
PACKAGE DESIGN PERCEPTION: A MANAGEMENT MODEL

SUBRAMANIAN.S.R.

Abstract: This research work is a multi disciplinary approach which combines art, engineering and science with psychology to achieve success in marketing a product. Human perception is a cognitive process by which individuals organize, interpret, and understand their surroundings and environment which also includes impressions formed objects, events and people. In the process of making decisions, one must fully understand the situation along with its facts to come to a resolution. This perception process of a consumer plays a vital role in decision making process. This process can be effectively used to implement changes in package design thereby making the consumer to buy a particular product and increase the sales. Any business firm needs profit. Packaging design plays a vital role in achieving this. This perception of packaging design is studied and made as a management model which helps the manufacturer to achieve its ROI in short time by increased sales. By this research human psychology can be effectively utilized to achieve success in marketing.

Keywords: Package design, Management model, ROI, Consumer buyer behavior, Consumer psychology, Design perception.

Introduction: Product design is an important marketing variable. It is also a vital instrument in modern marketing activities for consumer goods. To be successful in today's increasingly competitive marketplace, the product design, namely appearance, should include the preferences of consumers. Packaging provides an attractive method to convey messages and information about the product attributes to customers. A study says that the importance of product design is crucial to the success of a product. It ensures consumer attention for the product, communicates information, and it provides sensory stimulation.

According to Berkowitz (1987), an exclusive and unique package design is a way for a new product to be noticeable among familiar packages offered by competitors. The design of a package contributes to the communication of value and has a strong influence on sales of a particular product. The package and package benefits are essential instruments in marketing strategies.

Best Practices for Effective Use: In addition to designing studies and interpreting findings correctly, researchers also need to ensure that they are gathering valid and meaningful data. In the context of studies including eye-tracking, this often involves focusing on what not to do or say:

- Don't Show Multiple Options

Many clients have an incoming pre-disposition to show individuals many different versions of packs, ads or shelf sets, in order to see how changes in design will impact visibility and viewing patterns. However, it is found that when a person sees multiple variations of the same piece, it alters her behavior: Inevitably, she begins looking to see "what's changed" - and this negatively impacts the underlying eye-tracking data. Thus, while showing materials within

competitive "clutter" (a cluttered shelf, magazine, etc.) is a "best practice" for eye-tracking studies, each person should see only execution of the test brand (i.e. monadic study design).

- Don't Ask "Why?"

It's even more tempting to ask people directly why they looked at some things and ignored others. And certainly, if consumers are asked these questions, they will provide answers and describe logical explanations for their viewing patterns and behavior. Unfortunately, these well-intentioned "answers" are likely to be misleading, because it is known from experience that visibility is primarily physiological, rather than rational. In other words, humans are "hard-wired" to see a huge green color block of Fructis shampoo regardless of our perceptions of the brand because the packaging creates strong contrast with its surroundings. Similarly, within advertisements, web screens or packages, readers' viewing patterns are dictated by the treatment and layout of elements, rather than readers' interest in them. Thus, while eye follow-up questioning (on messaging, branding, communication, persuasion, etc.) is a "best practice" for eye-tracking studies, direct questioning on viewing patterns is not recommended.

- Don't Cut Corners on Stimuli

Any marketing communication study is only as "valid" as the quality of what's shown to consumers. With eye-tracking studies, having the right stimuli is particularly critical, because a primary objective is often to gauge visibility within a cluttered store, magazine or roadside. Yet many eye-tracking units are designed to track eye movement as people view computer monitors. This makes sense for web based marketing efforts, since the materials may ultimately be viewed on a monitor. However, it becomes

problematic (and misleading) when attempting to gauge the in store visibility of a packaging or merchandising system – and an 8-foot wide product category or 40-foot aisle is shown on a 20-inch monitor. In fact, research-on research suggests that a “best practice” is to show items at 80% or more of life size, in order to accurately document visibility and viewing patterns.

- Don't Rely on Qualitative Samples

As eye-tracking becomes a core component of validation studies (a set of visibility/attention measures against which new systems will be judged), there's an understandable desire to gather these metrics earlier in the development process. Marketers and designers now want to incorporate eye-tracking in the screening process, to identify new options that will break through clutter and gather insights and diagnostics (to guide refinements) prior to quantitative testing. This is the right thought process, but it's also important to be aware of the limitations of qualitative base sizes. It is found that 20-30 eye-tracking interviews can provide insight regarding primary viewing patterns (i.e. readers' start point and typical path through an advertisement or package) and identify possible concerns (i.e. “Is a key claim getting “lost” in this design?”). However, a study of this small scope is not valid to gauge overall visibility (i.e. what percentage of people even saw brand?), which requires quantitative sampling.

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

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

Analytical and emotional decision making: The functionality of a package is one of the most

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

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

Quantitative data collection and analysis: Quantitative data has been collected through the questionnaire and has been analyzed by the computer program Excel. This program has been chosen due to the fact that a small amount of people have participated in the survey. The target group of the questionnaire focused on three fundamental elements of package design viz., colour, concept and design.

The test group is divided by age group and gender which are two important categories , which must be analysed in the case of perception. There were four groups viz., Adult male, Adult female, Adolescent male and Adolescent female.

The respondents were asked to record their answers based on the stimuli after seeing the package design. The responses were analyzed and the respondent is categorized.

The total number of individuals participated in the test is 300.

The details of the respondents are given below.

Total no. of respondents: 300

Total no. of male respondents: 140

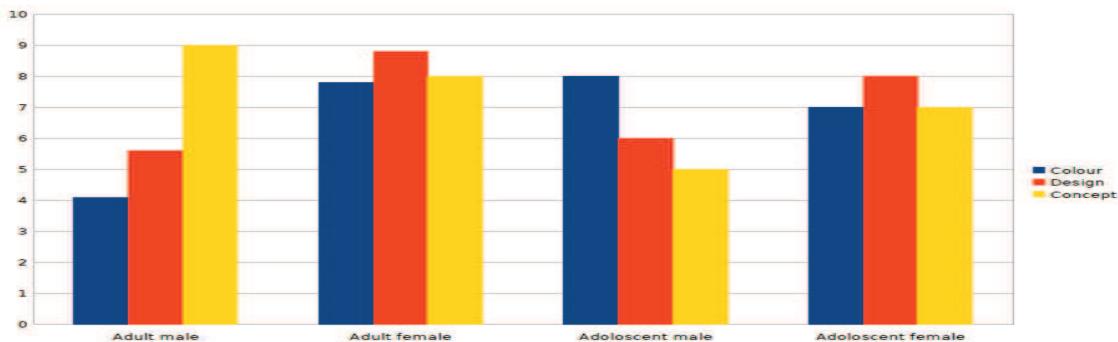
Total no. of female respondents: 160

Total no. of adult respondents: 150

Total no. of adolescent respondents: 150

From this test group, we found after the research that, the adult group has remarkable consideration for concept. The female group as a whole gave a positive response for color. At the same time, the adolescent group shows more interest in color. The Adult male group is concept oriented. Design is

equally perceived by all the groups.



Conclusion: The basic Consumer buyer behavior and Psycho analysis can be done and the correlation between Package design perception and Decision making analysis of consumer shall be studied and recorded. This research reveals that the Packaging Design can act as a management tool and increase

the Return on Investment in a shorter time period. The Design aspect of the packaging has a strong relationship with the sale ability of the product. This research gives overview guidance for the Package designers to design a package for a selected target group mentioned in the project.

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Subramanian,S.R./Department of Printing and Packaging Technology/
Assistant Professor/SIES GST,Subramanian@siesgst.ac.in