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# Consumer Research in Packaging



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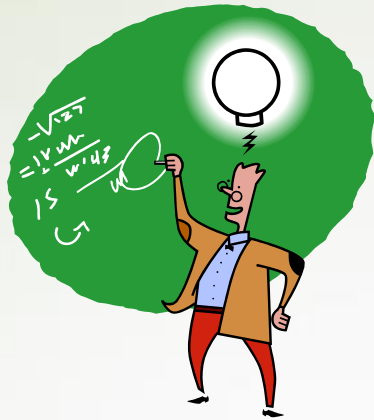
# Objectives



- ❑ Appreciate the role of Packaging in company's business
- ❑ Introduce the different techniques used in consumer research in packaging



# What is Packaging??



- **Packaging** is the science, technology, and art of enclosing and/or protecting products for distribution, storage, sale, and use.
- **Packaging** also refers to the process of design, evaluation, and production of packages.



# What is Packaging??

## Why Using Packaging?



- **Physical Protection**

A Package is required to protect what is inside it. Things that a package is needed to protect product from include: temperature, vibration, shock, compression, light, etc.

- **Barrier Protection**

A barrier from water vapor, dust, oxygen, etc., is often required. Package permeability is a critical factor in design. Some packages contain oxygen absorbers to help extend shelf life. Controlled atmospheres are also maintained in some food packages. Keeping the contents clean, fresh, and safe for the intended shelf life is a key function of the package.

# What is Packaging??

## Why Using Packaging?

- **Containment or Agglomeration**

Small objects are typically grouped together in one package for reasons of convenience and efficiency. For example, a single box of 100 pencils requires less physical handling than 100 single pencils.



- **Information transmission**

Information on how to use, transport, recycle, or dispose of the package or product is often contained on the package or label. With pharmaceutical, food, medical, and chemical products, some types of information are required by law.



# What is Packaging??

## Why Using Packaging?

- Reducing theft -

Products are exposed to many contacts in the supply chain. Persons handling could steal products, replace full products with empty ones or add unwanted contaminants to the contents (tampering). Packaging that cannot be re-closed or gets physically damaged is very helpful in the prevention of these acts.

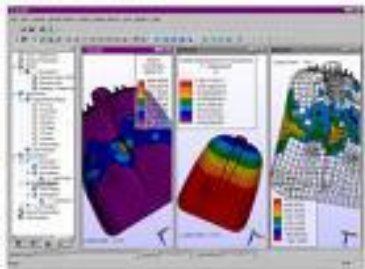


# What is Packaging??

## Why Using Packaging?

- Reducing theft -

The flaps of corrugated and paperboard boxes are sometimes glued or sealed in such a way that any opening irreversibly damages them. Some packages are made larger than they need to be so as to make theft more difficult. An example is software packages that typically contain only a single disc even though they are large enough to contain dozens of discs. These packages may also be deliberately difficult to open, to hamper thieves from removing their contents without drawing notice.



# What is Packaging??

## Why Using Packaging?



- Packages also provide opportunities to include anti-theft devices, such as dye-packs or electronic article surveillance tag, that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way is a common tactic for loss prevention.



# What is Packaging??

## Why Using Packaging?

On the other hand, a package is a device that is handled and used by consumers. This use of package raises another set of issues such as: ease of handling, ergonomic “fit”, e.g., designed for smooth interaction of the consumer and the package, clarity of instructions, ease of use, dispensing, etc.



# What is A Package??



Packages also are the places to “advertise” for the product concept. The label on the package tells the consumer what is expected from the product in terms of quality, performance, benefits, etc.



# What is A Package??

## Why Using Packaging?



Finally, there are purely aesthetic aspects of the package. With packages that are displayed in the home, such as tissue boxes, room fresheners, etc., the package appearance and its fit with the home environment are important for consumer acceptance.

# Packaging Types

- Packaging may be looked at as several different types. One broad classification is the "primary package". This usually is the smallest unit of distribution or use and is the package which is in direct contact with the contents. A "transport package" or "distribution package" is the package form used to ship, store, and handle the product or inner packages.





# Packaging Types

A wide variety of materials are fashioned into different types of packages and containers such as:

- Bottles
- Cans
- Boxes
- Envelopes
- Boxes
- Plastic bags
- Paper bags
- Wrappers





# Packaging Design

- ✓ Packaging design employs a comprehensive design methodology in order to solve complex brand marketing problems.
- ✓ Packaging designers are the design professionals who understand how to connect form and structure, materials, color, imagery, typography and additional design elements with product information to create a marketable design for a consumer product.



# Packaging Design



Not only does a packaging design perform diverse functional roles, the design serves to legally represent the product and its purpose; and visually identify and distinguish a product and brand within the market place.





# Packaging Design

The many objectives along with the goals of standing out among competitors, avoiding consumer confusion, and influencing the consumer in a purchasing decision make packaging design the critical factor in the success of a company's integrated brand marketing plan.





# Is Packaging Important to a Company Business?



Packaging can make major contribution the the business. This can be done by utilizing advances in packaging technology to:

1. Enhance the quality image of product by using superior package design (aesthetics/technical).
2. Provide distinctivity to product by using unique package design or unique features.



# Is Packaging Important to a Company Business?



3. Give a competitive edge by using package that better address consumer needed (added convenience/eliminate negatives).
4. Provide business building opportunities.



# Consumer Research in Packaging Development



- The key step in developing a product, a package, or a concept of a consumer product is the consumer research. The consumer research is simply to seek for consumer perception of an existing product or a product to be produced, and then to suggest an action based on the findings. As for product, package consumer research has many techniques

# Consumer Research in Packaging Development



## Qualitative Techniques

1. **Focus Groups (FG):** these are qualitative techniques that can be used to get early learning about the packages. Pictures or prototypes are generally used to obtain reactions. Alternatives may be optimized before proceeding further or even eliminated if results are sufficiently compelling. The number of participants in these techniques may go down to ten consumers. The followings are some of the key focus group methods which have been recently used in package consumer research:

# Consumer Research in Packaging Development



## Qualitative Techniques

1.1. *FG with “specific” population*: this method depends on designing the participants in the study who may be involved, in some how, with the product. The use of other company personnel may be convenient if our objective is to identify other applications of the package idea within the company.

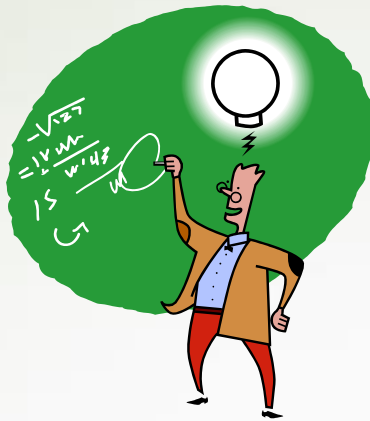
# Consumer Research in Packaging Development



## Qualitative Techniques

1.2. *Product use FG*: this method involves having participants who use the product/package prior to the discussion. This method is used when our goal is to evaluate functional aspects of packaging. Thus the findings of these discussions are useful in getting feedback on functional problems and benefits of the package, and for determining impacts of packaging on usage patterns and product perceptions.

# Consumer Research in Packaging Development



## Qualitative Techniques

1.3. *Package development FG: this method is used to discover and develop future package alternatives. The study may involve a review and evaluation of the current package, then the new options are presented to the participant to evaluate and build upon.*

# Consumer Research in Packaging Development



## Qualitative Techniques

2. *One-on-One Interviews*: these methods are important in the early stages of package development and in evaluating its handleability and usage. Through iterations from one interview to another; where learnings from previous interviews are used to improve the package to the next, final package will be much closer to the consumer needs. These methods are useful when these interviews are conducted by the packaging people themselves since much of the valuable learnings come from probing and direct observation of panelists.



# Consumer Research in Packaging Development

## Quantitative Techniques



3. *In-Store Methods*: these methods include videotaping of consumer behavior, one-on-one interviews, and in-store FG. These methods give us good understanding of consumers as well customers regarding behavior and attitude in the store setting

# Consumer Research in Packaging Development



## Quantitative Techniques

These techniques requires large participants of consumers, so that statistical analysis on the results can be done. These techniques include:

# Consumer Research in Packaging Development

**questionnaire**

QUESTIONNAIRE	
1. very good	<input checked="" type="checkbox"/>
2. fair	<input checked="" type="checkbox"/>
3. not good	<input type="checkbox"/>
4. very poor	<input type="checkbox"/>
5. no answer	<input checked="" type="checkbox"/>

## Quantitative Techniques

- 1. Appearance (Image) Testing: the objective of this test to search for negative attitudes and/or determine whether a package has met its desired image objective(s). Appearance testing measures image prior to use, but cannot tell us whether the image will carry over the product perceptions. Matched samples of consumers are shown test packages in a central location, generally on a single product basis.

# Consumer Research in Packaging Development

**questionnaire**

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1. very good	<input checked="" type="checkbox"/>
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- *Quantitative Techniques*
- 1. Appearance (Image) Testing:
- The questionnaire typically consists of an overall rating, direct questions to measure specific aspects of image and open-ended attitude if there are any concerns about unexpected reactions. A recommended approach is to expose the package to the consumers along with those of competitors so that more realistic perspective for evaluation can be achieved.

# Consumer Research in Packaging Development



## Quantitative Techniques

2. Sensation Transfer Testing: this method measures the consumers' perceptions of a product.
  - Many studies done by P&G, KC and other companies showed that package does affect the consumer perception of a product, particularly in food and personal care products.

# Consumer Research in Packaging Development



## *Quantitative Techniques*

### 2. Sensation Transfer Testing:

- Two main approaches can be followed in this method: I) spot testing where different packages contain the same product, and the consumers are asked to test the product. Overall rating, favorable and unfavorable comments and direct questions are typically obtained, and ii) in-home use testing, which similar to the previous one, except that consumers are asked to evaluate the product at home.

# Consumer Research in Packaging Development

## Quantitative Techniques



- 3. *Functional Package Testing*: these tests aim at evaluating the functionality of the package upon use. Ease to open, ease to pour, ease to follow directions, etc., are measured via these tests. Consumers are either asked, while observed, to use the package in store and evaluate it, or they are given the tested package to use at home and then they evaluate it.

# Consumer Research in Packaging Development



## Quantitative Techniques

4. Concept Test: this test is suitable when major changes are done to the package or when the changes on the package provide distinctive benefits to the consumer.



# Consumer Research in Packaging Development

## Quantitative Techniques



5. Concept and Usage Tests: these tests are similar to the above one except that the package is evaluated before and after usage of the product

# Consumer Research in Packaging Development

## Quantitative Techniques



6. Package Appraisal Methods: these methods provide us with standardized measures of shelf visibility, image and purchase intent. Visibility can be measured via: 1) package attraction attention when the consumers are not looking for it, 2) ease of finding the package when the consumer is looking for it, and 3) how well different package elements register.