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# **Package Design**

The use of informative and visual  
elements in package design

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# Abstract

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Today, package has more obligations than just protecting the product. Consumers see the product and package as an integrated part and requires luxurious and prestigious package in order to attract them. This has forced companies to improve their package design to be able to sell their products. Both companies and consumers use it for different reasons but the visibility on the shelf remains the same for both actors. For companies, the additional possibility that package design provides them with is that the package act as a salesman and helps to communicate to the consumers. In regard of consumers, package design offers them opportunities to purchase a nice product with a nice package and helps them to recognize the product on the shelf. Previous research about package design, however, has in most cases only investigated how pictures on the package have influenced consumers' expectation on taste and flavour. Therefore, this thesis aims at exploring what elements in package design that influence consumer's purchase intention and how different elements influence consumers during the decision making process.

In this thesis, a qualitative research approach is used together with a semi-structure interview form. To be able to thoroughly investigate the research question of this study, primary data is collected through two focus groups. The result reveals that the participants' purchase intention is likely to be influenced by the informative or the visual elements and that these have a high impact when they search for an everyday good. However, in order to be able to choose which product to purchase, the participants stated a need to compare packages before deciding whether a purchase will be implemented or not. This could be done by looking on the picture on the package or by looking on the label that revealed information about what the package contained. Hence, the findings of this study might be of interest for companies to understand how consumers think about package design.

**Keywords:** Package design, Consumer behavior, Consumer purchase Intention, visual and informative elements

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## **1. Introduction**

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*This chapter introduces the readers to the background of this study by presenting the topic. Furthermore, it continues with an introduction to the problem, purpose and research question. Besides of that, there is also a part that discusses the limitations of this research and ends with a presentation of the outline of this research.*

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### **1.1 Background**

When consumers travels to the store to purchase everyday goods they are no longer facing one or two products on the shelf instead they are facing several of different products standing on the shelf. Moreover, it could be discussed if it actually is the product or if it is the package consumers are seeing when they stand by the shelf since consumers could no longer see the difference between the package and the product. These parts, the packages and the products, that used to be seen as two different parts are now considered to be seen as one integrated part by the consumers. Because of this, the real value of packaging is integrated between the package and the product (Ahmed, Ahmed & Salman, 2005). Auttarapong (2012) pointed out that “The packaging design creates value added to a product which has major influence on consumers’ purchasing decision process especially at the point of purchase” (p. 307). Additionally, when consumers enter the store to purchase everyday goods there are usually no salesmen in the store that tries to sell different products to the consumers. Therefore, many packages have been developed in a way that it is the package that should act as a salesman and communicate with the consumers when they are choosing between different goods. The reason why this is important is because consumers makes their final decision about a product when they are standing in the store which means that the packaging plays a critical role in consumers’ decision making process (Silayoi & Speece, 2007). The result of this is that many companies have been forced to reflect over the design and development of new product due to the global market where knowledge and experiences are shared (Pawar & Sharifi, 2002).

Nevertheless, talking about package design it could be said that there are two essential groups of elements that could be referred to package design and affect consumers' purchase intention. These two groups are the visual and the informative elements. The visual on the package design are referred to the graphics such as colour, photos, shape and size on the package whereas the informative element on the package is related to product information (Silayoi & Speece, 2004).

Ares, Besio, Giménez and Deliza (2010) research showed that “Consumers’ level of involvement with the product affected their interest in the evaluated products [...]” (p. 298). The involvement of the consumers is determined of the interest of the product and connected to the consumer’s values, self-concept and feelings of well-being. Many decisions are made without any careful evaluations and visual elements is a part of the decision especially during time limitation and low involvement (Silayoi & Speece, 2004). One explanation to why pictures and colours affect consumers’ willingness to purchase could be because it helps consumers to explain what they could expect of the product (Ares, *et al.*, 2010). Another explanation could be related to the fact that consumers cannot see the product without opening the package and, therefore, consider images on the package more (Shifferstein, Fenko, Desmet, Labbe & Martin, 2013). Despite this, consumers usually do an information search before they purchase a product. The time that a consumer need to search for information about a product vary and could for example consist of comparing prices to have more deeply evaluations about the product (Oliveira-Castro, 2003).

Because of this, the package could be what determines if a consumer purchase a product since, as mentioned earlier, packaging plays an important role in the decision making process. In order to understand this better it is necessary to understand how different elements in package design affect consumer’s choice when the consumer is standing by the shelf choosing among different products (Silayoi & Speece, 2004).

## **1.2 Research problem**

Today, there is a change in consumer behavior because consumers are offered new services and take-away facilities. Consumers are no longer interested in saving money before purchasing products since credit is widely and easily available. Changes in lifestyle and households change consumers' behavior as well as it have an effect on the packaging industry. Because of the change in consumer behavior and higher competitive product area this has resulted in new changes in the packaging industry where the packages need to be more luxurious and have a prestigious appeal in order to attract consumers' demand (Rundh, 2009).

However, there has been little research on how different elements within packaging affect consumers' decision (Silayoi & Speece, 2004) and what it is in fast moving consumer goods that consumers pay attention to and influences their purchase intention (Clement, Kristensen & Grønhaug, 2013). This indicates that more research needs to be done on consumers decision making process in order to get a broader understanding for what decision consumers is facing in different situations (Lye, Shao, Rundle-Thiele & Fausnaugh, 2005). More attention needs to be paid on how packaging is creating an awareness of the product in the consumer's mind (Ampuero & Vila, 2006). Therefore, this study is going to investigate what elements in package design that influence consumer's purchase intention and how different factors influence consumers during the decision making process. Moreover, it would be examine how consumers accept refill products and the effectiveness to prevent waste (Tasaki & Yamakawa, 2012). By examining this field, this study may generate valuable information that could contribute to a better and deeper understanding of what elements in package design that influence consumer's purchase intention and how different factors influence consumers during the decision making process.



### **1.3 Purpose**

The aim of this thesis is to investigate what elements in package design that influence consumer's purchase intention and how different factors influence consumers during the decision making process.

Hence, consumers have individual decision making pattern and this pattern varies depending on what type of products that is bought (Wesley, LeHew & Woodside, 2006). It still needs to be examined in order to get a broader understanding for what decision consumer is facing in different situations (Lye, *et al.*, 2005). Therefore, this study is going to investigate what elements in package design a consumer consider during consumer's decision buying process and how this influence their purchase intention towards everyday goods. Furthermore, it will be examined if different elements and factors in package design could be related to age and gender.

### **1.4 Research question**

*How do different factors in package design affect consumers' purchase intention when they consider buying an everyday good?*

### **1.5 Limitation**

This paper has certain limitation when it comes to time and resources. The research is only going to investigate how different elements and factors in package design influence consumers' purchase intention. Furthermore, this study is done on everyday goods and the package design is referred to tangible goods that consumers face on the shelf in the stores. Even though, it is of interest to investigate if there are a difference in consumer behaviour between different goods like luxury and everyday goods, this study is only going to concentrate on everyday goods. I believe there are more to be contributed to everyday goods since consumers visit these stores more frequently and must make a decision between several similar products in one store. Moreover, local limitation exists as well since data collection has only taken part in Sweden.

## 1.6 Outline

Below, a presentation of the outline of this study is provided.



## **2. Theoretical Method**

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*The following chapter presents the methodology of this study where the research design, research approach and choice of methodology are discussed. Furthermore, this chapter provide an explanation of data collection, how the sample was selected as well as details about how the collected answers are analyzed later on in this study. The chapter ends with a description on how the research obtains its credibility of the findings.*

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### **2.1 Research design**

Every researcher has to choose a research design that explains how the study is accomplished. Moreover, it could sometimes be hard to determine which research design that is used in a study since it is common that a researcher combines two different research designs in one study (Bryman, 2008).

Comparing the different research designs to this study it is observed that it does not clearly follow a specific research design. However, the research design does have some similar features that could be related to a case study. Two aspects of a case study can be mentioned that describe the research design of this study well. The first one is the purpose of a case study which is to describe and explain the influence different elements and factors have on consumers' purchase intention during the consumer decision making process. To be able to achieve this understanding, a question must be asked that begins with "how" or "why". According to Yin (2003) this is one of the advantages with using a case study. Another aspect is that the case study could be referred to a specific place, person or theme (Flick, 2009). Given these, the case study is in some context similar to the research design that is used in this research since the intention of this study is to investigate a particular field with a limit number of respondents.

Nevertheless, it should be mention that generalization may not be possible because validity cannot be obtained when a case study is applied. The reason is because of the low number of respondents that participates in the study and cannot be used to represent a bigger population. Furthermore, the case study is often related to a certain place or location which makes it more difficult to generalize the result based on the argument above (Bryman, 2008; Bryman & Bell, 2003). However, the intention of this research is not to generalize the result or be representative for a whole population but to contribute with a better understanding and insight of what elements in package design that

influence consumer's purchase intention and how different factors influence consumers during the decision making process. Therefore, in order to achieve this, a case study is the most appropriate research design to use.

## **2.2 Research approach**

According to Saunders, Lewis and Thornhill (2009), there are two types of research approaches that can be used in a research, deductive and inductive approach. Deductive approach is often connected to quantitative studies and means that the researcher(s) investigate a field by testing existing theories (Bryman, 2008; Holme & Solvang, 1997). However, in this research an inductive approach is used since the purpose is to collect new data through the participants' perception about package design. The answers from this study's findings are analyzed in order to provide a better understanding of how different factors in package design influences consumers' decision making process. Hence, consumer behavior can be explained by many factors, both physical and emotional ones, and this research is only concentrating on one of those aspects namely package design, it makes more sense to try and explain the research question by providing different explanation in order to give a better understanding of the investigated field. However, the idea is not to generalize the conclusions of the collected data but to let the collected answers demonstrate different explanations in order to provide a better insight of the investigated field.

Given the reason above for implementing an inductive approach, there are two main reasons why this study is not using a deductive approach. The first one is that a deductive approach allows collection of quantitative data and the intention for this study is to collect qualitative data which makes it unsuitable to use. Another reason is that a deductive approach aims to test theories which are not in accordance with the purpose of this research, which is to investigate what elements in package design that influence consumer's purchase intention and how different factors influence consumers during the decision making process.

### **2.3 Choice of methodology**

Methodological approaches are connected to different thoughts on how to study the world. These approaches help the researcher to understand and explore the world. Since this study wants to explore the thought of the respondents and not what existing theory says, a qualitative method is being used (Bryman, 2008). Furthermore, by implementing a qualitative method the researcher could get more information that enables to a more deeply understanding for the research field (Holme & Solvang, 1997).

As mention above this study is based on a qualitative approach because it enables to investigate the literature review more deeply. Since the purpose is to collect data through focus groups, a qualitative approach enables to collect new data that are provided from the participants' point of view. The collected material is, considered to consist of words that cannot be sorted on numerical scale which is another reason for adopting a qualitative approach rather than a quantitative one. The intention of this research is not to generalize the conclusions but to try to explore the elements of package design and how this influence consumers' purchase intention. Thus, in order to achieve the aim, the use of a qualitative approach enables to a discussions with and between the participants which gives an opportunity for deeper investigations and understanding for the field.

### **2.4 Data collection**

To be able to understand other peoples' thoughts, researchers often use interviews because "interviews provide a useful way for researcher to learn about the world of others, although real understanding may sometimes be elusive" (Qu & Dumay, 2011, p. 239). Since this study wants to explore how different elements and factors in package design affect consumers' purchase intention it is most suitable to collect data through focus groups. Furthermore, one of the main reasons for using focus group instead of individual interviews is because the participants could interact and discuss with each other about the topic. Another reason is that by using focus groups it could be possible for the participants to reflect over things they might not have been reflected over before or been revealed if the participants were interviewed alone. According to May (2011), the result from using different focus groups could vary but this does not mean that one

result is right and that the other result is wrong. It could be a problem with communication since different people could have different worldviews. Nevertheless, a well-planned interview could provide the study with a rich set of data (Qu & Dumay, 2011). By implementing focus groups to this study, this could encourage the researcher to see the world from different perspective and provide the research with useful information to the study. Moreover, during the focus group when the moderator was asking questions to the participants was a semi-structure interview implemented. The reason was because it enables the moderator to ask specific questions to one or all of the participants as well as it could encourage the respondents to have a dialogue in between. Another reason to ask questions, and implement semi-structure interviews in the focus group, is because it sometimes is required to follow-up the answers that was given in order to clarify or to understand the respondents' answers better.

Therefore, this study manly collects data through focus groups. However, because the moderator asked questions to the participants in the focus groups are both focus groups and semi-structure interviews used in order to collect data. Therefore, is these two subjects discussed more in details in the next two sub-chapter.

#### 2.4.1 Focus group

When the researcher collect data through the use of focus groups, the researcher gather several respondents in a group and let them discuss certain themes (Justesen & Milk-Meyer, 2011). The reason for using focus groups instead of group interviews is because it encourages the respondents to talk more freely around one subject rather than answering a couple of asked questions. By using focus groups could the researcher concentrate on letting the respondents discuss what they think about a subject and they could interact more freely with each other compared to group interviews where it is more focus on the individual and different types of questions. (Bryman, 2008; May, 2011). On the other hand, if the interviewer is planning to discuss sensitive topics might focus groups not be the best alternative since people often is unwilling to discuss sensitive topics around others (Qu & Dumay, 2011). Moreover, it is hard to tell if the participants would act differently if they were interviewed individually since their behavior could be influenced by the other members in the group (Threlfall, 1999).

One of the advantages by using focus groups is because the technique makes it possible to let the respondents discuss and give questions to each other which could result in new insight about why people act or think as they do. By letting respondents interact and listen to each other, the answers could be different compared to if only one respondent is interviewed (Bryman, 2008; Holme & Solvang, 1997; Threlfall, 1999). Another advantage by using focus group is that other questions within the subject could rise and indicate that these questions means more to the respondents than the researcher thought and reveal new information to the study (Bryman, 2008).

When the interviews are taking part it is a good idea to record them and afterwards transcribe them. The reason for this is because it is hard to write down what the respondents say during the interviews as well as remembering every word. One opportunity is to let the respondents wait while writing down what has been said but it is possible that the respondents think this is an irritating moment and because of the breaks could the respondent forget what they were talking about or had in their mind. Therefore, it is better to record the interviews (Bryman, 2008; Justesen & Mik-Meyer, 2011).

Another thing to consider when a focus group is used is how active the moderator should be. Since the goal is to let the respondents talk and question each other the moderator should not interfere too much in the discussion. It is not how the respondents discuss what is important but what answer they come up with in the end of the discussion. However, if someone does not talk or if another subject that was not part of the main subject is discussed it could be necessary for the moderate to interfere in the discussion (Bryman, 2008).

However, it is not only advantages by using focus groups. Some of the disadvantages that is mention in the literature is the moderators role in the discussions since it should interfere as less as possible which gives the moderator less control over the interviews (Bryman, 2008). If the researcher should be the moderator in the focus group and this is the first time, it could become a problem because there is a risk that less material will be collected due to the lack of experience (Threlfall, 1999). The collected material could be hard to analyze due to the amount of data that is collected as well as to decide who is saying what. Another thing that makes this technique hard to use is because it require

several people and they must be available at a certain time (Bryman, 2008). Furthermore, the participants must be able to answer the questions and have access to the information that the researcher is searching for. Moreover, it requires that the participants understand what their role is and what is expected of them. Otherwise, this might affect the data and the result (May, 2011).

#### 2.4.2 Semi-structure interviews

Interviews could be divided into three categories which are structure, semi-structure and unstructured interviews. A structure interview gives the researcher control over what the respondents could answer and is more related to a survey research. The opposite is unstructured interviews which allows, compared to structure interviews, the respondent to talk about whatever he/she likes to talk about. A third option is to use semi-structure interviews that allow the researcher to ask specified questions and the respondent could answer more freely to the question. This type of interviews is a combination between the other two types of interviews that are mentioned above (May, 2011). Usually, in the research is the interview done between one moderator and one respondent where the respondent asks questions and the respondent answers. An interview could not be compared to a conversation since an interview has a purpose which is to solve a research problem through the respondent answers (Justesen & Mik-Meyer, 2011). Because this study wants to achieve a deeper understanding and knowledge about what elements in package design that influence consumer's purchase intention and how different factors influence consumers during the decision making process, semi-structure interviews are used during the focus groups. The reason for this is, as mentioned above, that it allows the researcher to ask specific questions that the respondents could answer but at the same time the respondents are allowed to interfere and discuss with each other about the asked topic.

Another reason for using semi-structure interviews is because it encourages having a dialogue with the respondents. Furthermore, it enables to give the researcher a deeper understanding for the research field. Moreover, by implementing a semi-structure interview the researcher still could have a structure over the interview by having certain questions that would be asked to the respondents (Bryman, 2008; Justesen & Mik-Meyer, 2011; May, 2011). The answers that the researcher gets sometimes require that



the researcher ask the respondent a question again to follow-up the answer that was given, this is particular used if the answer is important (Bryman, 2008).

## **2.5 Sample selection**

During the study the moderator was invited to two different events and where 3-5 other people were invited as well. Hence, this study wants to examine how different factors in package design influence consumers' purchase intention, and if it could be related to age and gender these two events were appropriate moments to collect data. One reason was because the participants were already on place which made it easier to arrange a focus group there instead of trying to find a place and time that match everyone's schedule. The second reason was that in the first event were the people in the age of 45-71 and in the second event were the people in the age of 26-27 which matches the intention of this research to find out if different factors in package design could be related to age and gender. A third reason was that since the respondents knew each other they should easier interact with each other and not be afraid to discuss in between. The intention of this study is not to compare the two focus groups in between but to provide a better understanding and insight of the participants' thoughts and behaviours and investigate if their statements could be related to age or gender. Because of this, all the participants were given an incentive to take part and attend in one of the two focus groups during the occasion, which was occurring at the same day, and participate. All participants were recruited from local contacts.

Therefore, in this study is a convenience sample combined with a snowball sample selected. The reason is as mention above that the author took the opportunity to invite the same people that were invited to the events to take part in the focus group since they were appropriate respondents to use in this research. They were given information about the topic and the reason behind the topic and why it needed to be discussed in a focus group which was to discuss different patterns in people choice of product based on the package design. The reason behind using focus group was because it could reveal new thoughts among the participants. They did not need to bring anything with them since the moderator would bring different products to show them as a help to discuss and analyse why they choose one product before another. The focus groups where

moderated by the author and lasted around 60 minutes. After the interview was every participants offered some coffee and something to eat.

Some researchers may argue that using a convenience sample is not the most appropriate choice to use in a study since the sample may not be representative for the population and could lead to conclusion that is misled (Holme & Solvang, 1997). It is not possible to generalize the result if this type of techniques is used in a study (Bryman, 2008). However, the attention of this study is not to generalize the result or be representative for a whole population. The intention of this research is to provide an understanding for what elements and factors in package design that influence consumers' purchase intention and if the participants' statements could be related to age or gender.

#### 2.5.1 Information about the respondents

The ones that participated in this study were in the age of 26 – 71 and have different backgrounds like different work experience and income. However, all the participants were from Sweden. The first focus group was in the age of 45 – 71 years old and was mixed with both genders whereas in the second focus group did only female attend and the age was 26-27 years old. The reason behind this is because it enables to see if there are any differences or similarities between the two focus groups and if the participants' statements could be related to age and gender when it comes to consider different factors and elements in package design.

As mention earlier, two focus groups were conducted. The participants, in the two focus groups, have been given new names in order to keep their identity anonymous. The reason for presenting names on the participants is because it should be easier to follow the analysis that is presented in a later chapter in this study.

The first focus group contain five participants and information about the participants is revealed below,

Daniel – Male, 46 years old, works

Jimmy – Male, 71 years old, retired

Peter – Male, 65 years old, retired

Katrina – Female, 68 years old, works

Marta – Female, 45 years old, works

In the second focus group did three person participates, information about these three is revealed below,

Anna – Female, 27 years old, works

Marie - Female, 27 years old, works

Teresa - Female, 26 years old, works

## **2.6 Data analysis**

To be able to analyze the collected data was the two focus groups recorded. This means that all the participants in the focus group were recorded and well aware of the fact that they were being recorded. The material that was collected from the two focus groups was transcribed and each statement was related to an individual person which means that every statement could be related back to the individual gender, age and statement. In order to keep the participants anonymous they were given different name in this study.

After having transcribed the collected data, the material has been analysed and discussed. Furthermore, the material has been analysed and related to what previous research has revealed. This is in the end related to different conclusions of the investigated theme.

### **2.6.1 Photo on the packages**

The participants were exposed to different everyday goods packages. Those everyday goods that the moderator has chosen to show the respondent could be seen below. The reason for showing these types of goods was because these goods could represent different materials on the packages, the ease of use and handle, different shape and size

as well as different colours and pictures. Moreover, another reason for showing the participants these goods was because it could help and guide the participants in their way of thinking and reflection over why certain packages were chosen before others. Below, the everyday goods could be seen.



Figure 1: The presented everyday goods

The picture shows, the everyday goods that, the participants' was exposed to. These everyday goods were a bottle of fruit juice, different bottles of mineral water, ketchup, porridge oats, flour, sugar, cream, pasta, a can of peaches, cans of tomatoes, different bottles of liquor, soap, shampoo and chips.

## 2.7 Credibility of research findings

The aim of this study is to provide an understanding for what factors in package design that influence consumer's purchase intention, and in order to achieve this purpose, focus groups have been used. Although this research method has its own disadvantage, I believe it is the most appropriate method to use given the time limitation and the desire to collect comprehensive data. However, this might be a bigger issue when dealing with qualitative study since researchers with qualitative approach analyzes their collected

data by interpreting it which makes them subjective rather than objective in the study. In order to prove the credibility of this study, reliability and validity are considered below.

To be able to determine how and what the research have been measured, validity and reliability are often used. Validity is often related to quantitative studies since it are connected to studies that measure numbers instead of words. Therefore, it could be discussed how much validity and reliability is related to qualitative studies. Researchers has discussed how to better measure quantitative studies or changing the meaning of validity and reliability in order to fit this type of studies better. It has been discussed that trustworthiness and authenticity of the study could be better measurements to use in qualitative studies since trustworthiness could be used to measure the credibility, dependability and confirmability of the research findings while authenticity is used to confirm how true and real the findings are (Bryman, 2008).

### 2.7.1 Validity

As mentioned earlier, validity is used to determine if the researcher has measured what he/she intended to measure and investigate in the study (Bjereld, Demker & Hinnfors, 2009; Justesen & Milk-Meyer, 2011). Therefore, validity is dependent on what has been measured in the study (Bjereld, *et al.*, 2009; Holme & Solvang, 1997).

In regard of this research, I am aware that the collected data neither can be interpreted to become representative for a whole population nor generalized. Different elements from package design may influence consumers' purchase intention but is certainly not the only factor to be underlined. To ensure that the collected data in this research are in accordance with the research question and objectives of this study, a research question have been formed carefully with the literature review as a supporting source. In order to cover more deeply data and thus receive as valid answers as possible, different questions on what factors that affect consumers' purchase intention have been asked in the two focus groups during this research. This means that during the discussion in focus groups, the respondents did talk and discuss about what elements in the package design that influenced their purchase intention as well as how different factors influenced them during the decision making process. Because of that, this study did measure what it intended to measure and investigate.

### 2.7.2 Reliability

Reliability is determined by how the research has been measured (Bjereld, *et al.*, 2009; Holme & Solvang, 1997). In reliability the result should be the same no matter how many times the research is being measured. If the research shows the same result the research has high reliability (Bjereld, *et al.*, 2009; Bryman, 2008; Holme & Solvang, 1997). It could be noticed that a research could have high reliability but still have low validity but if the research has high validity it usually have high reliability since a study could not have a high validity without being reliable (Bjereld, *et al.*, 2009; Justesen & Milk-Meyer, 2011). However, this measurement is often done if a quantitative research is done (Bryman, 2008).

Because, this study implements interviews in focus groups would reliability be measured through the two focus groups. However, this study concerns consumers' purchase intention and might give variation in the result because people get new experience over time and when they try new products. This could mean that the result could vary over time and, therefore, give the study low reliability since the aim of this study is to understand and achieve a deeper knowledge for how different elements and factors in package design influence consumers' purchase intention during the decision making process.

### 2.7.3 Ethics

The ethics in this research concerns the participants' part in the research. The participants should be informed and aware of the research they are part of. It is good to discuss with the participants how the material would be handled and collected (Bryman, 2008; Justesen & Mik-Meyer, 2011). Furthermore, the identity of the participants should be handled in a way that no authorized people could find out which ones that had attended or what they had said in the research (Bryman, 2008; Holme & Solvang, 1997). The participants' integrity must be protected (Holme & Solvang, 1997).

In this research, the participants have been invited to take part of the research and been given the opportunity to decline the invitation if they did not want to take part of the research. They have been informed in advanced about the research and what it is about

to make sure they are interested. Furthermore, during the interviews in focus groups they were once again informed about what the research was about and were able to ask questions if there was something that was unclear.

All the names have been changed so the participants true identity could be confidential but the names do relate to gender and age to be able to find out if the statements could be related to age and gender and how they think around the decision making process.

### **3. Literature Review**

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*In this chapter is a review of articles and literatures presented as the literature review of this study. It starts by introducing the readers to how consumers proceed during the decision making process and how consumers evaluate the alternatives. This continues with an explanation about what factors package design could have and with a short description about consumers' purchase intention. The chapter ends with a model that describes consumer's decision making process from the evaluating point to the purchase intention.*

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#### **3.1 Consumer decision making process**

To be able to predict consumers' purchase behavior it has become essential to understand consumer behavior and their values and attitudes (Barber, Dodd & Kolyesnikova, 2009). Due to the decision making process, every consumer use an individual decision making pattern. This pattern varies depending on what type of product that should be bought (Wesley, *et al.*, 2006). Through the decision making process, different decisions requires more or less effort from the consumers since some decisions are made frequently and, therefore, require little effort despite from large, rarely decisions that often requires more effort from consumers (Barber, *et al.*, 2009). Moreover, men and women have different decision making processes (Bakewell & Mitchell, 2006; Barber, *et al.*, 2009). Men tend to see shopping as something unpleasant and use a simplifying decision making style to reduce shopping time compared to women that tend to spend more time on shopping (Bakewell & Mitchell, 2006). Because of this, men tend to have a more impulsive decision making process compared to what women have (Kavkani, Seyedjavadain & Saadeghvaziri, 2011). Another difference in the decision making process between the genders is that there is a difference in information search. Women tend to search for information through personal interaction such as asking friends, family and stores while men prefer to search for information through published material like books (Atkin, Nowak & Garcia, 2007; Barber, *et al.*, 2009).



During the decision making process, consumers determine how and where to buy the product. The consumers usually have two options and that is to buy it online or in a store. This is not always an easy choice to make since the Internet is often connected with uncertainty (Kim & Lennon, 2009). Even though, it generally is cheaper to buy a product at an online store and save the consumer some travelling time it usually requires a delivery time of the product. Another aspect that is a part of the decision making process is the available information that is needed for the decision. This information is often lacking at online stores and could only be obtained through a physical store (Hsiao, 2009). However, if the consumers' ordinary choice is out of stock in the store they tend to buy products from well-known brands that the consumers are well familiar with since they think these are more reliable. There is also a difference in the type of product since directly consumed products such as food and skin care requires higher involvement than for example household products such as shampoo, shower gel and soap. Consumers pay more attention to product characteristics and sometimes to brand loyalty with products that require higher involvement (Silayoi & Speece, 2004).

In order to understand how consumer buying process looks like Kotler and Keller (2009) explains a five-stage process of the buying decision that consumers are going through. However, when consumers already have bought a similar product in the past they may skip some of the steps in the process next time they buy the product again since they had already gone through the buying process earlier. The model starts with recognition about the problem and continues with an information search that is followed by an evaluation of the alternatives that in the end leads to a purchase decision. The last step, the post purchase behaviour is the step where consumers evaluate their purchase decision about the product and evaluate if they are satisfied or disappointed with their purchase.

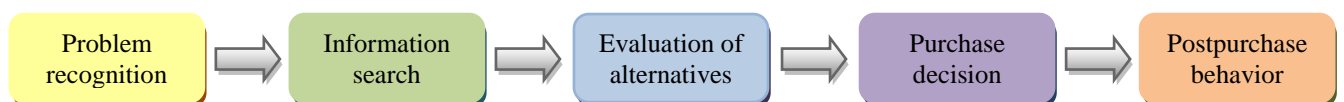


Figure 2: Five-stage model of the consumer buying process (Based on Kotler & Keller, 2009, p. 208)

This means that consumers' values and attitudes are essential in order to understand consumer behaviour (Barber, *et al.*, 2009).

### **3.2 The informative elements**

During consumer evaluation it has been showed that consumers are affected both by country-of-origin and by price (Veale & Quester, 2009). In general, families do not determine what to purchase until they are standing at the shelf or cool counters and are given inspiration in the grocery (Nørgaard & Brunsø, 2009). For a consumer a low price indicates a low quality on the product while a high price indicates a high quality on the product (Veale & Quester, 2009). Moreover, the consumers' attitude or previous bad experience towards a country could affect their product evaluation since they could base their evaluation of the product because of the bad experience or treatment of the people (Insch & McBride, 2004). According to Jung and Yoon (2012) research, where consumers were satisfied with a product or a service, the loyalty increased. Despite satisfied consumers their intention to switch product or service did not decreased. However, loyalty did have an impact on switching intention since it tended to be lower if the consumer where loyal to a product or service.

Consumers gets experience through consumption and use of the product as well (Shifferstein, *et al.*, 2013). If the consumer has some previous experience of the package, the choice of product would be easier for the consumer (Holmes & Paswan, 2012). Hence, experience is something that is constantly changing for consumers since consumers' use and consumption of product change their experience during time (Shifferstein, *et al.*, 2013).

#### **3.2.1 Country-of-origin**

Product image, or so called country-of-origin have an impact on consumers' purchase intention since it connect a product with a country (Wang, Li, Barnes & Ahn, 2012). Fong and Burton (2008) found that consumers unconsciously develop images about countries and use it as an information source when judging products imported from outside the home country. This means that the consumer could have certain perception on a product. Furthermore, the country's level on economy development could affect consumers' purchase intention since some consumers draw a connection between low economic developed countries with low quality on products (Wang, *et al.*, 2012). However, when consumers consummates several products and are familiar with the products this could affect their perception of the country image (Demirbag, Sahadev &

Mellahi, 2010). Therefore, the connection between the country and the products could influence consumers' quality perception towards a product and affect their choice of product and purchase intention (Verlegh, Steenkamp & Meulenberg, 2005; Wang, *et al.*, 2012).

Verlegh *et al.* (2005) research showed that country-of-origin did have an impact on product evaluation and could act as an information source. When it comes to food, it has become to be a policy that the retailer marks the labelling with information about country-of-origin which could influence and change consumer behaviour (Awada & Yiannaka, 2012). Furthermore, the finding from Verlegh *et al.* (2005) research showed that country-of-origin influenced consumers respond to claims under both low and high involvements. Consumers perception of products could be based on product experience as well as information search through advertisement, articles and word-of-mouth. For products with high credibility did this give the consumers a positive effect of involvements that resulted in that they were not particular affected by claims. However, a product with low credibility affects consumers more since consumers, in this case, paid more attention to claims (Verlegh, *et al.*, 2005).

Therefore, when introducing new products in a market it is necessary to understand how the market would react to these new products. Because in some markets could consumers react with a dislike towards products that are not domestics or where the firms has a bad reputation. In situation like this must company try to change consumers' attitude and perception towards the products or firm. When this succeed would consumers' purchase intention towards the product increase as well (Jiménez & Martín, 2010).

### 3.2.2 Information

Before consumers purchases a product they usually do an information search. This information could consist of comparing price between different stores, do quality evaluations on products, and try new products or searching for payment terms. This search could be both long and short (Oliveira-Castro, 2003). Zellman, Kaye-Blake and Abell (2010) did a research where they investigated if consumer needed to have all information in order to make a decision since previous research has indicated that in

order to make the right choices consumers need to have all the information. However, their research indicated that consumers considered those attributes that they thought was important and concentrated on these attributes and did only consider the other attributes in order to be sure that they made the right decision or because of curiosity. Another thing that was noted in their research was that most of the participants did not use or consider all the available information they were given (Zellman, *et al.*, 2010). Furthermore, Riquelme (2001) did a research on how much knowledge consumers had about the purchase they had made. The result showed that most of the consumers did have a good predictive knowledge about what kind of products they had bought (Riquelme, 2001). Moreover, a research done by Grunert, Wills and Fernández-Celemín (2010) showed that most of the consumers did understand the information they were given at the package.

By using nutrition labels on products could benefit consumers and give them more product knowledge as well as reducing their search costs (Berning, Chouinard, Manning, McCluskey & Sprott, 2010). People use information on food labels to make food choices but are at the same time only concentrating on a small amount of information (Nørgaard & Brunsø, 2009). Nevertheless, consumers that usually buy for a larger household could get tired to read nutrition labels due to the amount of decisions they have to make and only concentrate on their product knowledge (Berning, *et al.*, 2010).

Based on a consumer behavior perspective it could be said that if companies do not know what knowledge consumers had this might lead to that companies produce the wrong products and the right attributes would not be implemented. Besides, with the right knowledge about consumers' knowledge and experience, it could be easier to predict consumers' choice of product (Riquelme, 2001).

### 3.2.3 Price

Consumers often have some kind of evaluation before purchasing a product. Besides of comparing products it is often of great interest for consumers to compare the price. Furthermore, it has been showed that there is a connection between price and search time since the time searching for the right product increase when the price is higher (Oliveira-Castro, 2003). Nowadays, it is easier for consumers to access new markets because of the Internet or through visits abroad. Because of this, consumers could evaluate and compare prices on different products that have made them aware of differences in currency and how to compare prices between countries. If there is a big difference in price between two products this influence to a higher purchase intention compared to if the price is similar which gives a low purchase intention (Lin & Fang, 2013). By letting some consumers pay more for a product, the consumers might see the price as unfair and reduce their purchase intention (Xia & Monroe, 2010).

It could be said that each product offering have two essential obligations and that is its value for the consumer and its price. Therefore, it is important to combine value and price in order to make a purchase decision (Andersson, Thomson & Wynstra, 2000). During evaluation of meat origin have played an important role for consumers' decision (Realini, Font i Furnols, Sañudo, Montossi, Oliver & Guerrero, 2013; Schnettlera, Vidalb, Silvaa, Vallejosa & Sepúlveda, 2009). According to Schnettlera *et al.* (2009), their research showed that during a purchase decision of meat the origin was the most important factor followed by information about animal welfare and price but the consumers were not prepared to pay more for this. However, Realini *et al.* (2013) research showed that consumers' willingness to pay more for meat depended on the country-of-origin and the expected quality of the meat.

Moreover, when consumers purchase a product they have a perceived quality of the product that is based on the price. If the product meets the expected quality it is likely consumers purchase the product again. However, if the product do not meet the expected quality it is likely that the consumers will not purchase that product again. Furthermore, the consumer could connect the purchased product with its brand which in future consumption could lead to re-buy or refuse of other products of the same brand (Oliveira-Castro, 2003).

### 3.3 The visual elements

In order to understand consumers' choice better it has become important to understand how different package affects consumers' decision (Silayoi & Speece, 2004). Even though, package has several function, "the first and most obvious function is to protect and contain the product from the filler to the end-user" (Rundh, 2005 p. 682). However, new consumer demands have required new packages. One function the package has is to make the product visible for consumers on the shelf in the store (Rundh, 2005) but the package should also be convenience, functional and indulgence (Ahmed, *et al.*, 2005). A bad package on a product could push consumers away and make them to choose another package that suits them better (Silayoi & Speece, 2004). Additionally, previous research has indicated that market demand require different sizes on the products to be able to fit both small and big households (Rundh, 2005).

When consumers face the package in the grocery shelf they are forced to make a quality evolution of the product without actually seeing the product and base this evaluation on the package (Grunert, Beck-Larson & Bredahl, 2000) and rely on their previous experience (Shifferstein, *et al.*, 2013). Holmes and Paswan (2012) did a research regarding how consumers react to new package design based on different levels of experience. They wanted to know how consumers' expectation on product quality changed when they came in contact with a package and how this affected their purchase intention. Based on Hoch and Deighton (1989) article they found out that consumers learn from a four stage process of experience. This four stage process starts whit the first step which are when the consumer starts to speculate about a product. Secondly, when the consumer purchases the product, an experience with the product and the package is achieved. This is followed by what feeling the product and the package give the consumer and this information is then integrated with old experiences to the consumer behaviour. This could be an effective tool to use when it comes to understand consumer behaviour and to build a brand attitude as well as consumer loyalty (Hoch & Deighton, 1989).

Ampuero and Vila (2006) did a research where they examine the colour, typography, shape and image on the packaging and how this could be related to the positioning in

the consumers' mind. It could be said that packaging does affect the consumer behaviour since competitive offering affect the buying decision (Ampuero & Vila, 2006). Furthermore, package and colour affects consumers' expectation on products as well (Ares & Deliza, 2010b). Another research done by Silayoi and Speece (2004) showed that the graphics and the colour on the package contribute to a positive shopping for the consumer. The graphics and colours did help the consumers to find their brand on the shelf among other products. Because, when consumers were looking for a product, without considering the brand, it was the package colour on the product that got their attention. Still, another factor to consider was the package size since it did have an impact on the consumers' attention because a bigger size was easier to notice on the shelf.

Due to the shape and size consumers base their evaluation on how the package is to handle and to use. The primary for consumers and what matters most is how usable the package is (Holmes & Paswan, 2012; Silayoi & Speece, 2004). As second comes how the package is to handle for the consumers (Holmes & Paswan, 2012). According to Holmes and Paswan (2012), experience and attitude could be obtained directly after purchase when the consumer comes in contact with the product. Their research was done on food quality and revealed that there existed two attitudes towards new packaging design which was one for expected food quality and one for purchase intention. When it came to the package of the product it was revealed that two other attitudes were important for the consumers and these where the ease of use and the ease of handling. Hence, convenience is something that is associated with food product and is important for consumers. Consumers that are in hurry will pay more attention to product with new technology since convenience is often connected to technology (Silayoi & Speece, 2004).

### 3.3.1 Pictures

When consumers find a product on the shelf they tend to look on the content to find out what the ingredients are and imagine and get a feeling about how it tastes (Shifferstein, *et al.*, 2013). Ares *et al.* (2010) research showed that one of the elements that influenced consumers' willingness to purchase milk dessert was because of pictures on the package. A research done by Grunert *et al.* (2010) showed that the primary reason for choosing a food product was according to consumer because of taste. Mizutani, Okamoto, Yamaguchi, Kusakabe, Dan and Yamanaka (2010) did a research about how pictures on packages affected the expected flavor of juice. They found out that the pictures on the packages did have a significant impact on evaluation which indicated that picture influences the expected flavor. Moreover, the result indicated that packages with related images of the product had a more positive effect on consumers' perception of the product. The research showed that pictures on packages could describe the product for the consumers without having an information text about the product. This could indicate that picture has a similar effect to consumers as an information text has but that a picture could influence the consumers' flavor perception.

Since pictures could give consumers a positive effect on a product (Mizutani, *et al.*, 2010), the design of the label matters as well (Ares & Deliza, 2010). The label tells the consumers what to expect about the product and, therefore, consumers presume to see a picture in the label in order to find out what to expect (Ares & Deliza, 2010).

A research made by Underwood, Klein and Burke (2001) showed that pictures on the packaging did have a greater impact on the brand rather than on the choice of package. The reason for this is that it woke consumers' attention and made them aware of the brand but it was not enough to make it a part of the evaluation when they have to choose between several different packages. Another reason is according to Underwood *et al.* (2001) that the picture did have an impact on brand beliefs but it was not strong enough to influence consumers to choose alternative products. However, product images on the package could raise consumers' expectations on the product and a well-produced product image on the package could give the consumers a positive and memorable connection to the product (Silayoi & Speece, 2007).



### 3.3.2 Colours

According to Silayoi and Speece (2004) research, one of the things that affect consumers' choice of packaging could be colour. The reason for using different colours is because colours are connected to different feelings among consumers (Funk & Ndubisi, 2006). The colour of the package could have three functions that are to gain attention, aesthetic experience and communication with its consumers (Kauppinen-Räsänen & Luomala, 2010). Funk and Ndubisi (2006) did a research where they wanted to find out how different colours affected consumers' choice of product. Some of the things they investigated were attitude towards colours, attractiveness on colours and what preferences consumers had on colours. A research by Ares *et al.* (2010) shows that one of the elements that influenced consumers' willingness to purchase milk dessert was colour. Moreover, colours could be used to communicate to its consumers about the product taste and flavor (Ares & Deliza, 2010b; Kauppinen-Räsänen & Luomala, 2010).

As mention before are different colours associated with different feelings. For example it could be said that white is associated with peace and purity, red with strength, health and passion, light blue is associated with calmness and with healing. Purple for its royalty since the colour is seen for its rarity and expense, green is associated with coolness and yellow for its happiness and brightness (Funk & Ndubisi, 2006). Beside of this, consumers could learn to associate what different colours mean to a specific product (Grossman & Wisenblit, 1999).

The findings from Funk and Ndubisi (2006) showed that the most favored colour was blue followed by black, pink, white, red and green when it came to purchase a car. The research showed that consumers were more likely to buy products with a colour they had a positive attitude to and were attracted to or they bought a colour that was accepted among friends and family. However, the colour had no impact on consumers' car choice. Furthermore, the impact of choosing a colour on products was higher for male consumers than for female consumers but when it came to impact of the colours attitude and impact of the colours attractiveness on choice this was significant higher on female consumers. This means that men choose colour based on the significant of the colour while women choose colour based on the attractiveness and attitude towards a colour.

Therefore, colour plays an important role in order to get the consumers' attention towards the package and to make the products visible and communicate to consumers (Kauppinen-Räsänen & Luomala, 2010; Rundh, 2005; Silayoi & Speece, 2004).

### 3.3.3 Shape/Size

The role of packaging is to attract consumers and to give them expectations of the product. This means that the package shape is one of the factors that increase consumers' expectations to the product (Ares & Deliza, 2010b). The reason is because product design is used for developed product that should solve problems for consumers and fit the consumers' needs (Hsiao & Liu, 2002). Therefore, package shapes affect consumers' purchase intention as well (Silayoi & Speece, 2004). Today, it is possible to find different sizes on packages for one product within a brand (Cohen, 2008). The package and its expected volume influence how much consumers purchase (Yang & Raghurir, 2005). A bigger size on the package reflects more value to consumers but if the size of the package is different to the volume this may affect consumers' purchase intention in the future (Silayoi & Speece, 2004). Despite this, consumers prefer to purchase small sizes even though it often is more expensive with a smaller package and less to choose between compared to large package size (Cohen, 2008). However, it has been showed that consumers expect bottles to have a higher volume compare to cans even though the package label mention the same volume (Yang & Raghurir, 2005). According to Clement *et al.* (2013) research the findings indicated that consumers' attention was drawn to products that are tall and slim when they look at the package design in-store. This result was different compare to Westerman *et al.* (2013) research that indicated that the consumers' favourite rounded shapes on products.

Nevertheless, this indicates that package design and shape affect consumers' purchase intention since different shapes and sizes draw consumers' attention to the shelf in the store (Silayoi & Speece, 2004).

### 3.3.4 Material

Package material is something that consumers have started to pay more attention to. The reason for this is because it has an effect on the convenience as well as the product itself. For example, it is of interest that the material is suitable to store as well as to use (Silayoi & Speece, 2004). The choices consumers makes is based on what is available on the market as well as what lifestyle and attitude consumers have towards material and waste (Coggins, 2001). The material should be suitable for the product so that the best package solution is used and could work both as a protection for the product as well as a communication between the retailer and the end consumer (Rundh, 2009). Consequently, when consumers use or handle the package must the material be safe so no one get injured, this is especially desired when children are involved (Silayoi & Speece, 2004; Vernuccioa, Cozzolino & Michelini, 2010). Furthermore, with the right material could shelf life be extended and risk for accidental tampering could be minimized (Vernuccioa, *et al.*, 2010). Likewise, by using recycle material and improve waste separation in household could waste be minimized (Coggins, 2001) and be more convenience to use as well (Silayoi & Speece, 2004).

Therefore, with new package innovation it could be possible to improve environmental sustainability because the environmental impact could be lowered through new package material. Moreover, innovated material lead to less waste that is being needed and used and to new material that could be recycled. These changes in package material should lead to a friendlier use of material for consumers (Vernuccioa, *et al.*, 2010). One example could be to use refill products such as shampoo and soap to lower waste on package. Beside of this, the price is generally lower on refill products compare to non-refill products (Tasaki & Yamakawa, 2012). Furthermore, it is of important to understand what consumers want in order to achieve the right package for the product. Some might want to have high shelf-life while others want to have package that is time-saving or convenient. Therefore, the value of the product is determined by the package (Ahmed, *et al.*, 2005).

The right package should have a material that is easy to use, the injury risk should be low, the package should have a proper size, be easy to handle as well as the label should be easy to read. This makes the package and its material more user-friendly to

consumers and has led to lower impact on the environment. However, some of these changes has recently started to occur which could suggest that further development within material could take place (Vernuccioa, *et al.*, 2010). Hence, the material play an important role finding the best solution for the product is to find the right material that work both as a protection for the product as well as a communicator between the end-user and the retailer (Rundh, 2009).

### 3.3.5 Ease of use and ease of handle

How packages are to use and to handle influence consumers' purchase intention since consumers base their decision on these two things. Even though, both things are important for consumers, the thing that has the strongest positive association to consumers' purchase intention is how the package is used (Chihara & Yamazaki, 2012; Holmes & Paswan, 2012; Silayoi & Speece, 2004). The more experience consumers have about the package the easier it is to make a correct evaluation on the package and estimate the quality of the product (Holmes & Paswan, 2012). Furthermore, technology is connected to packaging since technology play an important role and helps to develop packages ease of use (Silayoi & Speece, 2007).

Creusen (2010) research indicated that women consider ease of use as more important compare to men. Hence, ease of use increases with age and with a higher income does this influence consumers' purchase intention. By letting consumers be a part of the development of new products and implement the most needed aspect could the products be more attractive and lead to better communication with the consumers.

Consumers that have experience a bad product design could easily choose another product that satisfied the needs better. Therefore, it is important to continue to develop packages and make it convenience for the consumers to use and store (Silayoi & Speece, 2004). Especially, since it is the package that determines the value of the product for the consumers (Ahmed, *et al.*, 2005).

### 3.4 Purchase intention

The model (figure 3) that is presented below shows how package design triggers to purchase. The package design does not only protect its product, it communicates to the end consumer about the value and act as a communication between the retailer and the end consumer as well. The package design should help the consumer to find the item easily on the shelf. Another obligation that the package design has is the material and the shape that could contribute to better package solutions. Besides of these, does the package design has another important obligation and that is the visual part where it acts as a marketing tool. With help of visual image such as the brand name, colours and images this could be a usable tool for the package to stand out on the shelf and increase the consumer's attention to the package. The ultimate test is, therefore, visibility. If the consumer sees the product on the shelf this could trigger to a purchase intention but it is often necessary that the package has some kind of product information printed on the package and help the consumer with the final purchase decision (Rundh, 2009).

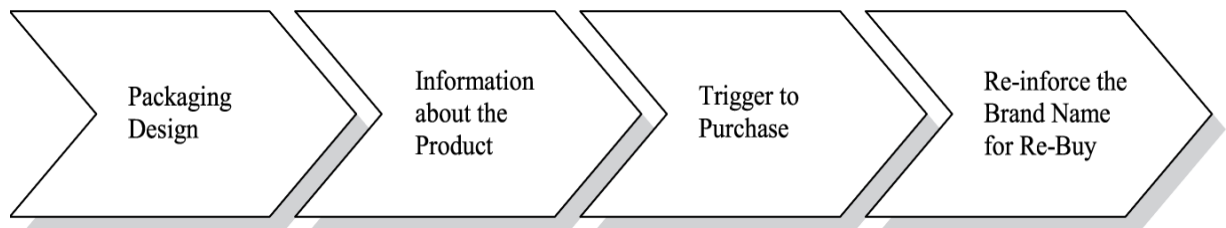


Figure 3: Packaging design and trigger to purchase (Based on Rundh, 2009, p. 1000)

However, it is important to consider how workable the package is since a package with good workability is a way to be successful in the market. The package should be easy to produce, easy to store by the retailer and easy to use by the consumer otherwise it might fail in the market (Rundh, 2009).

### 3.5 The emergence of a model

The literature review that is presented in this chapter is summarized with a model as illustrated below. In order to predict consumers' purchase intention it has become essential to understand consumers' behavior and what values and attitudes they have (Barber, *et al.*, 2009). Kotler and Keller (2009) model explained consumers' decision buying process where the consumers first have to recognize the problem before they could evaluate the alternatives. During their decision making process, consumers need to consider what information that is available and needed for the decision (Hsiao, 2009). Furthermore, Verlegh *et al.* (2005) research showed that country-of-origin did have an impact on product evaluation and could act as an information source. This indicates that consumers have certain perception on the product that could affect their purchase intention (Wang, *et al.*, 2012). Moreover, during the evaluation of products consumers often compare price since this often is of great interest for the consumers as well (Oliveira-Castro, 2003).

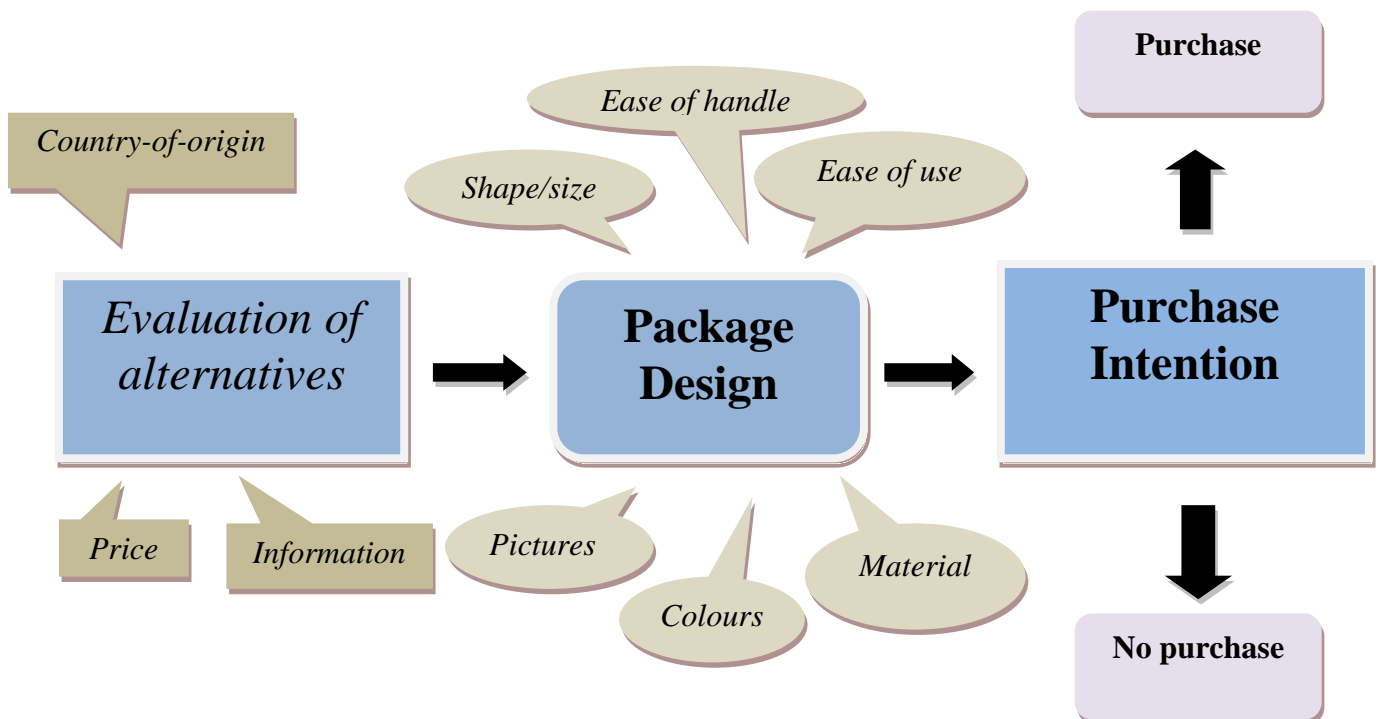


Figure 4: The consumer decision making process and package designs influence on consumers' purchase intention.

As mention earlier, consumers see the package and the product as one integrated part instead of two different parts (Ahmed, *et al.*, 2005). This has created new consumer demands that require new packages (Rundh, 2005). The package has become to be the salesman that communicates with the consumers in store which makes package design to become a critical part in consumers' decision making process (Silayoi & Speece, 2007). Factors that could influence consumer's purchase intention are such as country-of-origin, information, price, shape/size, Ease of handle/use, picture colours and material. Therefore, if the package is visible for the consumer could this trigger to a purchase intention (Rundh, 2009).

However, the aim of deriving a model from the literature review is to provide an overall view of consumer's decision making process and how different factors in package design could influence consumer's purchase intention. The intention is not to empirically test the model but to use it as a help to understand the presented literature review and explain the relationship between the two elements in package design and its influence on consumers' purchase intention. Furthermore, it should be noticed that the part that this study is concentrating on is the part that concerns the package design since the aim is to investigate what elements in package design that influence consumer's purchase intention and how different factors influence consumers during the decision making process.

## **4. Analysis and Discussion**

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*In this chapter, an analysis of the empirical outcome is presented. Every subchapter is divided after theme and consists of a general introduction before the analysis is introduced. In order to present a more interesting analysis, the answers are introduced continuously in the text. It is also labeled with a number to be able to easier refer to the answers in the analysis. The chapter ends with a summary of the analysis.*

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The intention of this analysis is not to provide any generalization to the reality but to contribute with a better understanding and insight of how package design may influences consumers' purchase intention. Since two focus groups where set up, eight people participated in this research. Because of the discussion that took place in the two focus groups, a lot of data were collected during these two times. Hence, not all answers can be revealed and in order to decide which of them to be used in this study, the answers have been selected according to their relevance to the study and the investigated problem. In this study, I have chosen to present 28 answers which are introduced continuously in the text below. The analysis of the introduced answers is connected to the literature review of this study where findings from Silayoi and Speece (2004), Holmes and Paswan (2012) and Rundh (2009) etc. are discussed in the analysis.

### **4.1 The informative elements**

Since consumers gets experience through consumption and use of products is experience something that consumers get constantly (Shifferstein, *et al.*, 2013). Because of the continuously consumption of grocery products and the received experience over used products does consumers' evaluation plays a critical role during the evaluation between different packages. During the evaluation of different products, the consumers could consider aspects such as country-of-origin, information and price and these factors are referred to in the informative elements in the package design. Furthermore, it is of interest to find out how and what impact the informative element has on the participants' purchase intention.



#### 4.1.1 Country-of-origin

Hence, this study is related to package design and consumers' purchase intention, country-of-origin is investigated in order to study if it is a part of consumers' evaluation and consideration when they compare different products and packages. Due to this, the revealed answers are analyzed in such a way that I explore if country-of-origin statements is reflected in the comments.

##### 4.1.1.1 Analysis

In this study, the findings indicated that half of the participants do not have an interest or care about where a product is produced or assembled. However, some of the participants did have an interest for local produced or ecological products but if the participants thought the price were too high on these products they chose other products. In the answers below, different statements are introduced. The answers below agree that there is an interest for where and how the product is produced and could affect the purchase intention.

*Answer 1,*

*Anna: I do not really know what product I am thinking on but I would have taken the one from Sweden just because I feel "well it is Swedish then I know", I know that it is that and that and that in it despite I do not really if it is true. Still, I take what is close and what I know about the product like I know about Denmark, I know about Norway but if it was from Ukraine I would not have taken it because I feel "but Sweden...". But it is not only because it is in my head but because I have a thought that it is better quality if it is from Sweden which it not necessarily has to be but still it is a thought I have in my head.*

According to earlier research from Verlegh *et al.* (2005), studies have showed that country-of-origin influenced consumers' product evaluation which indicates that consumers use country-of-origin as an information variable in their evaluations. Although most of the answers received in this research did not indicated that the participants were influenced by country-of-origin, a few answers did reflect sensitivity towards products manufactured or assembled in certain countries. This study indicates that some of the consumers relate country-of-origin with a particular quality and refer to this in their product evaluation. In answer 1 above, Anna stated that when a product is evaluated, the country is being evaluated too. If the participant have a stated perception on the country's quality this perception is used during the evaluation of products.

Furthermore, even though few answers regarding country-of-origin were found in this study, Marta, Marie and Teresa were interested in products that were local or ecological produced. This can be found in answer 2 and from answer 3 below which indicate that some of the participants' prefer to look for local produced products.

Answer 2,

*Marta: The Milk is ecological and I like to search for, if it is possible, after local produced products.*

Answer 3,

*Marie: When it comes to like strawberries and so*

*Teresa: Not that much, I want to support the local framers so I like to buy local produced but it is also the price that determine that. If the price is too high I do not do it, then I buy things from Spain instead.*

*Marie: Local produced vegetables has been growing on plant so if you get it from overseas like tomatoes and so they could almost have been harvest when they are green and mature on the way and then they do not taste the same. In that case, I prefer to buy tomatoes from Sweden rather than tomatoes from overseas.*

Moreover, even though the participants had a desire to support and buy local produced food, the price had a high impact on their purchase intention. In answer 4, Teresa discuss the impact that price has on her purchase intention.

Answer 4,

*Anna: But do you look for ecological brands?*

*Teresa: I would like to but I think the difference in price is so high on ecological products and non-ecological products so in many products I choose the non-ecological. If the differences in price are not too high, we have actually started to buy ecological milk because the price is not that high compared to standard milk. If the differences are not too high then I check.*

In this study, it could be stated that half of the participants have not paid attention to country-of-origin but some prefer to choose products that are locally or ecological produced. This result could be related to Realini *et al.* (2013) research except that in this research was everyday goods included, not just meat. However, consumers' purchase intention towards local or ecological produced products is determine by the price. If the price is too high, it is likely that the consumers choose another product. Beside of this, it was stated that some of the participants refer the level of quality based on the country-

of-origin. This result is in line with Verlegh *et al.* (2005) research that showed that consumers could use country-of-origin as an information source during the product evaluation.

#### 4.1.2 Information

Looking at a package label could give the consumer further information about the package. Whether it is about what it contains or what ingredients there are in the package. Therefore, information has been included in this study to examine if it affect the participants' answer and determine how information affect consumers' purchase intention towards a product

##### 4.1.2.1 Analysis

In this study, little attention was placed on the information and what the package contain. The answers suggest that information is considered when consumers have almost decided to buy a product but, as a last step before they decide, they look at the information on the package to make sure the product is what they are looking for. Therefore, in this theme, answers from different perspectives have been collected and analyzed.

Answer 5,

*Daniel: Colour does not interest me. Absolutely not. It is what it contains that interest me.*

In answer 5, it could be noticed that Daniel only considers the informative elements instead of looking at the visual elements on the package. One reason could be according to Silayoi and Speece (2004) findings to lower uncertainty and another reason could be because Daniel considers the package credibility. Moreover, it was noticed in Zellman *et al.* (2010) research that most of the consumers did not consider all the available information about a product and did only bother to look up those attributes that where important for them. Therefore, it might be the explanation to answer 6 since those attributes that affect consumers' purchase intention could be related to both the content as well as the package design. As a third option as Riquelme (2001) findings showed was that Teresa already has a good perceived knowledge over what kind of product she

wants to buy but the information label is considered as a last step before she could buy the product.

Answer 6,

*Teresa: It is not what it contains, First it is the picture and design that makes me want to take the package and look at it and then I look on the information label. The information label could be the last step in the decision, but it is the package that first makes me interested of it.*

*I do not read the information labels at ten different packages because I take the package that looks the best and then I see if that works with what it contains and if it does "I take it and do not care about the others".*

The findings in this study is supported by Zellman *et al.* (2010) research since answer 5 and answer 6 indicated it is what the package contain that is of interest for the participants. Moreover, the participants only consider those attributes that is of importance for them when they read the information label which could be related and supported by Zellman *et al.* (2010) research. One potential aspect of why the other participants did not pay more attention to informative elements on the package could be because of low involvement as Silayoi and Speece (2004) mention in their research. It might be that everyday goods require little involvement and it is not needed for consumers to be well informed before they make a purchase. As a second aspect why the participants did not really mention information as one of the factors that influences their purchase intention on the package design could be because of the price. Oliveira-Castro (2003) research showed that the more expensive the product was the more did the consumers expand their search.

#### 4.1.3 Price

To be able to understand the impact of package design and consumers' purchase intention, a factor that needs to be considered is price. In fact, price is of great importance for the consumers when they are evaluating and comparing different packages. The price reflects the value of the product and, therefore, price becomes to be an important element to consider during the evaluation of different products.

#### 4.1.3.1 Analysis

In this research, the collected answers from the participants reveal that most of them consider price during evaluation of different products. Moreover, the practical use is considered as well since consumers do not want to have complicated products and if the product is complicated, this is associated with a higher price. When consumers evaluate the package, price is at many times the one factor that has the biggest influence on consumers' purchase intention toward a package. Furthermore, consumers relate price to the product and what kind of material and looks the package has. The answers below reflect the participants' view of how package design is related to the price.

Answer 7,

*Peter: I am terrified if I see products or packages that seem expensive or complicated because I think that should affect the price and it is the product I am looking for.*

*Jimmy: Yes, I agree*

*Peter: Like, I would never buy milk from a plastic bottle because for me it is an expensive material to use compare to paper, at least it is in my head.*

*I would never buy, I think it is a waste of resources if you can use paper which is a natural product compared to use an oil product.*

However, answer 7 and 27, answer 27 is discussed later in this chapter, it could be discovered how nearly every participant reflects over how a nice package must affect the price. If the package looks nice and it attracts them might the visual elements have a high impact on their purchase intention. Even though, the visual attracts people it could make them suspicious towards the package because it could mean that they have to pay more for the product because of a nice package and this could affect their purchase intention. This indicates that the participants could relate a good looking package to a higher price. Furthermore, it could be that the participants consider the combination of value and price before they make a purchase decision just as Andersson *et al.* (2000) research indicated.

Answer 8,

*Katrina: I choose the one with nicest package*

*Marta: You do not choose the cheapest one?*

*Katrina: Could happen but mostly I look on the package*

In answer 8, Katrina argues that it is the visual elements of the package rather than the price that has the biggest influence on her purchase intention. Zellman *et al.* (2010) studied showed that consumers were mostly influenced by price when they compared products and this study's result indicate it could partly support Zellman *et al.* (2010) research.

Answer 9,

*Peter: The value of the package in relation to the product, I could experience that medicines is a typical example. I mean, you get a pot with pills and that pot has very thick material*

*Marta: And it is half empty*

*Peter: Yes and that would not have been the case if it was another product or a cheaper product*

A third statement is exposed in answer 9, which reveal that the participants connect the type of material to the price. It was stated that the more material the product was surrounded with, the more impact it had on the price. Therefore, the findings suggest that it is supported by Rundh (2005) research because most of the participants are prepared to pay extra for more convenient packages but not interested to pay more for packages that are only half full, expensive or complicated.

## 4.2 The visual elements

Visual elements such as pictures, colour, shape/size, material and function on the packages are all aspects that affect consumers' purchase intention (Holmes & Paswan, 2012; Silayoi & Speece, 2004). Therefore, it has become necessary to understand consumers' perception on product packaging (Ampuero & Vila, 2006). In this subchapter, answers about package design is revealed and analysed in order to achieve an understanding on how the visual element is affecting consumers' purchase intention.

### 4.2.1 Pictures

One of the factors in visual element that consumers come in contact with when they are looking at packages is pictures. Pictures could help the consumer to understand what the package contain and help them to find the product on the shelf. Therefore, the right picture on the package could influence consumers' purchase intention.

#### 4.2.1.1 Analysis

In the introduced answers below, different perspectives regarding pictures on the package are provided. The findings indicate that most of the participants were attracted by pictures and some of them choose products based on what the picture showed. In the answers below, different statements regarding pictures are introduced.

Answer 10,

*Jimmy: I do mostly look on the picture*

*Marta: And that it is what you are looking for?*

*Jimmy: Yes, if the picture attracts me on the package and have nice colours.*

In this statement it views the impact picture has on Jimmy's purchase intention. Some of the participants did only choose products based on the picture. If the participants were attracted by the picture, the purchase intention increased. This statement could be related to Silayoi and Speece (2004) research that showed that visual elements, especially picture has an impact on consumers' purchase intention towards a product if the involvement was low. The reason why Jimmy bases his purchase attention on how the picture looks like could be because the product he is purchasing only requires low involvement and, therefore, pictures plays an more important role during the evaluation

of alternative and affect his purchase intention more since it is not needed for Jimmy to have all information about the product.

Answer 11,

*Teresa: I want to see what the package contains. If it is a package with chips and there are only potatoes on the outside then I it is not so tasty but it is okay if there are potatoes and chips. I mean it is the chips I want to buy then I do not care about the potatoes*

*Marie: It is the product I want to see.*

*Anna: But if a product does not have a picture, even though it does not need to match what it contains it should still have a picture. I know what is inside. Especially if you go abroad and you do not have a clue what it says, like if you are in Thailand and you cannot read Thai and you have no idea what it says and you take it and it something weird in it. It is like when visit a webpage on the internet to buy a dog and the user has not uploaded pictures but it says "You can buy this dog blab blab blab" but I do not know how it looks like of course I do not call then because there are no possibility to look what I can choose between or have. I think it is the same with food products.*

*Teresa: Yes, picture is important!*

Teresa, Marie and Anna wants to see pictures on the package and the picture must indicate what they could expect the package to contain. One explanation for why picture is important on the package could be because the picture provides the participants' with useful information about what they should expect when they open the package.

Answer 12,

*Teresa: It needs to be a real picture. To buy a lasagna and there is a lovely plate with a big, fluffy lasagna with a lot of vegetables and it looks really nice and when you open it, there is a small, thin and grey lasagna.*

*I want to have lasagna on the package that looks delicious and nice but, I do not need it to be, I mean it should be what you could expect it to be or contain.*

In answer 12, Teresa speaks of the importance to have pictures that is relevant and shows what the package contains. This result could not be related to Mizutani *et al.* (2010) findings since their research indicate that the package only needed to have pleasant pictures to affect consumers' perception, even though, the picture was not related to the product. Both answer 11 and 12 indicates that it is important to have pictures that is connected to the content and Ares and Deliza (2010) research support these findings. Moreover, Mizutani *et al.* (2010) research revealed that packages with



pleasant pictures provided more positive effects on the consumers' perception of the product. This is partly supported since answer 10 and 12 shows that, even though, a pleasant picture has a positive effect on the participants the picture must still be relevant.

#### 4.2.2 Colours

Another way, beside of pictures, to recognize a package on the shelf is colours. Colours could be useful for consumer in a way that it helps recognize a brand or a product by implement specific colours on the package. Furthermore, consumers could relate specific colours on the package to different tastes on the product.

##### 4.2.2.1 Analysis

According to the findings, two types of answers dominated this theme. One of them is the statement that came from Daniel, in answer 5, that colour is not of interest or affects his purchase intention. Another statement came from Jimmy, Anna and Teresa, in answer 10 and answer 13 that stated that colours affect their purchase intention. The last dominated statement was that the participants, in answer 14, related colours to specific brands, products and taste. These three dominated statements on how colours affect the participants and their purchase intention is introduced and analyzed below.

Answer 13,

*Anna: Something that makes me want to buy is colour on a package or a shampoo or whatever it is. Because if it shines from a lot of colours, it makes me become a little like "oh, I want that", especially if it is pink. Pink is a colour that makes me feel "Yes, I want that".*

*Teresa: I agree*

*Anna: And a nice brand*

*Teresa: Yes*

*Marie: I think a lot on the brand. Is it something I recognize? I rather buy something I know than something I do not know what it is. It does a lot too.*

*Anna: Yes*

*Teresa: I am not like that with the known. However, I want to have a clean package. I do not want to have a messy package or too much stuff on it like too much text or too messy. I am not up to that.*

In answer 10 and 13 it could be stated that Jimmy, Anna, Teresa and Marie are attracted by colours and that it affects their purchase intention. Moreover, Funk and Ndubisi (2006) research, it was stated that the most favoured colour was blue followed by black, pink, white, red and green. In this study's finding it was pink that was most favourable, however, the participants in this research did not particular discuss what colour they had as a favourite and, therefore, it could not be stated if this is in line with the findings from Funk and Ndubisi (2006) research.

Answer 14,

*Marie: If you are going to buy dill, you do not want it to be in a blue package because dill is green.*

*Teresa: Precisely*

*Anna: No, because that affect a lot to what it is for flavor. It is like the same with jelly beans because there you connect the colour with the flavor or the smell. Usually if it smells fresh, like perfumes or so, it is usually blue or white and "clean" but if it smells fruity it is usually pink, maybe not always but at many times it is actually pink.*

According to answer 14, it could be revealed how consumers relate colours to its content and taste. If a product could be associated with a specific colour, that colour should be on the package otherwise the participants thought it was wrong and related it to something else. This finding is supported by Kauppinen-Räsänen and Luomala (2010) research. Silayoi and Speece (2004) findings suggested that consumers pay more attention to visual elements rather than informal elements when they purchase grocery products. In this research, most of the participants did pay more attention to the visual elements rather on the informative elements which mean that the result partly support Silayoi and Speece (2004) findings.

#### 4.2.3 Shape/Size

The size and shape of the package need to be considered in package design since a good shape could influence consumers' purchase intention. Moreover, the shape and size of a package could be important to consumers if their household has limitation in space or because of family size. Therefore, the package size and shape needs to be considered in package design.

#### 4.2.3.1 Analysis

In this study, it was only few of the participants that paid attention to what shape and size a package have. An aspect of why the other participants did not pay attention or discussed shape or size could be because they consider other elements as more important and, therefore, have a low interest of shape and size on the package. Another aspect could be that the participants are considering the shape and size unconsciously and are not aware of it. The findings from this theme of the research are discussed below.

Answer 15,

*Marie: Less*

*Teresa: I buy the cheapest one. Because I know, where we usually buy it is cheaper to buy 2 kg compare to 1 kg and I know I am going to use all so I can just as well buy 2 kg. However, if the price was the same or if 1 kg was cheaper I would buy 1 kg.*

*Marie: I try to think that everything should fit in my cupboards.*

The introduced answers indicate that size and shape matters to some extent. This could be noticed in answer 15 where Marie and Teresa explain how the shape of the package is considered when they compare a product that has two sizes in the store. The package must have a proper size since the package must fit the cupboards in their home.

Answer16,

*Marie: It should be a package without being too big for the product but at the same time fit the product well. Like, when you wrap a present, I often put in a shoe package to get a nice package that has straight lines*

The second statement, which is shown in answer 16, shows that the package of the product should have a suitable size and not contain a lot of empty volumes inside. According to Silayoi and Speece (2004) research could the reason be because the participants has experience this before and assumes that the package has more value than it actually has.

Answer 17,

*Katrina: This bottle takes more place then this boxes that you buy...*

*Peter: Bag-in-box?*

*Katrina: Yes.*

*Peter: But that is a development but the dilemma is that there exist so many bottle of wine but there is not so many bag-in-boxes.*

*Katrina: If I should have bought, then I would not have cared so much what was in it just as long as it looked good. And of these bottles here, I think the blue one attracts me more.*

Rundh (2009) examined external and internal factors in his research which showed that some packages are more attractive for consumers than others. The reason was because consumers could use the package again for other purposes. The findings from Rundh (2009) could partly be related to Answer 16 and 17 since some of the participants desire to purchase packages with straight lines while others desire to purchase packages that have a special or different shape. Moreover, except for answer 16, the participants did not discuss if they liked straight or rounded shapes on the packages which indicate that this was not of interest for them or affected their purchase intention. Therefore, it is not possible to support or declare previous research that has investigated this. Moreover, in answer 15, the finding is supported by Silayoi and Speece (2004) research since this answer suggests that the size could affect Marie's and Teresa's purchase intention. Besides of this answer was this factor not discussed or considered among the other participants.

#### 4.2.4 Material

Almost every product has a package that protects the product from being injured. Thus, by covering the product in a package it is harder for the consumers to relate what the package contains. Moreover, the environmental issue that is discussed today with using different materials give different emotions among the participants'. Furthermore, except from the environmental aspects, it needs to be considered how waste affects them since it is sometimes necessary to drive to a recycle station to throw the material.

##### 4.2.4.1 Analysis

In the introduced answers below, different perspectives regarding material of package design are provided. Almost everyone that participates in this study did indicate that the package waste was an issue for them. Because, the collected waste occupies place in the

household and sometimes needs to be driven to a recycling station which, for consumers, makes it more complicated to lose the waste of the package. This makes refill products more popular because it enables the consumers to save the package and refill it when it is empty as well as it gives less material to throw away. Therefore, to what extent consumers' purchase intentions are affected by the package design on a product is related to the material of the package. In the answers below is the most common statements introduced and followed by an analysis.

Answer 18,

*Peter: One of my critics to buy one of those bottles is that there is a screw cap so you can reseal it again and not have to drink the whole bottle at once.*

*Daniel: Exactly*

*Peter: So I have turned down many just because of this.*

*Daniel: Yes and you get, just as you mention, a better shelf life during the storage time because you can be secured that it is sealed. A cap could always grow, I mean it has a material that grows.*

Answer 19,

*Marie: It should be easy to separate*

*Teresa: I do not think about it at all. I often buy by function and if it is easy to use it, if it is easy to stand up from the package or if the package could stand up or stand in a shelf*

*Anna: Me neither.*

*Marie: I get angry when I cannot separate it and it cannot be too thick either.*

*Teresa: If it is in plastic or paper or a can or whatever, it does not matter. Like when I buy feta cheese, then we buy it in a can because then you already have it packed in a can. There are feta cheese that is so delicious but when you open the package it is laying there in an open package and you have to repack it so I prefer to buy it in a can because that is more functional.*

*Marie: In that case, I go after taste...*

*Teresa: Yes but I think more like if there are two feta cheeses that I like but it does not matter which one I buy, then I prefer to buy the one in a can.*

*Anna: The one that is more practical for you but if you do not take all*

*Teresa: Well, if I have liked the other one more but it was not functional I would still have bought it.*

Above, in answer 18 and 19 it is discussed how convenience a package is for the participants to buy. Based on Rundh (2005) research, he found out that by making the package more convenient did the package add more value to the consumers. The reason why material has a great impact on consumers could be explained by Vernuccioa *et al.* (2010) findings which suggest that logistical innovation packaging could have an

impact on consumers' value creation and by finding the right material it could optimize the value for the end-user.

Answer 20,

*Peter: I think it is positive with bottles with refill products because it gives less garbage.*

Answer 21,

*Katrina: I like the package of wheat flour because when it is empty it is just a small package left.*

*Marta: Yes*

*Peter: It is not much waste.*

*Katrina: Then it is more waste with peaches in a can*

*Marta: I rarely buy those.*

*Moderator: Why?*

*Marta: No, but I buy tomatoes but they have it in other packages too, like paper and I usually buy tomatoes that are packed in paper because you need to throw it too and in that case it is much easier to throw paper compared to cans as long as we do not have recycling in our house.*

*Katrina: Well, we drive to a recycle center where we throw it all.*

*Marta: In our yard, we could only throw paper and usually garbage and everything else you have to save.*

*Katrina: Yes*

*Marta: And it is disgusting to have*

*Peter: We have it to in our yard...*

*Marta: Yes, for those who has, I have seen those who has garage , many of them put cans and glass there but we do not have that so then you do not have the place.*

*Katrina: Then you have to drive one or two times a week or month...*

*Marta: Yes you have to bring it with you but then I think and prefer to buy it in paper so you do not have to drive but of course if it sometimes is cheap then I buy it anyways but then I throw it in the garbage.*

The statement above, answer 20 and 21, indicates that the participants prefer refill products because it lowers waste and consider what type of material the package has since it needs to be convenient for the participants to get rid of. These two statements could be supported by Rundh (2005) research which indicates that consumers are searching for environmental friendly material packaging that reduce packaging and could be recycled. A third statement that was discussed was that price was lower on refill product which could be related by Tasaki and Yamakawa (2012) research which showed that price and waste was lower for refill products. Furthermore, it was noticed in answer 18 and 19 that most of the participants were prepared to pay extra for more convenient packages which support Rundh (2005) findings.

#### 4.2.5 Ease of use and Ease of handle

When consumers evaluate the elements in package design, many take into consideration how the package is to use and handle. It could be how convenient the package is to carry on the way home or how the package is to handle and use in the household. Therefore, many consumers reflect over this factor when they evaluate an everyday good in the store.

##### 4.2.5.1 Analysis

The findings of this study indicate that the participants want to have packages that are convenient for them. The package should be easy to use as well as easy to handle. In the answers below, different statements regarding the participants' perception about ease of use and ease of handle are introduced. The four answers below agree that the package must be easy to use and handle and that it influences their purchase intention.

Answer 22,

*Teresa: I like when it is possible to reseal the packages so you do not have to use rubber bands or clips and repack it again.*

Answer 23,

*Teresa: Something that I think of if you should have liquid stuff like ketchup, olive oil, shampoo or whatever. I want to be able to see the contents. I do not like bottles with ketchup where I cannot see, I mean how much that is left for example. I want to see how much there is left and it is the same with olive oil, syrup or whatever it is I want to be able to see.*

In answer 22 and 23 it could be discovered that the package ease of use did have a positive influence on the participants' purchase intention which support Holmes and Paswan (2012) research since it suggested that when consumer comes in contact with a package they evaluated first how the package is to use and then how it is to handle.

Answer 24,

*Katrina: I will show you here on this package, it is similar with the milk package, it has annoyed me. Here (pointing at the cap), I think this is, it is very hard to open and I wish it had been longer so you could have a better grip*

*Jimmy: Yes, it should be longer*

*Katrina: Because as it is now, you have to take all your strength and if you have pain in your fingers it is almost impossible.*

*Jimmy: Yes, I use the nutcracker*

*Katrina: But if you do not have anyone, what do you do then? I guess you have to buy one.*

Answer 25,

*Anna: I do not like shampoo that has a bottle with pump even though I use it myself but those who invented to have the cap down are really smart. Because there you can get everything out. You do not have to hit and shake the package to get everything out because it is already in the bottom. It is the same with deodorants, some male deodorant has the cap down so everything in it is already in the bottom.*

*Marie: Yes it is upside down. There are some others too that is turned that way.*

*Anna: Yes, now they are. If it is a normal one that has the cap on the top then you must hit and shake the deodorant to get everything out. We know when it is finished because the deodorant is dry but with a normal one you have to turn it upside down and wait and then try again and that could have a great influence if I buy something or not. Because I think it is annoying that I have to turn it upside down.*

*Moderator: Even though it is just in the end you have to do it?*

*Anna: Yes*

*Teresa: It is the function of the bottle*

*Anna: Yes, because I do not have to shake it and hit it I can just use it and I do not have to wait or turn it upside down because it is already ready for me.*

*Marie: If there are two similar products, one where the cap is upside down and one where the cap is normal and on the top, you choose the one where the cap is upside down.*

*Anna: Yes, because on the normal one you often have a cap that is round so the deodorant cannot stand up when it is upside down, you have to have it in a box or against something while the other one is straight and ready to be used.*

However, it should be noticed that inconvenient packages are bought by the participants anyway. One example is shown in answer 24 where Katrina and Jimmy have difficulties in opening the milk package because the cap is too small. Despite difficulties in opening the milk package they continue to purchase the same package. This could indicate that despite of the difficulties to open packages or empty bottles, participants' purchase intention is not totally related to the package ease of use or ease of handle. Therefore, it



could only partly support the findings from Silayoi and Speece (2007) research where they revealed that the convenience and usability had the highest impact on consumers' purchase intention.

### 4.3 Purchase Intention

In consumer decision making process, the consumer is evaluating the product that is related to their purchase intention. The consumers' purchase intention towards a package could be based on previous experience of similar packages or from feeling and attitudes towards the packages such as pictures, material or shape/size.

#### 4.3.1 Analysis

According to the findings, three types of answers dominated this theme. One of them is the statement from the participants that they are affected by the visual on the package such as the colours, the pictures or the shape/size of the package. Another statement is based on feelings which mean that there are no underlying answers for why participants choose as they do, except from their feelings. As a last dominated statement on how consumers' purchase intention was related to the package design in a consumer decision making process was because of the shape and how it was to handle. In this study, it has been showed that consumers' attitude towards packages affect their choice of product as well as their purchase intention but whether they became more satisfied or not with their purchase was not revealed in this study. In the answers below, different perspectives of what factors that have an impact on their purchase intention is introduced.

Answer 26,

*Teresa: Well, I think I could buy it again, but it was not a brand that had a lot of products... or maybe not... I actually do not know since you get this negative feeling towards the brand if it has bad packages. Then you get more negative to that brand in general.*

*Anna: I think it is the same with mascaras. You buy it and it has a bad brush. I could be so annoyed that I would not buy any of their mascaras again even though they do not have the same brush on them. But still, I think that "it was not good and therefore is everyone bad" instead of trying a new one. I think it is because I think that I have paid 170 SEK on mascara and it sucked. It was not what I expected it to be when I saw the commercial because there I saw what long eyelashes she had and I wanted that too and then when I try it, it is so bad and this has happened many times to me. Then I do not buy it again even though I think that the brand has other mascaras that are good. But I do not want to risk it because then I have suddenly paid 300 SEK that has not kept what it promised.*

According to answer 26 it could be discovered how Anna and Teresa are affected by a package or a product which they had a bad experience from. Teresa are discussing if she can purchase a product again when she had a bad experience from of the package and Anna discuss how a bad product affects her future use of other products among that brand.

Answer 27,

*Anna: But sometimes it feels like you are paying for the package and not for the product because the package is so high-tech as well as the look on the package, and that is what you are buying. You buy the design and not the content. Look at bottles of perfumes, they are really high-tech, nice and everything but they contains so little. But if the bottle is nice, I choose that, it could be very much like I fall for the look instead of the quality or content.*

*Teresa: Precisely*

*Marie: With perfumes, I have never bought one because it has a cool package. I want the perfume to match*

*Anna: Yes but still...*

*Marie: I can feel when I see a nice perfume like the one with Britney Spears, the round one with diamonds on, I want it but then I do not like the scent so in the end I do not want to have it.*

*Teresa: No because even though it is a nice package you still have to use it. Otherwise you could just as well buy a bottle for decoration, an antique that you do not have perfumes in.*

Answer 28,

*Teresa: I think that something that I am really attracted to is when it is more personal like when you look on all the budget brands they are often having the same type of text. It is this type of simplicity with two colours on the package and maybe some line here and there. It is not attractive at all according to me since I want it to have a special type of text and maybe some different colours and if it is pasta the label should be Italian instead of looking the same whether if it is pasta or oatmeal. It should be different depending on the product and be more personal.*

Answers 27 and 28 discuss how the participants see the package and the product. In the findings from this study it could be discovered how much the package affect consumers' purchase intention. The participants are drawn to a package with nice design and choose the one that has the nicest package rather than consider the product. This result could be related to the findings in Ahmed *et al.* (2005) research. Furthermore, in answer 27 it was stated that the participants looked more on the

appearance of the package than the quality of the product and according to Cohen (2008) study consumer was willing to pay more for products that had higher quality. This could implicate that consumers are willing to pay more for products with a nice package rather than for the quality and could not support Cohen (2008) findings. Furthermore, in answer 26 the findings revealed that the participants did relate their bad experiences with the package or the product and that this could affect their future purchase intention because of a bad attitude towards the package and the product. Thus, the finding is supported by Homes and Paswan (2012) research.

#### **4.4 Summary of analysis**

The findings of this study shows that the participants have different thoughts about package design and how they are affected by the usefulness of the different elements. Hence, the thought of the participants was differently did this affect their evaluation of package design differently as well as their purchase intention. It was stated that many of the participants were attracted by the package through one or more of the factors that was considered in this study. The visual elements were mostly discussed and had a greater influence on the participants' purchase intention. Those factors in the visual elements that was mostly considered was picture, material and ease of use as well as ease of handle whereas factors such as information and shape/size was little discussed. A common statement among the participants was that they thought they paid for the package instead of the product because the design of the package looked so good. Price and country-of-origin were two factors that were discussed to have an impact on the participants' purchase intention. Several stated that price had some impact on their purchase intention but at the same time that they were drawn to the visual elements. However, when the participants discussed food, country-of-origin was considered as well. Some of them preferred to choose, if it was possible, local produced or ecological food but at the same time the price was considered on these products since they often appear to be more expensive. Moreover, the participants did connect the quality of the product with the country which could have an impact on their purchase intention. Thus, when entering the grocery it was the visual elements on the package that made them aware of the product. If the package appealed them and had the right factors that they were searching for, then this had a positive influence on their purchase intention.

## 5. Conclusion

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*In this chapter, a conclusion of the findings is presented. It starts with a conclusion of the findings and continues with a short summary that reveals the contribution of this research to the investigated field. Apart from that, practical implications are included and aim at discussing the practical use of this study. Following this subchapter, a critical reflection is presented. Finally, a part about future research related to this study is presented as well.*

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The purpose of this research was to investigate what elements in package design that influence consumer's purchase intention and how different factors influence consumers during the decision making process. In order to achieve the purpose of this study, a research was implemented through two focus groups. The intention of this study was not to contribute with a new theory about consumers' decision making process but to provide a better understanding and insight of the investigated field, which is how different factors in package design influence consumers' purchase intention when they consider buying an everyday good. The findings in this study might contribute with new facts about consumers' purchase intention related to package design. The selected answers from the findings were interpreted and divided into nine themes. Consequently, the following conclusions are made:

### 5.1 The informative elements

*Country-of-origin:* In this study, most of the participants did not reflect either positive or negative on country-of-origin statements. This could be because the interpretation of the answers or that the concept is not appropriate to be observed in this study. Furthermore, country-of-origin could be used as an information source during products evaluation which could have an impact on the participants' purchase intention during the decision making process. Those who had an interest in country-of-origin products, ecological or local produced products were favored. Nevertheless, the prices on these products were considered to have a great impact on the participants' purchase intention and if the price was generally higher other products were chosen instead and country-of-origin was not reflected.

*Information:* Most of the participants in this study did not discuss information as a factor that had an impact on their purchase intention. It could be, just as mention above, because the interpretation of the answers was not observed or because everyday goods require low involvement and are not considered. However, those participants who were interested in the information on the package considered the information as a last step before their purchase intention was determined.

*Price:* According to this study's result it could be revealed that most consumers are connecting package design to the price. Some of the participants in this study did not consider price when they have to choose among different products which indicate that the visual elements affects consumers' purchase intention more than price. The findings indicate that the participants were aware of the price and how much they paid but this did not affect or have a high influence on their purchase intention during the decision making process.

## **5.2 The visual elements**

*Picture:* In the collected answers from the participants, a lot of them stated that pictures influenced their purchase intention. If the picture was attractive this did have a positive influence on their purchase intention. However, in order to attract and influence the participants' purchase intention during the decision making process, the picture needed to be relevant and show what they could expect from the product when they opened the package. When the picture showed something else, the participants were confused and did not understand how it was related to the product which had a negative influence on their purchase intention.

*Colours:* Most of the participants in this study stated that they were affected by colours and that colours have a positive influence on their purchase intention. It cannot be stated if some colours have a higher impact and affects them more than other colours since this was not something that was discussed. Moreover, the participants related specific colours to specific tastes and smells. If the product had another colour than what could be expected based on the taste or smells the participants associated this with something else and it could have a negative influence on their purchase intention during the decision making process.

*Shape/Size:* According to the findings, shape and size were not discussed or considered much among the participants. Some of the participants preferred to purchase small packages because the packages then easily fit the cupboards at home and the waste was less. Still, it could not be determined which shape that is mostly desired because the participants preferred different shapes. The shape did not have any influence on their purchase intention but the size could influence the participants' purchase intention during the decision making process.

*Material:* In this study, the findings show that the participants reflect over package material when they compare products. The practical use of the material increases the participants' purchase intention. Furthermore, the participants are positive to use refill product because it lower waste and is more environmental friendly. Beside of this, it is how convenient the material is to use that have the greatest impact and influence on the participants' purchase intention during the decision making process.

*Ease of use/Ease of handle:* In the collected answers from the participants it was stated that ease of use and ease of handle influenced the participants' purchase intention. The ease of use was evaluated first and then came ease of handle. If ease of use was convenient for the participants it had a very strong influence on their purchase intention during the decision making process. Moreover, it was stated that despite the package was not easy to use, the participants still could continue to purchase certain products because of the lack of other alternatives.

### **5.3 Purchase Intention**

*Purchase intention:* Every participants in this study stated that package design had an influence on their purchase intention when it comes to everyday goods. Furthermore, it can be stated that it was the visual elements that have the highest impact on the participants' purchase intention because they consider the package more than the product. However, some of the participants did not consider the visual elements at all and were more interested in the informative elements and for these participants it was the informative elements that affected their purchase intention. Still, there was an interest for the informative elements but it was the visual elements that dominated and influenced most of the participants' purchase intention. Moreover, if the participants

have had a bad experience of a bad package or a product this could have a negative influence towards the brand or the product in the future since it gave them a bad attitude to this product or brand.

#### 5.4 Summary of conclusion

The summary of the conclusion is provided with a model that illustrates the decision making process that a consumer is going through. To be able to choose one product, consumers need to evaluate the alternatives of similar products that are standing on the shelf. According to the findings, the evaluation is based on the factors that exist in package design. These factors could be divided into two elements, the visual and the informative elements. All consumers consider the elements and factors differently and these have a high or low impact on consumers' purchase intention.

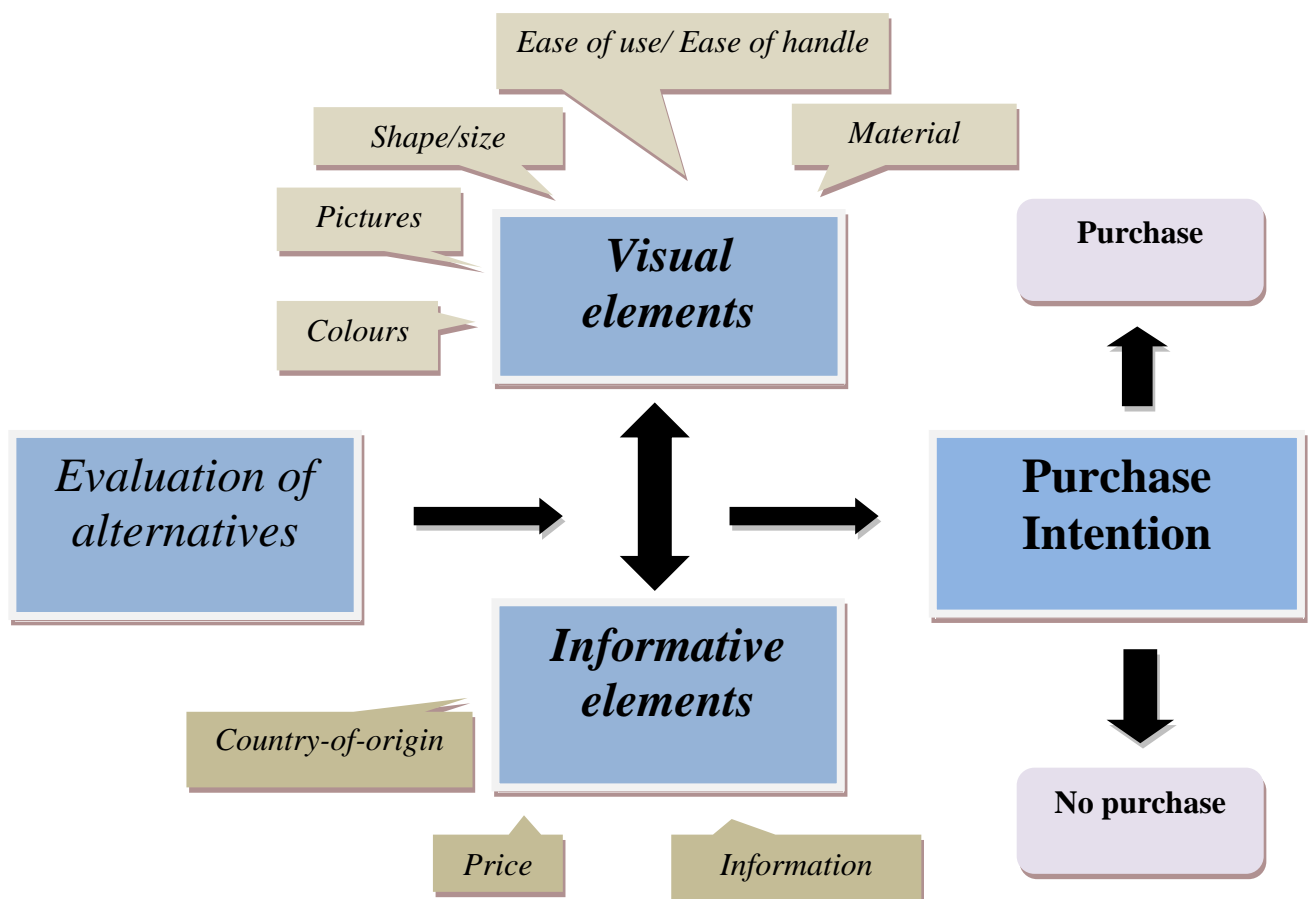


Figure 5: The impact of visual and informative elements and consumers decision making process

The findings suggest that it is the visual elements in package design that has the highest impact on consumers' purchase intention during the decision making process. Those factors that had the greatest influence on participants' purchase intention were picture, material and ease of use/ease of handle. Furthermore, different attitudes and behaviors between gender and age could not be distinguished in this study. However, it was noticed that the younger participants were more affected and attracted by colours and pictures on the packages while material was more considered among the elder participants. Something that was common for all the participants was that they all consider ease of use and ease of handling of the package. Moreover, the women in this study did have a tendency to consider the appearance on the package more than men while men have a tendency to consider the package material and the related waste on the package instead.

The conclusions of this study are that every consumer considers the elements and factors differently and these have a high or low impact on consumers' purchase intention. Picture, material and ease of use/ease of handle in the visual elements in package design have a strong influence on consumers' purchase intention while country-of-origin, information, price, colours and shape/size have a low influence on the participants' purchase intention. Consequently, this shows that the factors in the visual elements in package design have a strong influence on consumers' purchase intention but it is not likely that it has a crucial impact.

### **5.5 Practical implication**

The need for package design has increased and consumers use it today as a way to find and recognize the product on the shelf. Nowadays, the package acts as a salesman between the store and the buyer and should give the potential consumer more information about the product. The package enables consumers to pay more attention to the product and let them reflect over their previous experience and their "postpurchase behavior", which is a process where purchase is being evaluated. Previous research has mostly considered two parts in their study, the visual elements such as picture and colours and the informative elements such as nutrition labels. Little research has, however, been done on how different factors in package design affect consumer decision making process and what it is in everyday goods that consumers pay attention



too and influences their purchase intention. Therefore, the findings of this study might be useful for companies in order to understand how consumers evaluate and to choose between everyday goods and, may be affected by different factors on the package. For practical purposes, the findings and conclusion of this study can be used by companies who want to achieve a higher understanding for consumers evaluating and for companies that wants to develop their package design and draw the consumers' attention to the package.

### **5.6 Critical implication**

This study has been implemented under time limitation which means that several other factors that might be of interest to this study have not been considered in the research. Since this research is related to consumer behavior and how different factors in package design influenced consumers' purchase intention, other aspects such as type of involvement, income-level, brand and family size are potential aspects to influence consumer behavior and their reaction to different factors in package design. In particular, since package design could be seen both as a packages as well as it reflect the product, the choice of products to study might have influenced the type of answer that was received by the participants in this research.

Finally, another aspect that might have influenced the outcome of this study's findings could be interferences between the participants' during the interviews in the focus group or from interference from the moderator that could have led to misunderstanding of the answers from the participants' or the moderator's side.

### **5.7 Future research**

In this study, consumer decision making process has been explored in the context of package design. Due to the time limitation, the research was not possible to go on for a long time. All of the participants were aware of the research and that their answers contributed to this study. Given these, an interesting study for the future could be one that is applied for a longer time and were the participants are interviewed alone, to see if the findings differ from the findings in this study. Package design is a tool to make consumers pay attention to the companies' products and packages; another study in the future could be to investigate how different elements on package design can affect the

image of a company and how this influences the company's sale. Finally, a third research that could be implemented in the future is to study if consumers' use of package design is different depending on which culture they are from.

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