**COVER LETTER**

Dear Editor-in-Chief

International Journal of Review Management and Marketing

We submit article entitle “*Influence of Packaging Element on Beverage Product Marketing*” for publish in International Journal of Review Management and Marketing. All author agree to publish in this journal and equally contribute to this study. This paper not recognized for publication in another journal and submit for International Journal of Review Management and Marketing only. We hope you accepted our article for publish in International Journal of Review Management and Marketing because this study explain to discover the influence of packaging elements on consumer purchase intention of beverage products which using PET packaging bottle.

What this study adds:

• The result showed that the model generated only able to explained 39.2% of variance. Visual element packaging are the most significant variable influence of consumer purchase intention, with attractiveness of packaging shape as variable indicator. The attemps to increase consumer purchase intention on beverage products is by improving the visual appearance of package.

Thank you

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