions is packaging. This statement follows the opinion of one MSME player who stated that packaging must be attractive to attract consumers. Quality products are seen not only from their composition but also from the packaging used. Attractive packaging will bring positive energy to anyone who sees it. Clean and good packaging will keep the product contents clean and good, too. The results of this research are supported by research by Sajuyigbe et al. (2013); Hammed & Abdulaziz (2017); Njoku & Nto (2017); Chukwuma et al. (2018); Setiawan et al. (2021); Amadi (2022); Febrianti et al. (2022); Garg et al. (2022); Haryanto et al. (2022) which states that packaging positively and significantly affects the increase or volume of product sales. The results of this research are also supported by research by Mulyadi (2015); Willy & Nurjanah (2019); Septiyadi & Dirgantara (2021); Aminudins et al. (2022); Damayanti et al. (2023) which state that packaging positively and significantly affects interest or purchasing decisions which can ultimately increase sales. However, the results of this study are not supported by the research of Lidyasuwanti et al. (2017); Herawati & Muslikah (2020) stated that packaging does not affect interest or purchasing decisions, so it also has no impact on sales.

Role of Price in Increasing Sales

This research shows that prices positively and significantly affect increasing sales. The better the price perception, according to consumers, the more sales will increase; conversely, the worse the price perception, the more the sales will decrease. This indicates that price is an essential and central concern in sales. MSME players are always trying to find new alternatives in setting prices for different types of consumers. This suggests that prices have a significant influence on increasing sales. Setting prices that match perceptions is necessary to widen consumer coverage. This is proven by a statement from one MSME player who thinks about how to ensure that consumers can still afford the price of their products because most consumers prefer low prices; therefore, they choose to reduce product content rather than increase the price because this can reduce sales. Meanwhile, KADIN said that apart from consumers who like low prices, there are also consumers who do not mind high prices, but the product quality must be appropriate. Sometimes, consumers also compare prices for the same product, so KADIN advises MSME players to consider the same price as competitors so that no price gap ultimately results in the product not being sold. Determining product prices is very important to get a good perception from consumers so they can buy the product and ultimately increase sales. The results of this research are supported by research by Choi & Chen (2019); Rachmasari et al. (2019); Suardika & Dewi (2021); K. Waruwu et al. (2021); Lestari et al. (2022); Yang et al. (2022) which states that price perceptions have a positive effect on increasing or selling volume. However, the results of this study are not supported by the research of Fauziah et al. (2019); Muhtarom et al. (2022), which state that price has a negative effect on the increase or volume of sales. The results of this study are also not supported by research by Tsani et al. (2019); Violin (2019); Sutikno & Suhartini (2020); Wulandari et al. (2021), which states that price does not affect sales increase or volume.

Role of Digital Marketing in Increasing Sales

The research shows that digital marketing does not affect increasing sales. This means that digital marketing has no impact on increasing sales. This indicates that MSME players must balance the marketing transformation from conventional to digital by utilizing digital technology as a product marketing platform. Only a tiny percentage of MSMEs use digital technology to market their products. This was conveyed by one of the MSME players who said that his products had started to be marketed via social media. Most MSMEs need help understanding how to use digital platforms such as smartphones, and they only use smartphones as a communication medium. One of the MSME players also conveyed this, who said they could not use social media due to a lack of understanding and age. KADIN also

conveyed this, saying that many MSME players still need to understand how to use digital technology, such as social media, to market their products. Digital technology should help MSMEs market their products through social media, marketplaces, websites, and others. However, the reality in the field is that many still need to understand how to use it, so these facilities are not used and ultimately have no effect on increasing product sales. Based on descriptive statistical data, digital marketing has the highest data deviation from the average value, so digital marketing does not affect increasing sales. The results of this research are supported by research by Reken et al. (2020), which states that digital marketing via websites and emails does not affect increasing sales. The results of this research are not supported by research by Hadadi & Almsafir (2014); Pradiani (2017); Agustriyana et al. (2021); Ana et al. (2021); Satria & A.R. (2021); Hawaldar et al. (2022); Hikmahwati & Sahla (2022); Muhajir & Bilgies (2022); S. Waruwu et al. (2022); Aminartha et al. (2023); Syamsuddin (2023) states that digital marketing positively and significantly affects increasing sales volume.

5. CONCLUSIONS

Based on the research results, packaging and prices positively and significantly affect increasing MSME's sales. Meanwhile, digital marketing does not affect increasing MSME sales. Packaging is the most dominant factor in influencing increased sales. This research can complement existing theories and be used as a reference for the government to help find solutions to increase sales of MSME products and for MSME players to increase product sales from existing aspects. This research has a limited sample size due to limited time. Therefore, further research needs to increase the sample size and add other variables such as promotion, product quality, service quality, and others. Furthermore, the government or related parties must frequently conduct training for MSMEs on making attractive packaging and always conduct outreach on use and marketing through digital technology.

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