

Saimaa University of Applied Sciences  
Faculty of Business Administration, Lappeenranta  
Degree Programme in International Business

Polyakova Ksenia

# **Packaging design as a Marketing tool and Desire to purchase**

Thesis 2013

## **Abstract**

Ksenia Polyakova

Packaging design as a Marketing tool and Desire to purchase, 72 pages, 2 appendices

Saimaa University of Applied Science

Faculty of Business Administration, Lappeenranta

Degree Programme in International Business

Bachelor's Thesis 2013

Instructor: Mr. Riku Hytönen Senior Lecturer, Saimaa University of Applied Sciences

The purpose of the study was to examine the consumer perception on different design elements of a milk package and to provide essential information for the companies about the consumer attraction and importance of design attributes from the consumer point of view.

The theoretical framework was based on the secondary data (articles and books) and included core concepts of packaging, packaging design, consumer behavior, consumer perception, and consumer attraction. The mixed method was selected for acquiring and analyzing the research results. Quantitative data was collected from 30 questionnaire responses and was analyzed with the computer program Excel. Qualitative data was obtained from two interviews conducted with the companies, Valio Ltd and Tetra Pak Ltd.

The results of the study revealed the importance of packaging design in consumer buying behavior. By examining the consumer perception, it was found out that packaging design elements such as graphics, color, and product information play a key role in decision making and ensure consumer's attention. Based on the findings, it was defined that successful milk packaging design could be created by the cooperation between the consumer and the company. Further research could investigate other product packages' design elements.

Keywords: packaging, design, milk packaging, consumer, perception

## Table of contents

1	Introduction.....	5
1.1	Background of the study.....	5
1.2	Objectives.....	6
1.3	Delimitations.....	7
1.4	Research questions.....	8
1.5	Research method.....	9
1.6	Structure of the study.....	10
2	Packaging.....	12
2.1	Package and packaging design.....	12
2.2	Packaging functions.....	13
2.3	Packaging as a decision making instrument.....	15
2.4	Packaging as a communication instrument.....	17
2.5	Packaging elements.....	18
2.6	Packaging elements towards product.....	22
2.7	Packaging as a quality measurement.....	23
2.8	Packaging design as a tangible object.....	24
2.9	Influencing factors.....	26
3	Consumer.....	29
3.1	Consumer behavior.....	29
3.2	Perception.....	30
3.3	Perception and Packaging.....	33
3.4	Involvement.....	34
3.5	Involvement and Packaging.....	35
3.6	Attractiveness.....	37
3.7	Attractiveness and Packaging.....	39
3.8	Consumer decision-making.....	40
3.9	Consumer decision-making and Packaging.....	41
3.10	Cooperation between consumer and company.....	41
3.11	Consumer benefits.....	43
4	Milk package.....	44
5	Analysis of the research.....	46
5.1	Collecting and analyzing quantitative data.....	46
5.1.1	Respondent age and gender distribution.....	47
5.1.2	Respondent country distribution.....	48
5.1.3	Main images of the questionnaire.....	49
5.1.4	Milk package design - attention.....	50
5.1.5	Milk package design – product recognition.....	52
5.1.6	Packaging design ratio.....	54
5.1.7	Milk package design and attributes.....	56
5.1.8	Milk package design preference.....	58
5.2	Collecting and analyzing qualitative data.....	59
5.2.1	Valio and Packaging design.....	60
5.2.2	Tetra Pak and Packaging design.....	62
6	Conclusion.....	65

6.1	Summary of the findings .....	65
6.2	Discussion .....	67
7	Recommendations for further research .....	69
	Figures .....	70
	Charts .....	70
	References .....	71

Appendices

Appendix 1  
Appendix 2

Cover letter and Questionnaire  
Interview Questions

# 1 Introduction

## 1.1 Background of the study

Consumer market grows rapidly every year and the number of competitors among different types of products and goods increases steadily. To stand out against competitors, every company tries to invent something new and to get the competitive advantage for providing the product to the end customer. One of the marketing tools that has become popular and important is **packaging** and **packaging design** which allows companies to be different from each other and to have more priorities among competitors. This has become a reason why nowadays there is a big variety of design packages on the supermarkets' shelves.

Packaging and packaging design have become significant factors in the marketing of diverse "consumer goods" and have a main role in communicating product benefits to the customer. Czinkota & Ronkainen (2007) deem that product packaging is connected to other variables in the marketing mix (Rundh 2009, p. 988). Cateora & Ghauri (2000) say that these variables are within the control of the company and they help to adapt to the changes in the business environment (Rundh 2009, p. 988). According to Packaging Federation (2004 a,b), these changes occur in different areas: new technology, materials development, logistics requirements, environmental issues, consumer preferences; all are the key factors for making decisions on marketing strategy (Rundh 2009, p. 988).

Consumer preferences and consumer buying behavior are the major issues that should be taken into account when designing a new package. In spite of factors such as new technology or material development, consumer's choices and desires are the important elements that drive the marketing process. Consumers are the key actors in planning and implementing packages. Hereby, the key issue for packaging design is to understand the consumer (Stewart 2004).

Consumer identifies needs and desires, afterwards makes a purchase. The process of identification includes the process of consumption where customer sets the product within three stages: pre-purchase, purchase, and post-purchase activity. Therefore, the *perception* and the *evaluation* of the product, in this case product package, assist customer to make a purchasing decision.

There are many studies that are done in the area of packaging. Nevertheless, Holmes and Paswan in the article "Consumer reaction to new package design" (2012, pp. 109 -110) deem that a little is known about the impact of the consumer's experience with the package on the evaluation of the product itself. Concerning the previous researches, it can be seen that not a lot of studies are about the package design perception and direct customer experience with the package. However, it has an essential role in product performance because the package tells the consumer as well the information about the product as the quality of this article.

Thereby, the aim of the thesis is twofold: first, to examine what attracts consumers in different package designs; second, to identify key factors in package design that help companies to fascinate customers and to make their products to be prioritized by the consumers.

## **1.2 Objectives**

Nowadays the development of the market economy highlights the importance of package. The package plays a big role in the market where similar items exist and it assists products with a new pack in standing out against competitors' goods.

Schoormans & Robben (1997); Rettie & Brewer (2000) deem that package design is one of the most significant parts of product strategy. It is estimated that approximately 70 percent of all purchase decisions of goods are made at the point of purchase. Therefore, the package itself is the only marketing communication the consumer may receive while evaluating the product. (Holmes & Paswan 2012, p.109.)

According to the fact that the package and the consumer are strongly related to each other, two areas of business are described from the point of packaging in this study: marketing and consumer behavior. These two fields both affect and develop each other what helps companies to make right decision about their marketing strategies.

Concerning the packaging design, it is a wide theme and many aspects can be investigated. The main objective of this study is to recognize customer perception on different product designs. Namely, to examine how consumer perceives and evaluates patterns, colors, and graphics on the package. The goal of this study is to identify elements of the packaging design and its importance from the consumer point of view. This will assist companies in creating effective package design and attracting customers.

### **1.3 Delimitations**

There are many objects that can be explored in packaging design. Because of the big variety of products and goods, its sizes, different storage conditions, terms of protection and transportation, there are a lot of aspects that should be taken into consideration when creating the design and making the package. For instance, the terms of storage for food and detergents will be totally different, as their package.

In order to have a specific area of the research, this study focuses on exact product type and its packaging designs. Therefore, the work has delimitations which help to concentrate on concrete objects and to get appropriate research results.

This study is concentrated on product package designs only. The general perspective of the packaging design is included into the theoretical part. The milk package design features which are the core issue of the research are included into

the separate theory chapter. The theoretical framework is built according to objectives and consists of secondary data.

The data for empirical part of the study are collected from interviews and a survey. The interviews were conducted in two case companies, Tetra Pak Ltd and Valio Ltd. These two companies were selected due the reason of producing joint product; Valio designs the image of a package, whereas Tetra Pak makes and selects a suitable package for a particular product. When the product is launched, consumer makes a choice of purchase according to image and functionality, which are combined into one product by these two companies.

The survey was done on-line within one week. The scope of respondents was limited and the geographical area consisted mainly of three countries Finland, Russia, and Germany. The objects of the survey were two milk packages with different design styles. The brand name or manufacturer's name were not taken into consideration and were not used as a core element of the design for the package examining.

#### **1.4 Research questions**

The *purpose* of this study is ***to identify the impact of package on consumer buying behavior and customer perception towards package design***. This goal, however, leads to another aim: ***to provide information for companies about creating and selecting the right design elements and attributes for their product package***. These are the main research questions and in order to have answers on them several sub questions are formed.

*How does the package influence on the consumer buying behavior?*

By answering this question, it will be possible to find out whether the product package attracts customers and stimulates the buyer to purchase the product. The importance of package's physical properties will be explored.



*How does consumer perceive the package itself?*

In order to answer this question, several exact points will be examined such as patterns, colors, and graphics. All of them create an image of the package.

The design preference will be also investigated.

After finding answers for two sub questions the answer for the goal of this study can be found. The result of all conducted answers will identify facts and factors that stimulate perception and buying behavior. Moreover, it will also provide the information about creating an attractive packaging design.

### **1.5 Research method**

This report refers to examine consumer perception and evaluation of the package design. In order to analyze the data from different points of view and to make correct interpretation, both, qualitative and quantitative research methods are used. In marketing research the combination of these two methods is called “Mixed method” research. Johnson & Onwuegbuzie & Turner (2007) say that *the mixed method has become a popular term for mixing qualitative and quantitative data in a single study* (Harrison & Reilly -, p. 8).

Johnson et al. (2007) define that *mixed methods research is the type of the research in which a researcher combines elements of qualitative and quantitative research approaches for the broad purpose of breadth and depth of understanding and collaboration* (Harrison et al. -, p. 8). The mixed methods of data collection enrich and confirm the picture of the researching area. The data collection in case of current report includes interviews and survey. Here, interviews are interpreted through qualitative research method, whereas survey is analyzed through quantitative method.

Qualitative research method is based on explanation, analysis and interpretation of the phenomena. In case of the current study, it is aimed at acquiring in-depth

knowledge about the company, consumer behavior, and objects. Here, the research method tool for receiving the data is companies' representatives. The qualitative research emphasizes on understanding companies' performance and strategies. Furthermore, qualitative research includes the data which is based on the meaning of words. Here, the data is reduced to themes and categories to capture a more holistic view of the research area.

Quantitative research method refers to the systematic empirical research of social phenomena via statistical, mathematical or computational techniques. It emphasizes on testing and focuses on facts. Here, the consumer behavior, namely perception, towards product is examined. The corresponding figures and numbers are calculated and evaluated. Furthermore, quantitative research is result oriented method where the process of measurement is significant. The connection between empirical observation and mathematical expression is essential. In the current report it is shown that by using different techniques of analyzing and interpreting of quantitative data it is possible to establish relationships between numerous variables and different types of consumer behavior.

The information acquired through qualitative and quantitative research methods is valid and reliable. These two concepts are used carefully in research with the reason to describe some part of reality with certainty. In other words, *validity and reliability are used to defend generalizations and specify the extent to which certainty has been achieved* (Hanson & Grimmer 2005, p. 60).

## **1.6 Structure of the study**

The current study consists of two main parts: theoretical and empirical. In the first section, which is divided into three parts, the relevant literature is reviewed and the theoretical framework is presented. The chapters include information about packaging and packaging design. The theoretical concepts about packaging functions, packaging elements, and packaging elements towards product are described. Packaging as a decision making instrument and communication tool are

discussed. Packaging as a quality measurement is reviewed. The information about influencing factors and packaging design as a tangible object is provided. The chapters include the theoretical framework about the consumer and consumer behavior. The consumer perception and involvement are reviewed and also described from the point of packaging. The attractiveness and packaging are discussed. The concepts about consumer decision-making and packaging are included. The theory about the cooperation between consumer and producer as well as the consumer benefits is presented in the current report. The last chapter of the first section consists of information about the milk package. The second section of the study includes the empirical findings which have been collected through the questionnaire, the telephone and the e-mail interviews. In the final section the conclusion is discussed and recommendations are highlighted.

## **2 Packaging**

### **2.1 Package and packaging design**

In marketing literature, packaging is a part of the product and the brand. A product's package represents its characteristics and communicates the product information. For consumers, the product and the package are one and the same when they see it on the supermarket shelves. During the purchasing decision, the package assists the consumer by creating the overall product perception which helps the evaluation and the making of the right choice. Furthermore, the package is the product until the actual product is consumed and the package is recycled.

The package design adds value to the package and to the product respectively. Design elements such as colors, font, text, and graphics have an important role in package appearance. Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations (Rundh 2009, p. 999). At the point of purchase, the primary role of the package and packaging design is to catch the consumers' attention and to stand out among the competition in the store or at the supermarket.

Successful package design and packaging itself is the result of the involvement and the work put forth by marketers, designers, and customers. Hence, packaging is a major instrument in modern marketing activities for consumer goods. Prone (1993) deems that the package can attract the customers' attention, communicate company's name and image, differentiate the brand from competitors, and enhance the product's functionality (Garber & Burke & Jones 2000, p. 5). Therefore, the package itself acts as a decisive communication tool and provides consumers with product-related information during the buying decision process.

There is a term that has its origins in packaging and packaging design - product positioning. Positioning recognizes the importance of the product and the image of the company and it is required to differentiate the product in the minds of

consumers. In other words, positioning assists the package and product awareness, keeping it present in the consumers mind against competitors in terms of attributes that the brand or company name does not offer. Maggard (1976) deems that *product positioning induces marketing mix where the elements such as pricing policy, place, products and promotion are included*. These elements help to reach the consumers and define the appropriate product positioning in their minds. (Ampuero & Vila 2006, p. 101.)

Positioning may include different elements which depend on the positioning strategies. This can be global, foreign, and local consumer culture positioning where the attributes such as design, package and performance can have different functions and purposes. However, the main goal of positioning is to provide a successful presentation and explanation on why the consumers should buy a particular product. Therefore, the package and packaging design aims at consumers' attention, whereas the positioning helps the company to place the products properly in the market.

## **2.2 Packaging functions**

Packaging has many functions in different departments. It has its most essential roles in logistics and marketing due to the fact that these two units are strongly connected to the end-users of the product. The task of the package is to sell the product by attracting attention and to allow the product to be contained, utilized, and protected (Silayoi & Speece 2004, p. 610).

### **Logistical function**

The functionality is a correspondence of packaging to its practical purpose. The roles the package fulfills are related to psychological function, where the package interacts with the consumer and to physical property of a package on a stage of production and product preservation.

Bill Stewart (2004, pp. 3 - 5) defines three prime functions of the package:

1. To contain

The aim of the package here is to achieve integrity. It means that the product stays in the same condition and does not change its basic form and use, due to the influence of external factors.

The task of containment is ongoing throughout the product life cycle, from production to the end user and customer. The package function 'to contain' is convenient and beneficial to the consumer as it increases consumer confidence in the contents of the package and the product.

2. To protect

Protecting the product is a key function of packaging. The protection task is performed not only for physical factors such as transit, but also for environmental influences – moisture, gases, light, temperature, and other.

Here, the package choice depends on the nature of the goods, distribution and types of hazards it will encounter. Some of the benefits this function can provide for a product are extended shelf life and freshness.

3. To identify

The role of identification is to provide the consumer with information about the product. Product identification has a description of the contents and consists of product use and legally required information. To some extent, this function can have a promotion role that stimulates the desire to purchase a product and can also assist product branding.

## **Marketing tool**

Product design is an important marketing variable. It is also a vital instrument in modern marketing activities for consumer goods (Rundh 2009, p. 988). To be successful in today's increasingly competitive marketplace, the product design, namely appearance, should include the preferences of consumers (Creusen & Veryzer & Schoormans 2010, pp. 1437 - 1438). Packaging provides an attractive method to convey messages and information about the product attributes to customers (Silayoi & Speece 2007, p. 1495).

Bloch (1995) says that the importance of product design is crucial to the success of a product. It ensures consumer attention for the product, communicates information, and it provides sensory stimulation. (Holmes et al. 2012, p. 109.) According to Berkowitz (1987), an exclusive and unique package design is a way for a new product to be noticeable among familiar packages offered by competitors. (Holmes et al. 2012, p. 109.)

The design of a package contributes to the communication of value and has a strong influence on sales of a particular product. The package and package benefits are essential instruments in marketing strategies.

### **2.3 Packaging as a decision making instrument**

Packaging plays a critical role in the purchasing decision. Silayoi and Speece (2007) deem that in cases when the consumer is undecided, the package becomes a vital factor in the buying choice because it communicates to the consumer during the decision making time. The way how the consumer perceives the subjective entity of a product through communication elements conveyed by the package, also influences the choice and is the key factor for successful marketing strategies (Silayoi et al. 2007; Gofman & Moskowitz & Mets 2010, p. 157).

Murphy (1997) indicates the importance of package design and its influences on consumer decision making process. Murphy distinguishes a two-step decision process the consumer follows during shopping for convenience-packaged products. First step is to decide to examine the product carefully after finding it on the supermarket's shelf. Here, the package design has the power to initiate consumer examination of the product. The second step includes direct experience with the product where the package becomes a "salesman". Hence, the package and packaging design are involved in the consumer selection and purchasing intent. (Holmes et al. 2012, p. 110.)

### **Analytical and emotional decision making**

The functionality of a package is one of the most important areas of packaging design. It has started from simple product identification and has moved to creating branding and communicating imagery in powerful and interesting ways. This communication starts at the point of purchase where the buyers begin to make their choices based on several criteria such as product category, product variety, product size, quantity or volumes, influence of advertising, and many others. All these criteria are dependent on time, browsing or product comparison. However, if none of these factors take place, the purchasing decision will be partly analytical and partly emotional. (Stewart 2004, pp 5 - 6.)



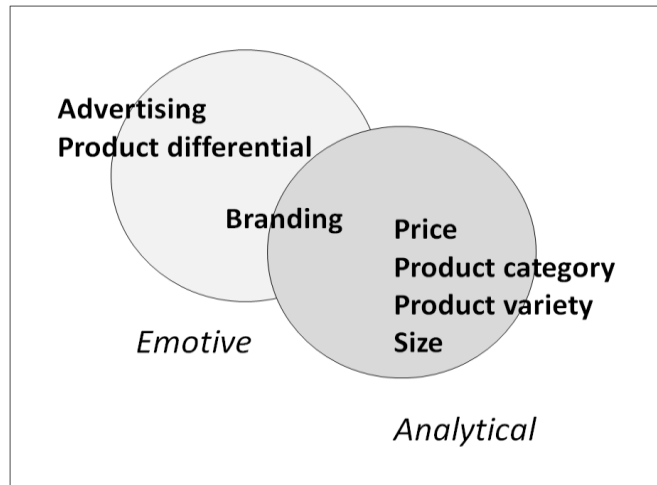


Figure 1. The purchasing decision is part analytical and part emotional (B. Stewart, Packaging Design Strategies, 2004.)

The analytical part of decision making can be seen when the potential buyers are making a shopping list on which immediate needs are included. The emotional part appears when the buyers need to decide which exact product among its product group they would like to purchase. *This choice can be influenced by packaging which can differentiate as “original and best”, “just as good but cheaper”, or “new and different”* (Stewart 2004, p. 6). Hence, the role of packaging design is to initiate an emotional dialog with the potential purchasers.

## 2.4 Packaging as a communication instrument

Packaging design impacts the consumer at the point of sale as well as at the point of future handling and using the product. It becomes a part of the consumers' experience and influences the future purchasing decisions. *The way the package can be opened and closed, the way it fits neatly onto the refrigerator, all these factors and qualities can provide emotional feedback which reinforces the brand value and assists product satisfaction* (Stewart 2004, p. 6).

The packaged product communicates not only through its appearance elements but even more through the overall experience with the whole package. The packaging design includes many features that give the complete picture of the product. Kupiec & Revell (2001) suggest that consumers' intention to purchase is

dependent on the degree to which consumers suppose that the product will satisfy their expectations about its use (Silayoi et al. 2007, p. 1495). Therefore, the task of package communication is to deliver the right message in order to meet the buyer's needs and emotional desires for purchase.

According to Nancarrow & Wright & Brace (1998), *in order to achieve the communication goals and objectives efficiently and to optimize the potential of packaging, companies and manufacturers of fast moving consumer goods (FMCG) need to take into consideration consumer response to the packages they produce, and to integrate the perceptual processes of the consumer into design.* (Silayoi et al. 2007, p. 1496.)

Silayoi and Speece (2007) suggest that *marketers and designers need to consider consumers past experiences, needs, and wants; understand how packaging design elements get customers attention to the product and get them to notice message on the package; and evaluate packaging design and labeling their effectiveness in the communications effort.* (Silayoi et al. 2007, p. 1496.)

## **2.5 Packaging elements**

The packaging design features and characteristics can highlight and underline the uniqueness and originality of the product. A well designed package sells the product by attracting attention and through positive communication.

Silayoi and Speece (2007, pp. 1498 - 1500) based on the review of the relevant literature, define that there are four core packaging elements which affect a consumer's buying decision. These elements are divided into two categories: visual and informational elements. The visual elements include graphics and size/shape of packaging. Informational elements consist of product information and information about the technologies used on the package.

## 1. Visual elements

### *Graphics and color*

When creating a package design, it is important to remember that consumers evaluate packaging in different ways. Customers' attitudes towards the package depend also on the process of interconnection between person and package. Here, the level of this involvement influences on the product continuum where the product name varies from high involvement to low involvement product. The difference between them is that the first one has a more substantial effect on the consumer's lifestyle, while the second is less significant and can be habitually purchased. The decision making for high involvement products is less influenced by image issues. Grossman & Wisenblit (1999) say that the decision making for low involvement products includes the evaluation of packaging design attributes which is less important, while the graphics and color become more valuable and noticeable (Silayoi et al. 2007, p. 1498). Kupiec et al. (2001) suggest that the consumer behavior towards the low involvement products can be influenced by the development of the marketing communications which includes image building (Silayoi et al. 2007, p.1498).

### *Graphics*

Graphics include image layout, color combination, typography, and product photography. The combination of all these components communicates an image. Graphics on the package are telling detailed information about the product. It becomes a product branding or identity, followed by the information.

According to Herrington & Capella (1995), when the consumers examine packages in the supermarket, the differential perception and the positioning of the graphics can be the difference between identifying and missing the product (Silayoi et al.

2007, p. 1498). However, eye-catching graphics make the product stand out on the shelf and attract the consumers.

Graphics can affect through colors and printed lines on the package on which different signs and symbols are located. Holograms and combinations of various materials can encourage consumers to touch the package, thereby inspiring them to try the product (Rundh 2009, pp. 999 - 1000).

### *Color*

Cheskin (1957) says that the selection of the colors and color combinations is a necessary process for creating a good design package. Color is a key element of design due to the fact that it is usually vivid and memorable. The package color can have a significant effect on consumers' ability to recognize the product, the meaning conveyed by the package, its novelty and contrast to other brands and company's names. The package color can be modified without changing the costs, product characteristics and functionality. (Garber et al. 2000, p. 3.)

Packaging applications have many color-coded messages which are associated with the particular product category (Stewart 2004, p. 7). Garber & Hyatt & Starr (2000); Koch & Koch, (2003) say that *in case of food package, color can influence product expectations and perceptions (e.g. taste)* (Kauppinen-Räsänen & Luomala 2010, p. 288).

Product packages in similar colors may attract attention by means of brand or product category. Dissimilar or novel colors may attract and be preferred by those customers who like novelty. (Kauppinen-Räsänen et al. 2010, p. 291.) The right choice of colors is an important factor in creating the impression needed to influence brand and product selection (Gofman et al. 2010, p. 167).

### *Size and shape*

Packaging size and shape are also significant factors in designing the package. A consumer interacts with these two elements in order to make volume judgments, e.g. consumers perceive more elongated packages to be larger (Silayoi et al. 2007, p. 1499).

Packaging sizes depend on the different involvement levels. The low involvement food products have a low price which is generated through cost savings created by reduced packaging and promotional expenses. The effect of package size has a strong influence on the purchasing choice when the quality of the product is hard to determine. Therefore, the elongated shape and appropriate size causes the consumer to think of the package as having better product volume and cost efficiency. (Silayoi et al. 2007, p. 1499.)

## 2. Informational elements

### *Product information*

Communication of information is one of the core functions of the packaging. This helps customers to make the right decisions in the purchasing process. Coulson (2000) gives an example of information significance using a food labeling case: the trend to consume healthy food has emphasized the importance of labeling, which gives the consumer the opportunity to consider alternative products and to make an informed product choice. (Silayoi et al. 2007, p. 1499.)

Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fronts and dense writing styles which are used on the package. Hausman (2000) suggests that experience makes consumers select prospectively the product and it, however, restricts the area of their choice (Silayoi et al. 2007, p. 1500). Hence, the purchase decision making

factor depends on the interconnection between information and choices. Here, consumer involvement also takes place. Vakratsas & Amber (1999) tell that low involvement includes inattentively reading and examining product information, while high involvement consists of careful evaluation of information and may lead to purchase intentions (Silayoi and Speece 2004, p. 613).

### *Technology image*

McNeal and Ji (2003) deem that the role of packaging in marketing communications is implemented by developments in technology (Silayoi et al. 2007, p. 1500). Here, the technology creates the packages according to trends and consumers' attitudes and behaviors. The role of technology is to meet consumers' needs and requirements. As far as the technology is a communication element, it should be presented visually and, therefore, it will catch more attention and be convenient for consumers.

## **2.6 Packaging elements towards product**

The actual package can be considered as a part of the product since it can assist a product's benefits and be important for the product usage (Rundh 2009, p. 991). For different products, the shape of the package is the crucial factor for success in the marketplace, whereas size and color can be vital for other goods. Graphics and technology image are the other elements that also contribute to a successful package. Since the packaging is the last marketing communication tool the company uses before the purchase decision is made, the importance of package is highlighted in the communication mix of a company.

The combination of shape creativity and color together with well-designed graphics forms the package and creates consumer emotional appeal. Here, the logistics and marketing aspects are considered and performed in cost efficient way. A company's stability and profitability are dependent on its product relevance and business performance.

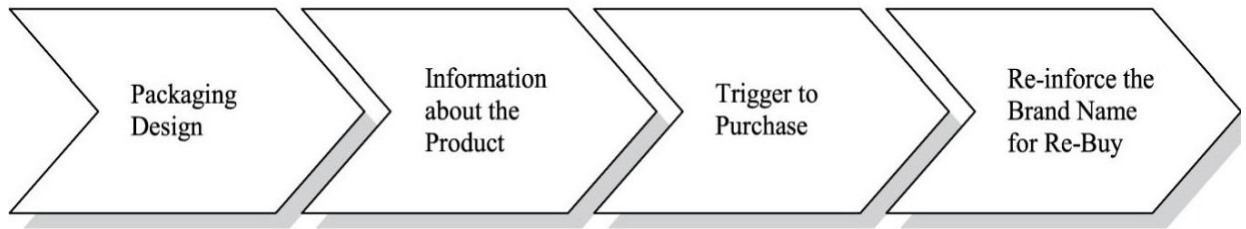


Figure 2. Packaging design and trigger to purchase

(B. Rundh, 2009, Packaging design: creating a competitive advantage with product packaging, p. 1000.)

In Figure 2 the process of the package influence on the product consumption is presented. The first thing that evokes consumer attention is product design. By examining the visual elements, a consumer investigates the content and information about the actual product. The package, covered by different design elements, may evoke the desire to purchase the product. When the purchasing decision is made and the product is bought, the product strength and demand is established.

## **2.7 Packaging as a quality measurement**

The quality of the package as well as the quality of the actual product are the core elements of purchasing decision making. When the consumer forms an opinion towards the new package, the packaging design variables are highly important. The consumer makes a quality evaluation based on the packaging attributes and the overall package. Here, the consumer may perceive the usefulness of the package and judge the favorability of the new product.

Packaging is a quality measurement for the products. According to Grunert & Beck-Larson & Bredahl (2000), when the consumers view the new package on the shelf, they are usually forced to make a quality evaluation of the product through experience with the package (Holmes et al. 2012, p. 110).

Quality judgments are influenced by product and package characteristics. When the package communicates high quality, frequently the consumer assumes the product itself as a high quality item. If the package gives the impression of low quality, the consumer perceives the actual product as a low quality item. Underwood, Klein and Burke (2001) suggest that consumers instinctively can imagine how the product looks, tastes, feels, smells, and sounds while viewing pictures and images on the package. (Silayoi et al. 2004; Silayoi et al. 2007, p. 1497.)

Packages should be exciting and safe and have a high quality at the same time. Food product expectations are created by packaging elements such as labeling and product information. Here, the color element also plays an important role. Colors on the package can be perceived and associated with quality attributes, such as flavor and nutrition. Imram (1999) believes that a positive effect can be gained by combination of packaging elements: color, clear packages and incident light. In food service, the food products chosen for display are selected for their color and appearance attributes (Silayoi et al. 2007, p. 1497).

The quality combined with product price can influence the purchase intention. Zeithaml (1988) says that the price of lower-priced packaged goods receives less attention than high-priced goods (Holmes et al. 2012, p. 110). Schoormans and Robben (1997) suggest that the attitude towards the package and expected product quality has influence on the consumer's purpose to buy a low-priced packaged product in the supermarket (Holmes et al. 2012, p. 110).

## **2.8 Packaging design as a tangible object**

The package design contains visual and sensual attributes which communicate to the consumer. Visual elements relate more to the perception and attractiveness, whereas sensual refer to the physical sensation. The way how the consumer interacts with the object, its surface and material can influence the evaluation of



product content and quality. Hence, the designing of the package as a physical object is very important as is the creation of attractive visual elements.

From a physical point of view, a package is a container that directly contacts the product, protects, preserves and identifies it. Vidales Giovannetti (1995) identifies three types of packaging. First, prime package is in direct contact with the product. Secondary packaging consists of one or more primary packages and has the role of protection, identification and communication tools. Tertiary packaging consists of two previous packages and its function. The task of the third type of package is to distribute, unify and protect products throughout the commercial chain. (Ampuero et al. 2006, p. 101.)

Good package design requires knowledge of materials, their properties, manufacturing methods and conversion process (Stewart 2004, p. 90). The materials that can be used for producing packages are wood, paper and board, plastics, glass, metals, and textiles. Here, the choice of material depends on the nature of the product, production process, and equipment. The product shelf life, storage and transit requirements also have an impact on the material choice.

The vast variety of products and goods implies a large amount of different packaging methods. Here, as in the case of the materials, the method of packaging is strongly dependent on the actual product. For instance, *wrapping is the method of packaging in which an object is enveloped in a sheet of material* (Ramsland & Selin 1993, p. 27). The product which can be wrapped does not suit to the products which are in a liquid or unstable condition. Plastic or glass bottles and jars are used as a package for beverages. Steel canning package is a method of preserving perishable food. Hence, the package varies from the product categories as well as from the materials and technical methods it requires.

At the start of every design project, marketers and designers need to have knowledge of the material categories, limitations and possibilities for a particular type of a package, and its conditions and requirements. When the sensual part of

the package is well designed and made in a proper way, it is easier to include visual elements with appropriate and selected information and a message which will attract the consumer and evoke an interest in the product.

## **2.9 Influencing factors**

From the historical facts it is known that the package has been utilitarian. It has had specific attributes and special functions which nowadays are changed or replaced with more convenient and functional elements. There are many internal and external factors that have influenced the package and package design throughout their existence. The result of these developments is presented and can be observed by consumers in the supermarket. Nevertheless, packaging still continues to improve and progress.

### *Consumer influences*

Consumer behavior is influenced by demographic and lifestyle factors. The consequences of demographic factors are an ageing population and an increasing number of people who are moving and living in smaller households (Packaging Federation 2004b; Rundh 2009, p. 990). The changes in household sizes also influence the consumer lifestyle. The number of people eating out, as well as the “healthy eating” and sporting activities phenomena changes the society. Accordingly, due to the significant changes, marketers and designers must adapt the package and package design to the consumer’s preferences and needs, as well as the visual perception and satisfaction with an actual product.

### *Environmental influences*

The environment is an important issue for all business areas. Nowadays, governments, official institutions and international companies around the world pay attention to environmental problems and suggest ideas for solving them. Many countries have introduced legislation and regulations for certain material usage or

certain trade practice implementation. The European Union (EU) has implemented legislation which requires companies to behave in a manner compatible with environmental conservation (Rundh 2009, p. 990). The packaging directive describes the minimization of waste and the amount of recycled packaging material. EU (2006) says that the directive introduces important restrictions and promotes energy recovery, re-use and recycling of packaging (Rundh 2009, p. 990).

#### *International influences*

Internationalization and globalization have a significant effect on the products and consumer behavior. Due to growth of international trade, many products and services are now offered worldwide. Cateora & Graham & Ghauri (2000) tell that the international products and brands are marked in a standardized way, whereas other goods need to be adapted to local requirements and preferences (Rundh 2009, p. 990). The role of packaging design in the case of internationalization and globalization is to make the product seem different and innovative.

#### *Logistics and distribution influences*

New logistics solutions are developed due to packaging, which is also a key factor for adaptation for logistics reasons. Packaging and packaging design is a key factor that drives the development of modern distribution systems of dairy products (Rundh 2009, p. 991).

#### *Marketing influences*

Consumers bring ideas and also request new products. In order to satisfy customers' demands and requirements, new solutions and ideas need to be found. New techniques and ideas for creating new designs and higher quality of printing can give packages a more luxurious appearance.

### *Technology influences*

New technology and technological progress in coating and laminating facilitates the enlargement of new materials and combination of materials with better properties. This factor assists the development of new packaging products. Development of printing and printing technology is also a driving factor. Sørensen and Widman (2006) say that suppliers of packaging equipments also develop packaging and its design. The development of radio frequency identification (RFID) technology creates the opportunity for new packaging solutions within distribution systems. (Rundh 2009, p. 991.)

### **3 Consumer**

#### **3.1 Consumer behavior**

The modern market consists of a big variety and diversity of packages, designs, products, goods, and services. It develops and innovates daily and makes improvements in strategies permanently. However, it would not put so much effort into the development if the consumer and the overall society would not need and require new products, product ideas and functions. The market is the dependable sector of industry and the consumers are only one indispensable element of market performance which allows the industries to exist and grow. In order to create an appropriate product or service, companies need to understand the consumers, their behavior and perception, and to meet their needs and requirements.

*Consumer behavior is the process involved when individuals or groups of people select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs and desires (Solomon & Bamossy & Askegaard & Hogg 2010).* There are different people with different roles who are involved in this process: the purchaser, whose function is to buy the product or service; the user who uses the actual product or service; and the influencer who provides information and recommendations for or against the product or service without buying or using it. (Solomon & Bamossy & Askegaard & Hogg 2010, pp. 6 - 7.)

Understanding the consumer is a good business strategy for the company. The companies and firms operate in order to satisfy the consumers' needs which are the basic concept of marketing. Here, the consumer segmentation is a major element to meet their wishes and requests. The consumer can be segmented by different dimensions such as demographics (age, gender, social class, religion, etc.), geographic (region, country), psychographic (self-concept, personality, lifestyle), and behavioral (product usage, benefits, desires, etc.) (Solomon et al. 2010, pp. 8 - 9). Furthermore, there are also different types of consumers who

influence the market; e.g. global consumer whose devotion is to brand products and goods and green consumers who feel responsibility for social and moral issues.

### **3.2 Perception**

Nature endows people with feelings and senses by which a person can experience the environment. Perception assists a person in understanding his or her surroundings and phenomena as a more detailed concept. In other words, *perception is the process by which physical sensations such as sights, sounds, and smells are selected, organized, and interpreted* (Solomon et al. 2010, p. 118).

People during their entire life get tons of information which subsequently is filtered and selected. The information can be in form of natural or background noise, advertising or news, or even a sound. Here, people get information automatically and react on it according to their needs, wishes or experience.

People notice only a small amount of stimuli and pay attention to an even smaller amount. The meaning of these stimuli is interpreted by the individual according to his needs and experiences. Figure 3 represents the process of perception where the stages of sensation, attention and interpretation are illustrated.

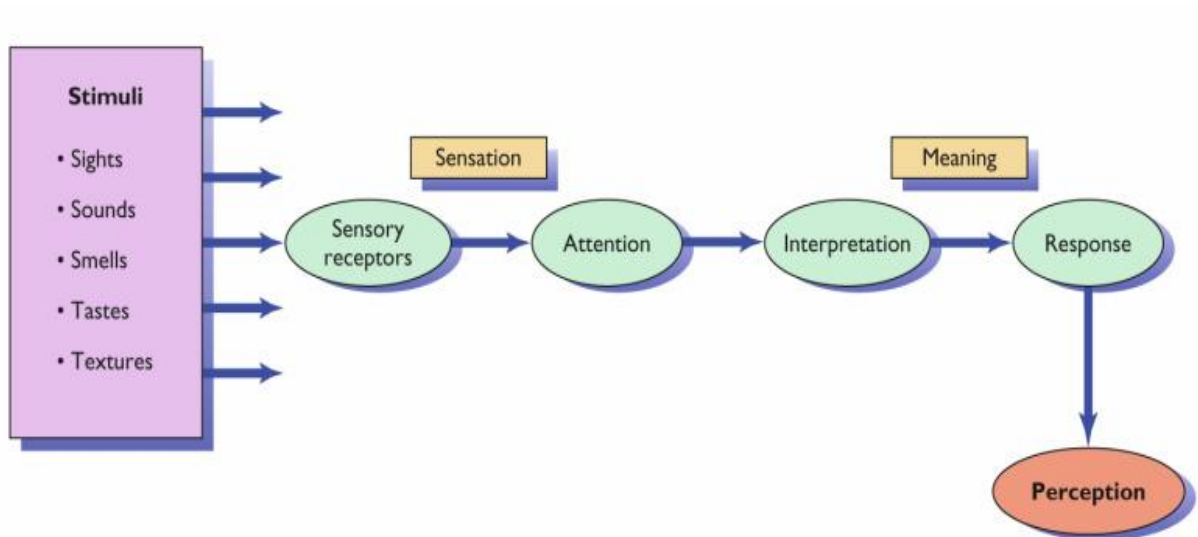


Figure 3. An overview of the perceptual process  
 (M. Solomon, G. Bamossy, S. Askegaard, M. K. Hoog, 2010, p. 119.)

## Stimuli

### *Sights/Colors*

*Colors are rich in symbolic value and cultural meanings* (Solomon & Bamossy & Askegaard 1999, p. 44). For instance, the color red is associated with blood, wine-making, activity and heat in many countries but is poorly received in some African countries. The color white is identified with purity and cleanliness in the west while in parts of Asia this color symbolizes death. Yellow indicates a merchant in India. Grey means inexpensive in Japan and China but high quality and expensive in the U.S. Hence, colors can provide different meanings but can also be used to evoke positive or negative feelings. Marketers consider color as an integral part of their strategies. Before introducing color and color combinations, marketers need an understanding of how it is perceived in each part of the world and consider the fact that the popularity of colors is depending on the culture.

The marketers can create the colors which will meet consumers' expectations. The color combination can be associated with a particular brand or company name.

When creating new design packaging or advertising, marketers rely on visual elements and use them in a proper way in order to attract consumers.

### *Sound*

Solomon & Bamossy & Askegaard (2010) deem that sound can affect people's feelings and emotions. It is well-known fact that music can affect mood and the influence of speaking rate on attitude change and message comprehension (Solomon et al. 2010, p. 125).

### *Smell*

The pleasant smell of a product can affect the emotions or have a calming effect. The smell can evoke memories or relieve stress. (Solomon et al. 2010, pp. 124 - 125.) The scent can also communicate information about the product: novelty e.g. book or fashion e.g. perfume.

### *Taste*

By this human perception element, people can feel and evaluate product quality e.g. cheese or chocolate. Taste has effects on consumer experience with a product.

### *Texture/Touch*

This sensory channel is very important. A person's mood is stimulated or relaxed by sensation of the skin, for instance. Touching assists consumers in evaluating a material whether it is smooth, soft or stiff and assessing the product quality or fabric texture.



## **Sensation**

The introduction to stimulus is the first step in the processing the information. The sensory organs are activated and are ready to process and evaluate the information. Here, consumers filter and select necessary information and adapt it to their needs and desires.

## **Attention**

*Attention is the degree to which consumers focus on stimuli within their range of exposure* (Solomon et al. 2010, p. 130). Nowadays consumers are exposed to a lot of advertising and design stimuli forcing marketers to become creative and original in products and images in order to appeal to the consumers. When many stimuli are competing to be noticed, one will receive the attention to the extent that it is different from others. Here, size and color can catch the attention and can be a way to achieve contrast.

## **Interpretation**

The final stage in the process of perception is interpretation. *Interpretation is the process through which individuals and groups give a meaning to exposed stimulus* (Solomon et al. 2010, p. 132). People differ in terms of the stimuli they perceive as in meanings and interpretations they can make. Here, the interpretation can also vary from cultural and individual differences.

### **3.3 Perception and Packaging**

Food products use many packaging attributes, combining colors, designs, pictures and images, shapes, symbols and signs, messages and information. All these elements can attract and sustain attention. How consumers perceive the subjective entity of products, as presented through packaging and design attributes,

influences the choice of purchasing and is the key to success for many packaged food product's marketing strategies (Silayoi et al. 2007, pp. 1495 - 1496).

Rettie and Brewer (2000) define through psychology research that the *brain laterality results in an asymmetry in the perception of elements in package designs* (Silayoi et al. 2007, p. 1499). The position of package attributes as well as front style, size, and color can be memorable elements. Consumers better remember the product when the verbal stimuli are shown on the right-hand side of the package and non-verbal stimuli are on the left-hand side (Silayoi et al. 2007, p. 1499).

Graphic design is also an element that can be perceived differently. People from different age groups view and evaluate the product and package design based on their preferences. Thus, modern graphic design appeals to younger consumers, whereas the more traditional design targets middle-aged and older people.

The design can be perceived and interpreted by consumers in different ways; that is why it is important to make package and design tests before launching the product into the market. The better the product is perceived, the more purchasing decisions can be made and higher sales results can be achieved. Important to remember that the odor-free package which does not add any taste to the product is preferred and evaluated by consumers positively.

### **3.4 Involvement**

Zaichkowsky (1985) defines that *involvement refers to a person's perceived relevance of the object based on their inherent needs, values and interests* (Solomon et al. 1999, p. 99). Involvement is a part of motivation evoked by interests, needs, and goals. Hence, the consumer has a motivation to process product-related information and, therefore, become involved in the product-consumer connection.

Four types of involvement are distinguished: cognitive, product, message response, and ego involvement. *Product involvement* includes the consumer who has a level of interest to make a purchase. *Message response involvement* means that the consumer is interested in receiving marketing information and processing marketing communication. *Purchase situation involvement* refers to the situation when the buyer purchases the same object for different contexts. *Ego involvement* includes the importance of a product to a consumer's self-concept. (Solomon et al. 2010, pp. 194 – 195.)

### **3.5 Involvement and Packaging**

Involvement is the interaction between consumer and product. During this process the consumer receives the necessary information about the product and makes a purchase decision. In other words, the consumer experiences the product either in a direct or indirect way and makes a product choice. Here, the importance of the package is vital due to the fact that it communicates straight to the consumer and can influence on the decision making process.

Hoch and Deighton (1989) suggest that consumers have a four stage experience process. First, the consumer forms a hypothesis about the product. Second, the consumer has an experience with the package and product. Third, the consumer collects the information about the package or perceives how he or she feels about the package or product. Fourth, the consumer integrates the information and updates his or her behavior. (Holmes et al. 2012, p. 109.)

Consumers learn from the experience and by interacting with the products and packages. On the basis of different degrees of interaction, the experience can be classified as direct product experience and indirect product experience. Chiou & Wan & Lee (2008) tell that the direct experience is a phenomenon during which the information is acquired by a consumer who directly interacts with a product whereas indirect experience means that consumer's experience with the product was received by media and advertising (Keng & Ting & Chen -, p. 409).

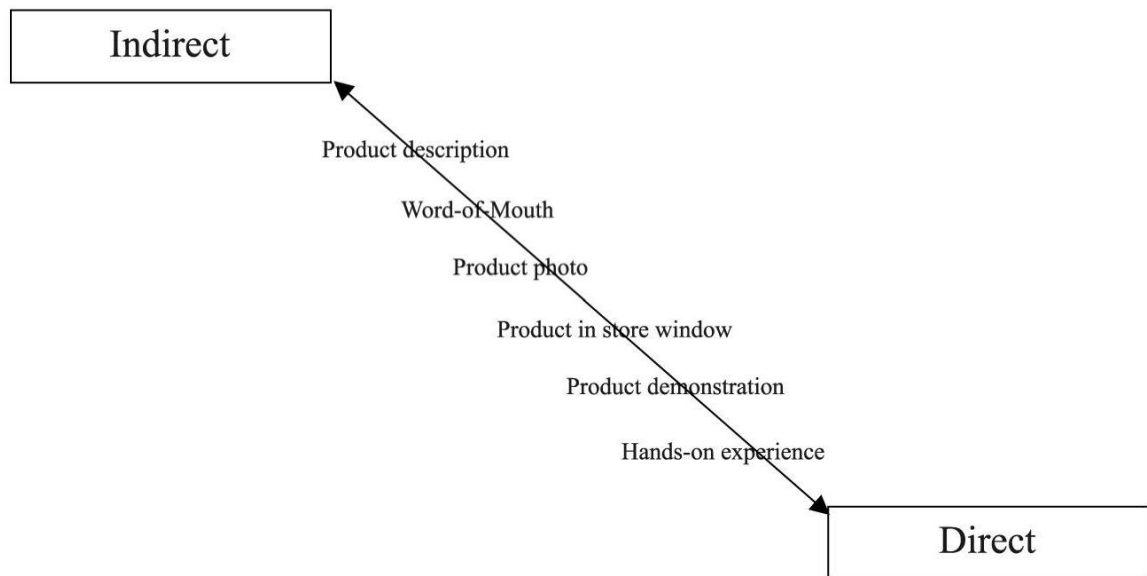


Figure 4. The direct experience spectrum  
 (Sylvia C. Mooy and Henry S.J. Robben, 2002, *Managing consumers' product evaluations through direct product experience*, p. 433.)

Figure 4 illustrates the direct experience spectrum where the marketing communication instruments are included. As shown in the figure, product description or a verbal print advertisement represents the most indirect experience. This happens because the information is presented to the consumer through a third party, namely the supplier or the advertiser, and it includes only verbal information. The marketing instrument word-of-mouth communication is higher up because the consumer interacts with his or her source, but cannot interact with the product. On the third position of the spectrum is the product photo which reflects the ideas of the advertisers but still presents only indirect visual experience. The product in store window gives more information due to the fact that it can be viewed closely. The second to last one is the product demonstration. Here, the information about the actual product and the instruction for handling it is given. However, consumers do not have physical access to the product and still the experience is not direct. The most direct form of experience occurs when the consumer have hands-on experience with the product and package. Here, the

consumers are able to learn about and investigate the product. (Mooy & Robben 2002, pp. 433 - 434.)

The direct experience with a package can create knowledge about the product which consumers can access. In other words, this experience assists consumers to process product-related information. Here, the product-related information is a key, and the companies need to emphasize consumers' reaction to the package design and product in terms of package design and product attitude and attitude confidence (Mooy et al. 2002, p. 435).

The direct connection with the package and the product can increase consumers' motivation to process product-related information. The tactile sensation (direct experience) of the package material can give an impression of its quality. Steenkamp (1990) deems that *when the consumer moves towards a more direct experience through handling the package, he or she can make a conclusion about the perceived package quality and the actual product* (Holmes 2012, p.110).

*Sensory experience of a product and a package is a key factor determining consumer response and companies need to use this in their product designs and marketing strategies* (Mooy et al. 2002, p. 446).

### **3.6 Attractiveness**

Product and package communicate via different attributes. The goal of these elements is to catch attention and attract the consumer. Appropriate communication variables are used for different types and groups of consumers in order to meet their needs and desires.

*Source of attractiveness is the dimensions of a communicator which increase his or her persuasiveness where expertise and attractiveness are included. Source of attractiveness also refers to the source's perceived social value.* (Solomon et al. 2010, p. 297.) Here, the role of celebrities, current trends, and healthy lifestyle

create the attractiveness of the product which is presented through the package and design.

*Image* is one of the elements that can attract and interest the consumer. The general image and good design is central to the perception of the goods. There are different kinds of pictures and images; the decision of the particular type of print depends on the nature of the product and the target group which will investigate and use the actual product. Thus, a provocative picture can be too effective; it can attract so much attention that the consumer is not able to notice or recognize other aspects of the product. The humorous images affect products. This type of communication tool increases the message interpretations and acceptance. Solomon et al. (2010) suggest that fear and humor are often used in communicative strategies in the form of storytelling. This occurs due to the fact that the product benefits which are presented on the package or in advertisement are intangible and must be given a tangible meaning by expressing them in a form that is concrete and visible. (Solomon et al. 2010, p. 303.)

The meaning of the picture is strongly related to the product. The message conveyed on the package should correspond to the information the company wants to deliver to potential consumers. It happens that the picture or design is unclear or interpreted in a wrong way by the consumer which leads to a decrease of the product purchasing power and the company's image respectively. Here, the design aspects, as well as cultural differences should be considered and applied in a proper way.

*Attention is the degree to which consumers focus on stimuli within their range of exposure* (Solomon et al. 2010, p. 130). Nowadays, consumers are exposed to many advertising stimuli, marketers become more creative in making an attractive and unique design to increase interest in the products. The upside down printing parts, putting ads in unconventional place, vivid colors, and unusual picture, all these solutions of creating packages and products catch consumers' attention.

After a package or product has acquired the attention of a potential customer, the following steps are interest or motivation, involvement, decision making and purchasing desire and ability.

### **3.7 Attractiveness and Packaging**

Packaging plays a major role when products are purchased. It is the first thing that the consumer sees before making the final decision to buy. The importance of package design increases with the arrival and popularization of self-service systems. Here, Cervera Fantoni (2003) says that packaging is on the foreground in attracting attention and causing the purchase. (Ampuero & Vila 2006, p. 101.) *Self-service has transferred the role of informing from the sales assistant to advertising and packaging.* Vidales Giovannetti (1995) deems that this has become the reason, why packaging is called the “silent salesman” which provides necessary information about the product, its quality and benefits (Ampuero et al. 2006, p. 101).

The rhythm of life accelerates and the amount of time spent on making choices decreases. People live in a rush, in big cities and are under higher levels of perceived time pressure. Thus, they purchase fewer products than they intend to. Hausman (2000) says that *products purchased often appear to be chosen without prior planning and represent an impulsive buying decision* (Silayoi et al. 2007, p. 1498). Here, the package design that attracts consumers at the point of sales assists them in making decisions quickly in the store (Silayoi et al. 2007, p. 1498). The eye-catching package has more opportunities to be noticed and chosen against the competitors and be purchased.

Underwood et al. (2001) deem that pictures are more effective than the text when the package wants to stand out and differentiate itself from the competitors' products. Consumers process visual information quickly compared to words (Gofman et al. 2010, p. 157).

The package with a strong ethical identity with respect to the environment and human relations, with a unique appearance and a sufficiently different image assists the consumers' decision-making and drives purchasing.

### **3.8 Consumer decision-making**

Consumers make the decisions to buy the products or goods according to their needs and requirements. Since consumers have experience and product knowledge, they tend to make a purchase choice. The decisions are built around several factors and attributes which communicate to consumer through package and product.

The consumer goes through several steps in order to make a purchase. First step is called *problem recognition*. Here, the consumer sees the difference between the current state and the desired one. Second step is *information search*. The consumer investigates the data and makes a reasonable decision. Third step is *evaluation of alternatives*. Here, the consumer collects the alternatives, identifies, categorizes, and compares them against his criteria. Fourth step is called *product choice*. Here, there are two rules that drive the decision. The non-compensatory rule reduces the number of alternatives that do not fit the criteria the consumer has set up. Compensatory rules mean that the consumer considers all alternatives carefully in order to make the right choice. (Solomon et al. 1999.)

There are three types of consumer decisions: *extended decision-making* is initiated by a motive that is fairly central to the self-concept, and the eventual decision is perceived to carry a fair degree of risk; *limited decision-making* is straightforward and simple action where the motivation is not really to search for information and evaluate alternatives; *habitual decision-making* is a routine and subconscious activity. (Solomon et al. 1999, pp. 209 - 210.)

In the end of every decision making process, the outcome shows whether the products satisfy the consumer's needs and wants or not. Hence, the results of the



process of investigation and evaluation are presented and if needed can be reviewed or modified.

### **3.9 Consumer decision-making and Packaging**

There are many communication instruments in marketing such as advertising and product demonstration. However, when these traditional tools face the problem of reaching the target audience, the package and packaging design are better able to reach and influence potential and prospective customer. Here, the necessary attributes of the packaging design can become very effective in marketing communications.

The package interaction with the consumer can evoke attention and involve the consumer with the information processing process. Here, the information about the product is investigated and results with the buying decision. However, if the consumer is not motivated to learn about the product, the package characteristics such as color, graphics, image, and shape can induce a positive or negative attitude towards the product (Mooy et al. 2002, p. 434).

Therefore, the package standing on the shelf affects the consumer decision making process. The package design needs to insure that consumer response is favorable and that they perceive the actual packaging design positively. Kupiec et al. (2001) say that the intention to purchase also depends on the degree to which consumers expect the product and package to satisfy their needs and desires (Silayoi et al. 2004, p. 610).

### **3.10 Cooperation between consumer and company**

Since the creation of the market, the relationships between seller and buyer are the core and necessary components of the market performance. The roles of these two market players have changed throughout the years and have made an impact on the modern economy and market. In practice, there are two types of relationships: the marketer sets the trends of goods and services for consumers;

the buyer's wishes and requests for new goods and services make markets work on consumers' needs and desires. Hence, the consumer – seller relationship is in equilibrium and these two parties co-exist in a dynamic balance of influence and interdependence.

The consumer behavior is an element that should be predicted by the companies in order to sustain a working relationship with their partners in production and consumption (Vrontis & Thrassou 2007, p. 798). Consumers, in turn, need to understand the market opportunities in technology, environment, and business.

In case of packaging, cooperation between consumers and business is essential and highly important. According to the consumers' perception, preferences and evaluation, the package design is created and the actual package is launched.

A company needs to make various tests and experiments with the package, packaging design and the customer to ensure that the consumer perceives it positively, investigates it carefully, understands the package usage clearly, and has a purchase intention. The partnership with consumers also helps to develop attractive point-of-sale packaging design which is present on the shelf-ready package. Therefore, involving consumers in the design process is the best way to determine which aspects of packaging need to be improved or developed. Gofman et al. (2010, p. 167) believe that affording consumers a role in packaging creation increases the probability that they will choose the product later on.

The relationship between consumer choices and design characteristics of packaging is a component that marketers of packaged products need to understand in order to develop effective marketing strategies (Silayoi et al. 2007, p.1513).

### **3.11 Consumer benefits**

Consumers and potential, prospective buyers are the revenue and profit creators. Companies innovate and develop products in order to satisfy and meet consumers' needs. Here, consumer benefits are crucial because they enhance consumer experience in using a particular package and product. The most important benefits are: *ease of opening, closing and releasing; ease of handling; convenient methods of product processing; security and product integrity* (Stewart 2004, p. 89).

The main function of the packaging is to consider the end-user and to make the task of opening and using the product as easy as possible. The example of creating consumer benefits in opening can be seen through gable-topped cartons package for milk. Here, the manufacturers create plastic caps and spouts that make the process of opening easy and simple.

The features that provide benefits should be clear to the consumer and should assist him in making the right purchase choice. All types of packaging applications need to communicate directly to the consumer and help him or her to make a decision based on particular package attributes and components.

## 4 Milk package

Milk package design is a core element of the current report. Milk is a dairy product which is always needed for consumption and cooking. It is a demanded product all over the world and it is an integral part of food. Hence, milk was chosen due to the reason of purchasing demand. In the market where the high competition exists, it is important to differentiate. In case of milk package, it is crucial to have an attractive design in order to gain consumers' attention and to stimulate purchase decisions.

There are a few companies in Finland which are specialized in the package design creation and the milk package production. In case of the current report, two companies are considered: Valio Ltd and Tetra Pak Ltd. Valio is a company that produces dairy products such as yoghurt, milk, cheese, butter and etc. Valio is the biggest milk manufacturer in Finland that has 86% of milk market shares. The task of Valio is not only to produce dairy products but also to present them in attractive form. The company creates the design, makes images and slogans. However, it does not produce the actual package. This task concerns another company which is also involved into package design creation. Tetra Pak is a food packaging and processing company. Tetra Pak offers packaging and processing solutions for dairy, beverages, ice-cream and prepared food. The company creates and tests different types of package designs, offers new ideas about packages production. Using new technologies and equipment, Tetra Pak produces high-quality packages for different products. Therefore, the milk package design is a result of the involvement and the work put forth by these two companies, Valio and Tetra Pak.

Valio creates milk package designs by working with different designers. For instance, in year 2011 Valio has taken part in the event where several leading Finnish designers have created their own visions of milk for Valio's basic and organic milk cartons. These design images have appeared on the packages in November 2011. On its website, Valio has provided information about the design ideas that have been created by Finnish designers. *Illustrator Klaus Haapaniemi's*

*milk carton is decorated with fantasy-world folklore drawings. Designer and interior architect Kristiina Lassus has created meditative patterns in cool colours to represent a picture of calm amidst the daily grind. Architect Jenni Reuter adopts a spatial view of the milk carton and takes us inside an atmospheric barn. (valio.fi).* Valio puts a lot of effort to be unique in package design. It invites creative and innovative persons who help to make the package which stands out and attracts consumers.

Tetra Pak produces various packages for different products. Here, milk packages exist in different designs, shapes, and volumes. In Finland, for instance, Tetra Pak produces chilled packages, namely Tetra Rex. The Tetra Rex package gable top carton presents in four formats: Base, Base Plus, Max, Mid and Slim. The gable top packages are available with or without opening devices. The volumes of these packages range from 237 ml. portion to 2000 ml. family packs. The Tetra Rex packages are made from the material that suits the product. The packages have a wider closure and perfect pouring angle what makes it is easy to control the flow of a liquid dairy product. For producing this type of package Tetra Pak uses safe and efficient sterilization technologies. *The Tetra Rex packages keep products as fresh and tasty as the day they have been produced. (www.tetrapak.com).*

The package design produced by these two companies has a modern and attractive appearance, it catches consumers' attention, stimulates purchasing desire and motivates during decision making process. The stable and easy-to-use package is made from material that involves consumers to experience and investigate the package and its design. The package guarantees the freshness and taste of the milk. The combination of all these benefits makes the design and package unique and also allows it to stand out among the competition.

## **5 Analysis of the research**

### **5.1 Collecting and analyzing quantitative data**

Quantitative data has been collected through the online questionnaire and has been analyzed by the computer program Excel. This program has been chosen due to the fact that a small amount of people have participated in the survey. The target group of the questionnaire has included international students, particularly from Finland, Russia and Germany. In order to have visual results of the research, several diagrams and pie charts have been created. The presented numbers and percentages are explained and described according to the results of the collected data. However, the obtained results could not be scientifically precise since the answers have been conducted by a small number of participants.

The online questionnaire lasted one (1) week and the survey questions were sent to fifty (50) respondents. Thirty (30) persons took part in the questionnaire what was equal to 60% of the total amount of people. The questionnaire consisted of eleven (11) questions. The closed-ended, closed-ended likert, closed-ended rating scale, and closed-ended dichotomous questions were included into the questionnaire. These types of closed-ended questions assisted in getting straight forward and exact answers. Two pictures were used in the questionnaire. The respondents' perception was examined by using two images of milk packages with different design styles. The data were collected and analyzed according to the answers provided by the respondents who were working with these two images during the whole survey. The quantitative data analysis was used in the first research analysis.

### 5.1.1 Respondent age and gender distribution

A total of thirty (30) respondents took part in the survey; sixteen (16) females (53,3%) and fourteen (14) males (46,7%) answered the survey questions. The age groups have been created and presented in the following form: (<20), (21-24), (25-29), and (>30) The questionnaire resulted age group as a percentage: (3,3%), (46,7%), (46,7%), and (3,3%). Hence, there was only one person who was under 20 (<20) and one who was over 30 (>30); both of them were female. Nine (9) females and five (5) males represented the age group (21-24). People who answered the question using the age group (25-30) were five (5) females and nine (9) males.

The dominant group of respondents was in the age group between twenty one (21) and thirty (30). A similar amount of both genders participated in the questionnaire; however, more females answered the questions.

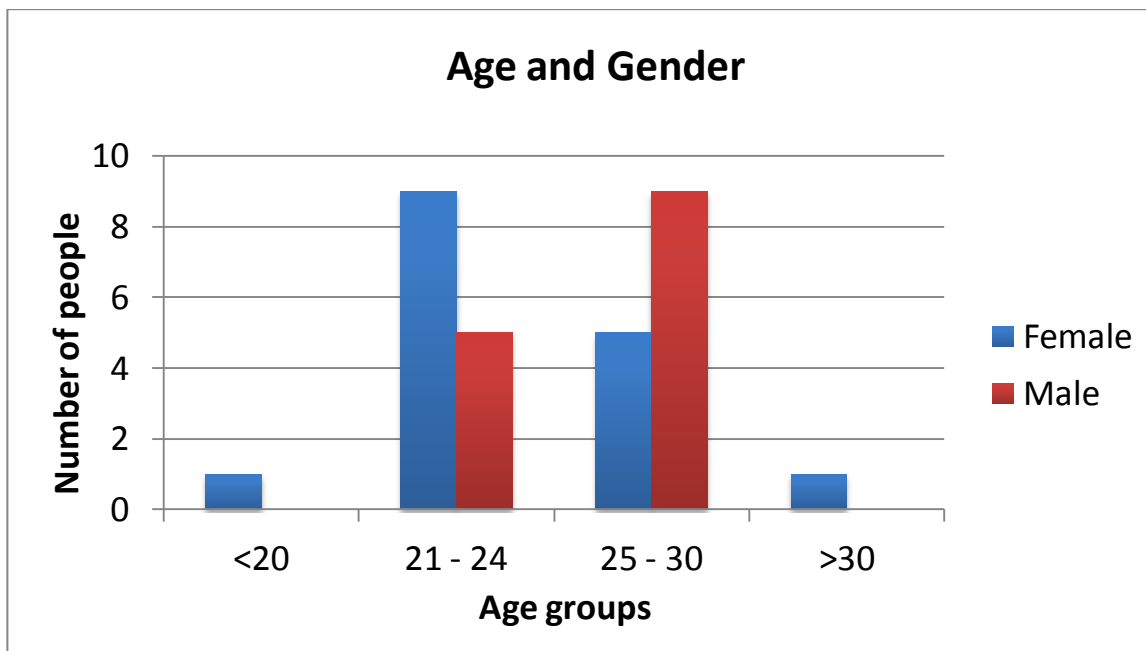


Chart 1. Respondent age and gender distribution

### 5.1.2 Respondent country distribution

The third closed-ended question was about the country. All thirty (30) respondents answered to the question “Where are you from?”.

Eleven (11) persons marked Finland as the country where they are from. This number was equal to 36,7%. Nine (9) persons were from Germany and it is 30,0% of the total number. From Russia six (6) people participated and it equaled to 20,0%. The “other option”, was chosen by four (4) persons representing 13.3 % of the total. Two (2) of these persons were from the Netherlands, one (1) from Ukraine and one (1) from Uzbekistan.

The research result consists of the answers provided by people from European countries. The major amount of respondents was from Finland. On the second place was Germany and on the third was Russia.

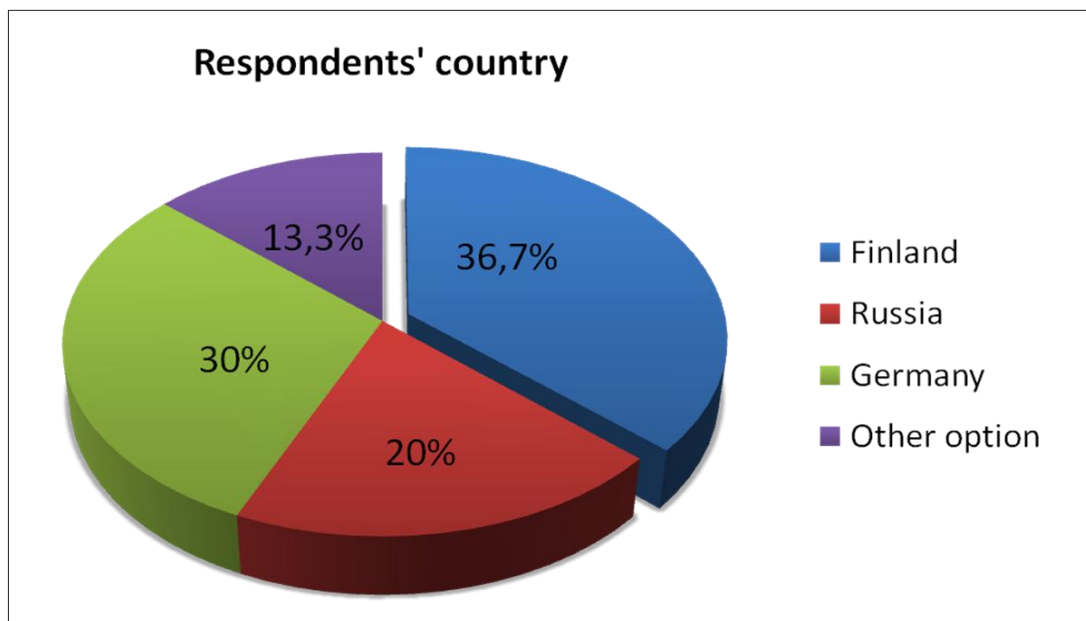


Chart 2. Respondent's country distribution



### 5.1.3 Main images of the questionnaire

The main objective of the research is to examine consumer perception on different product designs. In order to investigate it, a particular product package has been selected. Here, the milk package is the core element of the research. Two milk packages with different design styles have been chosen and included in the questionnaire. These two milk package designs have been selected by two criteria. The first criterion: the package communicates different information and represents different design elements. Here, the first package has visible product information and shows a glass of milk, whereas the second package does not tell a lot about the product and does not demonstrate the milk package attributes. The second criterion: the package shape and opening tool. Here, first package has a form of cuboids and a special cap, whereas the second package presents in an elongated shape and can be opened by cutting or tearing.



Figure 5. Milk packages

### 5.1.4 Milk package design - attention

Two milk packages with different design styles have been examined. All participants answered the question and gave an opinion about what first caught their attention.

According to the milk package (1), the color was noticed first by 50,0% of the participants. Fifteen (15) people chose the option color as the first thing that caught their attention. Product information was noticed by 26,3% of the respondents which is equal to eight (8) people. Only six (6) persons perceived graphics and images first; which is 20,0% of all respondents. However, there was only one (1) participant whose attention was caught by the shape of the package; it has 3,3% respectively.

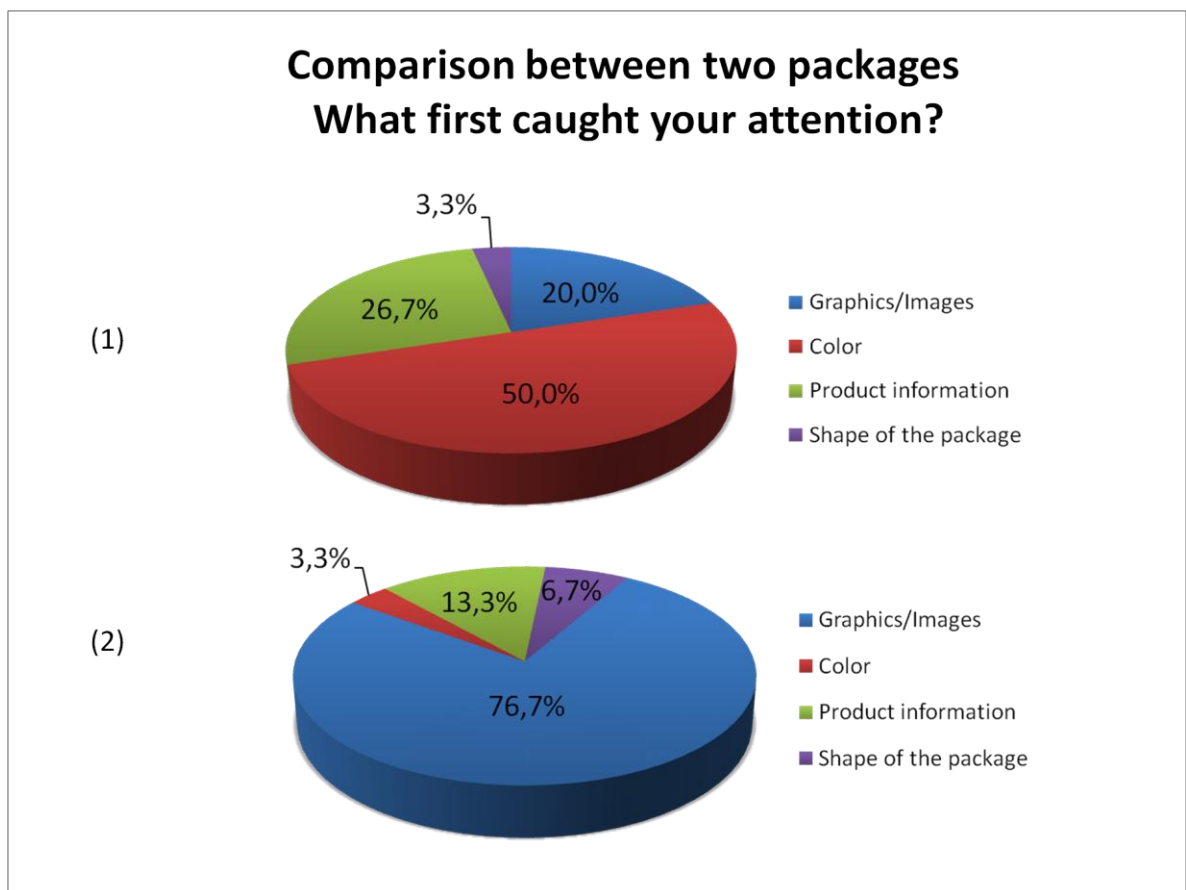


Chart 3. Comparison between two packages – attention

According to the milk package (2), graphics and images were the most noticeable design elements. Twenty three (23) persons marked it as the first thing that caught their attention; it is equal to 76,7% of the participants. Product information was caught first by 13,3% of the respondents, which means four (4) persons. Shape of the package was noticed first by two (2) persons which represents 6,7% of the respondents. Only one (1) person paid attention to the color of the package, meaning 3,3%.

The data shows that the two milk package designs have different results. Package (1) attracted with color, whereas package (2) with graphics and images. Product information was noticed more on package (1). The shape of the package was the first thing that caught the attention of the observers on package (2). Color was noticed by one (1) person on the package (2), whereas the shape of the package attracted one (1) participant to the package (1).

### 5.1.5 Milk package design – product recognition

Question number five (5) was answered by all survey respondents. However, one respondent did not provide an answer to the question number eight (8), which was identical to the question number five (5). According to the questionnaire, the participants chose an answer option to the question “How did you recognize the package as a milk package?”.

Package (1) was recognized as a milk product by images from 13 people; this is 43,3% of the total number. Twelve (12) persons identified the milk package by name of the product; it is equal to 40,0% of all respondents. Milk product was recognized by colors by five (5) people representing 16,7% of the total.

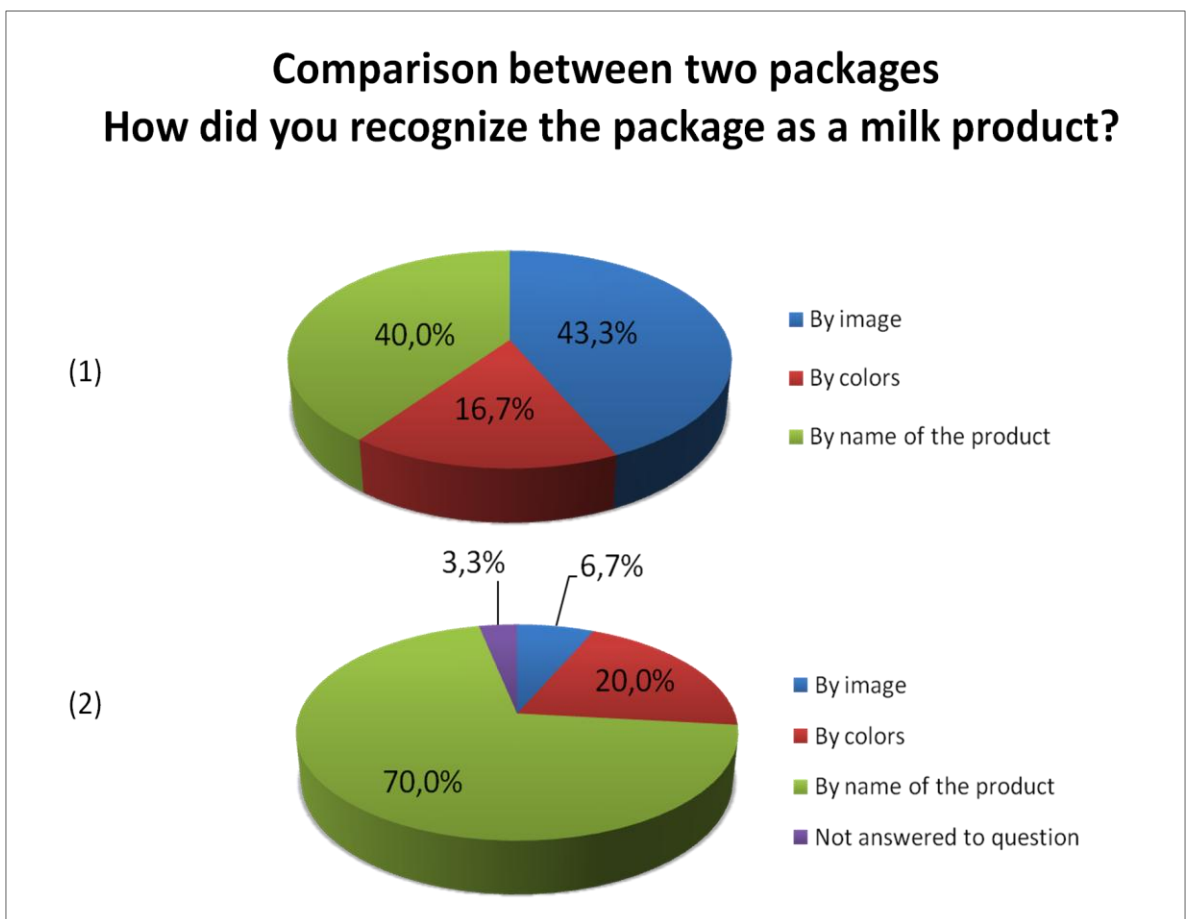


Chart 4. Comparison between two packages – product recognition

Package (2) was recognized as a milk product by name of the product. Twenty one (21) persons chose this answer meaning 70,0% of the total number. The milk package was identified by colors by 20,0% of respondents what is equal to six (6) people. Two (2) participants recognized the milk product by image meaning 6,7%. Here, only one (1) person did not provide any answer to this question.

Comparing the two packages with dissimilar design styles, it can be seen that they provided different results. Package (1) was recognized as a milk product by image more often, whereas package (2) by name of the product. Colors on the package helped to identify the package (2).

### 5.1.6 Packaging design ratio

The design elements of the packaging have been investigated. Next question that respondents answered was about design itself. Here, the respondents rated the design of each package design using following criteria: excellent, good, fair, and poor.

Ten (10) respondents answered that the design of the package (2) is excellent. Good design was given for the package design (1) by twenty two (22) participants and for the package design (2) by six (6) persons. Seven (7) respondents evaluated the package design (1) as fair, whereas the package design (2) had nine (9) voices for fair design. One (1) person answered that the package design (1) was poor, whereas ten (10) people perceived the package design (2) as a poor design.

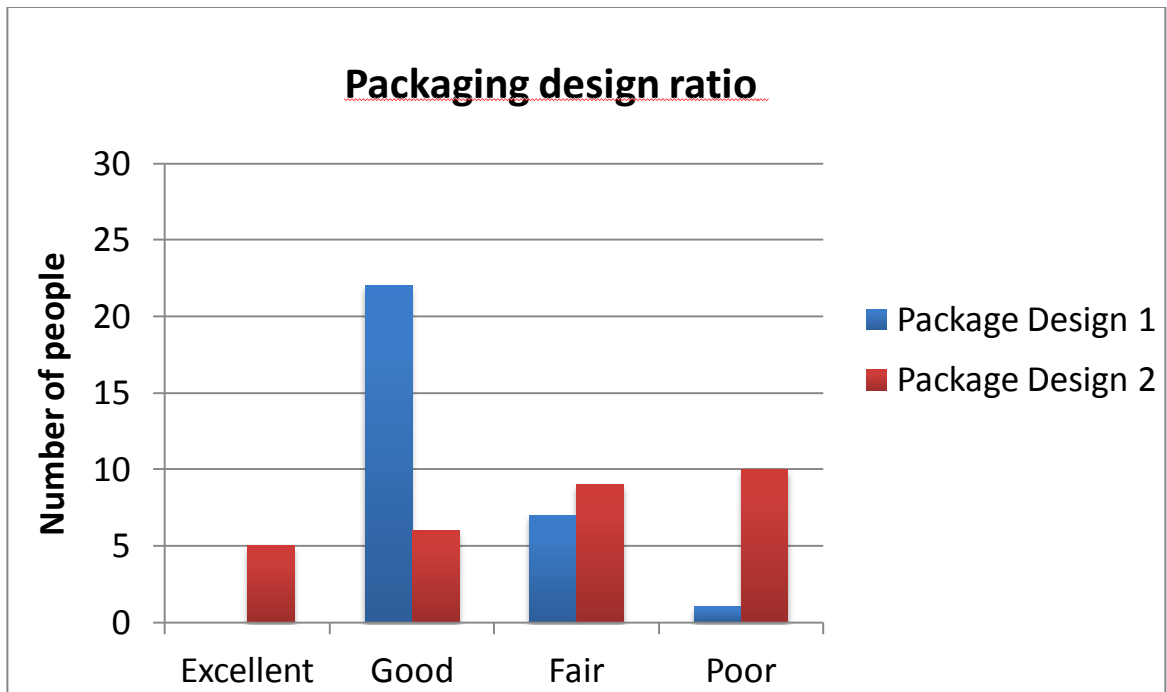


Chart 5. Packaging design ratio

The criterion excellent was given only to the package design (2). However, ten (10) people did not positively react on the package design and evaluated it as a poor design. Package design (1) was rated as a good one. It had only one (1) person who perceived it as a poor design.

### **5.1.7 Milk package design and attributes**

Question number ten (10) in the questionnaire was presented in a form of matrix. There were four (4) statements with which the respondent agreed or disagreed. The questions were about package design, its attributes and importance.

First statement was about “Milk package design is telling you about product quality”. Here, only one (1) respondent strongly disagreed. Six (6) people answered “disagree” and the same amount of participants had neutral opinion about the design and product quality. The number of respondents who agreed with the statement was fifteen (15) and the number of those who strongly agreed was two (2).

Second statement was telling that “Size and shape of milk package are important for you”. Here, one (1) respondent strongly disagreed with the statement. Four (4) persons answered that they disagree and twelve (12) participants had neutral opinion about the size and the shape importance. Eleven (11) people agreed with the statements and two (2) strongly agreed.

Third statement presented following: “Milk package material and ease of use are essential for you”. One (1) person strongly disagreed with the statement and one (1) chose option “disagree”. Five (5) respondents had neutral opinion, whereas fifteen (15) agreed that “the package material and ease of use are important”. The answer “strongly agree” was provided by eight (8) persons.

Fourth statement was about “Milk package design is valuable for you”. Here, the answer “strongly disagree” was not used by respondents. Six (6) persons disagreed with the statement and eight (8) had neutral opinion about the design value. Fifteen (15) people agreed and only one (1) strongly agreed with the statement.



According to the results, all statements had positive answers. The most significant numbers can be seen in: first statement “Milk package design is telling you about product quality” - fifteen (15) respondents agreed; second statement “Size and shape of milk package are important for you” – eleven (11) people agreed; third statement “Milk package material and ease of use are essential for you” – fifteen (15) persons agreed; and fourth statement “Milk package design is valuable for you” – fifteen (15) participants agreed. However, statement number one (1) and four (4) had rather big amount of respondents who gave their opinion as “disagree” and “neutral”. Statement number three (3) had eight (8) “strongly agree” answers. Statement number two (2) had twelve (12) “neutral” answers.

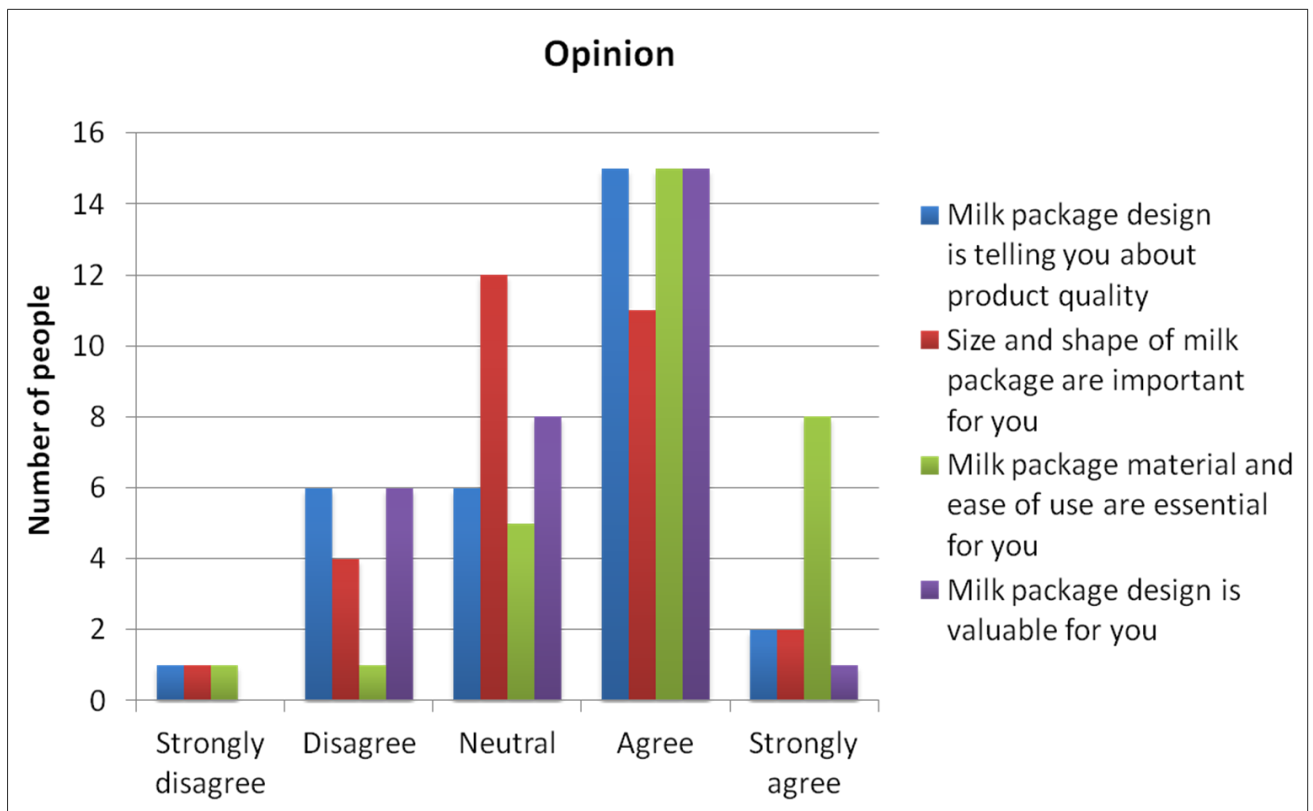


Chart 6. Packaging attributes

### 5.1.8 Milk package design preference

The last question (11<sup>th</sup>) was about the design preference. In order to have a general view on package design, this question has been formed as universal one. Traditional design includes color of blue, cow as an image, whereas modern design means something unusual and, perhaps, unique.

Sixteen (16) participants answered that they would prefer to have a modern design on the milk package. This was 53,3% from the total amount. Thirteen (13) respondents gave their preferences to a traditional milk package design. One (1) person ignored this question.

According to the results, it is seen that the preferences are almost equal. However, modern package design interests respondents a bit more.

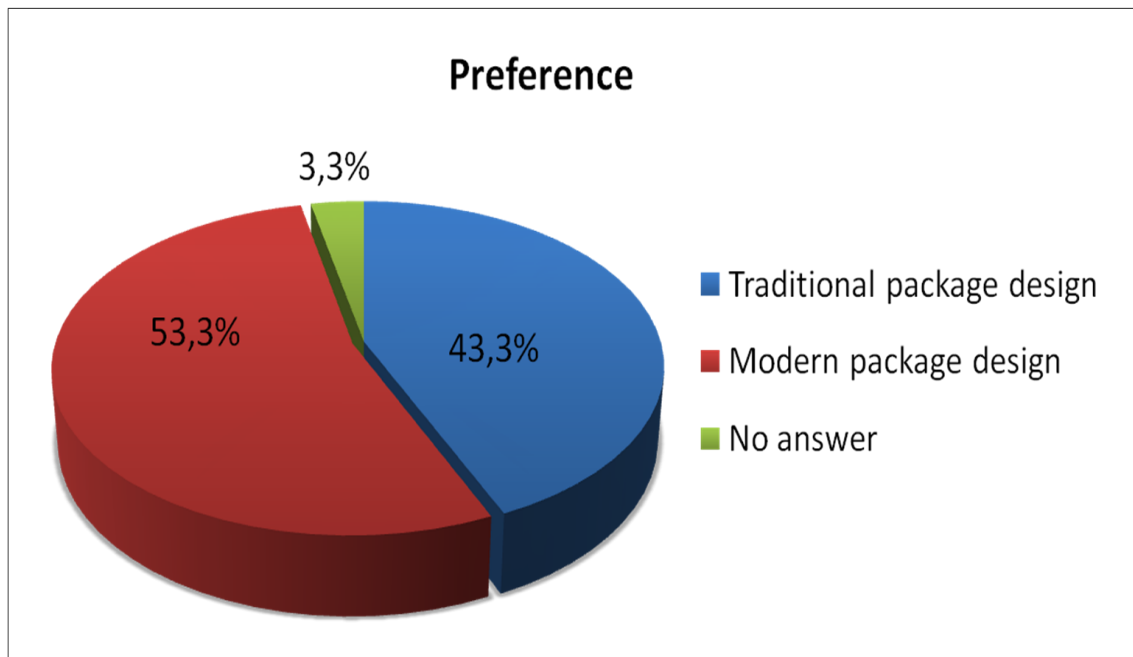


Chart 7. Design preference

## **5.2 Collecting and analyzing qualitative data**

Qualitative data has been conducted through the telephone and the e-mail interviews where semi-structured questions were used. The telephone interviewing has been as a “live” talk. The mutual responsiveness between interviewer and interviewee has been productive, what has provided the quality of the interview content. The e-mail interview has yielded good quality of data. This type of the interview has assisted in getting necessary and useful information.

The semi-structured interviews have covered all questions. The clarification and additional information have been asked during the interviews. The semi-structured questions have had benefit which has included the ability to get respondent’s trust and a deeper understanding of answers.

The e-mail interview has been conducted with Valio Ltd which is located in Helsinki, Finland. Tuomas Salusjärvi, Vice President of Fresh Dairy Products department, has answered the interview questions.

The telephone and the e-mail interviews have been conducted with Tetra Pak Ltd which is located in Helsinki, Finland. The answers have been provided by Marketing & Product Manager, Kim Nordström.

### 5.2.1 Valio and Packaging design

The e-mail interview included three questions about the milk package design. Five e-mail questions consisted of general information about packaging design and consumer attraction at Valio Ltd.

The theoretical framework of the study presented concepts of packaging design and consumer behavior. The importance of the packaging design elements as well as the consumer perception, involvement and attraction was highlighted. In case of the current study, the company that considers all these aspects and operates in the field of product package design and consumer satisfaction is Valio.

Milk package design is created in the same way the company does all other product package designs. Here, the process of package designing includes several steps. First, the knowledge and information about product concepts and customer groups are collected. Then, the company starts planning the concept images and making several versions of the design for consumer testing. Afterwards, Valio evaluates the packaging designs according to those which fit best to the target group. The final design version is decided by consumers based on company's preliminary work.

The target groups can have different milk packaging designs. For instance, Plus-milk, Hilja-milk or organic milk can be aimed at different consumer groups. The package design is the most important media of a brand and the design should be created according to the brand personality in each case. *Milks are meant usually for the whole family. Some special milk such as Profeel-drinks have narrower target group.* (Tuomas Salusjärvi 2013.)

Milk packages have different colors and there is a reason for it. Skimmed milk has the color light blue and semi skimmed milk is presented in the color dark blue. The whole milk packages are usually in color red in Finland. Milk package colors

depend on the fat content (%) of milk, however, in branded milk packages the color varies more.

Some package designs stay the same over long time; some of them are changed within a short period of time. However, being the most important media of a brand, package design should keep its key elements in order to be noticed by consumers. Salusjärvi (2013) said that *“One way to keep the brand alive is to renew the package every now and then. For new products it is, of course, natural to have redesigned package and design whenever it is possible”*.

The package design is created by Valio internal group, mainly by brand managers and advertising agencies. Here, package development staff, consumer research unit, production and procurement departments are also involved in the design process. This process is iterative; prototypes are tested and modified based on the tests' results and tested again until the satisfying results will be gained. Many people take part in the designing process: 3 to 8 people are involved from Valio, advertising agency and from the package provider. In case where the design is created for international brands, the subsidiaries are also involved.

The new packaging designs are tested with the consumers. The functionality in productions, package quality, and stability are also checked by the customers.

Valio attracts consumers by good products, interesting and unique designs and advertising, and by brands' names.

The milk package design preference varies from consumer to consumer. Some of them prefer to have traditional images on the package; some of them would like to have something new and modern. *Majority likes something in between this. This is totally a case dependent issue and must be considered every time separately.* (Salusjärvi 2013.)

### **5.2.2 Tetra Pak and Packaging design**

The telephone interview included five questions particularly about the milk package design. Four e-mail questions consisted of general information about package and packaging design that Tetra Pak produces.

The theory part of the study presented that packaging design includes not only attributes such as colors, images, and graphics. The shape, material, and ease-of-use of the package are highly important in packaging design as well. Here, Tetra Pak is the right company which produces high-quality packages for dairy products.

Most of the packages for milk are made from carton blanks. However, on the supermarket's shelves consumers can find packages which imitate plastic surface, but originally they are done from carton. Tetra Pak does not use glass or plastic as a material for producing packages.

The milk packages have the shape of cuboids. According to technical issues it is possible to produce only these blanks with cuboids form. From the logistics point of view, it is more effective to produce this type of shapes due to the reason that more packages can be transported using one pallet. All these factors have become a reason why Tetra Pak does not produce packages with a shape of a bottle even if it can be easier to handle.

Operating in the Nordic countries which are also called “Chilled countries”, Tetra Pak sells most of milks from cold shelves. The most common packages are the Gable Top packages, the Tetra Rex packages. When looking worldwide, then most of the packages are called “Ambient” and they are sold from warm shelves. Here, the most common package is the Tetra Brik Aseptic package.

Every package has special preservation materials with its requirements which are particularly important for the milk product. However, there is not a big correlation between requirements and package design. Aluminum foil, used for product

preservation, is such a thin material that it does not influence on the package design at all. Here, the question is more about supply and demand. Usually, consumers guide the internal as well as external sight of a package and packaging design. Before the package is launched into the market, lots of experiments and tests are done from technical and consumer sides.

Tetra Pak produces different packages for dairy products. 70% of the packages have a volume of one liter and 25% has a volume of one and a half liter. For instance, in Finland the standard volume for the milk package is one liter.

The company manufactures various packages with different volumes such as 237 ml, 250 ml, 300ml, 375 ml, etc. These sizes are general sizes that customers are used to consume. Regarding to the 237 ml, the reason why exactly this number of volume can be logistics one: there is a limitation need from the retailers that some packages cannot be too high in order to fit into the small shelves. *In this case I would assume that the 237 ml performed best* (Kim Nordström 2013).

For instance, in the Asian countries the most common package sizes are small, only 125-250 ml. In the Western Europe the most common sizes are 1000 -1500 ml for the milk package.

All packages can have different opening tools. Here, caps are becoming more and more popular. Tetra Pak uses the OSO –openings (One-Step-Openings) which are in most cases the most preferred options. The straws that the company produces are commonly used for kids' drinks packages. Hence, the chosen openings depend on the profile of the product, the target group and the aimed consumer prices. *The openings add price to the products, so in many cases openings are not possible to have* (Nordström 2013).

Tetra Pak is a developing company and it invents new packages and packaging designs. The company is divided into the worldwide market clusters and exactly these clusters suggest new ideas, afterwards, these ideas are evaluated by a

Product Development Council. The most potential ideas are put forward into the development, market tests, and commercial evaluations. However, the input for producing new package ideas comes from consumers when they have needs for specific purposes. Therefore, the product and package development process takes a long time, usually around three years from the idea to the first market launch.

During the e-mail interview, two general questions were asked about the business relationships, namely product design cooperation, between Tetra Pak and any other company; here it is called company "X".

Company "X" is willing to offer packages which are different from those that the Tetra Pak produces. The reason for this can be that the package is strongly related to the design. For instance, it is needed for special events, Christmas, or Soccer World Cup. Here, Tetra Pak does not produce special or new package formats only for specific short term occasions. In order to start planning the launches of new package formats, there needs to be sufficient sales volumes behind the packages. *Package differentiations are most easily done by changing designs on the packages, what is up to the customer* (Nordström 2013).

Company "X" is creating design for its future product and drawing a particular image. Here, Tetra Pak is involved into the design process. Tetra Pak has Customer Service personnel that help consumers or advertising agencies to fulfill the required functions of the packages. They also help with comments, produce key learnings from the earlier practices about how package design should be done in order to follow packaging requirements and to avoid printing problems.



## **6 Conclusion**

### **6.1 Summary of the findings**

The mixed research method was used in the empirical part of the study. The quantitative results were acquired from the questionnaire. The qualitative findings were obtained from the e-mail and the telephone interviews. The mixture of these two research methods assisted in getting a comprehensive view on the packaging design, its elements and attributes. It also provided information about consumer perception on different design packages and attraction by different packaging design elements. The main research findings were described and concluded.

According to the information provided by the Valio representative, it is known that the consumers are involved in the process of selecting the design elements. The customers are tested by using different designs in order to examine their perception, preferences and attractions. In the quantitative research of the current study the consumer perception and attraction were investigated and certain results were obtained.

The quantitative results were collected through the questionnaire where two milk package designs were examined. The research provided reliable figures and numbers as well as the opinions about the package design and design elements.

The milk package design is very important for decision making process. During the purchasing, the package helps the consumer to evaluate the product. The design of the package communicates the information about the product quality. Its material and ease of use can assist consumer in choosing the particular milk product. The size and shape of the milk package are essential elements of packaging design which drive the consumer attention and influence the purchasing decision. The overall product perception is created by the package design having the high value for the consumer.

The packaging design elements have different impacts on the consumer. Some of them catch the consumer attention; some of them stay ignored. However, the findings show that different designs attract with different elements. The milk package designs used in the questionnaire provide the evidence that design elements such as graphics and image, color, product information, and shape of the package play different roles.

The consumer perception and attraction varies a lot. People perceive and evaluate package and its design in different ways: where one likes the image and color, another would not even pay attention to it. The results show that two milk package designs are perceived differently and attraction elements are evaluated according to the particular milk package design. The product recognition is also an element of the perception. Two milk packages are recognized as a milk product by different elements: one by image and another by the name.

Countries and cultures play a role in the consumer perception and attraction as well. The research shows that respondents from Russia and Germany are attracted by color, graphics/image, and product information, whereas Finnish and people from “other” countries also pay attention to the shape of the package. However, the product recognition is done by images and product name by all respondents from different countries.

The qualitative results were obtained from the interview conducted with two companies, Valio Ltd and Tetra Pak Ltd. The research provided valid and reliable information.

The findings show that the companies put a lot of effort into creating an attractive package design. The milk package design creation is a long process which involves the work of different departments and parties. However, the important participants in this process are consumers. They request the new package

according to their needs and desires and also guide the package design process by evaluating and perceiving design elements and attributes.

The package attributes such as size, shape, and volume are important issues from the logistics point of view. The companies' task here is to create the package design which will meet the logistics requirements and which will attract consumers at the point of purchase.

The milk package design is created according to the countries' and target groups' preferences. Each design is made to meet consumers' needs and wishes and to provide positive experience with the package and the actual product.

## **6.2 Discussion**

The present study has investigated how package influences on the consumer buying behavior and how consumer perceptions vary according to the product packaging designs. Two aims of the study, to identify the impact of package on consumer buying behavior and customer perception towards package design; to provide information for companies about creating and selecting the right design elements and attributes for their product package, were reached by acquiring empirical research information. The theoretical framework included packaging design concepts such as packaging functions, packaging as instruments, packaging as a quality measurement, and factors influencing packaging design creation. The theory about consumer behavior, namely, consumer perception, involvement, attractiveness, and decision-making was presented from both points of view: consumer and packaging. The consumer business relationships and benefits were explained. The main object of the current study was described in the separate chapter.

The role of packaging design in consumer buying behavior is increasing in importance. The development of self-service requires the package to promote the

product on the supermarket shelves by attracting the consumers' attention and creating positive experience.

The research findings show that packaging elements such as graphics, color, and product information are seen important by most of the participants. Here, the graphics and color are among the most noticeable design elements. The product quality judgment is done by the packaging design. The size and shape as well as the package material and ease of use are the factors which are telling about the package convenience. In general, visual elements of the package design influence the choice of the product and have an impact on consumer attraction. The design preferences strongly depend on the target group and can vary from country to country.

The consumer perception and attraction are the key factors for creating a good design of the package. The usage of packaging design elements as market segmentation can provide useful information to marketers about maximizing the package's impact in selling the food products. The package and packaging design are the components that provide an advantage for the products in a competitive environment.

The consumer choices and design characteristics of the package are the key elements of the marketing strategies. The cooperation between consumers and companies provides package design which attracts the potential customers and obtains successful results for the company. The packaging and the consumer are two variables which should be always considered in the company's strategies.

## **7 Recommendations for further research**

The present study has several delimitations. It focuses only on the consumer perception and the milk package designs. Accordingly, further research could investigate more detailed the package design elements and their influence on consumer buying behavior. For instance, how certain colors or fronts are perceived by the consumers or specific target groups. Furthermore, future studies could focus on other product packages' designs and could examine the design elements which drive the purchasing decisions. Another research could explore how different design elements vary from country and culture.

## **Figures**

Figure 1. The purchasing decision is part analytical and part emotional, p. 17

Figure 2. Packaging design and trigger to purchase, p. 23

Figure 3. An overview of the perceptual process, p. 31

Figure 4. The direct experience spectrum, p. 36

Figure 5. Milk packages, p. 49

## **Charts**

Chart 1. Respondent age and gender distribution, p. 47

Chart 2. Respondent's country distribution, p. 48

Chart 3. Comparison between two packages – attention, p. 50

Chart 4. Comparison between two packages – product recognition, p. 52

Chart 5. Packaging design ratio, p. 54

Chart 6. Packaging attributes, p. 57

Chart 7. Design preference, p. 58

## References

### Articles and books

Ampuero, O. & Vila, N. 2006. Consumer perceptions of product packaging. *Journal of Consumer Marketing*.  
Emerald Article. Accessed on 19 January 2013.

Creusen, M.E.H., Veryzer, R.W. & Schoormans, J.P.L. 2010. Product value importance and consumer preference for visual complexity and symmetry. *European Journal of Marketing*.  
Emerald Article. Accessed on 8 October 2012.

Garber, L.L.Jr., Burke, R.R. & Jones J.M. 2000. The Role of Package Color in Consumer Purchase Consideration and Choice. Marketing Science Institute. Working paper.  
<http://facstaff.elon.edu/lgarber/misc/garber-package-color-consumer-choice.pdf>  
Accessed on 13 November 2012.

Gofman, A., Moskowitz, H.R. & Mets, T. 2010. Accelerating structured consumer-driven package design. *Journal of Consumer Marketing*.  
Emerald Article. Accessed on 16 January 2013.

Greener, S. 2008. *Business Research Methods*. Ventus Publishing ApS.

Hanson, D. & Grimmer, M. Article received on 27 February 2005. The mix of qualitative and quantitative research in major marketing journals, 1993-2002. School of Management, University of Tasmania, Hobart, Australia. *European Journal of Marketing*.  
Emerald Article. Accessed on 27 January 2013.

Harrison, R.L. & Reilly, T.M. 2011. Mixed methods designs in marketing research. *Qualitative Market Research: An International Journal*  
Emerald Article. Accessed on 27 January 2013.

Holmes, G.R. & Paswan, A. 2012. Consumer reaction to new package design. *Journal of Product & Brand Management*.  
Emerald Article. Accessed on 8 October 2012.

Kauppinen-Räsänen, H. & Luomala, H.T. 2010. Exploring consumer's product-specific color meanings. *Qualitative Market Research: An International Journal*.  
Emerald Article. Accessed on 16 January 2013.

Keng, C., Ting, H. & Chen, Y. Article received on 27 September 2010. Effects of virtual-experience combinations on consumer-related “sense of virtual community”. Internet research.

Emerald Article. Accessed on 25 October 2012.

Mooy, S.C. & Robben, H.S.J. 2002. Managing consumers’ product evaluations through direct product experience. *Journal of Product & Brand Management*.

Ramsland, T. & Selin, J. 1993. *Handbook on procurement of packaging*. Helsinki: PRODEC

Rundh, B. 2009. Packaging design: creating competitive advantage with product packaging. *British Food Journal*.

Emerald Article. Accessed on 8 October 2012.

Silayoi, P. & Speece, M. 2007. The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*.

Emerald Article. Accessed on 16 January 2013.

Silayoi, P. & Speece, M. 2004. Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal*.

Emerald Article. Accessed on 19 January 2013.

Solomon, M.R., Bamossy, G., Askegaard, S. & Hogg M.K. 2010. *Consumer behavior. A European perspective*. Fourth edition. The USA: Pearson Education.

Solomon, M.R., Bamossy, G. & Askegaard, S. 1999. *Consumer behavior. A European perspective*. First edition. The USA: Prentice Hall Inc.

Stewart, B. 2004. *Packaging Design Strategies*. Second Edition. The UK: Pira International Ltd.

Vrontis, D. & Thrassou, A. 2007. A new conceptual framework for business-consumer relationships. *Marketing Intelligence & Planning*.

Emerald Article. Accessed on 24 January 2013.



### Internet sources

Tetra Pak Ltd

<http://www.tetrapak.com/Pages/default.aspx> (Accessed on 12 January 2013)

<http://campaign.tetrapak.com/productexplorer/> (Accessed on 12 January 2013)

Valio Ltd

<http://ammattilaiset.valio.fi/portal/page/portal/valiocom> (Accessed on 17 January 2013)

[http://ammattilaiset.valio.fi/portal/page/portal/valiocom/valio\\_today/news?p\\_channelid=5&p\\_id=5792](http://ammattilaiset.valio.fi/portal/page/portal/valiocom/valio_today/news?p_channelid=5&p_id=5792) (Accessed on 17 January 2013)

Online survey creator

<http://pollmill.com> (Accessed on 24 January 2013)

### Interviewees

Nordström, K. 2013. Marketing & Product Manager. Tetra Pak Ltd.

Salusjärvi, T. 2013. Vice President of Fresh Dairy Products department. Valio Ltd.

## **Appendices**

Appendix 1: Cover letter and Questionnaire

Appendix 2: Interview questions

## **Appendix 1: Cover letter and Questionnaire**

Dear Respondent,

I am studying at Saimaa University of Applied Sciences and at the moment I am doing my Bachelor's Thesis. The research topic of my thesis is about package design and consumer behavior. Namely, I am writing about milk package design and consumer perception.

I would like to invite you to participate in my survey which consists of 10 questions. The results of the questionnaire would give me a better picture about consumer perception on different design styles and package's attributes. This, however, will assist me in making a marketing guideline for creating a suitable and attractive milk package.

Filling in this questionnaire form will take a couple of minutes and all the respondents remain anonymous.

I appreciate the time you will spend and the answers you will provide for my research project.

Yours faithfully

Polyakova Ksenia

Please, answer the following questions.

1. What is your age?

>20     20-25     25-30     30<

2. What is your gender?

Male                       Female

Please, take a look at this picture.



Please, answer questions by choosing the best alternative for you (only one).

3. What first caught your attention?

- Graphics/ Image
- Color
- Product information
- Shape of the package

4. How did you recognize the package as milk product?

- By image
- By colors
- By name of the product

5. How would you rate the design of this package?

- Excellent
- Good
- Fair
- Poor

Now, please, take a look at this picture.



Please, answer questions by choosing the best alternative for you (only one).

6. What first caught your attention?

- Graphics/ Image
- Color
- Product information
- Shape of the package

7. How did you recognize the package as milk product?

- By image
- By colors
- By name of the product

8. How would you rate the design of this package?

- Excellent
- Good
- Fair
- Poor

Please, indicate if you agree or disagree with the following statements.

9.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Milk package design is valuable for you					
Milk package design is telling you about product quality					
Size and shape of milk package are important for you					
Milk package material and ease of use are essential for you					

10. Do you prefer traditional or modern design milk package?

- Yes
- No

*Thank you very much for your support!*

## Appendix 2. Interview questions

Interview questions to Valio Ltd:

1. How does Valio create Milk package design? How does the process of images, colors, and graphics selection go?
2. Does the milk package design depend on target groups? (families and households; old/young generation)
3. Is it true that milk package colors depend on the fat content (%) of milk?
4. What are the reasons for changing or creating new image, design package for a product?
5. How does the process of designing go? Who is involved into this process?
6. How does Valio test the new design?
7. How does Valio attract customers? What tools or strategies does Valio use?
8. Do customers prefer to buy products with traditional image or do they want to have new and modern design on Valio product package?



Interview questions to Tetra Pak Ltd:

1. How Tetra Pak invents new packages (what are the reasons to create new?) How long does it take to present and offer it to customers?
2. What is the preferable package shape in the market? Do companies prefer to order packages with 'cutting' opening or with a special 'cap'?
3. Is Tetra Pak able to produce completely new package for a company? For example, the reason is that the package is strongly related to design: special events features, Christmas, or Soccer World Cup.
4. Company 'X' is creating design for its future product and making a particular image/picture. Is Tetra Pak also involves into this design process in order to follow package requirements and to avoid printing problems?
5. Why do Tetra Rex packages have exactly these volumes? (E.g. 237 ml, 250 ml, 300 ml, 375 ml, etc.)
6. What is the basic/standard volume for package milk?
7. Does Tetra Pak use plastic or glass as a material for producing packages?
8. Why do Tetra Pak packages have a shape of cuboids? Why not a bottle shape because it is easier to handle?
9. How do new requirements for dairy products preservation influence on the package design?