Lund University School of Economics and Management

BUSM08: Master Thesis in International Marketing & Brand Management

How Packaging Attributes Affect Purchase Decisions:
An Exploratory Study of Modern Consumers

Date
June 2, 2010

Authors
Laura Housgard
Anna Pytlik
PetyaTzvetkova

Supervisor
Karin Alm

Examinator
Ulf Johansson

Abstract

Title:	How Packaging Attributes Affect Purchase Decisions: *An Exploratory Study of Modern Consumers*
Date of the Seminar:	2nd of June, 2010
Course:	BUS 808 - Master thesis in International Marketing & Brand Management
Authors:	Laura Housgard, Anna Pytlik&PetyaTzvetkova
Advisor:	Karin Alm
Examinator:	Ulf Johansson
Keywords:	Consumer Behavior, Packaging, Communication, FMCG
Thesis Aim:	The aim of this study is to gain a deeper understanding of today's consumers' behavior, specifically how consumers perceive product packaging attributes, and whether those perceptions make a difference in their purchase decisions.
Methodology:	To investigate the research area specified above, an exploratory experimental approach was taken, along with a qualitative research strategy.
Theoretical perspective:	The study is based on Packaging Communication theory and Consumer Behavior theory.
Empirical data:	The empirical data was collected through eye-tracking experiments and in-depth, semi-structured interviews with eight respondents coming from the single household, student consumer group.
Conclusion:	It is essential for marketers to have a thorough understanding of their targeted consumer group in order to create an effective communication message on the product package. Packaging attributes, communicated through text, graphics, and colors do have the potential to have a stronger impact on purchase decisions when they are connected to consumer values.

Acknowledgement

Table of Contents

List of Figures:

1. Introduction

The Introduction Chapter provides a general background into the subject matter and areas of interest. This section also explains why the topic is interesting and relevant to marketers today. A review of past literature and previous studies done in the subject area is discussed to give the reader a better understanding of why this study is useful and which areas have and have not been explored. Next, the research problem is presented as well as specification of the research question this study seeks to answer. The purpose and contributions of the research are then addressed as well as the scope of the study.

1.1 Background

As fierce competition and clever marketing tactics increase throughout the grocery retailing sector, products have a harder time reaching out to consumers through all the noise. Correspondingly, consumers are becoming privy to in-store advertising, making them more skeptical and hesitant to make a purchase decision and harder to persuade (Underwood &Ozanne, 1998). Within the grocery environment, the product itself becomes an essential in-store marketing tool represented through its packaging[1]. Especially nowadays when little to no customer/personnel interaction takes place, it is often the package that is the "only communication between shopper and product" (Stewart, 2007, p.28). It can also be seen as the "shopper's window" providing consumerswith an insight into the product's quality, price or value (Underwood &Ozanne, 1998).

Packaging is one of the most important marketing communication tools especially at the point-of-purchase where the power of influencing and communicating is enhanced (Clement, 2007;Silayoi&Speece,2004; Underhill &Ozanne, 1998). When consumers have not spent much thought about a particular product before entering the supermarket, the intent to purchase is mostly decided based on the communication at the point-of-purchase (Silayoi&Speece, 2007). Several studies show that approximately 73% of consumer purchase decisions are made at the point-of-sale (Butkevičienėet. Al., 2008; Clement, 2007; Silayoi&Speece,2007). This is especially true for low-involvement purchases within a supermarket, so purchases of Fast Moving Consumer Goods[2](FMCG) (Clement, 2007; Underwood &Ozanne, 1998). The variety of product assortments, the shelf space positioning, and the point-of-purchase advertisements are all factors influencing the customer'sdecision. Nevertheless, packaging is the final tool reaching the consumer, making a strong impact during their decision-making process, only through its physical appearance (Butkevičienėet. Al., 2008).

---

[1] Throughout this study, the word packaging will be used interchangeably with the word package. The two words are considered synonymous.

[2] Fast Moving Consumer Goods (FMCG) can be defined as frequently purchased essential or non-essential goods such as food, toiletries, and soft drinks. For the purpose of this paper, we will use FMCG to mean only food products.

In 2008, the traditional supermarket offered an average range of almost 47,000 different product items (FMI, 2010). With packages "living" on cluttered shelves full of other catchy products and in-store advertising, they only have a limited amount of time to make an impression. In this type of marketplace saturated with all kinds of information, consumers "see only what they want to see" in order to cope with the abundance of marketing stimuli (Hoyer &MacInnis, 2000). A well-known study by Hoyer (1984) andseveral other similar studies, present the fact that the median purchase time taken for non-durable groceries is 8.5 seconds (Schoorman&Robben, 1997).

No wonder products face a challenge ingetting the attention of the consumer at the point-of-purchase. Catching consumer attention must precede consumer information processing in order for the product to make a convincing impact (Schoorman&Robben, 1997). Adding to the difficult task of catching consumer attention, is that fact that 90% of all consumers make a purchase decision after only examining the front of a package, without even taking it off the shelf (Urbany, Dickson and Kalapurakal, 1996 cited in Clement, 2007). This makes the packaging attributes, specifically on the front of the package, of paramount importance for producers. Both verbal and non-verbal components on the packaging act as a platform for communication and are influencing the physical response of consumer behavior anddecision-making (Butkevičienė et Al., 2008). Since the competition is so high at the point-of-purchase, the package can be one of the most influential marketing instruments within the in-store environment (Schoorman&Robben, 1997).

1.2 Literature Review

As marketplace competition drastically increased, the view that the only role of packaging is to protect the product content has shifted to reveal that packaging must also serve as an important marketing communication tool. Product managers put more attention towards packaging now as it has become more involved in all parts of the marketing mix with some calling it the "Fifth P" (William & Marvin, 1976). Early studies were related to how packages could be utilized as a means of communication and the general impact they have in product evaluation (Underwood &Ozanne, 1998; William & Marvin, 1976). However, until today packaging is relatively an unstudied area in comparison to other marketing information sources (Underwood &Ozanne, 1998).

In the 1990´s it was discovered that products could be distinguished through brand concept by use of packaging, an approach that extended brand values and identity (Stewart, 2007). Packaging in the context of brands has especially been commonly researched within the area of brand communication, especially within the FMCG sector. This confirms that packaging serves as a powerful communication tool to convey brand positioning and strengthen the consumer-brand relationship (Underwood &Ozanne, 1998). It has repeatedly been confirmed that packaging has a crucial role at the point-of-purchase and can be utilized as a way to differentiate a brand from its competitors (Stewart, 2007; Underwood &Ozanne, 1998). Several studies have put focus how consumers make product choices at the point-of-purchase, taking into account time pressure and motivation level (Pieters&Warlop,1999; Silayoi&Speece, 2004).

Consumers use packaging to observe extrinsic cues and build ideas of the product's intrinsic attributes in order to make a decision about the product (Silayoi&Speece, 2004; Underwood, 2003; Underwood & Klein, 2002; Underwood &Ozanne, 1998). In most cases, present packaging studies examine consumer beliefs based on product quality, price level or value, separately (Bone & France, 2001;Silayoi&Speece, 2004; Underwood & Klein, 2002).

Value can be added to the product by clearly communicating product benefits and showing consumers price worthiness (Gonzalez et Al., 2007). In the cases when several packaging attributes have been observed simultaneously, they commonly account for a certain type of product or product category(Ampuero& Vila, 2006; Gofmanet Al., 2009). The topic of how packaging attributes can affect consumer emotions and buying behavior such as impulse purchases,is an area which is less studied (Butkevičienė et Al. 2008; Clement, 2007). Other types of research of packaging attributes have been regarding health and nutrition labeling, and how consumers consider and understand the information stated (Underwood &Ozanne, 1998). However, since the latter is out of this study area of this research no deeper investigation is made on this topic.

Researchers have stated that the package can be a product's sustainable competitive advantage through the "accurate" management of packaging elements,thus helping consumers in their choice. Therefore, many studies have been implemented with the intention of developing packaging functions and its structural and graphical design. The approach has been in many cases taken from a more technical management standpoint, in order to gain a better understanding to create the right positioning of products in the mind of the consumer. This type of marketing research is related to strategic decisions of the marketing mix and is usually most beneficial for the company (Ampuero& Vila, 2006; Stewart, 2007; Underwood & Klein, 2002).

For instance, packaging elements have been examined in which way they are communicated most efficiently. The study by Rettie and Brewer (2000) confirms that text features should be positioned on the right hand side of a package while pictures should be placed on the left hand side in order to optimize the communication of these elements. The results of these types of studies are mostly contributing the management of package design.

1.3 Problem Discussion

Consumer purchasing behavior has always been a well-discussed topic of interest,in particular for academics and management. The area of the consumer decision-making processes has been a particularly researched area in attempt to obtain understanding and insights. This is a very complex and dynamic phenomenon with internal and external factors influencing the consumer. The fact that a majority of consumer purchase decisions are made at the point-of-purchase has been confirmed continually. However, how these decisions are made is still not entirely discovered since the market and the mindset of consumers are continuously changing and theoretical models might not be accurate of the modern consumer, when for instance time saving and simplified decisions play large role (Clement, 2007).

As previously mentioned, packaging within the marketing communication context is overall a relatively new research area (Underwood &Ozanne, 1998). It has been verified that packaging has a vital impact on consumers purchase decisions but fewer studies have been conducted on the actual influence that the visual attributes might have on buying behavior (Clement, 2007). Several researchers affirm visual attention as the only method to discover how consumers pay attention to products in their decision-making (Pieters&Warlop, 1999). The visual stimuli consumers perceive are most likely to influence their purchasing behavior, so in other words "what you see is what you choose" (Clement, 2007, p. 918).

Additionally, marketers should keep in mind that consumers process the perceived information differently, and therefore an in-depth understanding of the targeted consumer group must be obtained in order to communicate successfully. As society is constantly changing, it is also of importance to be gain updated knowledge of emerging consumer segments regarding their decision-making processes. The key issue for marketers is to understand the relationship between the consumer segment and the packaging attributes. However, this is very complex since different consumers may respond to packaging attributes differently (Silayoi&Speece, 2007). It is not only essential to know how consumers perceive different packaging attributes, but also how they respond to them, in regards to their decision-making. Not many studies have examined this matter, specifically taking into account a certain consumer group.

1.3.1 Problem Specification
This leads us to the problem specification of this study:

"How do packaging attributes influence consumer purchase decisions?"

1.4 Research Aim
The aim of this study is to gain a deeper exploratory understanding of today's consumers' behavior, specifically how consumers perceive product packaging attributes, and whether those perceptions make a difference in their purchase decisions. Since consumer response is a part of their cognitive reasoning, we attempt to gain knowledge regarding their unconscious and conscious behavior through exploratory qualitative methods.

Although it is known that packaging has a critical impact on consumers at the point-of-purchase, which is a critical stage in the purchasing process, the relationship between consumers and packaging has not been thoroughly discussed.

With a better understanding of today's consumers, packaging communication in terms of attributes can be optimized. By providing basic knowledge of the relationship between consumers and product packaging, we wish to draw more attention to this area in the academic field where further research is needed. The contributed consumer insightsgathered through our study may also provide a basis for product managers as well as package designers, in their work of developing and implementing strategic marketing plans.

1.5 Contribution

1.5.1 Practical

This study intends to contribute knowledge of consumer behavior to marketing brand managers. The knowledge is relevant to managers who take into account specific consumer groups like single household consumers or students when running their business. By better understanding the values of a specific market and how to most optimally communicate with them by means of packaging, marketers can apply this knowledge to create more effective marketing strategies. Using the in-depth understanding of consumer groups that this study will provide, product packages can then be tailored to certain lifestyles and have a stronger impact on purchase behavior.

1.5.2 Theoretical

The study is contributing knowledge in the field of marketing academia where purchase behavior and communication with target groups is specifically of interest. In addition, the study is also targeting academics that, through understanding the importance of consumers and their behavior, can broaden their knowledge in the marketing field. Additionally, this study seeks to contribute knowledge to the academic field in the area of packaging in the context of consumer decision-making, since it is an area that previous marketing studies have neglected.

1.6 Demarcations

The whole study is taking a consumer approach, meaning that the perception of product attributes and reasoning of these are made on an individual basis. As marketers, we are interested in consumer behavior and how package attributes influence the consumer behavior during their product evaluation.

Moreover, this study only examines the extrinsic packaging attributesthat are taken into consideration, meaning "the information appearing on the package" (Underwood, 2003, p. 64). Additionally, no brands are involved in product and package discussions throughout the entire study.

All product packages in the study are viewed separately and not in comparison to each other. This is important to note, so that exploratory methods can be maintained and consumers do not have to choose one product over another. They simply evaluate each product alone, based on the stated packaging attributes. Although there is an awareness that several packages are presented on the shelf in a supermarket, the intention of this study is not to resemble this environment. In addition, the research area is limited to the FMCG category,where today's consumers face a plethora of options and thus might pay less attention to packages when making a purchase decision in comparison to other products.

The eye-tracking experiment is only based on the attributes appearing on the front side of the packaging. The researchers are aware of the fact that consumers might take information stated on the whole packaging into their purchase evaluation. However, since

it is the front side of a package that draws attention first while shopping in a supermarket, the first evaluation is mainly based on the information stated there.

As an overview, Figure 1 below illustrates the scope of the study. The Figure describes the basic marketing communication process from the producer's creation of a package to how consumers view the package. The subject area of the study will be kept within the dashed boundary lines, keeping the focus on the relationship between the package and consumer.

- - - - = The focus area of this study
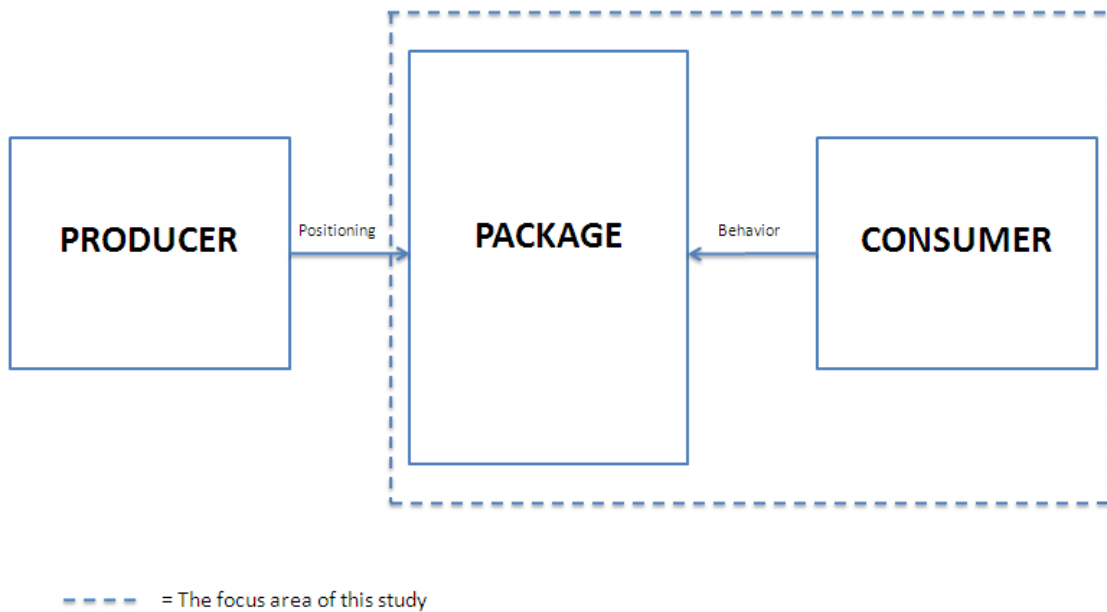
Figure 1. Illustration of study bounds
Source: Housgard, Pytlik&Tzvetkova

1.7 Chapter Overview

Chapter 1
- The **Introduction** introduces the subject area of the thesis, discusses and specifies the problem, addresses the research aims and contributions, and defines the demarcations of the study.

Chapter 2
- The **Methodology** chapter introduces the approach, process, and strategy we took to the research as well as the design of the study.

Chapter 3
- The **Theory** chapter consists of two major sections, each providing theory on the relevant topics of consumer behavior and packaging communication

Chapter 4
- The **Findings & Analysis** chapter reveals the findings of the empirical work and combines these with theory to create a thoughtful analysis.

Chapter 5
- The final chapter, the **Conclusion**, provides answers to the research question presented in the problem specification in Chapter 1. The conclusion also outlines major implications, future studies and limitations of the study.

Figure 2. Chapter overview
Source: Housgard, Pytlik&Tzvetkova

2. Methodology

The methodology chapter begins with the Research Approach whichpresents the philosophical standpoints of the research problem. Next, theentire Research Process taken to answer the research question is covered. The Research Strategy section explains the reasoning behind the qualitative nature of the study. The data collection methods are then explained thoroughly and chronologically in the Research Design section. The chapter ends with Limitations and a discussion of Validity & Credibility of the study.

2.1 Research Approach

To our awareness, this is one of few studies to investigate packaging attributes in relation to consumer behavior, specifically visual attention preferences in respect to a defined consumer group. Therefore, we kept an open mind throughout the entire research process. Since we want to gain a deeper insight and gain an understanding of consumers´ reasoning and actions, the research approach taken is exploratory in nature. Actions are in this study referred to the consumers´ conscious and unconscious respond to packaging attributes, so the reasoning behind their purchase decision as well as capturing the unconscious visual attention behavior is tested by use of eye-tracking method and technology. The findings of this study will provide a better understanding of consumers´ behavior in relation to packaging attributes and can be useful as fundamental knowledge in the area of packaging communication.

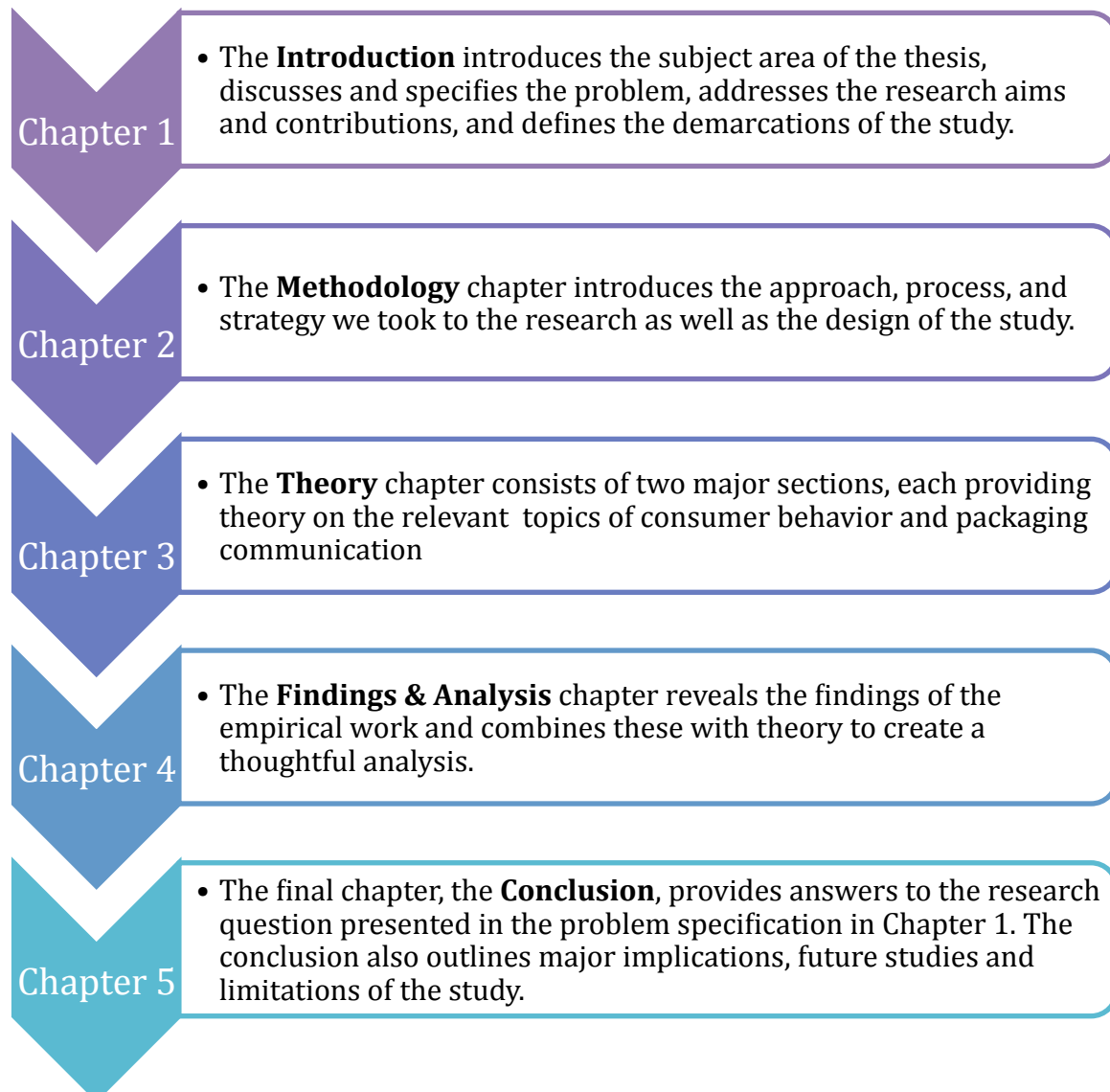Technically, this study is classified philosophically as exploratory experimental, basing the data collection methods on in-depth interviews and eye-tracking experiments but keeping the results and conclusions unrestricted. We want to understand how consumers think and why they are behaving in a certain way. In order to learn the most about our respondents and their perceptions of a phenomenon, the exploratory research approach is taken (Bryman& Bell, 2007).

2.2 Research Process

The research process began by defining the object of the study; in this case, it is consumer behavior. The methodological approach was identified and settled. Thereafter, in order to investigate this object and the defined research aim, we chose a qualitative research strategy, as it would allow us to be the most exploratory in our analysis. By use of secondary sources, a foundation of information was created that would give us insight of existing knowledge on the topic, helping us define our gap and research question. Next, a theoretical background was established mainly from literature and academic journals in the areas of packaging communication and consumer behavior. In the next step of the process, the empirical data collection method was constructed, and a pilot study was performed in order to test and secure the validity of the study. Primary data was later collected through conducting empirical studies that consisted of eye-tracking experiments and in-depth, semi-structured interviews. Once empirical data was gathered, the findings were examined in an attempt to determine common patterns. The findings were sequentially discussed and analyzed. Lastly,the analysis led to conclusions that contributed to answers to the research question. These methods will be discussed in more detail in the following sections.
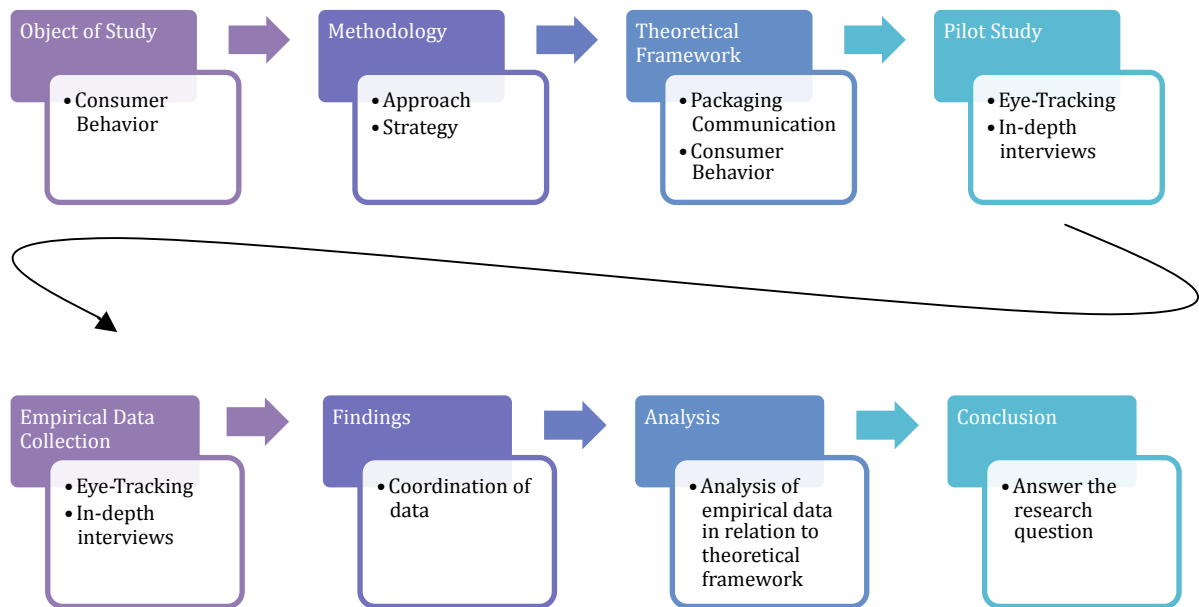
Figure 3. Research process model
Source: Housgard, Pytlik&Tzvetkova

2.3 Research Strategy

A qualitative research strategy is used in this study, being appropriate due to the nature of the research problem and the research approach stated above. The intention of the empirical data collection is to gain a deeper understanding of consumer behavior and reasoning behind consumer purchase decisions. The most suitable strategy in order to fulfill this is through qualitative data collection. The data collected through in-depth semi-structured interviews was language in the form of words, which cannot really be measured in the form of quantification (Bryman& Bell, 2007; Easterby-Smith et Al., 2008). To recognize consumer behavior as much as possible, the study was completed using the eye-tracking method. Although typically viewed as a quantitative method because of the numerical results gathered, eye-tracking is used qualitatively in our study where the outcome was used as a foundation for the in-depth interviews. Summarizing, by applying qualitative methods, the research area can more easily be viewed through the eyes of the consumer (Bryman& Bell, 2007).

2.4 Study Respondents

We wanted to gain a better understanding of the modern consumers' behavior since it is dynamic phenomenon and the knowledge needs to continuously be updated. A strong demographic shift is taking place in today´s society worldwide were more people live alone by choice or are forced by certain circumstances (Lewis, 2005). This trend has led to an emergence of a new consumer segment – the single household, which is expected to radically increase in the near future (Hodgson, 2007). The primary definition of a single household is "a person who makes provision for his/her own food or other essentials for living without combining with any other person to form part of a multi-person household" (United Nations Statistics Division, 2005, p.12).

The selected consumer group used in this study is students living and consuming alone, thus being a part of the single households segment. The criteria to participate in this study included living alone. When we contacted each respondent, we specifically asked if they met the criteria before we enlisted them in the study. All respondents were students in the last years of their education. We are aware that at this point in their lives, the income of the respondents has an influence on purchase behavior. Thus findings in our study need to be understood with this in mind.

The selection of respondents was basically made on availability, in other words it can be viewed as a convenience sampling, which commonly is the case in qualitative studies (Bryman& Bell, 2007). The sample group consisted of eight respondents with the average age being 24 years old, whereof five of the respondents were female and three were male. For more detailed information of the sample group, please see the Appendices (Appendix A).

2.5 Research Design

The research design involved the methods of eye-tracking and semi-structured interviews, which partly consisted of a laddering technique with means-end chain analysis. The entire empirical data collection took three days in the laboratory and approximately a week to design a reliable interview guide as well as constructing the eye-tracking experiment. Our chosen methods are described in more detail below.

2.5.1 Eye-Tracking

Formally defined, "eye tracking is a general term for techniques for measuring the point of gaze, where a person looks. Since human behavior and thinking is linked to where people look, the ability to measure eye gaze adds value to behavioral research and analysis" (Gofman et Al., 2009, p.67). We used eye-tracking to observe how consumers view product packages at the point-of-purchase, which is hypothetical in our study.

Our eye-tracking experiment took place in a laboratory setting in collaboration with the Lund University Humanities Laboratory (HUMlab). Conducting the study in a laboratory setting is better for more control and the ease of analyzing the data collection(Bryman& Bell, 2007). Cooperation with HUMlab provided us the accessibility to their state-of-the-art eye-tracking equipment. They also gave us background knowledge on how to properly conduct an eye-tracking study as well as how to formulate the study around our practical constraints.

By utilizing eye-tracking technology in this study, information about consumer behavior was captured in terms of their perception and attention when evaluating a packaging because "although cognitive processes cannot be observed directly, they are reflected in the pattern of gaze behavior" (Gofman et Al., 2009, p.67). The purpose of using eye-tracking was to discover what the respondent group considers and pays attention to, based only on the information stated on the front side of packaging.

The eye-tracking results are shown in a "heat-map" which indicates which parts of the packaging the respondent took time to look at (Appendix B). The heat map shows which areas the respondent observed, however it does not necessarily mean that these areas are considered important for the respondent (Gofman et Al., 2009). An additional way the

results could be seen was through a scan path (Appendix C), which is very similar to a heat map. The benefit of looking at the respondent's scan path is that the order and time spend on each saccade is more evident. Saccade is the quick eye-movements, jumps between one location to another, during vision (Pieters&Warlop,1999). Moreover, the eye-tracking outcome was completed with an in-depth interview which is aneffectiveway of supplementing meanings to the eye-tracking experiment and a qualitative way of analyzing the eye-tracking data (Gofman et Al., 2009).

2.5.1.1The Eye-Tracking Procedure

The eye-tracking experiment consisted of a series of images shown on a computer screen with a discreet eye-tracking device mounted to the bottom of the monitor. The device tracked where the respondents' pupils moved when looking at the images presented on the computer screen.

The respondent was placed in front of the computer, unaware of the eye-tracking display. The first screen the respondent saw was a brief welcome screen, thanking them for participating in our study. The next three screens asked their gender, age, and average monthly grocery budget (in SEK) accordingly. Then a calibration took place, ensuring the eye-tracking device measures their pupil movements accurately. This step in the process improves validity and trustworthiness of the data gathered.

The respondent was then left alone beginning the real experiment without researcher assistance of influence. The respondent read a screen with shopping scenario that included a task to encourage the respondent to feel more involved and motivated (Gofman et Al., 2009). Eighteen package images from nine different product categories were presented separately, one on each screen (Appendix D). We set the initial order of the images randomly, but the order was then kept the same for all eight respondents. The only rule that we followed was that one image from each category should appear in the first nine images and one from each category in the second nine images. This was so that the respondent would be unable to detect a pattern and also so that we could limit the interviews to discussion of the first nine images as representatives of the second nine.

Each image was shown separately on its own screen for a duration of six to eight seconds. The actual time was chosen by the computer program to be a random time between six and eight seconds for every respondent. Six to eight seconds was used since this is the average time a consumer spends looking at packages in an actual supermarket environment, recommended by eye-tracking experts at HumLab. This is called the intervening time, which is the time the respondent has to process information from when the packaging image is presented until they make the first response (Gofman et Al., 2009). On the slide following each image, the question "Would you consider purchasing this product?" appeared with a choice of "Yes" or "No" answer. The respondents' cumulated answers to this question, for all 18 package images can be found in Appendix E.

2.5.1.2 Selection of Packaging Images

Packages were chosen from the FMCG sector because these products are typically associated with low-involvement decision-making. This means that consumers are familiar with all the features of the product and rely mostly on the packaging to do the selling (Underwood, 2003, Underwood &Ozanne, 1998).

Within the FMCG segment, the images in the experiment were strategically chosen to maintain the objective outlook of the study. The researchers were aware that the respondents may be influenced or have knowledge of a certain product from prior experiences or other sources. In order to limit this possibility, as well as to exclude external marketing communication surrounding the product, the brand name was erased from the packaging image. By eliminating the brand name from the study, the values the brand represents could be disregarded. To avoid the risk that the respondent still may recognize a brand only based on its' packaging, the product package images were selected from supermarket websites in the United Kingdom and the United States. This was also to distract the respondents from their possible previous brand experience, and instead make them focus more on the package information itself. The risk is then lessened that they do not thoroughly consider the information due to current shopping habits or previous product knowledge. Additional reasons that the product images were chosen from British and Americanwebsites, was to maintain an equal level of photo quality throughout all 18 images and to keep the product information in English. Since all researchers do not speak Swedish and all respondents are not fluent in Swedish, packaging in English creates the most credible results. The strategic selection of packaging images increases the transparency of the study as well as the credibility of our results since all packages have the opportunity to be equally and objectively evaluated.

With the intention of presenting a general product selection that all respondents could identify with, two products were selected from each of the following grocery categories:*beverages, cereals, cupboard foods, pasta, snacks, vegetables (frozen), desserts, diary and frozen food*.

The categorization was structured by the researchers with a goal of representing basic foods that would be applicable to most consumers. The selection criteria included choosing unknown product brands to avoid possible recognition based on the packaging itself, and that each package included the two packaging attribute areas; text and graphics. All stated information on the front side of the package is divided according to the text and graphic areas (Appendix F). The purpose of this division was to detect if these two packaging attribute areas actually do differ in consumer attention allocation.

2.5.2 Interviews

After the eye-tracking experiment, while analysis of the eye-tracking data was taking place by one researcher, an in-depth, semi-structured lifestyle interview took place. This first part of the in-depth interview was semi-structured with questions regarding their shopping and eating habits in general. The main reason for using a semi-structured interview method is that it provides an interview guide, or a set of questions, that the interviewer can regulate, but allows the interviewee some freedom in their responses (Bryman& Bell, 2007). Interviews were the most optimal research method to investigate

the underlying reasons of these actions and thoughts (Easterby-Smith et Al., 2008). Through personal interviews, the respondents had the opportunity to express themselves more thoroughly in their own words, thus being a way of discovering meanings behind their behavior (Hoyer &MacInnis, 2000). Additionally, semi-structured interviews allow us "some latitude to ask further questions in response to what are seen as significant replies" (Bryman& Bell, 2007, p. 213). As researchers, we needed this freedom to keep the interview moving in the right direction. This was especially important when questions were asked based on the interviewee's responses that may have been out of the interview guide (Bryman& Bell, 2007).

The interview questions chosen to be a part of the interview guide all had strategic reasoning behind them. Some questions like the ones in the lifestyle interview guide allowed us to gain a general idea of the consumer group's behavior and explore their daily habits. Other questions, like the laddering questions have certain motivations behind them. Instead of letting the respondents talk about whatever they would like, with these questions we directed them toward personal meanings and values. This was done to make sure we had good findings to base our analysis on when it came to values affecting purchase decisions.

As far as the actual process went, one researcher was in charge of conducting the lifestyle interviews and one researcher was in charge of the eye-tracking interviews. The researcher that was conducting the eye-tracking interviews would sit in the opposite corner of the room while the lifestyle interview was being conducted and analyze the respondents gaze patterns and preferences on purchasing or not purchasing the product. The reasons for this process are twofold. Firstly, we did not want to overwhelm the respondent with all three researchers being present for both interviews. During the pilot study, we found the respondent was intimidated and more hesitant in answering the questions fully. Secondly, the researcher conducting the eye-tracking interview could get a general idea of who the respondent was by unassumingly listening in on the lifestyle interview. This was helpful so that questions were not repeated and answers could be expanded upon in the second half of the interview. Additionally, having all three researchers involved while conducting the empirical study increased the validity of the study. This is because we were able to double-check each other and perceive the respondents' data from several perspectives.

The goal of the first part of the interview was to get the respondents to speak more freely about their shopping experiences and lifestyle behavior in order to gain a better understanding of the basis of their opinions and beliefs. The semi-structured interviews kept the emphasis on "how the interviewee frames and understands issues and events - that is, what the interviewee views as important in explaining and understanding events, patterns and forms of behaviour" (Bryman& Bell, 2007, p.475). Depending on which aspects the respondent finds vital to include regarding his own cognition and purchase behavior, the responses varied drastically (Bryman& Bell, 2007).

When the questions from the lifestyle interview guide had all been asked, the respondent was asked to move over to the other side of the room and begin the eye-tracking phase of the in-depth, semi-structured interview. The eye-tracking portion of the interviews began with all the images of the packages printed out in color and laid out on the table in front of the respondent. The respondents were asked to choose the top three packages that appealed to them the most and the three packages that appealed to them the least. The rest of the images were temporarily disregarded and the researcher and respondent would discuss the choices. Then the researcher would transition to the eye-tracking data on the computer screen that had been analyzed during the lifestyle portion of the interview, and continue asking the respondent questions from the interview guide regarding their eye-tracking results (Appendix G).

The lifestyle and eye-tracking interviews combined lasted between 35 and 55 minutes, and were recorded and transcribed to ensure all the information was captured. The transcription was especially important when follow-up questions were been asked, straying from the original interview guide, and, in general, contributed to a better understanding and deeper analysis. In addition, one-to-one interviews increase the validity of the study by lessening misunderstandings and distraction or left out information (Bryman& Bell, 2007).

2.5.2.1 Means-End Chain

The means-end chain analysis is a concept used by marketers to better understand consumer values through discovering the attributes that are of most importance in a product. We used this chain to make consumers think about product attributes, and link the attributes to functional and psychosocial consequences, which are personally beneficial or of concrete value. In other words, by applying this method, the attributes were defined which provided the means to a desired end state or terminal value. In this way the values involved in consumer decision-making could be discovered. The means-end chain analysis represents the values of an individual consumer, meaning that their background and interests were influential. Therefore the means-end chains based on the same product were assumed to differ among consumers even though similarities could be recognized. (Hoyer &MacInnis,2000, p.429-430; Peter & Olson, 2005).

| Attributes | | Functional Consequences | | Psychosocial Consequences | | Values |

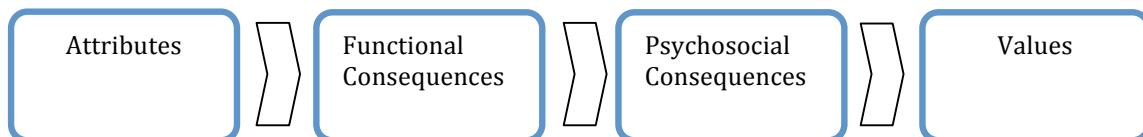**Figure 4. Means-end chain model**
Source: Peter & Olson (2005,p.81)

The most suitable way to understand consumers and to conduct the means-end chain analysis is through one-to-one interviews. First, we identified the product attributes that the respondent found important in their purchase decision, and then we revealed the meaning of these using the means-end chain during the eye-tracking portion of the

interview. The interviews were conducted in accordance with the laddering structure, meaning that a series of questions were asked about important packaging attributes in several versions of "Why is that important for you?" (Peter & Olson, 2005, p 84).

It should be noted that the means-end chain outcome could vary noticeably in the meanings respondents have, and that it does not always leads to a value. Even though the means-end chains supply relevant consumer insight information, the standard methods applied cannot fully cover the understanding of consumers because the research topic of consumer behavior inherently involves deep and unconscious meanings (Peter & Olson, 2005).

An interview technique called laddering was used to create means-end chains, where descriptive or factual answers by the respondents were continually questioned "Why?" with the intention to disclose the personal values. More specifically the type of laddering technique applied was mean-ends chain analysis, consisting of more structured types of "Why?" questions leading to personal values. In this study, the package attributes are identified through the attention paid during the eye-tracking experiment. Thereafter, by questioning the respondents' conscious and unconscious behavior, we could discover the reasoning and values behind these actions. Different types of "Why?" questions about each product attribute were suggested in advance, and noted on the interview schedule. However, depending on the respondents' eye-tracking results and responses, the questions were amended and constructed. Through the laddering technique the researcher can obtain significant insights of the topic (Easterby-Smith et Al., 2008).

The means-end chain analysis allowed us to find out consumer values from usage of certain products. In addition, the means-end chain provided information regarding how the respondents related important product attributes to their self-concept (Peter & Olson, 2005). For instance, "consumer values have considerable importance for consumer behavior and marketing, including consumption patterns, market segmentation, new product development, ad development strategy and ethics" (Hoyer &Maclnnis, 2000, p.426). The information outcome from means-end chains can contribute to development of effective marketing strategies where values can be more connected to product attributes and thus more personally relevant for consumers (Peter & Olson, 2005).

2.6 Validity & Transparency

Since this study is of a qualitative nature, the main approach taken to collect data was language-based, meaning that the entire data analysis was interpreted according tous as researchers. This should be kept in mind in evaluation of the study. In addition, the quality of the study can be established through the specifications made regarding the research process and the findings (Bryman& Bell, 2007).

According to Guba and Lincoln (1994) as cited in Bryman and Bell (2007), the two primary criteria in qualitative studies are trustworthiness and authenticity, which are comparable to reliability and credibility in quantitative studies. The trustworthiness contains four criteria discussed below: credibility, transferability, dependability and confirmability (Bryman& Bell, 2007).

2.6.1 Credibility

The social reality examined in this study is how packaging attributes influence consumer purchase decisions. It was difficult for the respondents to express this phenomenon since they may not fully have been conscious of it or may have had difficulties expressing their thoughts and behavior explanations. In order to raise the credibility of the studied event, several accounts were applied in order to include different perspectives. All three researchers reviewed and discussed the findings to make sure of its consensus and coherency.

The interviews were conducted in English, which is a second language for most of the respondents. This might have had an effect on their ability to fully express themselves when it comes to using particular words indicating, for instance, feelings or perceptions. In attempt to diminish this state, the respondents have carefully been selected taken into consideration to their language skills. Although this aspect might have a slight influence, overall the researchers strongly believe it did not have a stronger impact on the study´s findings. Nevertheless, this issue was taken into account by the researchers during the data analysis.

All conducted eye-tracking results and interviews were recorded and transcribed in order to have the opportunity to examine them afterwards by all three researchers.

2.6.2 Transferability

In this study a smaller group of respondentswere investigated in order to gain rich and detailed data typically found in qualitative studies. The study is therefore more in depth than broad. Due to the qualitative nature of smaller sample size and the fact that each individual respondent had their own perceptions of the social world, the findings cannot be generalized (Bryman& Bell, 2007). Instead, the study provides a thick description as Guba and Lincoln (1994)as cited Bryman& Bell (2007, p.413) in reference to it containing "rich accounts of the details of a culture".

However, even though the findings from this study cannot be generalized it can still "provide a springboard for further research or allow links to be forged with existing findings in an area" (Bryman& Bell, 2007, p.198). In order to have a solid analysis, parts of the findings were included from the large amount of data collection made. Large collections of findings consisted of transcripts from hours of interviews, together with a Means-end chain analysis for all the mentioned packaging attributes of each respondent's favorite and least favorite product package. In addition, the results from all the eye-tracking data exist in the form of statistical data, heat-maps or scan-paths. The rich data collection could be transferred and used in relevant other studies.

2.6.3 Dependability

The dependability principle denotes that our study should be possible to repeat if other researchers wish to do so. This could be an issue in our study as it is qualitative and our data collection is very in-depth, resulting in a large amount of empirical data. However, in order to achieve dependability we applied an "audit approach" which is suggested to show a trustworthy and clear research process (Bryman& Bell, 2007). This means that the whole research process has been explained thoroughly, from problem reasoning,

16

choice of data collection methods, including the selection of respondents and package images, and through the theoretical framework. As mentioned, all findings are documented as well.

It should be noted though, that this data was collected once and the findings indicate that particular occurrence, so it might not fully be possible to repeat the research including the same details.

2.6.4 Confirmability

In attempt to ensure as high confirmability of the study as possible,we frequently discussed the applied data collection methods and the analysis process. We did this in order to achieve as objective standpoint as possible, althoughcomplete objectivity is impossible in qualitative studies (Bryman& Bell, 2007). Still it can be stated that the researchers acted in a good faith, avoiding individual and subjective interpretations and instead took a collective approach.

2.7 Pilot Study

Two separate pilot studies were conducted to ensure the credibility of the study. The two respondents in the pilot studies, a man and a woman, both students,fulfilled the sample group standards regarding the condition that they live and consume alone.

Besides testing the technical functions of the eye-tracking technology, the purpose of the pilot studies was to trial the interview questions in order to assure effectiveness of the semi-structured and laddering techniques. Although the results from the pilot studies were not included in the findings of our research, they did give us some experience conducting interviews, which in turn increased our confidence during the actual interviews. The pilot studies also gave the interviewee knowledge of possible ways the conversations could flow and how to adjust the interview schedule accordingly (Bryman& Bell, 2007). The pilot increased the validity of the study because necessary adjustments in timing and procedures were made before collecting the actual empirical data.

3. Theory

The theory chapter spans two topic areas to give a more solid academic foundation for the empirical research. The firstsection covers marketing and packaging communication theory, giving the reader background knowledge on the subject and issues that are relevant to the packaging area. The second section in the theory chapter discusses consumer behavior, specifically in-store purchase behavior in relation to packaging.

3. 1 Business to Consumer Communication

3.1.1 Communication Process

Communication is the process by which individuals share meanings, for instance between the company and its consumers. In order to successfully communicate, the information needs to be shared amongst all parties involved and be completely understood. The communication process is therefore an essential part within marketing, were understanding of this complex process could lessen the risk of ambiguity and instead create a successful conversation with the target group. Seeing it from a company's perspective, through effective communication companies can build a strong dialog with their target group, or take the opportunity to influence and persuade consumers (Fill, 2002).

The basic mass communication model developed by Wilbur Schramm in 1955 as cited in Fill (2002) presents the fundamental understanding of the complex process. The main parties are the sender and the receiver of the message, which, in the case of marketing, are usually the company and the consumer. Please see Figure 5 for a diagram of the complete communication model adapted by Kotler and Keller (2006). The sender, who also is the source of the message, must know what audiences he or she wants to reach and what kind of response he or she expects (Kotler& Keller, 2006). The sender then creates the message through for example words, pictures, symbols and music to represent the message, which is the part so called encoding (Fill, 2002). The content of the encoded message should carefully be considered, so it can be understood likewise when the receiver decodes it. Thereafter the message is transmitted through a channel or media, which can be personal or non-personal, and decoded by the receiver (Fill, 2002; Kotler& Keller, 2006; Peter & Olson, 2005). The receiver decodes the message, interprets it and creates meanings.

The communication process is influenced by the experiences, perceptions, attitudes, and values of the sender and receiver (Fill,2002). The more understanding the sender has about the receiver and the more experience in decoding messages, the more effective the message is likely to be (Fill, 2002; Kotler& Keller, 2006). Afterwards, the receiver responds to the message through response and feedback. The response can be an action, such as dialing a number, returning a coupon or going to the store to make a purchase (Fill, 2002; Peter & Olson, 2005). It is crucial to develop feedback channels to monitor the responses in order to have successful communication. One has to understand whether the message was received and if it was decoded and interpreted correctly (Kotler& Keller, 2006; Peter & Olson, 2005).

During the whole communication process, the efficiency can be affected by noise, or "The omission and distortion of information" (Fill, 2002, p.35). There is always some kind of noise occurring, whether it is a physical or cognitive factor within a communication process, but correct management can lessen noise. There are plenty of explanations for unsuccessful communication, but it usually involves the misinterpretation or misunderstanding of the message (Fill, 2002). Therefore, the sender and receiver are particularly important in a successful communication process, where the creation and interpretation of the message has to be understood equally (Peter & Olson, 2005).
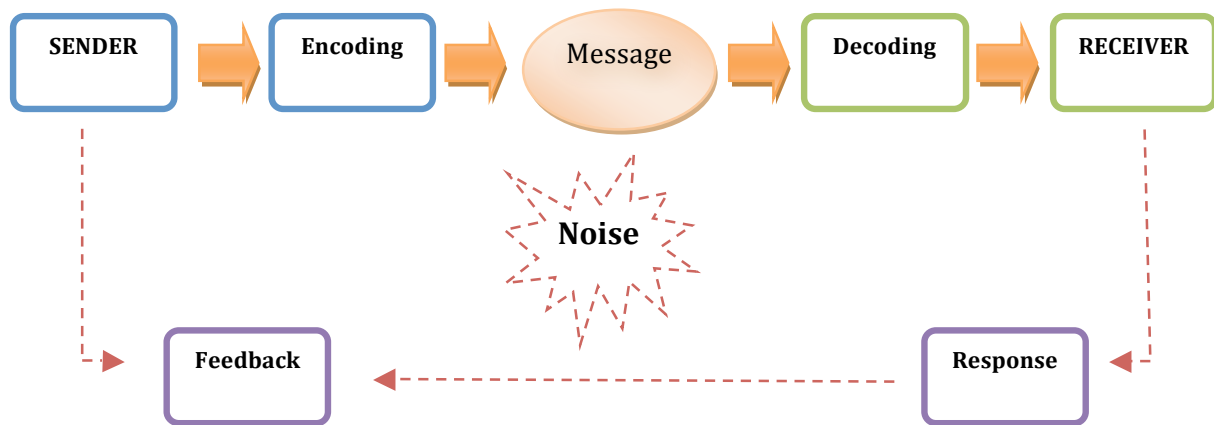

Figure 5. The communication process
Source: Kotler& Keller (2006, p.539)

3.1.2 Marketing Communication

Marketing communications refers to "the means by which firms attempt to inform, persuade, and remind consumers-directly or indirectly- about the product they sell" (Kotler& Keller, 2006, p.536). It can be seen as the voice of the product and brand for creating a relationship and conversation with the consumer (Kotler& Keller, 2006). There are many other definitions and interpretations of the marketing communication concept, although Delozier(1976)as cited in Fill(2002, p.12) defines it as:

> *"The process of presenting an integrated set of stimuli to a market with the intent of evoking a desired set of responses within that market set and setting up channels to receive, interpret and act upon messages from the market for the purpose of modifying present company messages and identifying new communication opportunities".*

Through improved communication of products and company identity, the value of marketing communication can be enhanced. Therefore, the business must understand the consumer environment and develop and present messages particularly for its identified group (Fill, 2002).

Marketing communication serves as helpful support for consumers in their cognitive processing when solving problems and satisfying their needs and wants. Brand communication and other types of communication assist the consumer in their purchasing activities when benefits and product attributes are emphasized through well-organized messages (Fill, 2002). Company communication can inform the consumer of the utilization of the product, how, when and where it should be used, as well as illustrate what kind of person would use this product and the benefits received from it. This is also a way for businesses to present themselves, who they are and what they stand for, and to present the production process behind the product (Kotler& Keller, 2006).

3.1.3 Market Segmentation

Since the market is not homogeneous, marketers identify and divide the market into segments consisting of consumers who share the same needs and wants. In that way, a successful marketing strategy can be developed with improved communication and products attributes to better appeal and satisfy the targeted group (Fill, 2002; Kotler& Keller, 2006; Peter & Olson, 2005). This can, in another way, be defined as target marketing; when a specific segment is selected and the marketing plans are developed to satisfy that consumer group´s needs and wants. Each segment has their own characteristics with consumers that have similar lifestyles, preferences and responses to marketing actions, for example approach and interpretation of a product (Fill, 2002). The major characteristics of segmentation are the geographic, demographic, psychographic and behavioral variables (Kotler& Keller, 2006).

To achieve coherent, uniform and successful communications with the target group, a good understanding of the segment is necessary. Rothschild´s (1987) approach of segmentation as cited in Fill (2002) is useful in attempt to optimize marketing communication. He argues that one must be able to describe the consumer on numerous dimensions in order to develop an effective and efficient communication. The approach of market segmentation is done through dividing it into enduring variables and dynamic variables. The enduring variables stay relatively constant and are a part of the individual, referring to geographic, demographic, and psychographic segmentation. The other segmentation is done according to the dynamic variables and is in contrast changing between different product classes. Therefore, it is a unique relationship between the consumer and the product and is mainly segmented on the basis of usage, time of adaptation, loyalty level and benefit sought. The dynamic variables are used in message design and positioning such as within advertisement and product description. Furthermore, they can be useful in the message strategy, how information is said, what colors and fonts are used as the whole style and tone of the communication (Fill, 2002).

3.2 Consumers´ Information Processing

3.2.1 Cognitive Theory

To comprehend consumer behavior better, their cognitive approach must be considered. "Cognitive theory is based upon an information-processing, problem-solving and reasoning approach to human behavior" (Fill, 2002, p.58). Consumers respond to stimuli in their surrounding, which they process through thinking, understanding and interpreting. This information subsequently transferred into meanings or patterns that together form judgments about behavior, according to the theory of Rumelhart in Belk (1975) cited in Fill (2002); Peter & Olson (2005). The cognitive process also involves consumers´ knowledge, meanings and beliefs that they have formed from previous experiences. Consumers respond mentally in two ways from stimuli and events; through affect, which refers to their feelings and through cognition, which is their thinking and beliefs regarding a particular product (Peter & Olson, 2005). Consumer internal information processing is influenced by several different elements including personality, attitudes, perception, environmental influences and learning (Fill, 2002).

3.2.2 Exposure

"The process by which the consumer comes in physical contact with a stimulus" is called exposure (Hoyer &MacInnis, 2000, p.81). Products or brands communicate information through the marketer, meaning ads, salespeople, packaging, brand symbols, and signs, or non-marketing sources, or media and word-of-mouth. This is done through exposing the consumer to marketing stimuli at several stages of consumption. Different strategies can be applied in order to increase the affect of consumers´ exposure to products or brands, such as shelf-placements and product displays, but it is the consumer who in the end makes the decision whether it occurs or not (Hoyer &MacInnis, 2000).

3.2.3 Attention

When consumers are exposed to stimuli, they need to give a certain amount of attention in order to perceive the information. Paying attention involves partial allocation of the mental activity to a stimulus. After perceiving the information the individual may pay additional attention to the information (Hoyer &MacInnis, 2000). To be attentive of stimuli means to be aware and conscious of it as well as having high level of alertness to the processing of information. As mentioned, consumers are exposed to a multitude of stimuli at the same and in order to cope with it, they selectively decide which one to focus on. Consumer goals at the given situation are a major factor influencing the selective attention (Peter & Olson, 2005). The attention can also be divided and unconsciously perceived while simultaneously managing other tasks (Hoyer &MacInnis, 2000). Once the consumer's attention is caught he or she starts the conceptual analysis, which involves integration of information from the stimulus with pre-existing knowledge (Pieters&Warlop, 1999).

It is essential for marketers to acquire the skills and understanding of how to catch consumer attention of marketing stimuli to be able to communicate successfully (Fill, 2002; Hoyer &MacInnis, 2000). In an environment such as the supermarket, consumers are breached with an overflow of marketing stimuli, all competing to attract attention. In attempt to attract attention marketers strive to refine and develop the marketing

communication by use of the nature of stimuli or its external factors like "Intensity, size, position, contrast, novelty, repetition and movement" (Fill, 2002. p.63).

There are four main ways suggested to capture consumer attention: by making marketing stimulus personally relevant, pleasant, surprising and easy to process. The marketing stimuli could be more personal appealing when, for instance, the consumer's needs, values and goals are enclosed and when they include individuals whom are perceived as similar to oneself (Hoyer &Maclnnis, 2000). Marketing stimuli can also be consciously avoided when it strongly contradict to ones beliefs and attitude. However, an individual's internal factors such as motivation, expectations and past experiences influence the given attention. Communication containing unexpected stimuli may therefore receive more attention from the consumer (Fill, 2002).

3.2.4 Perceptual Organization

When central attention is paid to the stimulus, perceptual analysis occurs, takingplace even before and during conceptual analysis. To make sense of the multiple stimuli consumers are exposed to, the stimuli need to be structured and combined in a certain way. Perceptual analysis involves making a selection of stimuli. The selected stimulus are examined on its features such as shape, color and size, and interpreted into categorical codes like name, graphic and textual information (Pieters&Warlop, 1999).

Stimuli are not likely to be perceived independently. Rather, they are organized and integrated in the context of other things around it. Many stimuli consist of a complex combination of simple stimuli, which are difficult to organize into a united entity. The whole process of organizing stimuli into meaningful units is called perceptual organization. This phenomenon can be explained by the applications of the basic principles of Gestalt psychology in terms of figure and ground, closure and grouping (Fill, 2002; Hoyer &MacInnis, 2000).

Figure and Ground

The figure and ground principle states that stimuli are perceived because they stand out in contrast to the general background (Fill, 2002; Hoyer &MacInnis, 2000). The stimuli in the forefront therefore receive the central attention. Consumers have the tendency to organize their perceptions into figure and ground relationships, and the manner in which this is processed forms the understanding of the stimuli (Hoyer &MacInnis, 2000). This principal is used on packaging in attempt to draw attention to important parts placed in the forefront such as the brand name, logo or price (Fill, 2002; Hoyer &MacInnis,2000).

Closure

When stated information is not completed, consumers have the need to organize the stimuli in order to create a meaning. They do so by trying to fill in the gaps themselves to complete the missing data. The closure principle is used to involve the consumer in the message and increase their selective attention (Fill, 2002; Hoyer &MacInnis, 2000). An example of this is to present a cropped object with an ambiguous appearance which makes the consumer think and complete it in order to create meaning. In other words, encourage the consumer to close the object in his or her own mind (Hoyer &MacInnis, 2000).

Grouping

The principle of grouping is when stimuli are placed close to one another to create a pattern or unify a picture or impression. This makes it easier for the consumer to process what they are seeing as they have a tendency to view nearby objects. By grouping a product with certain stimuli, perceptions of the product can be influenced.Often, this is used to create associations between a product and specific attributes (Fill, 2002; Hoyer &MacInnis, 2000).   A good example of this is healthy food products, being often presented together with pictures of fitness and exercise. This is a way to create associations of a healthy lifestyle when consuming this food and is used by marketers in attempt to target a specific market (Fill, 2002).

3.3 Communicating through Packaging

Packaging can have a potential impact on decision-making especially concerning purchases that engage low levels of involvement such as FMCG. As consumers are offered all the more product choices, packaging become an important means of marketing communication utilized to communicate persuasive information at the point-of-purchase (Fill, 2002; Meyers &Gerstman, 2005; Underwood &Ozanne, 1998). For that reason packaging is sometimes referred to as the 'silent salesman' that makes the final sales pitch, seals the commitment and gets itself placed in the shopping trolley. Harckham (1989) as cited in Meyers and Gerstman(2005), also states that the packaging can be seen as consumers´ "window" to the product since it gives the first impression regarding values and quality that the product may deliver. In an attempt to evaluate the physical attributes of a product, the consumers make their judgement on the basis of the information communicated on the packaging (Fill, 2002). In purchase situations for products like foods, where the product is often not in its final form, consumers repeatedly make evaluations on basis of the packaging in order to get an idea of how the food can be served in its prepared state. For that reason, packaging is a crucial communication channel that conveys visual, symbolic, functional and beneficial information to the consumers (Meyers &Gerstman, 2005). There are set requirements on the subject of what kind of information product packaging must contain concerning the ingredients, nutritional values and safety requirements (Fill, 2002).

Additionally, the intention with the stated packaging information is also to catch consumers' attention at the cluttered point-of-purchase and stimulate them to make purchases (Fill, 2002; Meyers &Gerstman, 2005). As Meyers and Gerstman (2005, p. 40) state, "by being informative, provocative and seductive, package design can produce product personalities that communicate product attributes in a way that influence the consumer to select Brand X over Brand Y". Packages can deliver information in countless different combinations by use of graphics, text, colors, shapes and sizes of the packaging, giving cues to the product´s personality. Completely dissimilar personalities can be communicated for the same product content purely through the means of packaging. However, the aspiration is to fully match the product personality with consumer personality. Consumers´ attitude and concerns are also addressed through the package. For instance, consumers who are health conscious may look at the nutrition facts stated on the packaging, which assists them in their purchase decision. The average consumer rarely has an idea of what the long list of nutritional and chemical ingredients

stands for, thus it is essential to communicate information in a way which is understandable for consumers (Meyers &Gerstman, 2005).

3.4 Package Attributes

As mentioned, packages can convey messages in many combinations by use of text and visual elements. Color is another element that can convey messages and is integrated in both text and graphics. In this section the different packaging attributes and their communicative impact are discussed.

3.4.1Textual features

The subject of textual attributes is a thoroughly discussed area within the packaging design field covering many technical aspects. Disregarding the technical methods on packaging, a broader approach is taken when some textual feature descriptions are mentioned.

The informational parts of a product package are commonly presented in textual form. This is often in an effort to create a personality of the product through brand or product name, product descriptors, story telling or the similar. Other kind of information can be a governmental requirement to state such as nutrition facts, weight, measures and ingredients. Some of the stated textual information have comparable features and can be categorized together. Product descriptors include general information about the product content that define the product variety, flavor, features or benefits. This descriptive category is emphasized on packaging when new product extensions orflavors are highlighted, or for showing that the product belongs to certain product family. Graphic elements that are placed on the top corner of packaging and applied to attract consumers' attention are called Violators. They are mainly used to communicate special or new features of the product. Within the food industry they are often used for product claims, such as "fat free, wheat free, dairy free, sodium free, cholesterol free, low calorie, light, fresh, unsweetened, unsalted, low fat, extra lean, good source of vitamins, dietary fibers" (Klimchuk&Krasovec, 2006, p.134).Another categorization worth mentioning is the instructional one providing consumers directions and instructions through textual information outlining "how to" issues. These issues could be for example, how to use the package, how to use or prepare the product, or how to state precautionary warnings or dangers (Klimchuk&Krasovec, 2006).

3.4.2Graphic

Graphics[3]are used in packaging as a way of communicating with the consumers and can be both in illustrative or photographic form. Graphics in combination with text make packaging communication more effective by enhancing the meaning of the overall design. Graphics are used in different ways in order to illustrate the product and lifestyle of the targeted consumer (Klimchuk&Krasovec, 2006, p.136). A certain lifestyle can be alluded to through graphic illustrations like landscapes or scenes to create a mood, or for instance, using a celebrity to provide credibility (Klimchuk&Krasovec, 2006). In addition, when it comes to food packaging it is common to use graphics to appeal the

---

[3] Throughout this study, the words *graphic(s)* will be used interchangeably with the word *image(s)*. The two words are considered synonymous.

appetite. Klimchuk and Krasovec (2006, p.125) state, "the prepared product, styled with appropriate dishes, serving utensil and props that set the tone and provide enticement." By utilizing pictures of food and food ingredients consumers can imagine how the finished product could look (Meyers &Gerstman, 2005). Besides, the pictures can also provide consumers an idea of the flavor, scent and temperature of the food, which might be taken into consideration in a purchase (Klimchuk&Krasovec, 2006).

One can truly state that visual images are powerful communications tools that express the personality and attributes of a product to consumers. A graphic can be presented in numerous styles each creating a rich visual language. Only by use of photography images can one express plenty of attributes just by the look of facial expressions, body language and similar (Klimchuk&Krasovec, 2006).

3.4.3 Colors

Colors are, in general, the first thing consumers notice on packaging, and have an important impact their behavior (Eklund et Al., 2003; Fill, 2002; Klimchuk&Krasovec, 2006; Meyers &Gerstman, 2005). They can be utilized in attempt to create different moods and feelings, or to make an association with certain memories, events or physical objects (Eklund et Al., 2005). When it comes to color selection used in packaging, colors can assist consumers in their purchase decision through signifying product types, ingredients, tastes, and flavors. Additionally, colors can be used to more easily illustrate "culture, gender, age, ethnicity, regional locale, price, or distinguish visual and typographical elements" (Klimchuk&Krasovec, 2006, p.107).

Colors are incorporated in the various graphic elements on the package, such as logotypes and pictures (Eklund et Al., 2003). According to Klimchuk and Krasovec (2006, p.107), "color distinguishes the product personality, draws attention to its attributes, and enables it to stand apart from competitors within the chaotic retail environment". Different colors can identify several meanings, but the perception of colors can be influenced from the individual´s cultural background and shared social interpretations (Klimchuk&Krasovec, 2006). For example, "red is used to stimulate the appetite, white to symbolize purity and cleanliness, blue to signal freshness and green is increasingly being used to denote an environmental orientation and natural ingredients" (Fill, 2002, p. 721). Even though the meanings of colors can change over time, the fundamental ideas remain the same for individuals with similar cultural and geographical background (Klimchuk&Krasovec, 2006). More specific theory regarding each color is discussed in the Appendices (Appendix H).

3.5 Consumer Behavior

Consumer behavior is defined as "the totality of consumers´ decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision-making units [over time]" (Hoyer &Maclnnis, 2000, p.4). It includes consumers´ actions, and their feelings and thoughts experienced during the consumption process. Additionally, all other aspects in the environment, which may influence these actions, feelings, or thoughts, are counted as consumer behavior(Peter & Olson, 2005).

The behavior of consumer groups and their environment are continuously changing and therefore marketers regularly conduct consumer research and analysis in order to follow trends. Marketers can gain understandings of how consumer behavior is affected bythoughts, feelings, actions and environment, in order to comprehend consumers´ meaning of products and brands. This is also helpful in understanding consumer behavior in relation to consumer shopping, purchase and consumption habits. By comprehending the interactions´ effect on individual consumers, similar target markets and society, marketers can better satisfy needs and wants, subsequently creating value for consumers. Another aspect of consumer behavior involves exchanges between people when something of value is sacrificed and replaced, such as money and products. In summary, understanding of consumerbehavior contributes to companies' success in developing marketing strategies that in turn increase profitability (Peter & Olson, 2005).

3.6Psychographics

"Psychographics is the science of using psychology and demographics to better understand consumers" (Kotler& Keller, 2006, p.252). It fundamentally consists of values, personality and lifestyle and therefore is "the description of consumers on the basis of their psychological and behavioral characteristics" (Hoyer &Maclnnis, 2000, p.416). The modern psychographic approach is not only to measure consumer lifestyles, but also to include their values and personality when analyzing their behavior with certain products (Hoyer &Maclnnis, 2000).

Consumer behaviorcan be predicted through psychographics, meaning analyzing peoples´ beliefs, thoughts, and values and how they spend their money and live their lives (Cahill, 2006). Therefore, psychological segmentation is based on the idea of "the more you know and understand about consumers, the more effectively you can communicate and market to them" (Peter & Olson, 2005, p.384).

3.6.1 Personality

Personality can be defined as "an internal characteristic that determines how individuals behave in various situations" (Hoyer &Maclnnis,2000, p.431). An individual´s personality is created duringthe very early stages of life and mirrors the way one been brought up. However, people with the same background and values can still differ from their personalities. In some cases, the knowledge of a consumer group's personalityis helpful in discoveringbehavior patterns, as human psychological traits lead the responses from environmental stimuli which are rather consistent and lasting (Kotler& Keller, 2006). Nevertheless, the utilization of personality knowledge as an instrument to predict consumption behavior has been criticized as no clear relationship has been proven. Some marketers state though, that the knowledge of consumers' traits could reveal a

relationship (Hoyer &MacInnis,2000). This is the case when consumers select brands, because they are likely to choose brands with a consistent personality to their own (Kotler& Keller,2006).

3.6.2 Lifestyle

"Lifestyle portrays the 'whole person' interacting with his or her environment" (Kotler& Keller, 2006, p.183). The lifestyle concept is highly interrelated with consumer values and personality. An individual's values and personality represent their internal self-concept, whereas lifestyles represent the actual behavior pattern. The lifestyle concept consists of three representative components: activities, interests and opinions (Hoyer &MacInnis, 2000). Activities refer to what we do, interests identify what we want and opinions explain what we think (Cahill, 2006). A good way of exploring peoples' lifestyles is to identify how they spend their free time (Hoyer &MacInnis,2000).

The understanding of consumers' lifestyles has an important contribution for market segmentation, communication and new product ideas. Lifestyle segmentation is helpful for example to understand the value of product benefits (Hoyer &MacInnis,2000). This kind of knowledge is especially essential for marketers when communicating products to consumers of a certain lifestyle group (Hoyer &MacInnis,2000; Kotler& Keller, 2006). Some marketers consider that a consumer group can be targeted on the basis of their values, which would be more appealing to their inner selves. This, in turn, is more likely to influence their outer selves, or in other words, their purchase behavior (Kotler& Keller, 2006). This is often the case with advertisements, where the product is presented in a desired lifestyle context. The famous Nike campaign "Just do it" is a good example of this as an attempt to target people with an active lifestyle (Hoyer &MacInnis,2000).

3.6.3 Values

Values can be defined as "enduring beliefs that a given behavior or outcome is desirable or good" (Hoyer &MacInnis,2000, p.416). Principally, people have subconscious values that guide their behavior in different situations over time. Additionally, it is typical that consumer values are so inherent that they are not fully aware of them and have difficulties identifying them (Hoyer &MacInnis,2000, p.400).

The way consumers behave, dependson how important one value is defined against another. The value system, as the"total set of values and their relative importance" (Hoyer &MacInnis, 2000, p.416), is one of the first things a child learns through the process of socialization. Accordingly, "socialization is the process by which individuals acquire the skills, knowledge, values, and attitudes that are relevant for functioning in a given domain" (Hoyer &MacInnis,2000, p.400).

Different groups can play the role of socializing agent; most influential though are family and friends, but other groups such as the media and marketplace do also have an impact. People within the same group mostly have the same values because they are sharing and learned by each other. Values that are relevant only to a certain area of activity such as consumption are called domain-specific-values (Hoyer &MacInnis,2000).

3.7Consumer Product Knowledge

Consumers can grasp three types of product knowledge:product attributes, the consequences of product usage, and the conveyed values that satisfy the consumer. Marketers should have good knowledge about these three areas to facilitate development of efficient marketing strategies (Peter & Olson, 2005, p.384).

3.7.1 Attributes

One way to make a product more appealing to consumers is to alter product attributes. Nevertheless, marketers need to question whether consumers have this knowledge and if it is utilized in their decision-making. It is also essential to identify which product attributes are primary for consumers, what kind of meaning they have and how this knowledge is applied in cognitive processes like comprehension and decision-making (Peter & Olson, 2005).

3.7.2 Consequences

A product can have two types of outcomes, functional and psychosocial. The functional outcomes are tangibles and experienced rather directly from using the product. They can be direct physiological outcomes like satisfying hunger by eating food or physical more tangible outcomes like dry hair from using a hair blower. The other type of product outcome, psychosocial, is more internal and personal, raising personal feelings from the product usage.The consequences from product usage can be seen as benefits or perceived risks. They are recognized as benefits when the outcome of the product usage was desired and perceived risks when the outcome was undesired and could result in several negative consequences (Peter & Olson, 2005).

3.7.3 Products as Value Satisfiers

"Values are people´s broad life goals. Values engage emotional affect related to these goals and needs" (Peter & Olson, 2005,p.78). The recognition of a satisfied or achieved value is an internal feeling which is intangible and personal. Functional and psychosocial values are, on the contrary, more tangible and apparent. Values can be categorized in several ways but are mostly recognized as two types, instrumental and terminal. People strive for both types of values to take place in their lives. Instrumental values are referring to different forms of ideal behavior of positive value for a person, while terminal values are ideal psychological states of being.There are also core values that are fundamental to self-concept: "These core values are the key elements in a self-schema, an associative network of interrelated knowledge about oneself" (Peter & Olson, 2005,p.79). The self-schema contain values, knowledge about important life events, one´s own behavior and beliefs as well as feeling regarding one´s body. The core values have a significant impact on the cognitive processes and behavior, therefore this information if of particular interest for marketers (Peter & Olson, 2005).

3.8 Low-effort Decision-making Processes

Low-effort decision purchases are made on a daily basis and therefore are the most common ones. The decisions and judgments of those are different compared to other purchases and involve less effort, and with lower motivation, ability and opportunity to process information (Hoyer &MacInnis, 2000). With most low-cost goods purchased frequently the consumers have low involvement (Kotler& Keller, 2006). Principally these kinds of products are so called fast-moving-consumer goods (Hoyer &MacInnis, 2000).

3.8.1 Low-effort Judgments

Low-effort decision-making entails less cognitive effort and instead more heuristics in judgements. The two main types of heuristics applied are representativeness and availability. When consumers make a representative heuristic they simplify the judgement by comparing the unfamiliar product to a category prototype, the representing or familiar product. The packaging information is then reviewed and compared. It is for that reason many store brands make an attempt to have similar packaging to the brand leader within a category, presenting similar quality characteristics. The consumers could also make their judgement based on previous events they remember, from previous experience or somebody else via word-of-mouth. It should be added that besides the two mentioned heuristics, consumers'judgements are also influenced by base-rate information, how many times an event took place in the past since the consumer is more likely to obtain this information effortlessly (Hoyer &MacInnis, 2000).

3.8.2 Low-effort Decisions

In a low-effort purchase, the decision-making process is most likely to be as simplified as possible and involve less effort. Consumers have a tendency to decide on a brand that willsatisfice, meaning that it is good enough for satisfying their needs and may not always be the best option. To find a brand that optimally satisfies their needs would require more effort, which the consumers are usually not willing to put in. Additionally, consumers commonly rely on previous information and judgements within low-effort purchases since they are made frequently and repeatedly, which are decision heuristics called choice tactics. Instead of making information or brand comparisons, the consumer applies the choice tactics used to simplify the process and save time. However, each time consumers repeat a purchase, they develop choice tactics where all the former purchases have an impact in the current purchase decision (Hoyer &MacInnis, 2000).

4. Findings & Analysis

The Findings & Analysis chapter reveals the findings from the empirical data gathered during the eye-tracking experiment and the in-depth interviews. Secondly, this section uses those findings as well as the theoretical framework to create an analysis. The Analysis Chapter is split into two separate sections. The first part analyzes packaging attributes and the second part analyzes the respondents' lifestyles, routines, and consumption patterns in an effort to discover personal values. A summary of the analysis will be used in the next chapter to draw conclusions.

4.1 Packaging Attributes

4.1.1 Textual Attributes

Overall the respondents preferred information to be written in a simple and easy-to-understand way. Textual attributes that were easy for the respondents to process facilitated information absorption, as well as caught their attention. This could be explained by the fact that some textual stimuli on the package were more personally relevant than others and therefore more appealing, which is stated in the visual attention theory (Hoyer &MacInnis, 2000).

Based on the eight interviews, it was evident that the package was influential for the product evaluation and possible purchase decision, when respondents consideredpurchasing a product for the first time. In these cases, the expectations of packaging information were higher. In accordance with Klimchuk and Krasovec's (2006) theory about product descriptors, respondents paid more attention to a new flavor suggested under the same product line, but they would focus less on nutrition information for example. Therefore, experience with the product influences what type of information consumers pay more attention to. When purchasing products that the respondent is unfamiliar with, the conceptual analysis will not involve integration of pre-existing knowledge. Hence, the textual stimuli on the packaging are of more importance in product evaluations (Pieters&Warlop, 1999).

4.1.1.1 Product description

The marketing stimuli on the package need to catch consumer attention in order to communicate particular information(Fill, 2002; Meyers &Gerstman, 2005). When referring to packages that our respondents usually buy, product taste, ingredients and benefits are some of the factors that are important for a subsequent purchase decision.

In addition, respondents were more careful and skeptical about product descriptions, questioning the written statements on the packages. When information is not stated in an appealing way, it can repel rather than attract consumers. For instance, when some product benefits were more highlighted than others, the respondent was more skeptical towards the information. As **respondent 2** stated,*"Personally, I'm not fond of products that say in capital letters 'only 2 calories' or something similar. Because when an advertisement tries to show me something, I would rather make up my mind by myself. Often I get the impression they emphasize one attribute of a product to hide others".* Another example of this is the frozen chicken meal (picture 8) where the accent is put on

the product information stating "6 grams fiber" which can be referred to as a violator, meaning a textual element placed on the top corner of a package in order to emphasize the communication of a product benefit (Klimchuk&Krasovec, 2006). **Respondent 1** found this information difficult to understand and did not see the benefits of consuming the product. Therefore, this information was meaningless and not helpful in her purchase decision-making. She explains, stating,*"I don't think fiber should be stressed so much when it comes to chicken. Eating an apple is better if you want fiber".*

Thus, the way product benefits are stated and the way the language is used on the package has an essential impact on consumers' attitude towards the product. During the product evaluation,**respondent 1** and **3** stated that they found it more valuable when the information on product packages was stated in a simple way without having the intention to convince the consumer. **Respondent 1** said: *"I'd like to have it more…like simple information…just stating the ingredients, not trying to convince me what it is".*

In some cases, the text in the product description was contributing to a negative association of the product instead of being beneficial. For instance, the word flavor was found to have a negative connotation in the product description by **respondents 1, 3, 4** and **7**. **Respondent 4** explained when referring to the chicken broccoli pasta (picture 11),*"The word flavor is the thing that takes me away, the fact that it's not an actual chicken there but just a flavor… I'm not a big fan of the processed thing, I like to think non-processed is healthier and I guess the taste is better and more natural, not artificial chemicals to make the flavor".* During the interviews, four of the eight respondents reacted to textual information that referred to flavors and other artificial ingredients. It could be argued that today's consumers are more skeptical against the information stated and think twice in their purchase decisions.

As Klimchukand Krasovec (2006) mention,textual information on packages communicates product content, which has been taken into consideration by the respondents in order to assess the product. This textual description often corresponds to product ingredients, flavor or types of products such as ecological or organic. The attention paid to this textual information was varying, which could be attributed to individual interests, preferences and concerns, as well as previousknowledge.

For example, as **respondent 7** stated,*"I pay attention to the design, how it looks…picture is even not that important for me. I mostly care for the information about the product, what it contains if it's organic, fare-trade or something like that….I almost never buy non-organic, for coffee for example.. I like doing it. I do it for many reasons – political, environmental, ethical".* The fact that consumers' personal interests have an influence on what type of package information they pay attention to is confirmed byMeyers and Gerstman(2005).However, the correlation between the degree of consumers´ personal interest and the degree of attention paid to different product information cannot clearly be explained.

31

4.1.1.2 Preparation method

Respondents associated the frozen food with "no taste" mostly referring to their previous experience with other packages in the same product category with same preparation method recommendation. The wary feeling for tasteless frozen food was even more emphasized by those who preferred cooking recipes from scratch like pasta, boiled rice with vegetables or stewed vegetables. A quote to illustrate this is from **respondent 2**: *"Frozen finished food for microwave has no taste. I have had a bad experience… sometimes it's too salty or requires additional spices. It's the flavor problem as well".*In addition, the fact that the food is frozen or semi-prepared may lead to an initial purchase to try a new taste suggestion. This is mainly to feel better in terms of not going against his own values for healthy eating by buying frozen semi-prepared food. However, if the taste is appealing the respondent would rather try to cook the same recipe suggestion on his own. To convey the latter finding, we refer to **respondent 5**'s elaboration on frozen chicken meal (picture 8)*: "If it's frozen, maybe I would reconsider, and not buy. Nutrition here won't influence the decision. Since I don't know the dish, I may buy it first prepared, and if I like it I will make it on my own if I can."*Furthermore, although the respondents who prefer freshly cooked meals might compromise sometimes to buy frozen packages for few types of food, they would search for another suggested preparation method, different from microwaving. An interesting finding from the heat maps of all eightrespondents for the vegetables package (picture 1), is that if the word "microwave" appears on the package in several places, it is detected on all spots on the package, regardless of the text font size, color and positioning in the front package side.

Visual Aid: Heat map of Picture 1 for Respondents 1-8

4.1.1.3 Nutritional Information

The theoretical knowledge of how to communicate nutritional information in an understandable way for consumers is hardly dicussed in literature, especially from the marketing perspective. As Meyers and Gerstman (2005) suggest, government agencies that set the standards for obligatory information on packages, nutrition specialists, marketers and package designers should cooperate to make the package nutrition information more understandable for the average consumer. Information can be clarified in terms of what health benefits can be derived from the printed package information and how these benefits can be clearly communicated in order to be better recognized byconsumers with particular values.

Even though a deeperunderstanding of consumers' interpretations of particular nutrition information was not a focus in thisstudy, it wasan issue mentioned by the respondents during the interviews. In addition, Meyers and Gerstman (2005) suggest that consumers do not always understand the aim of the nutrition message on packaging, and our findings show that the way the nutrition information is presented on the package is not always fully comprehended. Consumers often do not realize how the consumption of a product can be beneficial for them due to the complexity of nutritional terminology used on the package. For instance,**respondent 6** mentioned, "*It says it contains fiber, but I don't know exactly what it means? Maybe it's something healthy?*".

Additionally,**respondent 7** was also confused by the way the nutrition information was used as a promotional tool for cereals (package 6):*"I was confused with calcium, why did they put it there?Did they enrich the cereal with Calcium?Calcium should be in the milk…the most important is that it's wholegrain, but what do they mean by 100% nutrition…I don't know…for me it's just weird to have additives, like extra Calcium in milk".* The additives did not correspond to the respondent's values. She hadcertain expectations for nutrition information related to less-artificially produced meals that she purchases. The emphasis on nutritional wordsdid not speak to her in a clear language outlining benefits for her, which in turn caused confusion and toward the product information and product itself.

On the other hand, if nutritional values are very clearly communicated on the package, the information is considered to be helpful for people who for example are on a diet and might appreciate this information. This information usually did not disturb the respondents who did not pay attention to it in their regular food purchases.For example, **respondent 5** explained,*"The key nutrition values are clearly stated….seems like aimed at people who would look for nutrition values…. If I'm going to buy a type of food, I already have an idea in advance about the nutrition levels of that type of food in general, so package won't tell me anything additional, so I disregard this information in general."* In addition, **respondent 1** said*"I probably would not turn the package to see if has preservatives, but if it says it contains no preservatives [on the front of the package], I guess it's good".*

In summary, nutritional information plays a role in consumers' product evaluation process. Ultimately, the subsequent purchase decisions would be affected because the process of product dialog with the consumer is facilitated by making the language recognizable and thus more or less appealing.

4.1.2 Graphics

The eye-tracking results show that a large part of the attention was paid to the graphics of the packaging. Further on, the graphics were intensively used in their evaluation of products in order to discover cues about the product content. Based on the graphics, the respondents could imagine what to expect from the product content in respect to quality, taste and flavor, and the appearance of the food in its completed state as explained by theories ofKlimchukand Krasovec (2006) and Meyers and Gerstman(2005).

In general, the respondents paid more attention to the graphics presenting a serving suggestion than the background graphics. The serving suggestion was often regarded in their product evaluation, in particular when something was not completely understood or when the respondent was a bit doubtful. **Respondent 3** stated that the serving suggestion becomes more important when the food is processed, which is often the case of ready-meals, in order to judge the quality of the food as the ingredient content. She states, *"When the chicken is mixed up with other stuff, then the picture might be more important"*.

For some respondents, the image presented on the package matters more than the textual description. As **respondent 2** explains, *"The image of the food is important. It's not the description of the food, but it's the actual food inside that is more valuable for me –to be able to see that it contains vegetables"*. Through perceiving the graphic, the respondents felt they had a more "realistic" picture of the food content and could make their judgements without restraint from the textual information. **Respondent 7** stated, *"You look at the picture what the product looks like to decide if you want to eat it or not"*. The image was hence assisting the respondents in their purchasing decisions in particular when the product content was not visible as mentioned by **respondent 4**.

The respondents appreciated the fact that they could decide for themselves if they found product flavors appealing or not, without being exposed to persuasive text messages on the package. **Respondent 5** discussed the reasoning of the cereal package choice (picture 16): *"I like the image, looks tasty and crunch and I regularly consume that type of product. Looking tasty is a benefit when I decide"*.

Thus, when it comes to the judgement of the condition or the flavor of the food, the graphic had a significant impact on the respondents. As Meyers and Gerstman(2005) and Klimchukand Krasovec(2006) mention, graphics are a strong communication tool presenting a rich visual language which is of essence in the context of food since the experience of consuming it could be more difficult to imagine.

The images that are presented in the background of the serving suggestion, meaning beyond the focal point, are noticed less by the respondentsduring the eye-tracking. However, when respondents evaluate the product as a whole, some background images were taken into consideration, mostly to support the arguments in their purchase decision-making. For instance the packaging of chocolate cookies (picture 5) has a smaller illustrative image of a grandmother in the background. Two respondents took this background image into consideration when evaluating the quality of the product. As **respondent 5** stated, *"The grandmother picture says "home style" ... I prefer things that are not produced in huge amounts. The mass products are for quantity, not for quality"*. In regards to this, the feeling of credibility was raised when the respondents could perceive what they thought was the producer's face. **Respondent 7** said, *"The grandma…it makes it look like a real cookie…it's probably good then"*. The respondents can more easily create opinions about the product attributes when they can study features such as facial expressions, which is suggested by Klimchukand Krasovec (2006).

According to Kilmchuk and Krasovec (2006), background images can also be used to provide consumers with an illustration of product origin, which can contribute to the perception and value of transparency. Furthermore, the authors elaborate that by including a background illustration, consumers can additionally picture a certain lifestyle where personal values are communicated indirectly. In our study,in the case of the milk package, three respondents mentioned that the countryside background creates some kind of moods, which goes inline with the theory stated byKlimchukand Krasovec (2006), regarding how landscape illustrations can create certain mood and raise the credibility of products. The created mood is influenced by the individual´s lifestyle and personal values. **Respondent 6** explains:*"The picture is quite appealing, because it looks like a farm, a cozy place, something like that"*. While **respondent 2** found it less appealing as he felt the countryside background was placed on the milk package as a way to persuade consumers, *"Not really appealing. It's not my type of milk, they just trying to make it look organically produced"*.

Respondents mentioned that the overall package impression is used as an indicator for the credibility and quality of the product. The credibility of the product rose when the graphics on the packaging were seen as more "professional" and with a cleaner and simpler design. **Respondent 4** explained how a more credible package would look: *"Not too many flashy things, bubbles, brand new…not too pushy…they just trust that the product is good and the package doesn't need to be too flashy"*. Additionally, when the package was presented in a more straightforward and effortless way it was perceived as healthier, as **respondent 3** stated regarding the crackers package (picture 4).

However, there is a fine line between a package looking "professional" and cheap according to the respondents. When the packaging looks cheap,the product was perceived to be of lower quality which **respondents 2, 3** and **7**mention several times. As for instance when **respondent 2** described the frozen chicken package (picture 8), he said it*"Looks like cheap packaging. It's put together randomly, it's not thought trough…cheap products don't spent the money to make them look more marketable"*. So the respondents had lowered expectations of the packaging design regarding cheaper products, which were seen as acceptable if the product was offered to a lower price. **Respondent 7** supported this, saying that*"In general, I look at the picture at the package, which gives me a feeling for quality. If it's the cheapest brand, than I don't expect it to look nice, but if it's something with the middle or upper price, I pay attention to the design, how it looks"*.

4.1.3 Colors

During the exploratory research, we found that colors were omnipresent throughout both the text and graphic categorizations. Colors cannot be discussed solely in text or graphic areas because colors are involved in both areas. This section will address color, mentioned by respondents in both contexts.

As suggested by Klimchuk and Krasovec´s (2006), colors emphasize the product information and character of a package that have already been suggested through text and graphic elements.Additionally, by use of colors, communication can be enhanced and can

assist the consumer in their product information search. During the interviews, the color discussion was mostly brought up by the respondents themselves, when explaining their evaluation of various products. This shows how color can assist consumers in their information search by creating associations for the type of products.

Packages containing many bright colors were perceived by the respondents as products of lower quality or containing less natural ingredients. The bright colors were described as "catchy" and "tacky", and have to be carefully considered in order not to be seen as too plastic and fake. On the contrary, mild colors were more favored since the feeling of persuasion was lessened. The respondents especially preferred mild colors when more natural colors were used in healthy food. Colors were also associated with a certain lifestyle and product benefits. While **respondent 6** elaborated her perception of the frozen chicken dish package (picture 8), she mentioned that most of the light, weight loss products that she had seen in the supermarkets were in light blue colored packages.

Furthermore, therespondents mentioned that packages became more appealing if the colors were linked to the ingredient colors, the way the ingredients are naturally colored.Respondents who care for natural and healthy products refer to the products they usually purchase as "the green one" which is associated with organic, ecological, natural, healthy and freshness. **Respondent 6** associated the green color from the leaf image on the tea package (picture 2) with the natural fresh herbs, resonating with the product name "green tea". This is also a way clarify and emphasize the product name with its content, inline with by Eklund et Al. (2003).

The most commonly appealing colors in association with food packages were yellow, green, orange and brown. **Respondents 4** and **5** considered yellow and green to be a good combination bringing the idea of freshness. If the colors used on the package did not resonate with the overall package layout consisting of text and graphics, the link between color perception and products benefits was misinterpreted. For instance, during the interviews, the color white was described as being associated with cleanliness and simplicity when in context of healthy products. Conversely,the white color was also thought to be correlatedwith artificial food produced with "laboratory cleanliness". Depending on the context within which the color was used and how it was perceived, different moods and feelings were created in regards to the productas stated byEklund et Al. (2005). Since consumers identify with colors on an individual basis, the perceptions can differ drastically and therefore it can be complicated to foresee their reactions. One explanation to respondents' diverse color perception can be that they have different cultural backgrounds and share dissimilar social interpretations (Klimchuk&Krasovec, 2006). Additionally Klimchuk and Krasovec (2006) stated that meanings of colors are mostly stagnant within similar cultures and geographical areas. Since the majority of our respondents were international students, this could also be an explanation of the different perceptions of colors. Nevertheless, the findings clearly show that colors have an impact on the respondents packaging valuation and therefore this issue needs to be considered in attempt to reach a consistent packaging communication.

4.1.4 Mushroom Soup Package: Analysis

The image of the mushroom soup is an interesting case to highlight considering it was ranked most often as the least favorite package. Four of the eight respondents said that the package was their very least favorite of all 18 images presented in the eye-tracking experiment. Five of the eightrespondents at least mentioned the mushroom soup as being one of their bottom three least favorite packages. This is a substantial finding considering that each of the respondents had drastically different backgrounds and lifestyles. The fact that a clear majority dislike this image, makes it important brings forth the importance to discuss the reasons why.

Each respondent paid attention to different information on the package, but the accumulated heat map results in the visual aid showed where the eyes of all respondents looked the most on the front side of the package. For a more detailed understanding of where the respondents looked as a group, please see the visual aid showing a cumulative heat map for the gaze patterns of all eight respondents. It is important to note when looking at the visual aid below that we cannot see how many people looked where and in what order. The only information this image provides is, in general, where all the respondents looked and where they did not look. We can also see by the size of the red area how long the respondents cumulatively gazed at each point on the package.
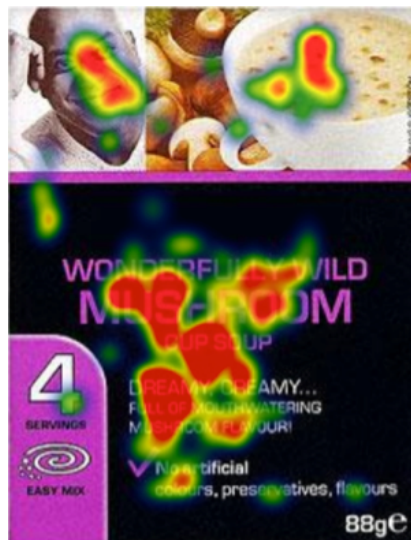
Visual aid: Cumulative Gaze Patterns of Respondents 1-8 on image 7 – Mushroom Soup

The most attention went to the textual description of the "Mushroom Cup Soup". It should be known that just because the heat representing where their pupils looked is centered around certain areas, it does not mean that their peripheral vision did not pick up on other packaging aspects. There were substantially smaller heat spots on the man's face and the soup picture, and an even smaller amount of attention went to the text "No artificial colors, preservatives, flavors". The least amount of attention was paid to the serving size text description of "4 Portions".

From analytical point of view, we can understand that there are more spots of attention focused on the text description than on graphics, distributed all over the front package side area. However,it is also possible that the fixations are longer on text because pictures are more easily observed and do not require the eyeto fully stop to see what the picture suggests (Gofman et Al., 2009).

In accordance with the eye-tracking data, the interviews help to explain why they look certain places on the package and why they dislike the overall package layout so much. The in-depth conversations, about where they looked and why they did so, provided a lot of interesting information about how the respondents perceived textual, graphic, and color information on the package, according to their own values.

Just from the textual information on the package, the respondents tended to get a wary feeling and disregard the product, as the statements on the package were evaluated as non-trustworthy. The mushroom soup package was ranked as most unappealing, not only because of overly-emphasized product descriptions, but also because of the two small pictures, which were not well balanced in size in relation to the text occupied area on the front package side. The image of the man in the top left corner of the package was qualified by almost all respondents as "confusing", "irrelevant to the food", and "notlinked to the content".**Respondent 9** suggested that an animation of a cook with a white chef hat would be a more appropriate graphic element, if a face or animated character is needed at all. Most respondents suggested that having only one picture - the graphic serving suggestion of the cup of soup would be the best layout. The image of the soup should be 50/50 with the textual product description and should help show how the soup looks when it is prepared, or how the product inside the box would actually looks.Another problem with the package noted by respondents was the use of inappropriate, non-soup related colors.

Respondent 1 ranked the mushroom soup picture as the second least appealing, saying "*It doesn't really say food, well it says mushroom soup, but…the black color…black and white and pinkish colors that have not much to do with food, and not at least mushrooms soup. The picture of the man is confusing …dreamy-creamy … they try to sell it too much in a way, it's just a soup*". When asked what colors she would prefer for a soup package, she stated, "*I like the colors in the picture of the soup like green, the brown, more natural*".

Respondent 2 chose the mushroom soup package as the least appealing, but it was mainly based on the flavor, saying "*I Don't like mushroom soup…the taste…from previous experience. Not my thing*".

Respondent 6 said, "*I don't like the cup soup, I've tried it, not this particular one, other mushroom cup soups. I don't like the taste. The package is mostly information. There is not so much picture, so they try to sell you what it's about, not the thing. I wouldn't choose this type of color when it comes to soup, when we speak for the design, information is quite important – that it's creamy, but I think it should be text/picture 50/50 ratio. Here the text is taking over*".

Respondent 8 also ranked the mushroom soup as least appealing, saying **"***The combination of things here is not so good, the pink color doesn't go with a mushroom soup, it's not a kitchen color…there is something wrong with the top part. If you divide it in parts: this looks like old picture [the cup of soup], this looks like a party poster [text], they just don't fit***"**.

Respondent 4 also chose the mushroom soup package as the least appealing but focused more on the attributes of the package and not the actual product. She stated, "*The typing, looks like I can do it from my computer. The pinkish color…I don't associate it with mushroom soup, maybe for yogurt, ice-cream but here…no… I also don't like the mushroom taste much…but at the end of the day it would be nice to grab a soup, maybe with some warm colors on the package, not that popping pink….I don't know. It's not very clear this "mix" - the preparation – do I just add warm water, or…I don't know how I mix it?...and the guy…why do we need him there?...maybe just this little square with the soup and the mushrooms and maybe add a bit more yellow or red or something would make more sense*".

The biggest concern with the mushroom soup package that was discovered through interviews what that the layout the package, including textual descriptions of what was inside, graphical images, and color combinations seemed inconsistent with what the product actually was.

4.2 Consumer Behavior Findings & Analysis

4.2.1 Psychographics Analysis

To have an overall view of the respondents' psychographic characteristics, referring to personality, lifestyle, and values, a further analysis can be conducted to foresee consumer purchase behavior (Cahill, 2006).

Consumer Behavior theory from Kotler and Keller (2006) says that consumers can be targeted according to their values so that products appeal to their inner selves. Without the collected background knowledge provided by this respondent lifestyle profiling, the values discovered in the research would mean nothing and have no impact for marketers. Therefore, the outer self of the consumer, or the actions that they take would not include positive purchase behavior.

From the findings, no clear patterns can be distinguished for the single household consumers. However, as Hoyer and MacInnis (2000) state, exploring consumer lifestyles is useful in understanding how to communicate with certain target groups. The summary of the interview findings shows that the consumers consider only themselves in their lifestyle activities and behavior, which can clearly be seen in their consumption habits. A more detailed description of the respondents' lifestyles can be seen in the appendices (Appendix I).

4.2.1.1 Lifestyle Profiling

Each respondents' day is planned around their own needs, wants and interests. In total, seven of the eight respondents enjoy spending time with friends in their spare time and five of the eight respondents work out at the gym. Other activities the several of the respondents had in common were shopping, reading, biking, traveling and watching television. In addition, each respondent had activities unique to themselves compared to other respondents; these being surfing the internet, watching movies, taking walks in the park, photography, meeting people for coffee, artwork, and being active in political organizations. These activities form a sort of profile for this consumer segment, that although of course cannot be representative of students as a whole, is useful in the analysis of this research. Having a good idea of the most common activities of the respondents helps us later in the analysis, to understand what the values, from the Means-end chains, mean to each respondent.

All respondents were full time students and yet their schedules varied quite drastically. Some had free time and others felt they did not have much time to spare. Six out of the eight respondents said that dinner was their main meal and they do not mind taking time to cook. A majority of respondents, five out of eight, had lunch in the middle of a busy schedule, usually grabbing a sandwich or something quick while at school.

Regardless of the amount of free time respondents had, five of the eight respondents said they would rather cook a meal than buy ready-made meals. This can be linked to their values of health, authenticity, and transparency. Many respondents said that they would rather prepare their own meals so they can make the meal taste how they want and other said so that they knew what was in it and that they liked everything in it.

4.2.2 Values in Consumption and Purchase Behavior

By investigating the respondents' daily lifestyles, a better idea of their specific consumer behavior values surrounding their eating habits can be gathered. Their eating habits are in direct correlation with the frequency and organization of grocery shopping trips as well as the types of products they buy. Through determining the respondents' purchasing patterns, a better understanding of the information processed from the packaging attributes can then be grasped.

Often, consumers are unaware which values have an impact on their purchase decisions (Hoyer &MacInnis, 2000). The following values were therefore uncovered during the interviews to provide knowledge about how unconscious consumer behavior links to their conscious decision-making process.

Respondents in the study seemed to have very differing values, most likely stemming from their diverse backgrounds. Although the findings can still not be generalized, there were a few values that seemed to be present for many respondents. These were mostly related to health, transparency and time.

4.2.2.1.Health

Health can be categorized as what Peter and Olson (2005) label as a core value. This means that it was a value that impacted almost every answer the respondents gave, showing the significant influence it had over their cognitive processes. We were interested to see if the value of health, suggested by the respondents during the interviews, corresponded with the respondents' purchase decisions. **Respondents 1, 2, 3, and 7** emphasized that they would not buy a product if they considered it unhealthy, while the rest of the respondents were more inclined to make a compromise with the health criteria in selecting the food they would buy. When the latter group confessed they might buy a product that they consider unhealthy, they refer to other values such as a hectic time in their lives, long hours at school or work that may be of a higher priority during the time when the such a purchase might have been done such is the case with **respondents 4** and **8**.

4.2.2.2. Transparency

Another commonly expressed value was that respondents would rather prepare their own meal, regardless of how much time they have, than buying a ready-meal. There were various motives behind the self-prepared meal choice, such as higher confidence coming from more informed choice for what is in final dish they would eat, having fewer preservatives, chemicals, or other unknown artificially added ingredients. This stems from the fact that the respondents value transparency or the fact of knowing what is inside the food that they purchase and where exactly it came from.

4.2.2.3 Time

Time seemed to be a value that changed very often depending on the respondent, their lifestyle, or their course load. Many respondents stated that they eat in a different way on the weekends. For example, **respondent4** said she eats at *"a slower pace during the weekend…I just take my time, even in the afternoon, I feel like for breakfast, not lunch…enjoy my coffee…for dinners… - feel like I may cook, but it's also possible to throw in a frozen pizza"*.**Respondent 7** said that during the weekend *"Maybe just if I have time to think of a meal that I feel like eating, I may spend some time to go to the shop and get what's needed, something that doesn't happen during the week"*.Conversely, **respondent 3** mentioned that time is not something he cares too much about.The reason for this difference in values could be attributed to Hoyer and MacInnis's (2000) theory of socialization. Due to being socialized differently, the respondents above have different personalities and lifestyles, which lead to values that are dissimilar from one another.

Furthermore,the respondents would value the chance to cook even more if they had the time for it.They all implied that when they are under time pressure, they have to compromise with a taste for food that is not ideal. In these cases, they would still search for products with content that is prepared in a healthy way, meaning less processed, with less preservatives, and less artificial additives.

Four respondents suggested an average amount of time that they usually spend per meal preparation. The time-saving value is more emphasized for meals consumed during the five-week days, than in the weekends, since the weekends were associated with more

available time to be spent on cooking and self-treatment with more nourishing food. The textual preparation time information is important for the respondents, as long as it is suggested to fit within the time they plan for meal preparation in their daily schedule routines. For example **respondent 7** said: *"I can't spend hours to cook. 8-10 minutes it doesn't matter, as long as it is fast. ...for example for breakfast I spend up to 10-15 minutes to prepare it...andI take up to 30 minutes for dinner or lunch"*. Some of the respondents did not pay particular attention to textual time information. For example, **respondent 3** referred to the pasta package (picture 10): *"Preparation time is not in my priority list. I hardly look there. I don't really go for this fast food, prepared in few seconds".*This shows that even if they care for the preparation time information, they would not make a compromise with the other more prioritized personal values such as health, derived from eating quality food. Within the context of the whole interview with **respondent 4**, we would refer to her comment on the vegetables (picture 1): "*Two minutes cooking, it might be a benefit for me, as long as the taste is not completely disgusting, as it is with some microwave things"*.

4.2.2.4 Other Values

All respondents mentioned money,which could be their number one value at this point in their lives. This was mainly in reference to value for the money they would pay for each product.After price, most respondents said brand, often used by the respondent as a synonym for a trusted company producer name, mattered the second most. **Respondents 2, 3, 6, 7**, who preferred to shop quickly with or without preliminarily making a shopping lists, emphasized that often when searching for particular food ingredients or content, they start looking first among the producers they already know that they can trust.

However, since price and brand/producer name are disregarded in this study, the respondents chose other values/or were asked to elaborate on the next in line values that come to their mind in relation to their individual shopping behavior, style of living and to what they pay attention to from the package surface when they are hesitant whether to buy or not a new package that they have no previous experience with the product. Sometimes respondents were asked just to describe how the packages they regularly buy look and what information from these packages the respondent would suggest as relevant and influential to his/her choice to buy these products. For example, **Respondent 2** also mentions *"The brand and the price make a difference for me"*, but elaborated further on his preferences and values in his shopping behavior in general giving examples with various foods he usually buys and why he has the mentioned preferences.

4.3 Values related to Purchase Decision

To createmeans-end chains, product attributes mentioned by the respondents were listed in the first column. Then, when respondents were asked about these attributes, their answers were typically functional consequences, when referred to the means-end chain theory terms, such as *"I would eat these cookies for dessert after a meal."* Through the laddering technique, the researcher could draw upon these answers to gain more psychosocial consequence such as *"I like having dessert after a meal because I need something sweet"*. If the respondent did not explicitly state a value, many times the value still could be derived through answers to the previous laddering questions asked to the same respondent.Means-end chains with interesting findings are analyzed and presented

below. Full means-end chains can be found in the appendices for the most favorite and least favorite packages of all eight respondents (Appendix J and H).

For the purposes of this study the following value definitions will be used:
- *Transparency:* The respondent values knowing everything that is in their meals, where it came from, knowing the entire production process, and honesty from the producer.
- *Simplicity:* The respondent values easy-to-understand thing in life, specifically with packages, easy-to-understand, understated packages that do not try to "sell" the product too hard.
- *Authenticity:* The respondent values the real version of everything. Instead of buying cookies from the supermarket, they would rather make cookies at home from scratch and know that every ingredient is pure. This value has a positive connotation – it means genuine and true.

RESPONDENT 3

Most Favorite: Organic Milk

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Picture/Image of old-fashioned cow, farm, grassy field		• Gives a family feeling • Product origin	• Transparency

This is an example of a means-end chain analysis where the consequences are not so clearly divided between functional and psychosocial. However, the main purpose of a Means-end chain is to reveal consumer values based on packaging attributes. Therefore, the incomplete means-end chain does not affect the end value itself (Peter & Olson, 2005).

The landscape graphics and old-fashioned farm scene gave **respondent 3** an idea of where the milk came from, enhancing the credibility of the product origin. He appreciated that the landscape graphic and textual product content tie together nicely, stating, *"The image ties well with the milk content. When I look at the image old farm, cow, grass, I can imagine organic milk like that tied to the family."*

Based on the illustrated images on the milk package, the **respondent 3** perceived an old-fashioned, family feeling associated with the product. In this case, the graphics on the milk package work to support the product description text to give the respondent a believable family feeling or mood, in congruence with Klimchuk and Krasovec's (2006) graphical theory.

The family feeling, meaning not mass-produced, matters personally and is considered a benefit to **Respondent 3**, and is therefore taken into consideration in his purchase evaluation. Knowing the product origin made the respondent feel more secure in

consuming the product. This can be explained as an internal personal feeling that can be classified as a psychosocial consequence by Peter and Olson (2005). Furthermore, although functional consequences were undefined, a value of transparency could still be identified. The value of transparency plays a role in **respondent 3**'s cognitive processes and possible purchase behavior, which aligns Peter and Olson's (2005) theory suggesting a correlation between product consequences and values.

Least Favorite: High Fiber Mixed Vegetables

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Red color	• Color doesn't make them look healthy • Red catches attention	• "Vegetables are meant to be good and healthy and clean for you but they're making these vegetables actually look worse for you"	• Health

As predicted by Eklund et Al. (2003) and Klimchuk and Krasovec (2006), the red color on the packaging did, in fact, catch the attention of the **respondent 3**. In addition, the usage ofred as a background color instead of as an accent created a negative product quality perception in the mind of the respondent. Although he initially said he would buy this product, after taking a closer look, **respondent 3** ultimately changed his mind and decided he would not purchase this package: *"I buy mixed vegetables some time…maybe that's why I said I would buy it. Otherwise, the package looks plastic, as if it has no taste in it…colors, well…goes for vegetables but…here with the way the colors are used these vegetables look worse for you"*. The color red, combined with the respondent's idea of frozen vegetables, created a negative association, which decreased the expected quality of the product. This negative association was related to the respondent's expectations of how healthy food should look. The red color was not perceived to be related to vegetables, and therefore, not related to health. Since the product did not reflect the value of health that was identified in the means-end chain analysis, **respondent 3** made a negative purchase decision.

RESPONDENT 4
Most Favorite: Fiber Yogurt

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Product description (fiber, calories)	• I like the taste of non-fat yogurt and strawberries	• I try to be better about health • This yogurt counts as a "sweet" but I don't feel guilty consuming it	• Health

Respondent 4 leads a healthy lifestyle, paying a considerable amount of attention to nutritional information such as specified calories. When this type of information is emphasized on the package and aligns with the respondents' lifestyle values, then she feels a stronger conviction in her decision-making. As stated by Kotler and Keller (2006), when lifestyle values appeal to the consumer's inner self, purchase behavior of the outer self is thus affected.

Respondent 4 perceived the product description and flavor as clear and understandable. The respondent appreciated that calories, fiber, and other nutritional benefits of the yogurt were explicitly presented on the package. One way to understand this is when the product content was clearly statedconcerns about the product's healthiness were less questioned, thus reducing the respondent's product evaluation. For instance, **respondent 4** stated, *"I've been trying to be healthy…I try to balance between what's healthy and something that is not super high calorie but still tasty, you know. This yogurt is a good compromise – it's sweet, but you don't feel guilty consuming a lot"*. Assurance of product benefits reduces other internal personal feelings like guilt and uncertainty resulting from product usage (Peter & Olson, 2005).

Knowing that certain product attributes are essential for consumers with particular lifestyles can strengthen communication with a particular consumer group (Peter & Olson, 2005).Due to the clear communication of nutritional benefits, **respondent 4** was more definitive of her choice of package, making her more likely to purchase this product.

Product descriptionswithboldly emphasized nutritional benefits on the front side of the packagefacilitated the respondent's attention and information absorption process. In this way, the respondent could more quickly evaluate the product, leading to a shorter decision-making process. In other words, clearly stating the information that is relevant to consumers' values facilitates comprehension and decision-making (Peter & Olson, 2005).

Least Favorite: Mushroom Soup

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Product Description: Preparation Method	• "Easy mix" preparation isn't very clear		

The product description on the soup package, which explains how to use and prepare the product content, is categorized as instructional text by Klimchuk and Krasovec (2006). As presented, the means-end chain is not complete. This can be explained by application of the fundamentals of communication theory. To have a successful communication process that influences consumer behavior, the message needs to be equally understood by both parties involved (Fill, 2002; Peter & Olson, 2005).

Since the receiver, **respondent 4**, decoded the message in a way that was unintended by the sender, or marketer, the communication process could obviously not be completed. For example, **respondent 4** stated, *"I don't know…it's not very clear this mix - the preparation – do I just add warm water, or…I don't know...how do I mix it?"*. The communication by the package was unsuccessful for two reasons. Firstly, the sender did not fully understand the target consumer group's perceptional processes and therefore could not create a dialogue with the consumers, referred to in communication theory (Fill, 2002). Secondly, the respondent was not able to filter the message through her own perceptions formed by past experiences and attitudes, creating a barrier in the communication process (Fill, 2002). As a result, the consumer's values were not affected, rendering the message meaningless and unable to influence possible purchase decisions. This could be one of the reasons that this respondent chose not to purchase the product.

RESPONDENT 6

Most Favorite: Chocolate Chip Cookies

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Image of cookies	• Realistic picture they look exactly like they are on the package	• "I feel like I can trust the image of the cookies" • "What I see is what I get"	• Authenticity

Graphics on packaging can speak to consumers in a rich visual language that conveys different meanings to different consumers. As mentioned by Meyer and Gerstman (2005) and Klimchuk and Krasovec (2006), graphics can give consumers cues about the flavor of the product, as confirmed by **respondent 6**, who found that the image of the two cookies appealed to her appetite.

This can be verified through the respondent's response to the chocolate chip cookie package, which she suggested that she would buy with the reason being *"I like this kind of cookies. It's a realistic picture, looks like what's inside. I know the type of cookies, not these particular ones, but the picture looks realistic to what I expect to find inside"*. From her personal judgement of the graphic, **respondent 6** made the idea that since the image looks so similar to the ones she has eaten in the past, these cookies can be more trustworthy, thus lowering the perceived risk of purchase, as suggested by Peter and Olson (2005). This indicates that positive outcomes of past purchases are partly transferred to this purchase decision during the evaluation of benefits and risks.

To summarize, the trustworthy cookie image led to a lower perceived risk of purchase. This, in turn, satisfied the respondent's personal value of being aware that the product was made authentically, leading to a decision to purchase the product.

Least Favorite: Mushroom Soup

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Product Description in text	• Not enough image just information • Trying to persuade you what its about	• No going to fall for the advertising ploys	• Authenticity

Informational text on a package is intended to create a personality of the product (Klimchuk&Krasovec, 2006). In this case the product descriptors have been over-emphasized, and thus the package information was perceived negatively by **respondent 6**: "T*he package is mostly information…not so much picture, so they try to sell you what it's about, not the thing [product]"*.

The cognitive process of **respondent 6** can be explained by the theory that the selection of stimuli, in this case being the textual product description, did not appeal to her goals and self-identity (Hoyer &MacInnis, 2000; Fill, 2002; and Peter & Olson, 2005). Her cognitive response to the information on the package was not fully processed since she was exposed to an overload of information. The information overload caused a suspicious attitude and therefore reduced the trust in the product authenticity. Furthermore, the respondent had a negative feeling and lack of interest in the information itself. In order for the information to be processed, the text needs to actually resonate with the consumer's personal needs and values.

The respondent felt that there was too much information on the package for her to absorb, meaning that certain pieces of information went completely unnoticed. When questioned about the packaging information that was perceived, the respondent was not even aware of the stated information content, replying, **"**I *didn't even notice the flavor/artificial preservative*". Therefore, the stimuli did not catch the respondent's attention and the information was not included in the decision-making process, leading to a decision not to purchase the product. This is an example of the two mental ways, affect [feeling] and cognition [reasoning and beliefs], mentioned by Peter and Olson (2005) in which a consumer responds to stimuli.

In conclusion, we gather from our findings that if a respondent finds the packaging attributes to be consistent with their personal values, a positive purchase decision is made. The only times a purchase decision is negative is if the attributes do not align with values or if other values take precedence over the values considered on the package.

5. Conclusions

The concluding chapter starts byanswering the research question. Next, the limitations of the study are outlined, explaining what we could have done that may have strengthened our results. Implications for marketing managers are then presented, followed by suggestions for future studies.

5.1 Answer to the research question

The results discussed below are intended to provide answers and concluding findings to support the research question. The key findings have been gathered from an intertwinement of our empirical findings and theoretical framework. With the aim of this study being to understand consumer behavior through perception of packaging attributes in relation to purchase decisions, the results can be organized into sections discussing answers to our research question in terms of packaging attributes and respondentvalues. Below is the study's specified research question that is answered in this section:

"How do packaging attributes influence consumer purchase decisions?"

An effective packaging communication is created when all three attributes, text, graphics, and color work together coherently. Consumers' personal values have an influence on how these attributes are perceived. Therefore, it is important to have a deep understanding of the consumer group, not only in their behavior but also in their overall lifestyle. This study shows how important it is for product attributes to be communicated in the appropriate way to align with the personal values of the consumers in order to lead to a positive purchase decision.Below, some of the major findings are presented.

Packaging Attributes: Perception and Preference

Within the text analysis section, several important outcomes have been identified. Firstly, textual information should be presented in a language that is simple, short, and easy-to-understand. Secondly, this text must resonate with consumers' personal interests and background in order to keep consumer attention for further evaluation. Finally, the more text on a package, the more the consumer feels that he or she is trying to be persuaded by the producer. By giving too much textual description on a package, the consumer is limited to certain choices in their attribute perception.Consumers appreciate having the opportunity to judge products for themselves, with as little textual influence from the producer as possible.

In accordance with theory, high quality graphics serve multiple purposes during consumer decision-making: providing cues for what is inside the package, setting a mood for the entire package, and giving consumers an idea of what the finished product will look like. Every consumer finds different meanings in each graphic on a package. Vivid and realistic images give consumers the freedom to feel like they are in control of the purchase evaluation. In our study, it could be seen that the respondents relied on the graphics to help them make product evaluations.

Colors emphasize the mood of the package that is created through text and graphics. The whole concept of the package is more clearly perceived if colors match with consumer lifestyles and values. They do this through creating associations with consumer lifestyles or product benefits. Mild colors create associations of quality especially when used in tandem with the actual colors of the ingredients in the product. Background colors and accent colors must be used appropriately according to the theory about the roles of colors, otherwise negative perceptions about the product are formed.

RespondentValues

No clear patterns can be drawn from the results of the psychographic analysis. However, the results from each respondent can be used to gain a more in-depth understanding of his or her values.

The main values for the consumer group in this study are health, transparency and time. Health is a core value that was mentioned by every respondent on almost every package. Transparency is a value that we predict is emerging in importance. Time is a value that, although mentioned by every respondent, matters in a different way and to a different extent for each one.

To summarize, textual information, if matching the values, can create a more positive perception of the product. However, if the text in the product description does not match the values of the consumer, the consumer will feel like there is too much pressure from the producer to buy. Text is very specific, meaning that the values will either definitely be satisfied or not satisfied.Graphics allow consumers to pick out the specific values that they want to see if the product matches their values. Color depending on which context it is used, can have either a negative or positive influence on consumers' purchase decisions.

As it is becoming more difficult to attract consumer attention at the point-of-purchase, marketers should consider focusing on consumer values and lifestyle. It is essential to understand these three values to create meaningful packaging communication messages that reach this type of consumer. Attributes on a package have little impact on consumer purchase decisions unless they are directly responding to the values of the targeted group. The personal values, although difficult to define, have an indirect influence on their perception of packaging attributes which subsequently affects their product evaluations.

5.2 Limitations

Given the exploratory objectives of the study, some limitations of the data should be stated:

The study was not conducted within agrocery retail environment which might differ from the consumers´ usual shopping behavior. In addition, the data was only collected at one time and not on multiple occasions, meaning that the regular consumer behaviour may not have been captured. The packages were selected by the researchers themselves, and do not cover all possible packaging attributes. However, the study still provides the fundamental influence from packaging attributes in general.

The same communication theory applied in our thesis can also be applied to ourselves as researchers. Our perception and decoding of communicated messages in any form, whether that be literature we read, respondents' answers to interview questions, or supervisor suggestions differs drastically because of our background, culture and past experiences. This fact leads to both positive and negative outcomes.

The good side is that because we see things in a different way, the research has been conducted thoroughly and thoughtfully, taking many different ideas into consideration. This creates a study that is reliable and thorough, thus increasing the validity. The research becomes stronger when our past knowledge comes in to play and when we draw upon our strengths as researchers and students of marketing.

The main implications of this limitation may be most evident during the interviews, which were conducted by one researcher at a time. Although we followed a schedule, it is still possible that the findings would differ if another researcher had been the one asking the questions. To minimize the negative consequences from this limitation, we made sure to listen to the recorded interviews as a team and analyze the empirical findings as a together.

Another limitation dealing with language, is the native language of each respondent. The eight respondents were from six different countries speaking six different languages, with only two being native English speakers. Even though we made sure that each respondent spoke an advanced level of English before interviewing them, we cannot be sure that they were able to convey what they actually felt about each product image. Additionally, with there being such a small group of respondents, the study has to be taken on a smaller scale. The findings cannot be generalized and the results are not representative. The values and lifestyle of each respondent were explored as much as possible by the researchers, but the study still faces the small number of respondents as a limitation.

Another important limitation to note is that the conclusions cannot be attributed solely to the fact that the respondents are all a part of the single household student consumer group. However, producers that are interested in targeting single household students can use this study to gain more insights about individuals belonging to this group.

5.3 Managerial Implications

Firms are in business because of their consumers. No matter the industry, all firms should have a vested interest in their customers and the motivations behind their actions to create a sustainable competitive advantage. Specifically within the grocery sector, producers need knowledge of the consumers that are buying their products and what appeals to them.

This study contributes knowledge to marketing managers looking to learn more about consumers, specifically consumer types similar to the one in our study, living and consuming alone. Managers can use this study to learn about the values and preferences of these consumers that lead to a specific purchase decision. Marketing managers can then pass on the knowledge from this consumer insight report to their firm's package designer who can more accurately target the desired consumer segment. With this knowledge firms will see higher sales revenues from a possible increase in new customers and a stronger retention of loyal customers.

Managers can also use the findings from this study to strengthen brand communication and package design avenues that may be lacking a clear direction or purpose. Having a concise message that fully aligns with personal consumer values will help packages stand out from cluttered supermarket shelves and really catch the attention of the consumer.

5.4 Future Studies

With the nature of our study being purely exploratory and qualitative, we have provided an ideal base of knowledge to support many studies in the future. The results we have uncovered are broad, meaning that many topic areas are covered, but there is still much room for expansion of knowledge and theory.In addition, the suggested methodology in this study takes an innovative approach at linking consumer behavior theory with packaging communication theory. This methodology can be applied in other contexts, helping researchers to bridge two separate areas.

In terms of research into product attributes, future studies could look into which of the packaging attributes have the most influence in a decision-making process. Our study only lists the attributes but future studies could rank them in general or rank them depending on various target consumer groups.

In addition, future studies could look more closely into the relationship between attributes and consumer values. Is there a relationship? Do certain values always lead to a specific purchase decision? Can the correlation between attributes and values really be certain – could it not be influenced by other factors?

Specifically, it would be interesting to conduct a study researching how specific consumer groups respond to product packaging. Although our study uses a consumer group, the results cannot be generalized, and therefore need to be expanded upon. A quantitative study using a larger quantity of respondents would be useful for marketing managers when looking into how to attract their target consumer.

It would also be interesting to leave the brand names on the package images and conduct a similar quantitative study exploring brand association in relation to values and attributes. Another aspect of product marketing that was absent from our thesis but would be helpful for marketers to gather knowledge about is what happens when price is taken into consideration. Do consumers associate different packaging attributes with different price ranges? And how does price tie in with values and attributes? Future studies could investigate consumer ideas surrounding price and use eye-tracking to support their findings.

Reference List

Ampuero& Vila. (2006). Consumer perceptions of product packaging .*Journal of Consumer Marketing*, Vol. 32 (2), p. 100-112.

Bone & France. (2001). Package Graphics and Consumer Product Beliefs.*Journal of Economic Psychology*, Vol. 15 (3), p. 467-484.

Bryman& Bell. (2007). *Business research methods*, 2nd Edition. New York: Oxford University Press.

Butkevičienė, Stravinskienė&Rūtelionė. (2008). Impact of Consumer Package Communication on Consumer Decision Making Process.*Engineering Economics*, Vol. 1, p.57-65.

Cahill. (2006). *Lifestyle Market Segmentation*. New York: The Haworth Press.

Clement. (2007). Visual Influence on in-store buying decisions: an eye-tracking experiment on the visual influence of packaging design. *Journal of Marketing Management*, Vol. 23 (9-10), p. 917-928.

Easterby-Smith, Thorpe & Jackson. (2008). *Management research,* 3rd Edition. UK: Sage Publications.

Eklund, Bellefleur&Jasslin. (2003). *Communication with the package*. Sweden: AB Tetra Pack.

Fill. (2002). *Marketing Communications - Contexts, Strategies and Applications*, 3rd Edition. UK: Pearson Education Limited.

FMI: Food Market Institute. (2010). *Supermarket Facts*. Retrieved on 15/05/2010 from http://www.fmi.org/facts_figs/?fuseaction=superfact.

Gofman, Moskowitz, Fyrbjork, Moskowitz& Mets. (2009), Extending rule developing experimentation to perception of food packages with eye tracking. *The Open Food Science Journal*, Vol.3, p. 66-78.

Gonzalez, Thornsbury&Twede. (2007). Packaging as a Tool for Product Development: Communicating Value to Consumers. *Journal of Food Distribution Research*, Vol. 38 (1), p. 61-67.

Hodgson. (2007). Euromonitor International 2010 (2007) *One person households: Opportunities for consumergoodscompanies*. Retreived02/04/2010 from http://www.euromonitor.com/One_person_households_Opportunities_for_consumer_goods_companies

Hoyer &Maclnnis. (2000). *Consumer behavior*, 2nd Edition. USA: Houghton Mifflin Company.

Klimchuk&Krasovec. (2006). *Packaging design. Successful product branding from concept to shelf.* Canada: John Winey & Sons Inc.

Kotler& Keller. (2006). *Marketing Management*, 12th Edition. Pearson Prentice Hall.

Lewis. (2005). Institute of Public Policy Research, *Unilever Family Report 2005 – Home Alone?* Retrieved on 02/04/2010 from
http://www.ippr.org.uk/publicationsandreports/publication.asp?id=317

Meyers &Gertman. (2005). *The visionary package. Using package to build effective brands*. New York: Palgrave Macmillan.

Peter & Olson. (2005). *Consumer behavior &marketing strategy*, 7th Edition.New York: McGraw-Hill.

Pieters&Warlop. (1999). Visual attention during brand choice: The impact of time pressure and task motivation. *International Journal of Research in Marketing*, Vol 16, p. 1–16.

Rettie& Brewer. (2000). The verbal and visual components of package design.*Journal of Product and Brand Management.*Vol. 9 (1), p. 56-70.

Schoorman&Robben. (1997). The effect of new package design on product attention, categorization and evaluation.*Journal of Economic Psychology* , Vol. 18, p.271-287.

Silayoi&Speece. (2004). Packaging and purchase decisions- An exploratory study on the impact of the involvement level and time pressure. British Food Journal, Vol. 106 (8), p. 607-628.

Silayoi&Speece. (2007).The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, Vol. 41 (11-12), p. 1495-1517.

Stewart. (2007). *Packaging Design*. UK: Laurence King Publishing Ltd.

Underwood. (2003). The communicative power of product packaging: Creating brand identity via lived and mediated experience.*Journal of Marketing Theory.and Practice.*,Vol. 11(1), p. 62-76.

Underwood & Klein. (2002). Packaging as brand communication: effects of product pictures on consumer responses to the package and brand. *Journal of Marketing Theory & Practice,* Vol. 10 (4), p. 58-69.

Underwood &Ozanne. (1998). Is your package an effective communicator? A normative framework for increasing the communicative competence of packaging, *Journal of marketing communication*, Vol 4, p.207-220.

United Nations Statistics Division (2005).*The World׳s Women (2005): The progress in statistics.* Retrieved on 15/05/2010 from http://unstats.un.org/unsd/demographic/products/indwm/ww2005_pub/ww2005_chpt_1_%20population,%20households%20and%20families_bw.pdf

William & Marvin. (1976). Packaging - the fifth 'p' in the marketing mix?*Advanced Management Journal*, Vol. 41 (1) p. 13-22.

Appendices

Appendix A
Respondents Profiles

RESPONENT	GENDER	AGE	NATIONALITY	AVERAGE MONTHLY GROCERY BUDGET (SEK)
1	Female	30	Swedish	500-1000
2	Male	24	Italian	1000-1500
3	Male	24	Scottish/Swedish	500-1000
4	Female	23	American	1000-1500
5	Female	22	Austrian	1500-2000
6	Female	24	Bulgarian	500-1000
7	Female	21	Swedish	500-1000
8	Male	23	Macedonian	500-1000

Appendix B
This is an example of a heat-map from a single respondent

Appendix C

This is an example of a scan-path from a single respondent

1. Vegetables (Frozen)

2. Tea (Beverage)

3. Noodles (Pasta)

4. Cracker (Snacks)

5. Cookies (Dessert)

6. Cereals (Cereals)
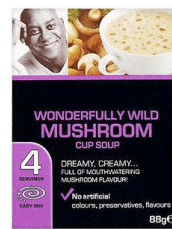
7. Soup (Cupboard food)

8. Chicken (Frozen food)

9. Milk (Diary)

10.Pasta (Frozen food)

11. Pasta (Pasta)

12. Ice-cream (Dessert)

13. Jam(Cupboard food)

14. Yogurt (Diary)

15.Cappuccino (Beverage)

16. Cereals (Cereals)

17. Snack Bar (snacks)

18. Vegetables (Frozen)

FOOD CATEGORIES:
1. Frozen vegetables
2. Frozen food
3. Pasta
4. Beverages
5. Diary
6. Cereals
7. Snacks
8. Deserts
9. Cupboard food

NOTE:
The number of the pictures is in the way they have been shown during the eye-tracking experiment.

Appendix E

Respondents' answers to the question *"Would you consider purchasing this product?"*
included in the eye-tracking experiment, for each of the eighteen packaging images

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	N	N	Y	N	Y	N	N	N	N	N	N	Y	Y	Y	N	N	N	N
2	N	Y	Y	Y	N	Y	N	N	N	Y	N	N	Y	N	N	Y	N	N
3	N	N	N	Y	Y	Y	Y	N	N	Y	Y	N	Y	Y	N	Y	N	Y
4	N	Y	Y	Y	Y	Y	N	N	Y	Y	N	Y	Y	Y	N	N	Y	Y
5	N	Y	N	Y	Y	Y	N	N	N	N	N	N	Y	Y	N	Y	N	N
6	N	Y	Y	Y	Y	N	N	N	N	Y	N	N	Y	N	N	Y	Y	N
7	N	Y	N	Y	Y	N	Y	N	Y	Y	N	Y	N	N	Y	Y	Y	Y
8	Y	Y	N	Y	Y	Y	N	N	N	Y	N	Y	Y	Y	Y	Y	Y	Y

Appendix F

The packaging attribute categorization
The attributes of the packaging images has been categorised according to the researchers themselves into two main categories; graphical andtextual information. Both categorisations include elements which further can be subordinately grouped. All images used in the eye-tracking experiment contain at least one element from each of the two main categorisations. However, the type of element can differ between images.

Graphical information on packages:

Serving suggestion: the graphic illustrates the food product itself or presents a serving suggestion of how the food looks likein its prepared state. It can also be presented together with suggested food combinations, for example crisp bread with cheese (picture 4) or cereals served with fresh strawberries (picture 16).

Background: the graphic illustrates objects which are not directly presenting the food product itself. It could be for instance a photography or animation of a human face (picture 5 and 7,) or a landscape illustration (picture 2).

Textual information on packages:

Product description: information explaining the product ingredients and/or the flavour, taste of the product.

Preparation method: information regarding the preparation method of the product, i.e. "steam in bag" (picture 1), "microwave only" (picture 1), boil, "easy mix" (picture 7), "keep frozen" (picture 10), "steams to perfection" (picture 10) etc.

Preparation time: information stating the time needed to prepare the meal as presented in picture 1 for example.

Nutrition content: the information refers to calories (picture 1, 14, 15) grams or percentage of fiber (picture 8, 14, 16, 18), percentage/level of calcium/sodium/fructose per serving (picture 6 and 16, 17), fat amount/level (picture 16), etc. The food is described as a source of a nutrition element, or containing parts of natural, roughly processed ingredients.

Nutrition origin: the information refers to where the food comes from, how it is produced and how much it is processed. Most often it is addressed on the package by the following words: "all natural" (picture 2, 12); "organic" (picture 16, 9); "produced without pesticides, antibiotics" (picture 9); " naturally and artificially flavored" (picture 14); "no artificial colors, preservatives, flavors"(picture 7) , "no preservatives" (picture 8 and 10), etc.

Nutrition benefit: The information refers to a percentage of, or just a source of, or daily value/amount of certain vitamins and minerals, antioxidants, proteins, dietary fibres. (It is related to special food benefit that might be searched for /paid attention to/or discussed by the interviewees, according to his/her values, shopping and daily lifestyle reflections.)

Appendix G

Interview questions

Lifestyle Questions
- Are you working or studying?
- Tell us about a normal day for you.
- How do you spend your free time?
- What do you usually eat?
- What do you not eat?
- Where do you eat?
- How many meals do you cook per day?
- Are your eating habits the same in the weekends as during the week?
- How often do you grocery shop per week?
- How much do you in average spend per time?
- Which aspect do you consider most on a package when making a purchase?
- Do you make a shopping list beforehand?
- Do you plan your meals before you go grocery shopping?
- Can you tell us some items from a typical list?
- Are you strictly following your shopping list?
- Do you usually make purchase decisions in the shop?
- Do you only have yourself in mind when shopping?

Eye-Tracking Questions

- Choose three most appealing and three least appealing packages.
- Why did you say you would/wouldn't buy this package?
- If you wouldn't buy this product, then who would typically buy it? Describe the person.
- We notice you looked at _____ first on most of the packages. Why?
- Is that something you take into consideration when shopping? Why?
- What is the benefit of the product for you?
- How does this benefit make you feel?

- Is it important for you to feel _____?
- What would the personality of the package be?
- Do you think this package represents you?
- Do you associate the color of the package with anything?
- If this package were a person, what gender would it be?

Laddering Question Guide

- On this image you spend some time looking at ……. (based on the eye-tracking results) – What do you think cause your attention there?
- Is that something you would take into consideration when shopping? (Why yes, why not?)
- How does this….. (attribute) help you in your consumption of this product
- How does this product benefit you in your daily life?
- Could it improve your way of living?
- How does this benefit make you feel? (psychosocial consequences)
- Is it important for you to achieve this…? (feeling)
- Why do you find it important to feel…? (value)

Appendix H

Color Theory

NOTE: *the theoretical reference below is limited to only the colors mentioned during the empirical data collection process for this thesis, meaning that it lays out theory only for the colors that have been mostly referred to in the interviews done.*

Black color "is used positively to mean purity, binding, repelling, remembrance and protection. It shows authority, power, prudence and wisdom" (Eklundet. Al., 2003, p.58) In package, the black color is used to convey elegance, wealth, and sophistication.
Blue color is considered to be second most powerful after red. It relaxes the nerves and has a sobering effect on the mind. (The darker shades of blue could be experienced as cold and depressing, while in other shades the color indicates trust, loyalty, and wisdom.) "People retain more when reading information written in blue text". In packaging, "blue is often used to communicate cleanliness, freshness, coolness." (Eklundet. Al., 2003, p.58; Klimchuk and Krasovec, 2006)
Browncolor "is the color of earth and wood. It's solid and reliable and helps to create a neutral, comfortable and open atmosphere. It communicates credibility, solidity, strength, and maturity. It is most likely to be on the men's list of favorite colors. Brownish colors are used in packaging to create an image of environmentally friendly and natural products." (Eklundet. Al., 2003, p.59; Klimchuk and Krasovec, 2006)
Greencolor is most often symbolically related to nature, life, youth, renewal, hope, and vigor. The color assists in improving vision and is the easiest on the eye. (It has a neutralizing effect on the human nervous system.) The color is sacred for the Egyptians and Moslems, so it should be carefully used in countries where it already has cultural

symbolic meaning. In packaging, green is used mostly for products, closely connected with nature. (Eklundet. Al., 2003, p.59; Klimchuk and Krasovec, 2006)

Orangecolor is associated with warmth, contentment, and appetite. "The color looks strong and generous" and has a broad appeal across the social segments. "In folklore orange stands for flames, lust, vigor, excitement, adventure and wholesomeness. Orange means also success, stimulating energy, justice, attraction, and endurance. In package it is used to indicate that a product is suitable for everyone, it can make an expensive product seem more affordable. " (Eklundet. Al., 2003, p.60; Klimchuk and Krasovec, 2006)

Pinkcolor "is the most romantic and tender color. It is also tranquillizing. Research has suggested it makes people calm and kind-hearted. It symbolizes love, fidelity, friendship, honor, harmony, compassion." (Eklundet. Al., 2003, p.60; Klimchuk and Krasovec, 2006)

Redcolor "is emotionally intense and very extreme color. It is an attention grabber. ... The red symbolizes heat, fire, blood, passion, love, warmth, power, excitement and aggression. It has the effect of stimulating people to make quick decisions and increase expectations. It stimulates the appetite. Red has been viewed as a vigorous color of health". In packaging it's recommended to be used as an accent to catch the attention, rather than as a background, unless a dominating effect is searched. (Eklundet. Al., 2003, p.60; Klimchuk and Krasovec, 2006)

Whitecolor stays for "purity, chastity, innocence, cleanliness, … sterile environment,…lack of color. It creates a cool and refreshing sensation." In some cultures, in chine for example, the white color stands for misfortune, purity, autumn and is a color of mourning. "In packaging white is used to create an image of freshness and purity and is the dominant color of dairy products." When used as background or in combination with other colors, it just strengthen their purity. (Eklundet. Al., 2003; Klimchuk and Krasovec, 2006)

Yellowcolor is among the first colors noticed by the eye. It is used to attract attention both as an accent and as a background. Although it stimulates the brain and enhance concentration it's hurting for the eye, therefore softer shades are recommended to make it look pleasant. "When used in small amounts, yellow produces sensation of brightness and warmth. It represents playfulness, light, creativity, warmth and easy-going attitude towards life. … The color has some negative associations as well, including jealousy, treachery, cowardice, aging, illness." (The pure, bright lemon yellow is the most eye-fatigue color and can cause irritation. "The dingy yellow represents caution, decay, sickness, jealousy, duplicity.") "In packaging, pure yellow can be as dominant s red and is therefore not suitable as a background, unless there is a desire to catch attention. Softer hues can signal warm, natural feeling with an environmental image" (Eklundet. Al., 2003; Klimchuk and Krasovec).

Appendix I

Respondents´ lifestyle profile

Respondent	Gender	Age	Daily Routine
1	Female	30	Live in Malmö, study in Lund three times a week, work out, read, biking, do some art items as a profession
2	Male	24	Get up at 9:00, have some breakfast, then I go to library or study at home, then go to thegym or running in the afternoon, coming home for dinner, watch movie or go to friends or some nation
3	Female	24	Quite a lot routine: breakfast, study a bit in the morning, gym, check mails, study more, dinner, study, meet friends in the evening. Regarding meals: I have a breakfast, lunch on the way, and a major dinner. I eat mostly at home, apart from lunch
4	Female	23	Wake up, shower, coffee, breakfast, class 10-15:00, meet classmates, home, watch TV, gym, dinner, television
5	Male	22	Get up, have breakfast 9-10am, university, lunch at school or buy food, then go home, meet friends, cook, work at computer, go to bed at 23-24:00. Prepare a lunch box but also may buy food in school sometimes
6	Female	24	Wake up, shower, eat breakfast, internet, school, home, visit friends
7	Female	21	Go to school till 15-16:00, study, go out/work out, dinner, hang out with friends, study. Lunch – bring form the night before or go to nation or buy a falafel/sandwich
8	Male	23	Breakfast, work, lunch, work till 16:00, go home, rest, go to gym or meet friends

Appendix J

Means-end chain analysis on respondents´ favored and least favored product packaging

SUBJECT 1

Most Favorite: Jam (picture 13)

Attributes	Functional Consequences	Psychosocial Consequences	Values
• Red Color of strawberries	• OK quality, not top quality • Strawberries look tasty		

Least Favorite: Mushroom Soup (picture 7)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Colors black, white, pinkish • Picture of a man • Product Description	• Nothing to do with food at least not mushroom soup • "Dreamy creamy…try to sell it too much. It's just soup"	• Don't want to be overly-persuaded to buy food • Shouldn't have to sell it so hard	• Authenticity • Transparency • Simplicity

SUBJECT 2

Most Favorite: Thai Noodles (picture 3)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Color scheme red, black, and purple • Font • Bright colors	• Catchy appearance • Can tell it's ethnic food • No premade meals	• Rather cook because healthier tastes better	• Then I can play sports better • My body functions better

Least Favorite: Cheesy Vegetables (picture 1)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Cheese and Vegetable Product Description text	• "You don't mix cheese and vegetables" • Avoid vegetables that	• I want to know what I am putting in my body	• Good taste • Transparency

	you just microwave • "Doesn't taste very nice…."I'd rather cook vegetables on the stove than in the microwave"		

SUBJECT 3
Most Favorite: Organic Milk (picture 9)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Picture/Image of old-fashioned cow, farm, grassy field		• Gives a family feeling • Product origin	• Transparency

Least Favorite: High Fiber Mixed Vegetables (picture 18)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Red color	• Color doesn't make them look healthy • Red catches attention	• "Vegetables are meant to be good and healthy and clean for you but they're making these vegetables actually look worse for you"	• Health

SUBJECT 4
Most Favorite: Fiber Yogurt (picture 14)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Product description (fiber, calories)	• I like the taste of non-fat yogurt and strawberries	• I try to be better about health • This yogurt counts as a "sweet" but I don't feel guilty consuming it	• Health

Least Favorite: Mushroom Soup (picture 7)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Product Description: Preparation Method	• "Easy mix" preparation isn't very clear		

SUBJECT 5

Most Favorite: Multigrain Organic Oatbran Flakes(picture 16)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Image of cereal in bowl • Product description	• Like cereal mixed with fruit • Looks tasty and crunchy • Low fat, high fiber	• "Can't see the brand…. so I could try something new"	• Trying new things • Health • Good taste

Least Favorite: Chicken Broccoli Pasta (picture 11)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Product description – health aspects • Blue and white colors	• No preservatives • No time to cook • Colors look calm, neutral, relaxing	• Good if you travel with a group and need something quick	• Short on time, on-the-go lifestyle • Health

SUBJECT 6

Most Favorite: Chocolate Chip Cookies (picture 5)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Image of cookies	• Realistic picture they look exactly like they are on the package	• "I feel like I can trust the image of the cookies" • "What I see is what I get"	• Authenticity

Least Favorite: Mushroom Soup (picture 7)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Product Description in text	• Not enough image just information • Trying to persuade you what its about	• No going to fall for the advertising ploys	• Authenticity

SUBJECT 7

Most Favorite: Multigrain Organic Oatbran Flakes (picture 16)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Image of cereal • Product Description – health and organic aspects	• Looks more appealing than other cereal • Organic • Healthy • Multigrain • Fiber for digestion • Multigrain tastes better and "white not good for you because you get hungrier faster" • Package looks "farmy"	• Organic is a benefit for the entire world • Political statement buying organic • Personal Responsibility to buy organic • Organic if it's something from animals • I'm used to it (multigrain)	• Animal treatment • Environment • Health

Least Favorite: Chicken Broccoli Pasta (picture 11)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Colors blue, white, beige • Image of pasta • Product Description - flavor	• Colors look faded, depressing, and bleak • Food looks disgusting • Don't notice text so much	• Don't eat chicken	• Vegetarian

SUBJECT 8

Most Favorite: Chocolate Chip Cookies (picture 5)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Colors • Image of grandma • Product description	• Colors are really nice • Grandma image looks like someone who has experience doing it	• "Homestyle" gives a "nostalgic reaction" if you're bored from all the new modern stuff • Eating all the time frozen prepared so sometimes nice to take a break and have homestyle cooked food when you actually have time to make it • Important that its fast in this period when I have a lot of work to do I don't want to eat that but I have to I just have to	• Short on time • The past • Nostalgia

Least Favorite: Mushroom Soup (picture 7)

Attribute	Functional Consequence	Psychosocial Consequence	Values
• Pink Color • Image of man and soup	• Pink color doesn't go with mushroom soup • Without the top part (man and soup images) it's better • Image of man looks like a new		

			picture, image of soup looks old, and the text looks like a party poster....doesn't go together		

Appendix K

Summary of the respondents´ values

Respondent	Gender	Age	Values
1	Female	30	• Authenticity • Transparency • Simplicity
2	Male	24	• Then I can play sports better • My body functions better • Good taste • Transparency
3	Female	24	• Transparency • Health
4	Female	23	• Health • Good taste • Simplicity
5	Male	22	• Trying new things • Health • Good taste • Short on time • on-the-go lifestyle
6	Female	24	• Authenticity • Independent thinking
7	Female	21	• Animal treatment • Environment • Health • Vegetarian
8	Male	23	• Authenticity