

UNIVERSITY OF KWAZULU-NATAL

Which is the best brand developing packaging for Simarki?

By

Pierre Maree

208506814

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Supervisor: Alec Bozas

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DECLARATION OF AUTHENTICITY

I, the undersigned, Pierre Maree student no 208506814, declare that this dissertation is my original work.

Pierre Maree

ABSTRACT

This research was conducted on Simarki which is a golfing product manufacturing company operating out of Drummond in KwaZulu-Natal. The company has been trading since 2001 and has over time increased its product quality and range. Since 2005 Simarki has been exporting products to Japan, United Kingdom, United States of America and Canada. The learning derived out of these activities, are that each area has differing packing preferences for the same product.

The question regarding packaging improvement options for the 74mm Simarki Tee was asked: Which packaging is the best for the Simarki brand? Simarki has two packaging variants, the existing Hanger Bag and Header Card as well as the new proposed Plastic Box packaging.

A research study was designed and conducted to determine if the proposed packaging would outperform the existing packaging in the manner in which it promotes the product and the brand.

The research methodology used is that a questionnaire was presented to respondents containing ten statements relating to each aspect of packaging. The statements were exactly the same for both types of packaging. The respondents rated each aspect of each packaging on a Likert scale. Some 101 responses were gathered from golfers at the Emberton Driving Range. These responses were then converted to data. This data on analysis indicated that the respondents preferred the Plastic Box type packaging. Key groups are also identified and comparisons are formulated showing slight variations in the general trends.

The recommendations are that Simarki should move to the plastic box type packaging as this would be best for the Simarki brand. The limitations of this study are that respondents were only selected from the Emberton Driving Range, the research was limited to one of the Simarki products and the price of packaging was not taken into consideration.

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CHAPTER ONE

INTRODUCTION TO THE RESEARCH

1.1 INTRODUCTION

This chapter covers the trigger that led to the motivation for this study. It also explains that there is a financial benefit for the Simarki brand, if the product packaging is designed correctly, through increased sales. The focus of the study concerns consumer views of the existing packaging and a possible new form of packaging.

1.2 MOTIVATION AND THE SIGNIFICANCE OF THE STUDY

The reasons for the study and its significance follow.

1.2.1 MOTIVATION FOR THE STUDY

Packaging is a significant element of a product and well-constructed packaging enhances the product and provides a differentiating factor which allows a premium to be charged for a product argues Wansink and Huffman, (2001). The manner in which packaging presents a product to a customer in a self-service environment will influence the sale of the product (Sara, 1990). Simarki is an emerging company producing golfing products, which although different in design and colour to competing products, are not new to the products available for golfers. Simarki operates out of Drummond KwaZulu-Natal in South Africa. Simarki products are distributed throughout South Africa and there are limited export orders that are exported internationally. In South Africa Simarki products are stocked in the Golfers Club, The Pro Shop and on course retailers. There are competitors in this market and Simarki needs to present products in a manner that positions its products above the competitors.

From a prior observation by the company managing member, customer recommendations and when comparing current packaging with competitors packaging it became apparent that there are different packaging options that offer different aspects and provide additional value to the product. From this, the following questions arose:

- What aspects attract the potential customer to the product?
- How is the information presented on good packaging in order to support a purchase decision?

- What aspects of good packaging need to be in place in order for a potential customer to associate with the product and encourage a trial purchase?
- What aspects of packaging provide additional value to the product?

Will a new type of packaging (Plastic Box) provide Simarki an opportunity to enter a well-established market?

1.2.2 Significance of the Study

Simarki will benefit from this study as there will be a clear indication as to what form of packaging most appeals to consumers and that will positively affect the product sales. The consumer of the product will also benefit from this study as their purchasing decision will be made simpler.

This research is of significant value to Simarki where its management strengths lie in product development and manufacturing principles, not in marketing and packaging. This research will in turn influence decisions made throughout the business in order to focus on packaging that both attracts the eye of the consumer and that is practical.

1.3 FOCUS OF THE STUDY

The focus of the study will be to evaluate what aspects make up high quality packaging. These aspects will then be used to compare the current Simarki 74 mm golf tee packaging against the new proposed Plastic Box. The comparison of the two packaging options will highlight which option is deemed to provide Simarki with the better packaging option. Further focus of the study is to determine how to make the customer consider this product above other existing products.

The golf tees are sold in packs of ten in a Hanger Bag with a Header Card as displayed in Figure 1.1 as compared to the new proposed Plastic Box in Figure 1.2.



FIGURE 1.1: 74MM CRYSTAL TEE 10 PACK HANGER BAG AND HEADER CARD



FIGURE 1.2: THE 74MM CRYSTAL TEE 10 PACK PLASTIC BOX

1.4 PROBLEM STATEMENT

Golf tees, which are a consumable in the sport of golf, have been in existence for many decades and can be made out of any material. There are many varieties of tees in the market. Golf tees are promoted to the consumer in the following manner:

- Visual Status brightly coloured and packaged.
- High performance attributes.
- Wooden tees are sold as the traditional option.

- Indestructible long life tees.
- Environmentally friendly tees.

As Simarki is attempting to enter an established golf tee market with a product that is not new to the world and provides no feature that makes the product significantly different from other tees; Simarki needs to use all marketing tools available to acquire market share. From literature [(Arens 1996), (Keller 1998), (Chaudhary 2011)] it is accepted that the packaging of a product can provide a differentiating factor that will be able to place the product first in the potential customer's mind.

Packaging has ten main features or aspects that customers need [(Kuvykaite, Dovaliene and Navickiene 2009), (Brewer, 2000), (Van Hurly, (2007), (Bone and Cory 2000)] in order to make the purchasing decision. Each of these ten aspects plays an important role and needs to be present in order for packaging to be effective.

For Simarki, comparing the Hanger Bag and Header Card against the proposed Plastic Box. packaging options are important and the problem statement determining which packaging would be the best packaging for the Simarki Brand.

1.5 OBJECTIVES

The Objective of this study is to examine the aspects that make up packaging and compare the new proposed packaging the Plastic Box to the existing packaging the Hanger Bag and Header Card.

Which packaging is the most visible. This can be seen in:

1. The presentation of the product in the packaging.
2. The colour combination and whether this colour combination adds perceived value.

Which packaging is the most informative. The following three aspects relate to information presented to the potential customer:

3. The information on the packaging supports a product trial purchase.
4. The ease at which the information can be taken in.
5. The Simarki brand is clearly evident and recognisable.

Which packaging creates the highest emotional appeal for the customer.

6. The perceived benefits of the packaging in relation to a trial purchase.
7. The combination of information, colour and graphics, to create an emotional need for the product.

Which packaging is most workable. The following aspects make the product workable.

8. The packaging presents the product in a manner by which it can be differentiated from similar products.
9. The convenience of the packaging as perceived by the respondent.
10. The packaging provides additional value to the product in the mind of the respondent.

Sample group of respondents familiar with golf products will also be examined to investigate which of the two options will be rated highest, indicating which packaging type would promote the Simarki golf tees the best.

1.6 LIMITATIONS OF THIS STUDY

In this research the price of the packaging was not investigated as the difference in the costs between the two packaging types is negligible. The study was carried out at the Emberton Driving Range in Hillcrest over a weekend. Only 8 patrons that visited the range that weekend declined to participate. This brings the population to 109 patrons at the Emberton Driving Range during the research weekend. The sample size was 101 respondents

Another important limitation of the research is that respondents were only asked to comment on the Header Card and Hanger Bag and Plastic Box, this is because the product limits the packaging formats that can be offered. This research was limited to focussing on packaging types and not selling price of the product.

1.7 Summary

This chapter has introduced the problem of assessing consumer views of packaging and the research objectives were presented as were the limitations of the study. The focus of the study was limited to the 74 mm Crystal Tee packaging in either the Plastic Box or Hanger Bag and Header Card. The problem statement concerned determining which packaging would be best for the Simarki Brand, from a consumers' perspective.

Chapter two presents relevant literature concerning the objectives of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter literature is reviewed to examine each of the ten aspects to confirm what criteria make up each aspect. Aspects are then grouped to form 4 objectives namely "Visible, Informative, Emotionally appealing and Workable (VIEW)" [(Twedt 1968), Kotler (2003) and Kuvykaite, Dovaliene and Navickiene (2009)] relating to packaging; that need to be in place, in order for a product to be successful in the market. For the salesman the packaging of the product is of vital importance to the success of the product.

2.2 Overview

Packaging can be defined as; the container for the product – this includes the physical appearance of the container and also includes its design, the colours it comes in, the shape of the packaging, whether the labelling is eye-catching, attractive and legible and lastly the materials from which it is manufactured (Arens 1996). All these aspects go into the make-up of packaging and can be used to the advantage of the product. Packaging is not only for the protection of the product. Packaging is an attribute that is not related to the product, yet it is a factor that impacts on purchasing decisions. Keller elaborated and said that packaging is one of the five elements of the brand – together with the name, the company logo, the personality and the slogans used (Keller 1998). As Keller claims that the packaging of the product is directly related to the brand, for this reason it can be argued that poor quality of packaging will lower the brand value and on the other hand higher quality packaging will lift the brand value. The quality of packaging of a product is a vital component in the sale of a product. Customers need to be attracted to the product through the packaging. In the promotion of the product and its attributes to the potential customer packaging is of extreme importance. The ability of the packaging to catch the eye of the customer and convey a message of quality helps the potential customer in purchasing decision process (Vidales-Giovannetti, 1995). Packaging is a functional requirement for the product and to add information and design aspects provides the most cost effective form of advertising Gershman, (1987).

Packaging is a combination of attributes that make up a component of the product that allows the product to stand out from similar products and solicits a purchasing decision referred to as 'Silent Salesman' [Light (1980), Stewart, (1996) Rettie and Brewer, (2000)]. Packaging that is not well designed can create a negative perception in the mind of the potential customer, leading to the customer overlooking the product. The value that all aspects of packaging contribute to the success of the product and not be underestimated by the company, [(Twedt (1968), Bone and Cory (2000) and Kotler, Armstrong, Brown, Stewart and Chandler, (1998)].

Packaging has moved away from the traditional role of protecting the product whilst in transit and of holding a given number of products together; to one of attracting consumer attention. In this study packaging will be defined as "the various elements chosen and blended into a holistic design to achieve a particular sensory affect" (Orth and Malkewitz 2008).

Packaging can no longer be ignored and considered merely as a container to hold product. Today it is as important as the design of the product itself as it is a direct interface between a brand/company and the consumer as it delivers a message. Whilst packaging displays logos, brand colours and carries a strategic message, such as performance claims, it is a vital medium to promote the product and packaging is thus a form of advertising, (Richards and Curran 2002). The design of the product packaging needs to bring various elements together to ensure the full potential benefit of customer interaction is realised. The aspects that were identified as; "Visible, Informative, Emotionally appealing, Workable "what is this??"VIEW" [(Twedt 1968), (Kuvykaite, Dovaliene and Navickiene, 2009)]. Similarly (Kotler, 2003), identified six aspects that must be evaluated when designing packaging decisions: Size, Form, Material, Colour, Text and Brand. These six aspects align with the aspects put forward by Twedt (1968) Brewer, (2000) and Van Hurly, (2007).

Behaeghel (1991), Peters (1994) and Chaudhary (2011) go one step further; they consider that packaging could be the most important communication medium for the following reasons:

- It reaches almost all buyers in the category.
- It is present at the crucial moment when the decision to buy is made.

- Buyers are actively involved with packaging as they examine it to obtain the information they need.

The four objectives of this study: Visibility, Informative, Emotionally Appealing and Workable will be examined to determine the best packaging option to best promote the Simarki brand. “VIEW” as put forward by Twedt (1968) supported by Kotler (2003), Chaudhary (2011) and Kuvykaite, Dovaliene and Navickiene (2009).

2.3 VISIBLE

Visible is defined as how the mind of the potential customer sees the product and is made up of the presentation of the product and the benefits of colours on the packaging.

2.3.1 PRESENTATION OF THE PRODUCT ATTRACTS POTENTIAL CUSTOMER’S ATTENTION TO THE PRODUCT

Golf tees are a consumable and by nature are low involvement products Azaulay and Kapferer (2003). According to Grossman and Wisenblit (1999) potential customers tend not evaluate the attributes of low involvement products and for this reason highly noticeable attributes such as graphics and colour are more important in low involvement products. Packaging needs to stand out from the competition in order to attract the customer’s attention where products are similar. Herrington and Capella (1995) and (Meyers, (2005) support this putting forward that when potential customers are scanning products in a supermarket the differential perception and the positioning of the graphics would lead to the customer selecting the product.

Packaging is the last opportunity to promote the product in order to initiate a purchasing decision. Consumers are often attracted by the colour, logo and brand to the packaging style of a product, Terblanche (2006) and Scott (2008) support this contention saying that, packaging that is well designed and incorporates all the aspects position the product allowing a premium to be charged while simultaneously encouraging a trial purchase. This then highlights that a new product entering a competitive market needs good quality packaging in order to encourage a trial purchase.

The purchase of golf tees is not a core reason for a consumer to visit a store as golf tees are accessories that can be purchased at most Golf courses; most consumers purchase golf tees as an impulse purchase. “Empirical evidence is clear: In-store decisions are critical, such that 59% of purchases are unplanned before customers enter the store. Thus, in store stimuli have great relevance” (Inman, Winer and Ferraro 2009; and Stilley, Jeffrey and Kirk 2010). Products that offer little differentiation aspects need to stand out to potential customers. Packaging that provides an attractive packaging differentiator to the customer will increase sales and also encourage the manufacturer to develop higher quality packaging (Montoro and Rodriguez-Molina 2008). Topoyan and Bulut (2008) claim that products that are first to the mind of the customer, for value, is a factor of high importance. As this provides a competitive advantage, for the product and company in a competitive market.

Nancarow, Wright and Brace (1998) argue that the design and makeup of the packaging draws attention to the product and provides information to the potential customer. Also, aspects that make up the packaging need to stand out in the presence of similar products on display.

2.3.2 THE COLOURS OF THE PACKAGING AND BENEFITS

According to Miller (2001) touch, taste, smell, hearing and seeing is how humans gather information and relate to their environment. Of these, seeing is the dominant sense providing 90% of the information. Customers will use sight to select a product and colour is what we see. Wollard (2000) argues that humans experience colour and this experience varies from person to person, however there are similarities and trends in their reactions. Moriarty(1991) puts forward that colour affects humans in many ways such as mood, catches the eye and boosts memorability.

Colour needs to attract the eye and appeal to the customer; ensuring that the product stands out by colour differentiation ensures that the product is successful in a self-service environment. (Nilsson and Ostrom, 2005). Colour has significant meanings and associations to individuals and these need to be clearly understood in order to decide on which colours to use.

Below are the colours on the Simarki packaging:

Red: "Red is perceived to be generally exciting, cheerful, disobedient, and powerful. Red is also associated with heat, anger, passion, war and blood. Red is considered stimulating" (Moriarty, 1991). "Other characteristic's associated with red are expensive, premium, high quality, good tasting, young, warm, fun, loud, playful, happy, dangerous, adventurous, luxurious, exciting, life, love, passion, power and aggression", (Grimes and Doole, 1998). Red can make one feel excited, full of energy and alive. Red can actually increase one's heart rate, (Burntoff, 2001).

Black: Black associates with distress, hopelessness, and defiance. Used to suggest hate and death, but can also be used to express power and elegance, especially if it is shiny (Moriarty, 1991). Black is also associated with expensive, high quality, hi-tech and premium products. Mysterious, luxurious, sophisticated and dangerous, dignity power and aggression are all associated with black (Grimes and Doole, 1998).

Black: "Sleek and sophisticated while dressed in black, but others associate it with death and mourning and keep away from it for fear of becoming sad. It is rarely mentioned as a favourite colour" (Burntoff, 2001).

Blue: "Often considered a happy colour. It means peace, calmness, loyalty, security, and tenderness. It is also associated with intellectual appeals as opposed to emotional (red). Blue can identified with cold, ice and infinity as well as calm reflection" (Moriarty, 1991) "Blue is also perceived as heavy, reliable, high quality and expensive. Blue signifies male, mature, quiet, subdued calm and thoughtful" (Grimes and Doole, 1998). Blue: "Can make one feel calm. Most say some shade of blue is their favourite colour" (Burntoff, 2001).

White: In western cultures, white means purity as well as sanitary and clean. White by its lack of apparent colour also conveys emptiness, infinity and the incomprehensible, (Moriarty, 1991).

White: "White can make one feel absolutely quiet and gives the feeling of cleanliness" (Jardee, 1995).

The selected colours of the packaging have a huge impact on the purchasing decision. Cooper, (1994) argues that although colour is not the single most important aspect in the marketing of a product, colour is an important aspect and ranks in the

top three considerations in the purchasing decision. Cooper (1994) goes on to state that not only can colour be a positive aspect and similarly the wrong colour will limit the sales of a product.

2.4 INFORMATIVE

Packaging must provide enough information to enable the potential customer to make a purchasing decision. These aspects are: the information that the packaging provides, the information is quick and easy to read and the brand is easily recognizable.

2.4.1 THE BENEFITS OF INFORMATION COMMUNICATED ON THE PACKAGING

Silayoi and Speece (2007) state that providing product information to the customer is an important aspect of packaging, allowing the customer to make a decision with care. Packaging provides a vehicle to put information of the product across to the potential customer as packaging is presented to the customer at the point of the purchasing decision. (Prendergast and Pitt (1996). Behaeghel (1991), Peters (1994) and Nilsson and Ostrom (2005) believe that packaging may be the biggest medium of communication. The following three reasons are given for this:

- It's extensive reach to nearly all purchasers of the category.
- Its presence at the point where the purchase decision is made.
- High level of involvement for users who will actively scan packaging for information

Packaging provides an ideal vehicle for the manufacturer to provide detailed information to the potential customer while he or she is in contact with the product.

Competitive enhancements and improvements that are provided by the producer need to be brought to the attention of the consumer. When new products are presented to the customer at the point of sale, the customer will make a decision on the purchase if there is evidence that the product is superior or meets the needs of the customer. Product's benefits and technological advantage is not always apparent to the consumer, and packaging must provide this differentiating information to the consumer. The information presented to the customer must highlight the benefits of the product in order to be effective, (Maidique and Zirger, (1985).

Packaging must provide the customer with vital information. Peters, Texeira and Badrie (2007) state that a significant amount of purchasing decisions rely on product information presented actively or passively, this information is made up of brand name, manufacturer name, country of origin, graphics and nutritional information.

All these aspect of packaging provide a vital differentiator between products, manufacturers and brands. Information that is presented on packaging in the form of “graphics have a more lasting impression on the customer than words” supporting the promotion of the product at the point of sale, (Bone and France, 2001). Further research by Underwood, Klein and Burke, (2001) find that images on the package increase attention drawn to the brand, but that this favours lesser known brands and works less well for well-known brands.

The position of the graphics on the packaging creates different levels of impact in the mind of the consumer according to Deng and Kahn, (2009).The artwork, branding and their arrangement will have an influence on a customer’s decision to purchase the product, also the brand and or corporate value is affected by the visual impact of the package.

2.4.2 INFORMATION ON PACKAGING NEEDS TO BE EASY TO READ

Nilsson and Ostrom, (2005) explain that the composition and visual appearance of the words by the graphic designer can communicate a significant amount of information about the product to the potential customer. It is however important that the information is designed in a manner that addresses the message that needs to be communicated and this information needs to be quick and easy to take in.

“One recent survey on food labelling found that 90 percent of respondents agreed that nutritional information panels should be laid out in the same way for all food products so that they are easy to understand quickly” (Mitchel, and Papavassiliou, 1999). This shows that customers need to be able to take in information quickly in order to find the information they seek regarding the product.

Mitchel and Papavassiliou, (1999) state that information presented on the packaging needs to avoid excessive, misleading and inaccurate information. The information needs to be quick to read and for this reason the writing style should not be too dense and the font should not be too small. This will ensure that the customer will be able to make a quick and accurate decision.

When information is displayed graphically with a combination of the selected typography, this information creates a specific image of the product in the mind of the customer according to Moriarty, (1991).

The use of images on the package is a method that allows a product's information to be communicated effectively, creating imagery of the product in the potential customers mind [Meyers, 2005 and Nilsson and Ostrom, 2005]. The best packaging is that which the customer is able to absorb the information quickly and accurately, allowing the customer to come to the purchasing decision quickly.

2.4.3 THE BRAND IS EVIDENT AND RECOGNISABLE

Packaging is becoming more popular as a method of providing information and growing brand awareness (Rettie and Brewer, 2000). New products need to market themselves and packaging plays an important role as it provides vital information to the customer, supporting the product and enabling the customer to come to a conclusion in respect of the purchasing decision (Best, 2002). For new products there is a new brand and value that needs to be brought to the mind of the customer. Packaging is for this reason an integral part of the company's marketing plan as it promotes the product, brand and the company image. For this reason packaging is designed to convey specific messages such as luxury, status and at other times affordability (Ulrich, Campana and Malkewitz, 2010). Packaging therefore helps position the product in the mind of the customer in comparison to other similar products. The brand identity on a product helps the customer identify the product and associate the qualities of the brand to the specific product. The best packaging will highlight the brand the most to the potential customer.

2.5 EMOTIONALLY APPEALING

Customers need to associate with a product in order to make a purchasing decision. The packaging needs to create an emotional need for the product in the mind of the customer.

2.5.1 THE PERCEIVED BENEFITS OF THE PACKAGING ENCOURAGE A TRIAL PURCHASE

All aspects of the product packaging contribute to the perceived imagery and value of the product (Nilsson and Ostrom, 2005). Packaging needs to be seen by the customer as an advantage or adding value.

Danger (1987) lists some basic rules that should be followed:

- Simple shapes are preferred to complicate ones.
- A regular shape will have more appeal than an irregular one and the latter may cause a mental blockage, which impels the customer to something else.
- A shape that is not balanced will be unpleasing.
- Squares are preferred to rectangles and rectangle that has a square root to one that does not.
- Shapes should be tactile and soft.
- A convex shape is preferred to a concave one.
- Women prefer round shapes and they like circles better than triangles. Angular shapes are preferred by men and are considered more masculine, men also prefer triangles to circles.
- Shapes should be easy on the eye, (Danger, 1987).

Packaging needs to be designed with all the basic rules in place in order to provide the product with the best advantage for safe transportation and for sale prospects.

2.5.2 THE COMBINATION OF COLOUR AND GRAPHICS CREATE AN EMOTIONAL NEED FOR THE PRODUCT

Graphics includes layout, colour combinations, typography and product photography, all of which create an image, (Meyers, 2005 and Nilsson and Ostrom, 2005). The image of the product in the mind of the customer is important to trigger a purchase decision and in low involvement decisions, so graphics and colour become critical according to Grossman and Wisenblit, (1999).

Companies that are able to communicate a certain meaning (e.g. prestige) through the appearance of a product design can create a competitive advantage in the market and increase the product's chance of success (Hertenstein, Platt and Veryzer, (2005). The stronger the customer associates with the product the more likely he or she is to make a trial purchase. The image and value communicated to the customer assists the potential customer to evaluate functional, aesthetic, symbolic or ergonomic motives (Blijlevens, Creusen and Schoormans, (2009). It is important for packaging to present the product to the customer that appeal to his emotions by creating a sense of benefit. "For example when a product looks modern, it has a positive effect on the product appraisal when consumers are motivated to assess a product on its aesthetics,"(Creusen and Schoormans, 2005).

Graphics are capable of communicating informative and emotional messages. Informative messages include the following: (Meyers and Lubliner, 1998).

- Brand Identity
- Product name
- Product description
- Flavour or variety identification
- Attribute description
- Benefit statements
- Sell copy
- Promotional message
- Usage directions
- Cross- reference to other products
- Nutritional elements (Food)
- Warning or caution statements (For drugs and chemicals)
- Size and contents

McNeal and Ji, (2003) argue that the product packaging elements need to combine; these being information, colour, shape, material, and pictures, and need to align to people/personalities in order that the customer experiences a need to purchase the product.

Benefits due to packaging can be realised by arranging the aspects of the packaging such as colour, size and shape, typography and the positioning of the product in the market for best value according to Silayoi and Speece, (2007) and Imram, (1999), say that it is important that for the success of any product that is competing for the attention of the potential customer that it has the biggest potential advantage. The image that the packaging presents could appeal to a customer creating an expectation for the product. A well designed product image will create a memorable experience with the product that is positive according to Sioutis, (2011).

The graphics and physical make-up of the packaging are regarded as the two elements that make up the appearance of the product and is regarded as the packaging design (Hine, 1995). As customers are inclined to make impulsive purchasing decisions it is important that packaging is not only visually appealing but also appealing in shape and dimensions to the customer. Popularity for the design of packaging has recently been increasing. The combination of aspects such as colours, form, pictures and text are combined so well that customer experience a need for the product says Honkaniemi, (2009).

2.6 WORKABLE

The packaging needs to position the product in the mind of the customer and create a differentiator from similar products. Good packaging adds value to the product.

2.6.1 PACKAGING PROVIDES A DIFFERENTIATING FACTOR BETWEEN SIMILAR PRODUCTS

Product design and aesthetics create an opportunity to differentiate the product and create an advantage in the market place (Hoegg, Alba, and Dahl, 2010). Packaging that provides products with a differentiating advantage, provides opportunity for customers to make a favourable purchasing decision as this aspect allows the products to stand out.

Packaging allows the product to be positioned and according to Vila, and Ampuero, (2007) form, size and shape image and the cost comparison are the aspects that position the product.

Positioning is directly linked to the success and growth of a company, (Vila and Ampuero, 2007). For this reason the presentation of the product in packaging is of vital importance as this would lead to how the potential customer perceives the

product. “Fisher states that having differentiated positioning generates major profits” (Fisher, 1991). The manner in which packaging presents the product to the consumer will influence the success of the product. Purchases of a product is done nine out of ten times on impulse and for this reason the image and display of the product packaging is vital according to Nancarrow, Wright and Brace, (1998). Presentation of the product by the packaging is an important aspect that needs to be clearly understood by the manufacturer in order to provide the product with the ideal opportunity for that product to be successful and so the company.

2.6.2 THE SIZE AND SHAPE OF THE PACKAGING

The shape and size of the packaging is an important aspect, (Sioutis, 2011). The quality, style and attractiveness of the packaging attracts or discourages potential consumers as the packaging communicates a favourable or unfavourable impression of the product, (Underwood, Klein and Burke, 2001).

The combined make-up of the aspects that create the product’s packaging create a product that is different and original to that specific product. The perceived value of the product that is highlighted by the packaging contributes to the brand values. The image and information the packaging portrays and perceived value is passed on to the product according to Underwood, Klein and Burke, (2001) and Silayoi and Speece, (2004).

The package itself needs to be appealing and practical to the customer as “products in aesthetic packages are often selected over products in standardised packages” (Reimann, Zaichkowsky, Neuhaus, Bender and Weber, 2010). In order to persuade a customer to initiate a trial purchase it is important that the all physical aspects of the packaging present the potential customer with an image that is compelling. Mizutani et al’s., research shows that if the package image is pleasant and congruent, it has positive effects on the consumers’ perception of the product, (Mizutani, Okomoto, Yamaguchi, Kusakabe, Dan and Yamanaka, 2010).

2.6.3 PACKAGING CREATES ADDITIONAL VALUE FOR THE PRODUCT WHEN COMPARED TO ALTERNATIVE PACKAGING

Packaging has the ability to position a product into a different market segment and in so doing allow for higher pricing. It is fundamental that in order to achieve the best possible results in a consumer product business, good packaging is essential. "Good packaging allows higher sales prices to be set" (Vila and Ampuero, 2007). From this literature research the best packaging will allow a higher price for the same product under the same conditions.

2.7 SUMMARY

From the literature reviewed it is evident that packaging provides the manufacturer a final opportunity to promote the product to the market. Packaging also has the ability to draw attention to the product and create value in the mind of the potential customer. The packaging one uses is highly important as a marketing vehicle as it is present at the time of the purchasing decision and is in fact the last opportunity for the product to be positioned. Packaging that is good will provide a differentiating factor enabling the product to stand out in comparison to similar products. Products that are differentiated can be marked up and be more profitable.

From the literature research there are ten aspects that good packaging should possess. These ten aspects will add to the success of the product and the profitability of the company.

The ten aspects:

- Presentation of the product in the packaging draws attention to the product.
- The colours of the packaging draw attention to the product.
- The information on the packaging supports a product trial purchase.
- The ease at which information can be taken in.
- The way this packaging presents this product creates a perception of benefit that will encourage a trial purchase.
- The combination of information, colours and graphics create an emotional need for the product.
- This packaging presents these teas in a manner that will provide a differentiating factor between similar products.
- The Simarki brand is clearly evident and recognisable as the product brand.

- The size and shape of the packaging is convenient.
- The packaging creates additional value in the product when compared to alternative packaging

From the literature reviewed it is patently clear that good packaging contributes towards sales and thus profits and for packaging to be good it must contain all ten of the above aspects.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter discusses the framework of the research methodology on which this research was designed. The research carried out was quantitative as “quantitative research relies on deductive reasoning or deduction” (Sekaran & Bougie 2010). Respondents were required to compare the two packages and rate each aspect using a Likert scale in order to determine which they preferred. The objective was to compare data gathered by age group, gender and skill level. The selection of the location is discussed in this chapter. The method and reasoning behind the respondent selection is described.

3.2 AIM AND OBJECTIVES OF THE STUDY

The aim of this study was to identify which of the packaging options respondents would prefer. The findings would highlight to Simarki management which packaging option is the most suitable to respondents and thus is most likely to deliver the best results in the market. The information gathered has been used to make recommendations to Simarki to further enhance the preferred packaging option.

The objectives set out to be investigated in this research were issues that according to literature, are key areas that affect a consumer’s purchasing decision. The objectives were devised to compare consumer preferences of the two packaging methods.

The objectives investigated were:

Objective 1 Visible

To determine which of the two packaging options, the Hanger Bag and Header Card or the Plastic Box provides the best visibility of the product for Simarki. The focus of the objective is to ensure that firstly which packaging option is perceived to be better and secondly to ensure that the score achieved for the preferred option is positive in the mind of the respondent. In order to determine which option the respondents preferred the following questions were presented:

Question 1: The presentation of the tee in the Hanger Bag and Header Card is catching and draws attention to the product?

Question 11: The presentation of the tee in the Plastic Box is catching and draws attention to the product?

Question 2: The colours of the packaging (Hanger Bag and Header Card) draws attention to the product?

Question 12: The colours of the packaging (Plastic Box) draws attention to the product?

Objective 2 Informative

This objective is to determine which of the two packaging options provides the best information to the potential customers. The first part of this objective is to determine which packaging option is preferred by the respondent and secondly to determine that the score achieved is a positive score. The following questions were presented to the respondents in order to investigate which packaging option they perceive as the best to provide information.

Question 3: The information provided on the packaging (Hanger Bag and Header Card) would encourage a trial purchase of the product?

Question 13: The information provided on the packaging (Plastic Box) would encourage a trial purchase of the product?

Question 4: The information presented on the packaging (Hanger Bag and Header Card) is quick and easy to take in?

Question 14: The information presented on the packaging (Plastic Box) is quick and easy to take in?

Question 8: The Simarki brand is clearly evident and recognisable as the product brand (Hanger Bag and Header Card)?

Question 18: The Simarki brand is clearly evident and recognisable as the product brand (Plastic Box)?

Objective 3 Emotionally Appealing

This objective is to determine which of the two packaging options is the most emotional appealing to potential customers. The first part of the objective is to

determine which packaging option the respondents preferred and secondly to determine if the preferred option score achieved is a positive score. In order to investigate this, the following questions were put to the respondents in order to evaluate their perceptions of the packaging.

Question 5: The way this packaging (Hanger Bag and Header Card) presents this product creates a perception of benefit that will encourage a trial purchase?

Question 15: The way this packaging (Plastic Box) presents this product creates a perception of benefit that will encourage a trial purchase?

Question 6: The combination of information, colours and graphics create an emotional need for the product (Hanger Bag and Header Card)?

Question 16: The combination of information, colours and graphics create an emotional need for the product (Plastic Box)?

Objective 4 Workable

This objective is to determine which of the packaging option is the most workable in the mind of the respondent. The first part of this objective is to determine which packaging option is the preferred option and secondly to determine if the score achieved for this option is in fact a positive score. The following questions were put to the respondents.

Question 7: This packaging (Hanger Bag and Header Card) presents these tees in a manner that will provide a differentiating factor between similar products?

Question 17: This packaging (Plastic Box) presents these tees in a manner that will provide a differentiating factor between similar products?

Question 9: The size and shape of the packaging (Hanger Bag and Header Card) is convenient?

Question 19: The size and shape of the packaging (Plastic Box) is convenient?

Question 10: The packaging (Hanger Bag and Header Card) creates additional value in the product when compared to alternative packaging?

Question 20: The packaging (Plastic Box) creates additional value in the product when compared to alternative packaging?

A questionnaire was developed with all twenty questions presented as statements. This was done in a manner where the same statements were posed for both the Hanger Bag and the Plastic Box packaging. This was done using a Likert scale where a score could be obtained for each response and these scores could be accumulated and compared by objective. This prevented the collection of unwanted or non-contributing data.

A spread sheet was developed in which the data was recorded. This data was arranged in order to make comparisons. From this data charts were drawn up to examine all relationships in a visual format.

3.3 PARTICIPATION AND LOCATION OF THE STUDY

As the product in focus is a golf product the respondents needed to be golfers and people that purchase products for golfers. There are various groups of golfers which purchase different levels of equipment; these groups are included in the questionnaire for comparison.

- Skill level
- Gender
- Age

For this research the focus was on respondents that are active golfers and for this reason Emberton Driving Range was selected. People that frequent this Driving Range do so in order to practice their golfing skills and test their equipment. This made targeting golfers attending the Emberton Driving Range practical as they are active golfers.

The questionnaire process targeted patrons of the Emberton Driving Range including males, females and all age categories. This was done in order to be able to compare data to determine whether there were any discrepancies between any segments of the respondents.

A table was set up in the entrance of the driving range and passing customers arriving and leaving the driving range were approached and asked to complete the

questionnaire. Each respondent was presented with the Hanger Bag and Plastic Box of tees and asked to fill in the questionnaire accordingly.

3.4 RESEARCH DESIGN AND METHODOLOGIES

In this section the design methodology is discussed and includes the description and purpose, construction of the instrument, recruitment of the study participants, pretesting and the administration of the questionnaire.

3.4.1 DESCRIPTION AND PURPOSE

Twenty statements were presented to each respondent - ten with regards to the Hanger Bag packaging and ten identical statements with regards to the Plastic Box packaging. The respondents were presented with a sample of each packaging and asked to complete the questionnaire. The purpose behind this method was to get a direct comparison between the packaging from each respondent.

3.4.2 Construction of the Instrument

Provision was made for the respondent to record his/her name and gender using a tick box. Tick boxes are also used for age and skill level, with these areas each being grouped into five categories. Age categories were separated as follows: 10-19, 20-30, 31-45, 46-60 and 60+. Skill level - respondents were required to enter their lowest handicap and were grouped into the following divisions: 05 or better, 6-12, 13-18, 19-24 and 25 onwards. Respondents were assured of confidentiality.

The statements were then grouped; the first ten statements focusing on the Hanger Bag and Header Card and the second ten statements focusing on the Plastic Box packaging. Responses were recorded into five separate categories: Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree. This was done in line with the Likert scale methodology. From this, a table of results was generated in order to compare and measure the respondent's differences.

3.4.3 RECRUITMENT OF STUDY PARTICIPANTS

Emberton Driving Range was selected to carry out the recruitment of participants as the product are golf tees and the consumers of golf tees are golfers and associates of golfers. Customers frequenting the driving range to practice their golfing skills provided the ideal respondents as they are active golfers, familiar with golf tees and are therefore qualified to be the ideal respondents.

3.4.4 PRETESTING AND VALIDATION

Behaviour Coding was selected as the method by which to pre-test the questionnaire. Charles Cannell and associates at the University of Michigan formulated this method (Fowler and Cannell,1996). This method was based on the assumption that any deviation from the ideal model highlights errors with the questionnaire. The questionnaire was not complex and for this reason the pre-test was to determine that the respondents had a clear understanding of the question.

Oksenberg, Cannell and Kalton, (1991) suggest that when one of the following behaviours occurs in 15 per cent or more of the pre-test interviews, it is likely that there is a problem with the question:

1. Does the respondent formulate an answer before the full question is read?
2. Further to this is there a response from the respondent to ask for clarification or qualify his or her answer.
3. Further checks - are respondents able to formulate a relative answer, or do respondents chose to ignore or refuse to answer a question.

Question papers should have no questions that are conflicting or require two answers. Further, questions should not be vague and leading in a research questionnaire.

Fowler and Cannell, (1996) attempted to link behaviour codes with specific types of problems. These authors summarised the preliminary generalisation that emerged from this research as follows:

- Questions that are not read as worded are awkwardly phrased or include words that are difficult to pronounce.
- Questions that are misread and frequently interrupted often offer dangling explanations at their conclusion.
- Questions that lead to requests for clarification often require response tasks that do not fit the respondent's experience of reference.
- Questions that require clarification are often vague or contain a poorly defined term or concept.
- Questions that stimulate answers often ask for a level of detail that is greater than the respondents can provide.

A pre-test trial was carried out at Emberton driving range and eight respondents were recruited as they entered the facility, each respondent was asked to fill out the questionnaire under supervision. Each respondent was monitored in order to observe if the question paper presented any problems. In table 3.1 a score card for the respondents is displayed showing that all respondents found a problem with question 11. For all other areas no problems presented. On investigation a printing error was revealed. This printing error was rectified. The results of the pre-test highlighted, other than the printing error that no problems existed with the questionnaire.

Table 3.1: Score Card for the Evaluation of Questionnaire

.Score card for the evaluation of the questionnaire								
	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Respondent 6	Respondent 7	Respondent 8
Respondent Asked for clarity of a question.	11	11	11	11	11	11	11	11
Respondent formulated answer before completing the question								
Respondent unable to answer a question.								
Respondent unable to read question.								
Respondent needs to add an explanation in addition to the question.								

3.5 ADMINISTRATION OF THE QUESTIONNAIRE

Convenience sampling of golfers at the range was used. These are golfers or people who are familiar with golf products. The research was limited to respondents that are familiar with golfing products.

The questionnaire was administered to respondents either entering or leaving the Emberton Driving Range on a Saturday and Sunday. Respondents were requested to complete the questionnaires at the driving range prior to leaving, thus ensuring completion of the questionnaires.

The questionnaire was self-administered, with twenty, five point Likert scale statements.

3.6 DATA COLLECTION STRATEGY

In an effort to determine the population size, the first step was to determine how many active golfers there are in the geographic area. There are three golf courses in a 10 kilometre radius, these being Kloof Country Club, Cotswell Downs and Camelot. With this investigation it was established that there is an active golf club membership in the Hillcrest area named Tanglewood, but that they do not belong to any local course and use Windsor Park Golf Course in Durban as their base course. Some Hillcrest residents that attend Emberton Driving Range are members of golf courses in the greater Durban region and as far inland as Pietermaritzburg. Therefore it is difficult to determine the population of active golfers in the Hillcrest area with accuracy. Based on conversations with Emberton management it was estimated that the population of golfers patronising Emberton number some 6000, thus making up the population for this research. Sekaran (2003) states that a sample of 30 to 500 respondents is appropriate for most research. For this research a number of 101 respondents is obtained out of the full attendees for that period of 109

3.7 ANALYSIS OF THE DATA

The test from the data is to compare results from the questionnaire in the following:

- 1) Is there any correlation in data that indicates there are differences in perceived conditions related to gender?
- 2) From the data is there any correlation in data related to age of the respondent?

- 3) Does the skill level of the respondent influence the perceived difference in the packaging?
- 4) All 10 aspects that were described in chapter 2.

3.8 SUMMARY

In this chapter the aim and objectives were discussed, which was to compare the two packaging options to determine which would be best for the Simarki brand. The selection of respondents at the Emberton Driving Range, the reasons for their selection and why golfers are targeted has been explained. The method of data collection was discussed; stating that 80 respondents were targeted for the sample size, where in fact 101 responded. The research design goes on to describe how the instrument is made up for the collection of data as to gender, age, skill level and also the 10 fundamentals that are tested in this research. The recruitment of the respondents is described in this chapter indicating how respondents are approached to gather their responses. The pretesting of the questionnaire is covered and the methods to check in order to pre-test are described. The method of administering this questionnaire was highlighted. The method and analysis of data is also discussed.

CHAPTER FOUR

PRESENTATION OF FINDINGS

4.1 INTRODUCTION

In this chapter the data gathered from the research questionnaire is presented in a manner that clearly indicates the respondent's reaction to the research objectives.

This data is captured and presented in a manner that describes the make-up of the 101 respondents. The 101 respondents have been separated into groups by gender, age and skill level.

The data collected from the 20 statements was then compared and presented as a whole, indicating which packaging achieved the highest score in totality. The data was separated into two fields, the first by aspect and for the second, the data was summed up to support the objectives set. The data is presented for each category in order to drill down and evaluate if there are potential single aspects or objectives of the respondents that show a variation to the general trend. A total of 101 responses were received. All the data gathered has been tabulated as follows: Letters A to E are used to represent age and skill level. Capital letters A, B, C, D and E are selected to represent these separate categories in Table 4.1 which is taken from the research questionnaire. This data is presented in a manner that displays the comparison of the two packaging options by the 10 selected aspects. This is done in order to identify the highest scoring aspect to the weakest as in Table 5.1. Further to this both packaging options are compared by gender, age groups and skill level.

4.2 Description of Data Conversion

In tables 4.1 and 4.2 the method of allocating either a symbol for age and skill or a score is allocated for each aspect presented.

TABLE 4.1: BREAK DOWN OF HOW AGE AND SKILL DATA SYMBOLS IS ALLOCATED

	A	B	C	D	E
Age	10 to 19	20 to 30	31 to 45	46 to 60	60+
Skill	5 or lower	6 to 12	13 to 18	19 to 24	25 onwards

In table 4.1 a letter A to E is allocated to indicate the specific grouping.

TABLE 4.2: BREAK DOWN AS TO HOW EACH RESPONSE IS CONVERTED TO DATA

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
5	4	3	2	1

Each response to individual statements was allocated a score ranging from 1 to 5 as in table 4.2. From this the responses were converted to data that was arranged to visually represent the comparisons in the responses from the respondents.

4.3 PRESENTATION OF RESPONDENTS BREAK DOWN

Table 4.3 presents the break down in the makeup of the respondents by gender, age and skill level. This data was derived from the responses to the questionnaire.

TABLE 2.3: BREAK DOWN OF RESPONDENTS BY CATEGORIES

The Make-up of Respondents					
	Gender		Age		Skill Level
Male	74	10 to 19	3	5 or Better	9
Female	27	20 to 30	37	6 to 12	13
		31 to 45	31	13 to 18	25
		46 to 60	16	19 to 24	8
		61 +	14	25 +	46

The pie chart Fig 4.1 below visually depicts that 74 of the respondents are Male as compared to 27 that are Female.

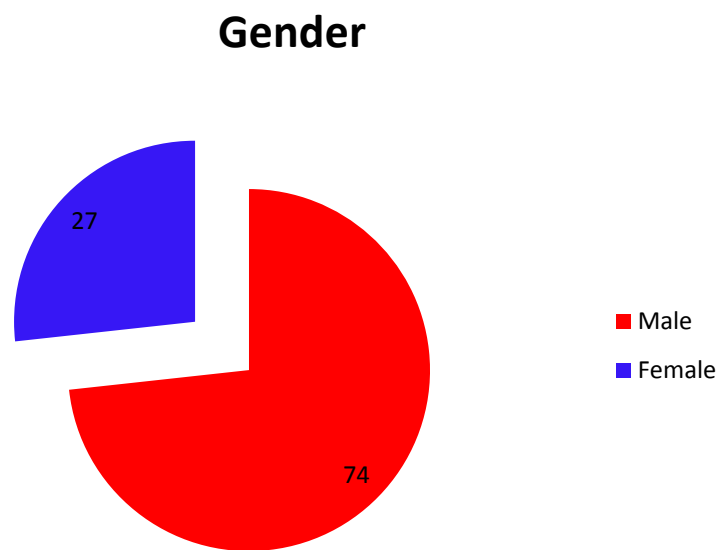


FIGURE 4.1: BREAK DOWN OF RESPONDENTS MALE TO FEMALE



FIGURE 3.2: BREAKDOWN OF RESPONDENTS BY SKILL LEVEL

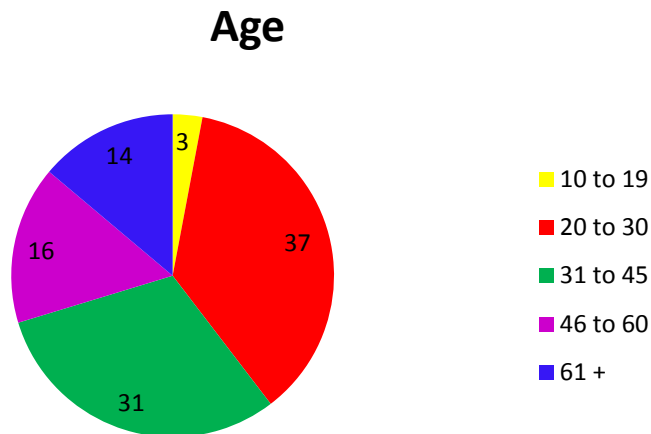


FIGURE 4.3: BREAKDOWN OF RESPONDENTS BY AGE

4.4 THE PRESENTATION OF RESPONSE DATA

In Fig 4.4 the total score between the two packaging options is presented. The score for the Hanger Bag and Header Card is 3621 compared to the Plastic Box of 4281. This shows a score of 660 or 18.2 % higher.

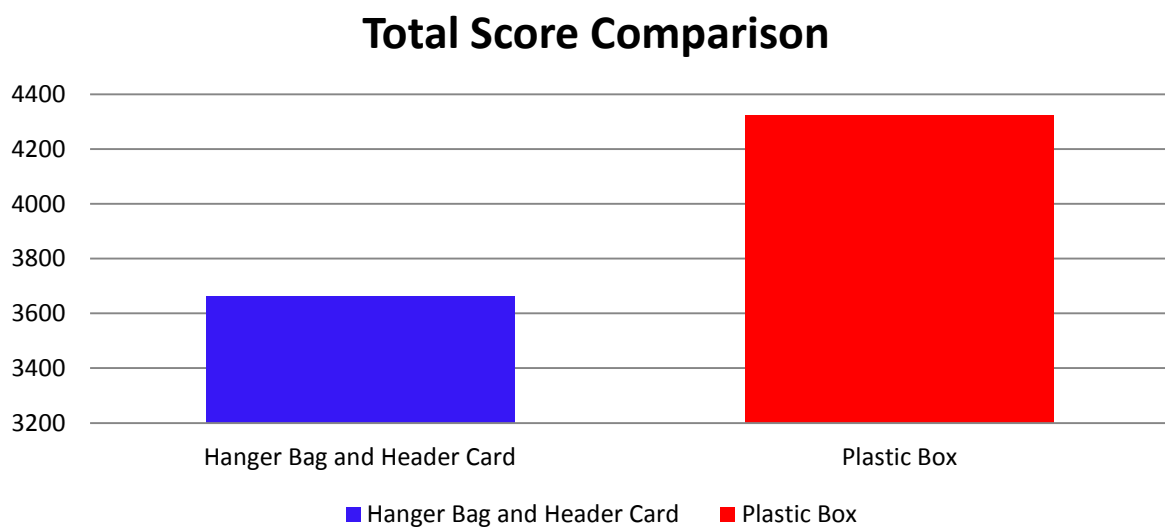


FIGURE 4.4: THE SCORE ACHIEVED FOR EACH OF THE PACKAGING OPTIONS COMPARED

Comparison by Aspect

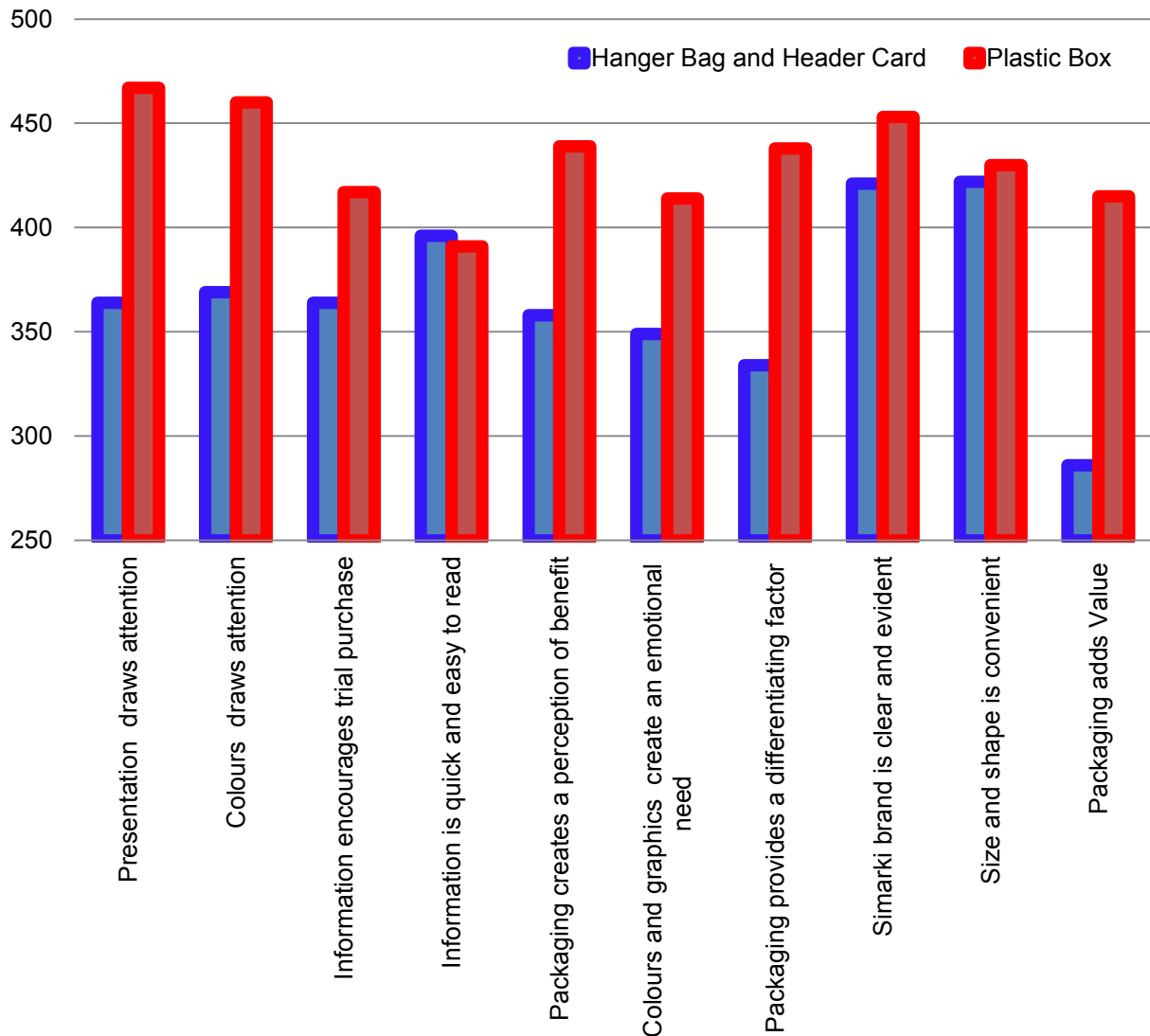


FIGURE 4.5: EACH ASPECT SCORE COMPARED FOR BOTH PACKAGING OPTIONS

In Fig 4.5 each of the 10 aspects were compared and visually displayed. The difference in scores clearly fluctuates between aspects. These fluctuations highlight which aspects are advancing the image of the Plastic Box. It can be seen in figure 4.5 that the Plastic Box indicated in red clearly outperforms the Header Card and Hanger Bag, except for aspect 4 (information is quick and easy to read).

In figure 4.6 data from aspects 1 and 2 is summed to achieve a score for objective 1 Visual these aspects being– (the presentation of the tee in the Hanger Bag and Header Card is shown to be eye catching and draws attention to the product) and 2 (The colours of the packaging draw attention to the product).

Aspect 3, 4 and 8 is summed to achieve a score for objective 2 informative. These aspects are (The information provided on the packaging would encourage a trial

purchase of the product), (The information presented on the packaging is quick and easy to take in) and (The Simarki brand is clearly evident and recognisable as the product brand).

Aspect 5 and 6 is summed to achieve a score for objective 3 emotionally appealing. These aspects are (The way this packaging presents this product creates a perception of benefit that will encourage a trial purchase) and (The combination of information, colours and graphics create an emotional need for the product).

Aspect 7, 9 and 10 is summed to achieve a score for objective 4 workable. These aspects are (This packaging presents these tees in a manner that will provide a differentiating factor between similar products), (The size and shape of the packaging is convenient) and 10 (The packaging creates additional value in the product when compared to alternative packaging.

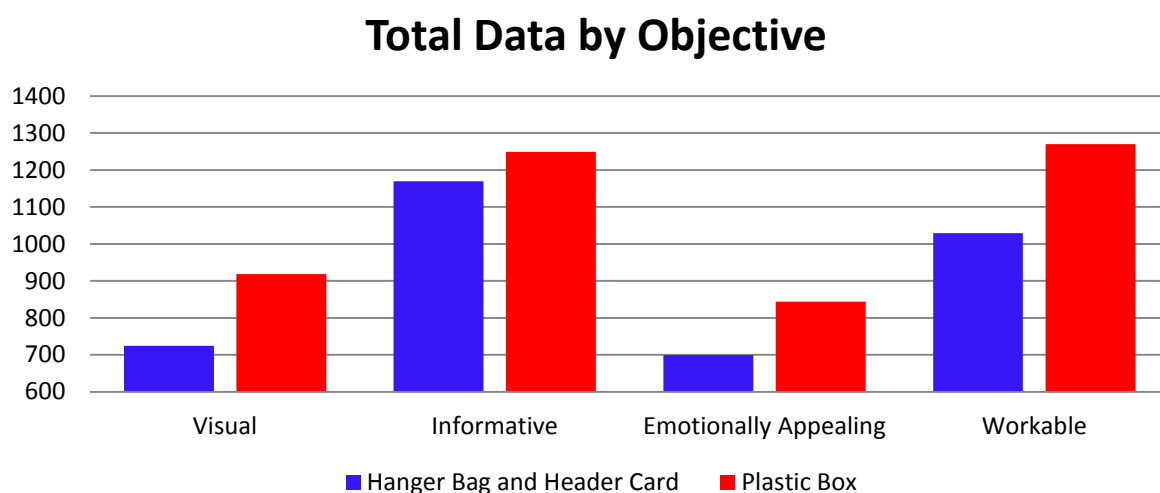


FIGURE 4.6: TOTAL DATA SUMMED BY OBJECTIVE

4.4.1 DATA PRESENTED BY FEMALES AND MALES

In figures 4.7 and 4.9 the comparative score of each aspect as perceived by gender is displayed. The aim was to display a separate profile perceived by female and male respondents. The profile was created across all ten aspects highlighting aspects where differences by gender can be observed and quantified.

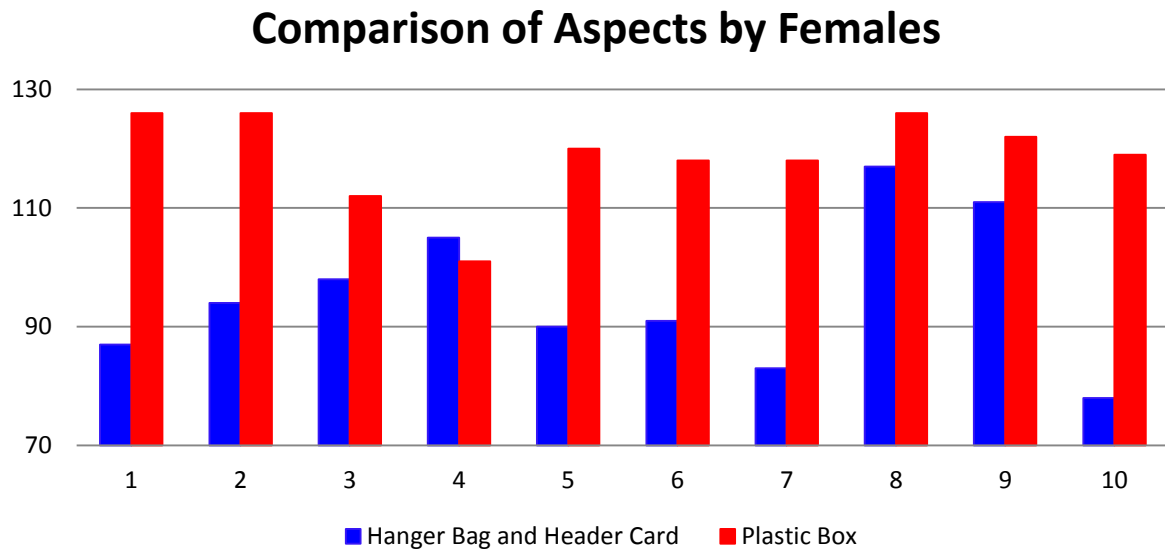


FIGURE 4.7: COMPARISON OF EACH ASPECT AS PERCEIVED BY FEMALES

From figures 4.8 and 4.10 all the scores from the aspect have been summed to form the total score by objective and by the relative gender.

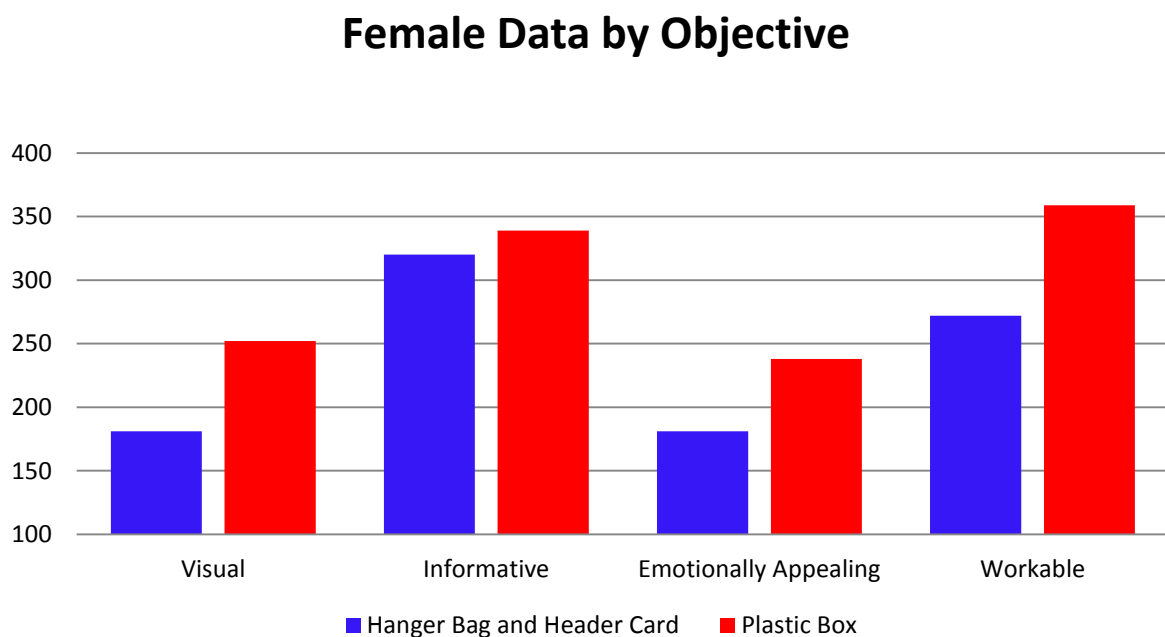


FIGURE 4.8: FEMALE DATA SUMMED BY OBJECTIVES

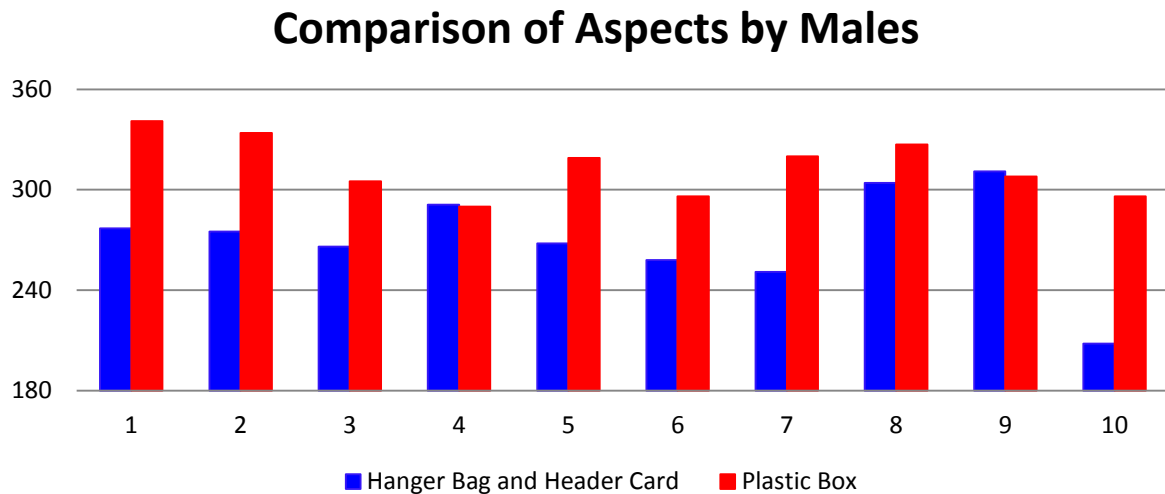


FIGURE 4.9: COMPARISON OF EACH ASPECT AS PERCEIVED BY MALES

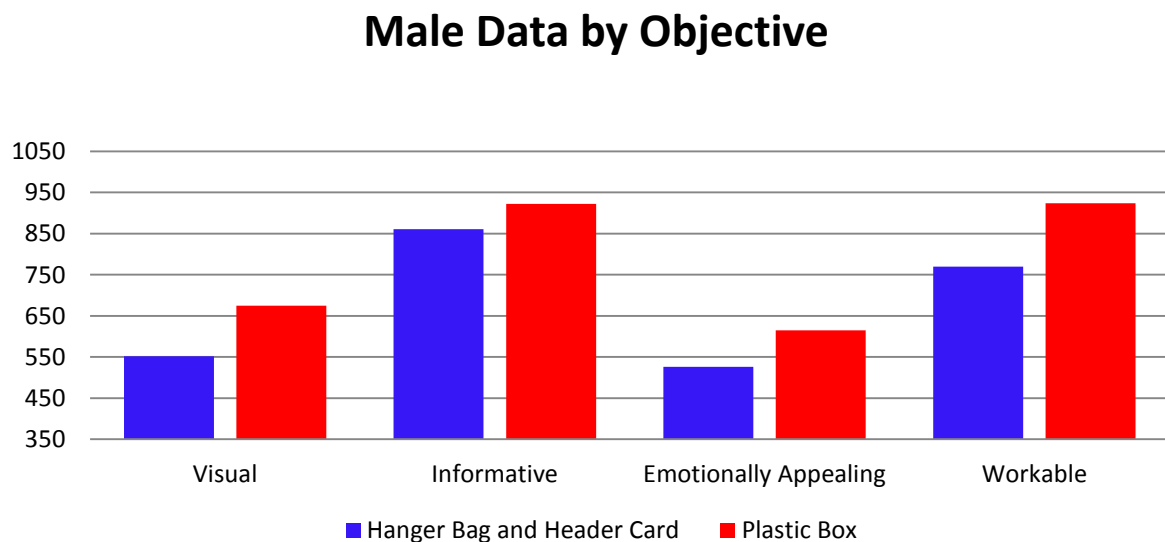


FIGURE 4.10: MALE DATA SUMMED BY OBJECTIVE

By comparing Fig 4.7 and 4.9 the information shows that the Plastic Box outperforms the Header Card and Hanger Bag. The profile of both Figures 4.7 and 4.9 are relatively similar to that of Fig 4.5. There are subtle differences in aspect 4 (information is quick and easy to read) where the female respondents found that the Header Card and Hanger Bag outperformed the Plastic Box, while the male respondents perceived very little difference. In aspect 6 (colours and graphics create an emotional need for the product) the male respondents found less of a benefit for the Plastic Box as compared to the female respondents. In figure 4.7 and 4.10 the

data is presented as aspects summed by objective, this shows that the Plastic Box is perceived to outperform the Header Card and Hanger Bag.

4.4.2 DATA PRESENTED BY AGE GROUP

In Figures 4.11, 4.13, 4.15, 4.17 and 4.19 the data is presented by age group category. Each figure projects a profile as to how each age group perceived the difference in aspects.

From Figure 4.11 age group 10 to 19 the data shows that the Plastic Box clearly outperforms the Header Card and Hanger Bag. There is however a different profile when comparing to Figure 4.5 here this age group perceives aspect 4 (information is quick and easy to read) of the Plastic Box to be superior. In aspect 9 (size and shape of the packaging is convenient) this age group perceives no difference between the two packaging options. In figure 4.12 the data for the age group 10 to 19 is summed into objectives showing that for each objective the Plastic Box performs the highest.

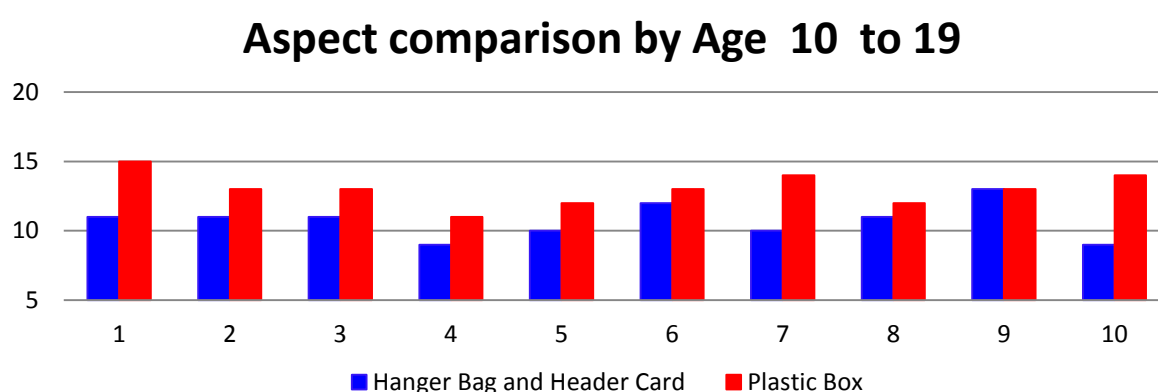


FIGURE 4.11: DIRECT COMPARISON BETWEEN TWO PACKAGING OPTIONS AGE 10 TO 19

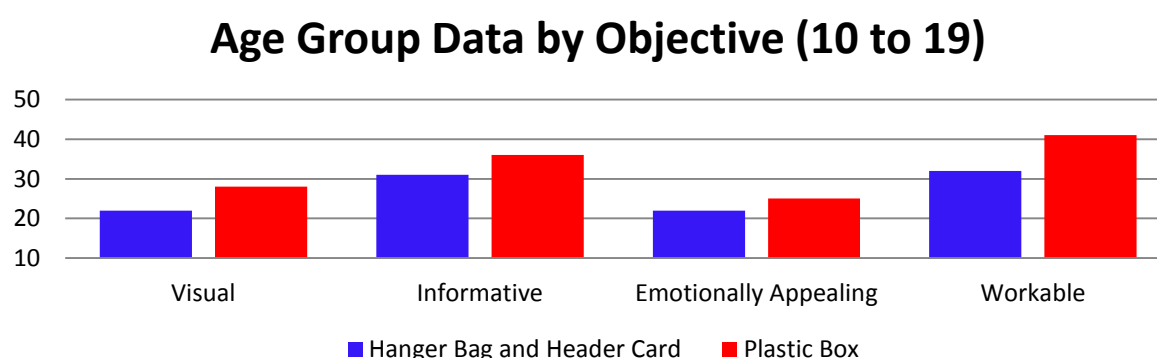


FIGURE 4.12: DATA SUMMED BY OBJECTIVE FOR AGE GROUP 10 TO 19

In figure 4.13 the age group 20 to 30 the data shows that the Plastic Box is preferred in all aspects except for aspect 4 (information is quick and easy to read) and that the profile generated from this data is similar to that of figure 4.5 the profile of all the combined data. In figure 4.14 the data for this age group 20 to 30 is summed to the four objectives and presented. This highlights that although the Plastic Box underperforms for aspect 4 (information is quick and easy to read), for objective “Informative” indicates the Plastic Box is perceived to outperform the Header Card and Hanger Bag.

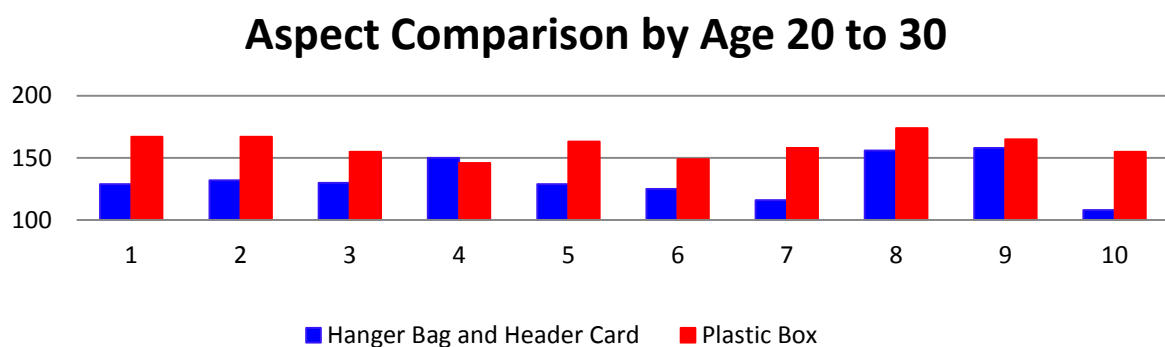


FIGURE 4.13: DIRECT COMPARISON BETWEEN TWO PACKAGING OPTIONS AGE 20 TO 30

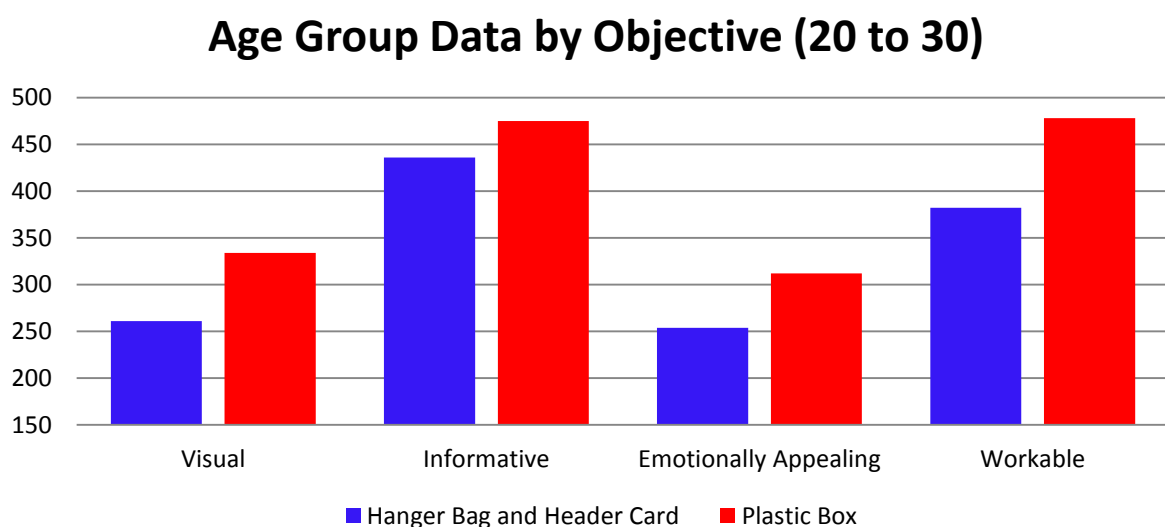


FIGURE 4.14: DATA SUMMED BY OBJECTIVE FOR AGE GROUP 20 TO 30

In figure 4.15 the age group 31 to 45 the respondent perceives the Plastic Box to be superior in 8 out of 10 aspects. The profile generated is different to that of figure 4.5, as this segment of respondents perceive the plastic box in aspects 4 (information is quick and easy to read) and 9 (size and shape of the packaging is convenient) to

score less than that of the Header Card and Hanger Bag. In figure 4.16 the Plastic Box outperforms the Header Card and Hanger Bag in all of the objectives.

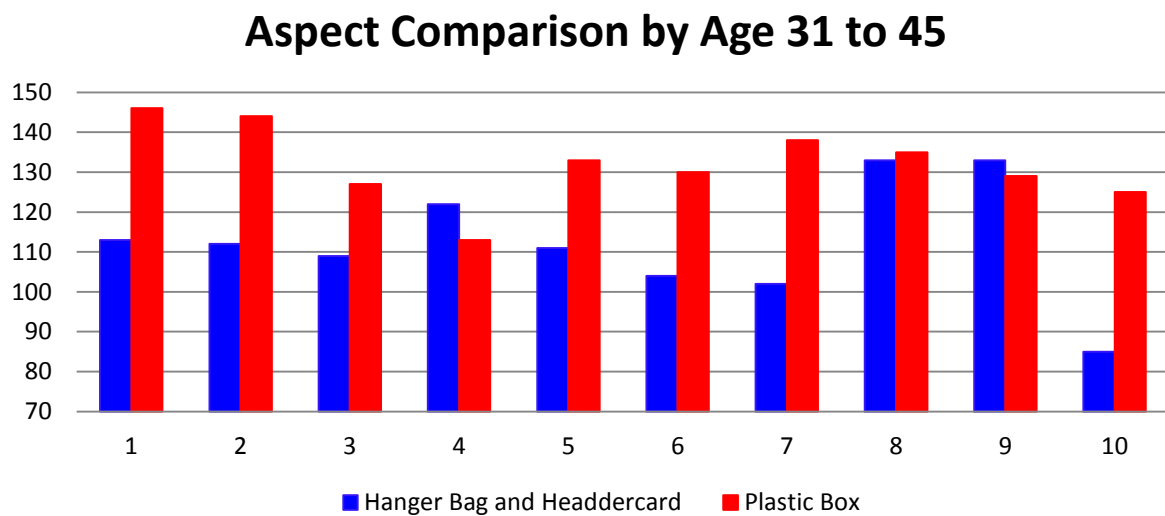


FIGURE 4.15: DIRECT COMPARISON BETWEEN TWO PACKAGING OPTIONS AGE 31 TO 45

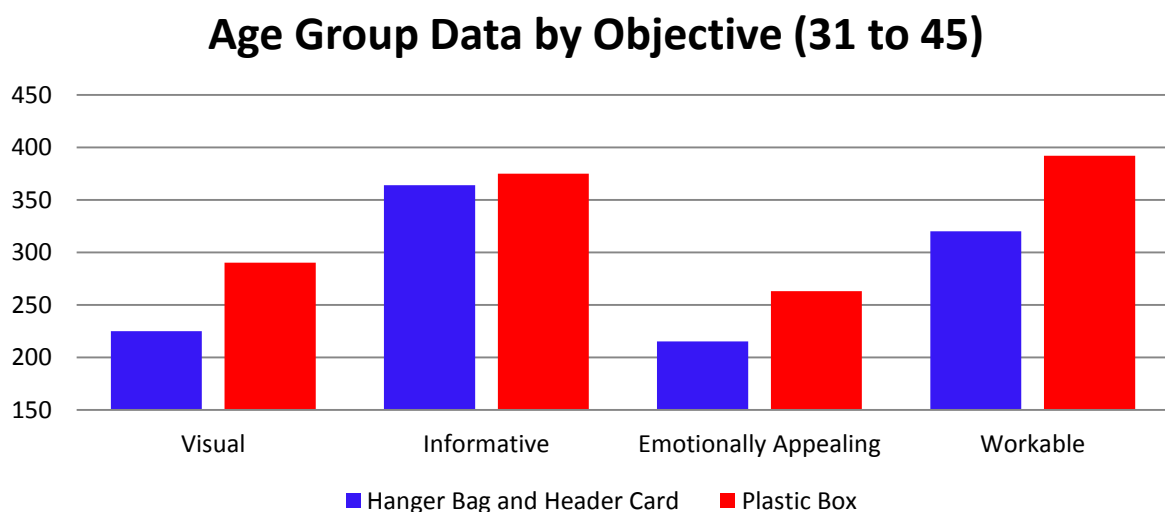


FIGURE 4.16: DATA SUMMED BY OBJECTIVE FOR AGE GROUP 31 TO 45

In Figure 4.17 age group 46 to 60 the data shows this segment of respondents to perceive the Plastic Box to outperform the Header Card and Hanger Bag. The trend is different to that of Figure 4.5 as this segment clearly perceives that the Plastic Box out performs the Header Card in aspect 4 (information is quick and easy to read).

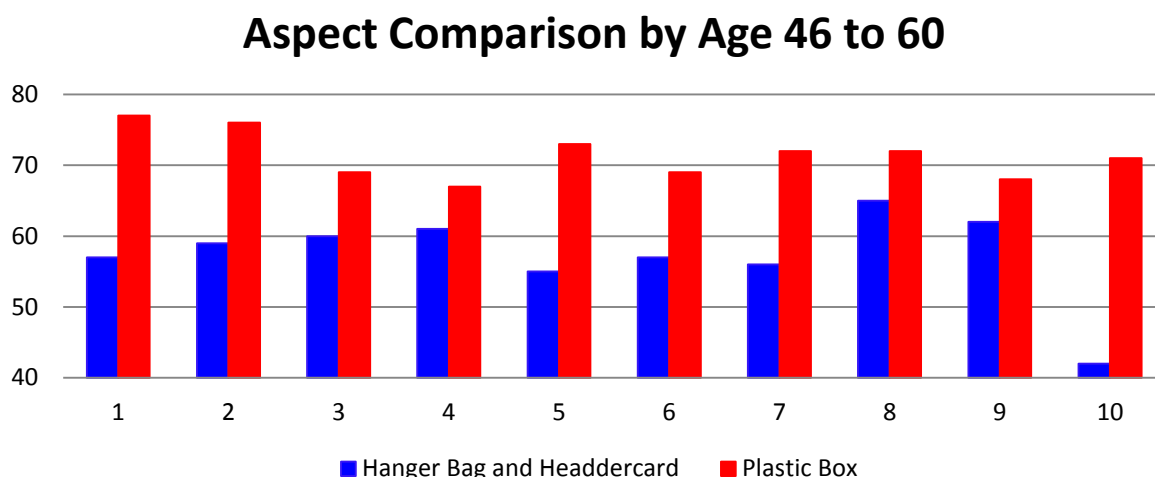


FIGURE 1.17: DIRECT COMPARISON BETWEEN TWO PACKAGING OPTIONS AGE 46 TO 60

In figure 4.18 the data for age group 46 to 60 is summed into the four objectives. This chart shows that the Plastic Box outperforms the Header Card and Hanger Bag in all objectives.

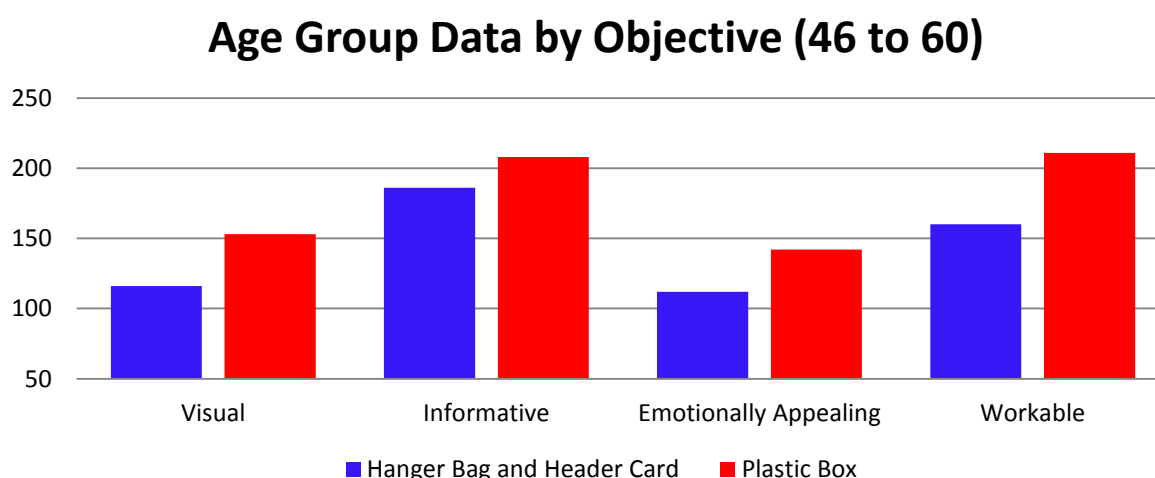


FIGURE 4.18: DATA SUMMED BY OBJECTIVE FOR AGE GROUP 46 TO 60

In figure 4.19 age group 60+ this segment of the respondents perceive that the Plastic Box is superior in seven out of ten aspects. This trend is not in line with that of figure 4.5 as aspect 3 (colours and graphics create an emotional need for the product), 4 (information is quick and easy to read) and 9 (size and shape of the packaging is convenient) of the Plastic Box are perceived to underperform in comparison to the Header Card and Hanger Bag.

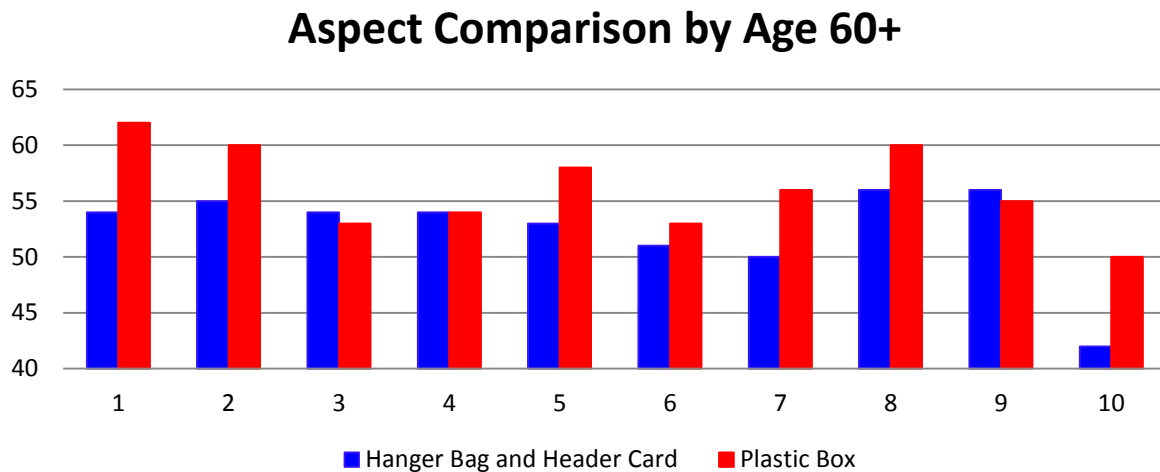


FIGURE 4.19: ASPECT COMPARISON BETWEEN TWO PACKAGING OPTIONS AGE 60+

In figure 4.20 the data is summed into the four objectives showing that for the age group 60+ the Plastic Box performed the best.

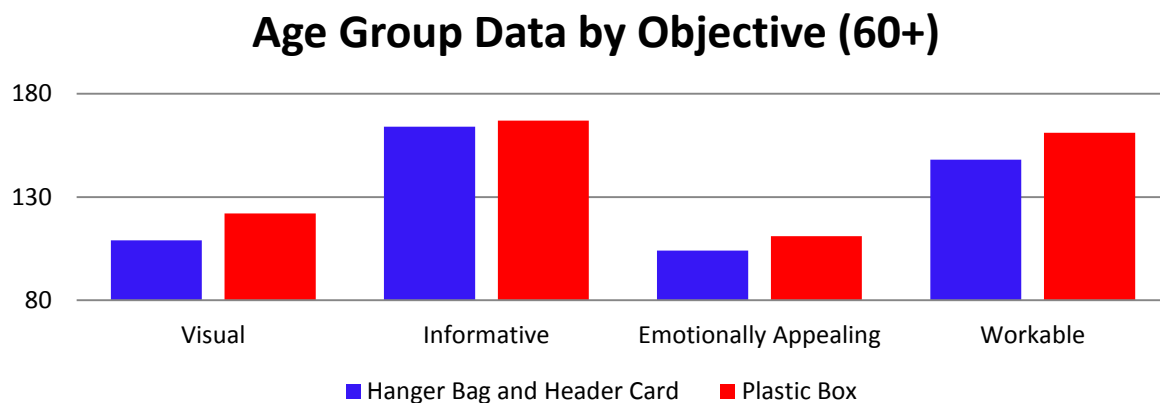


FIGURE 4.20 DATA SUMMED BY OBJECTIVE FOR AGE GROUP 60+

In figure 4.21 the data presented is that of the Plastic Box. This data is the percentage difference per aspect in comparison to the Header card and Hanger bag. For each age group the percentage difference is displayed by objective. This displays the variation in the perceived scores achieved by each age group.

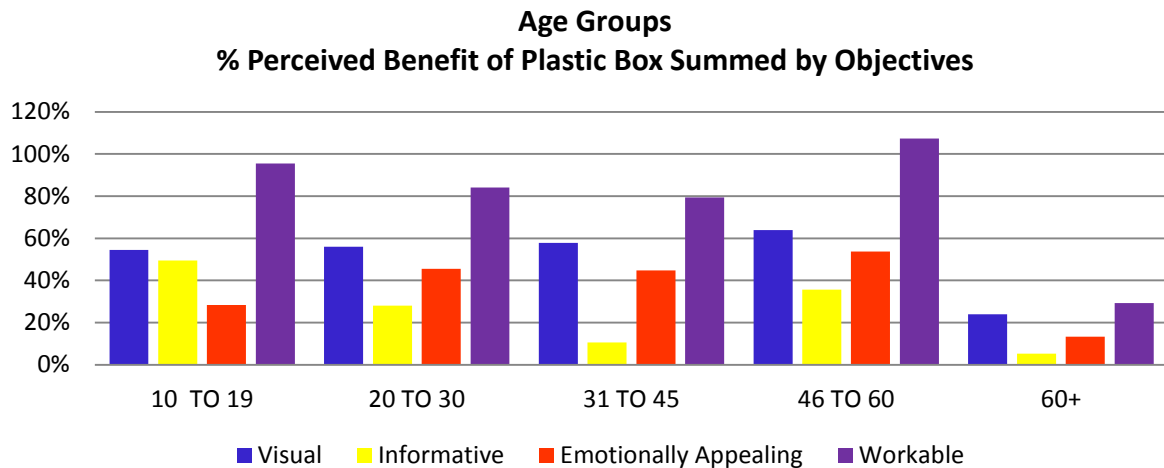


FIGURE 4.21: PERCENTAGE DIFFERENTIAL COMPARISON OF DATA BY AGE GROUP AND OBJECTIVES

From Fig 4.21 the data shows that age group 60+ perceive the least benefit to the Simarki brand using the Plastic Box. The age group 46 to 60 perceive the most benefit.

4.4.3 PRESENTATION OF DATA BY SKILL

In this section the data present is for each skill level group and is the comparison between the Header Card and Hanger Bag and the Plastic Box. A trend is generated for each segment.

Fig 4.22 shows that the segment of the respondents with a skill level 5 or better perceive the Plastic Box to perform better in all aspects except for aspect 4 (information is quick and easy to read). The general trend is very similar to that of figure 4.5

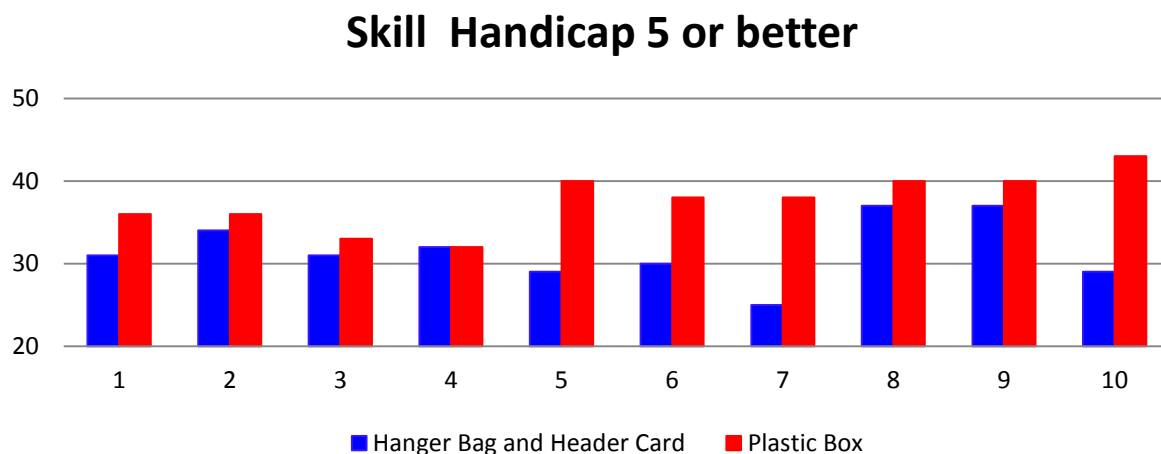


FIGURE 4.22: ASPECT COMPARISON BETWEEN TWO PACKAGING OPTIONS BY SKILL LEVEL 5 OR BETTER

Figure 4.23 displays the scores achieved for each objective for the skill level of 5 or better. This highlights that the Plastic Box scored higher for each objective in comparison to the Header Card and Hanger Bag.

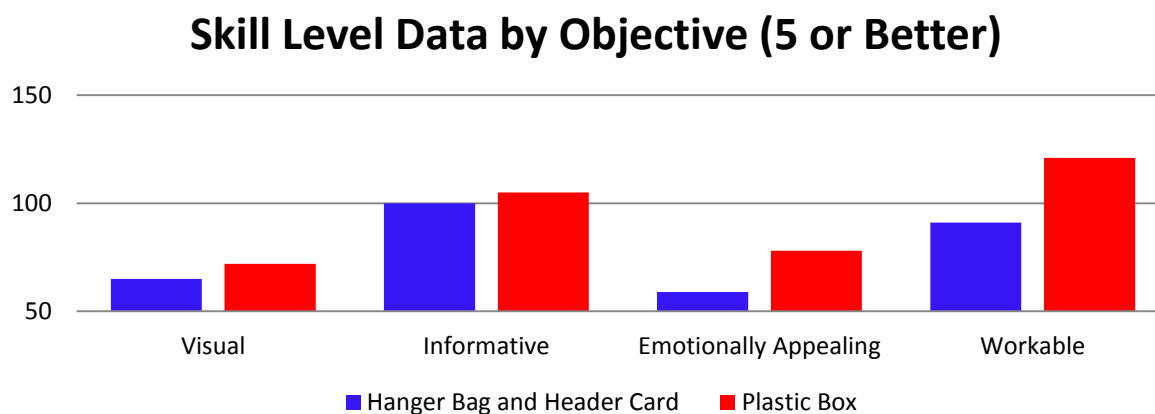


Figure 4.23 Data Comparison Summed by Objectives for Skill level 5 or Better

Fig 4.24 displays the data for skill level 6 to 12 comparing the Header Card and Hanger Bag and the Plastic Box. The respondents for this skill level indicate that the Plastic Box clearly outperforms the Header Card and Hanger Bag. The trend is different to that of figure 4.5. Aspect 4 (information is quick and easy to read) is rated higher for the Plastic Box and aspect 8 (Simarki brand is clear and evident) and 9 (size and shape of the packaging is convenient) are perceived by this skill group to be of equal appeal for both packaging options.

Skill Handicap 6 to 12

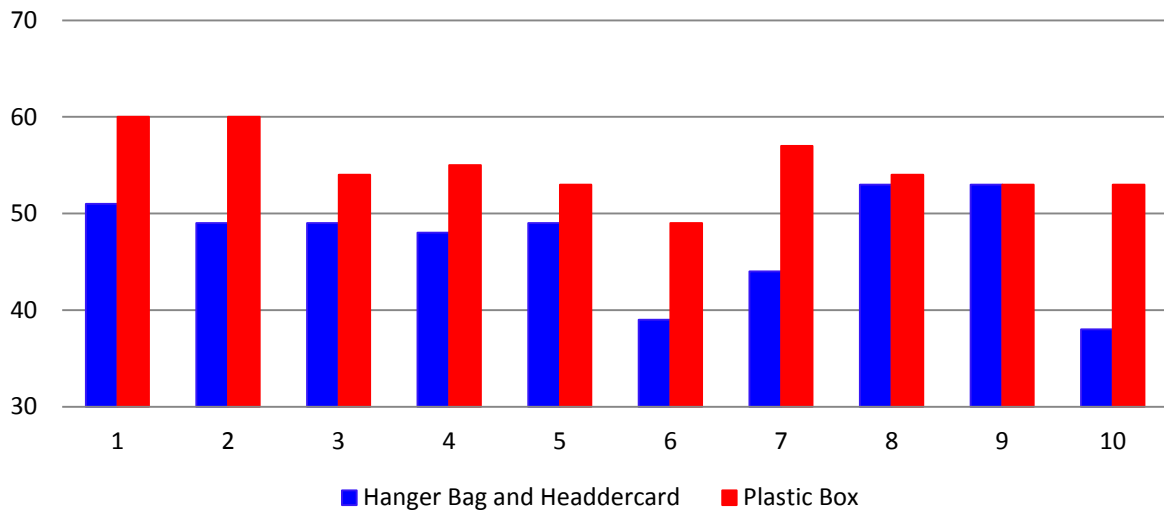


FIGURE 4.24: DIRECT COMPARISON, BETWEEN TWO PACKAGING OPTIONS BY SKILL LEVEL 6 TO 12

Figure 4.25 displays the scores achieved by objective highlighting that the Plastic Box achieved the highest score.

Skill Level Data by Objective (6 to 12)

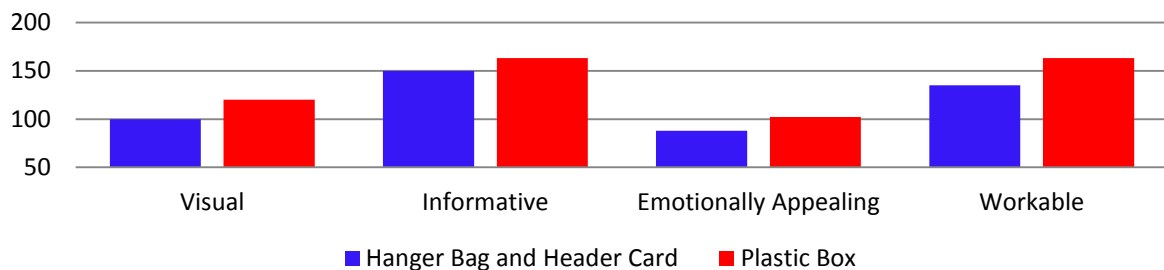


FIGURE 4.25: DATA COMPARISON SUMMED BY OBJECTIVES FOR SKILL LEVEL 6 TO 12

From figure 4.26 the data shows that this segment of the respondents, skill level 13 to 18 find that in 6 out of 10 aspects the Plastic box packaging outperformed the Header Card and Hanger Bag. Aspects 3 (colours and graphics create an emotional need for the product), 4 (information is quick and easy to read), 9 (size and shape of the packaging is convenient) and 10 (packaging adds value) are all perceived to perform below that of the Plastic Box. This profile varies from the general trend in Fig 4.5

Skill Handicap 13 to 18

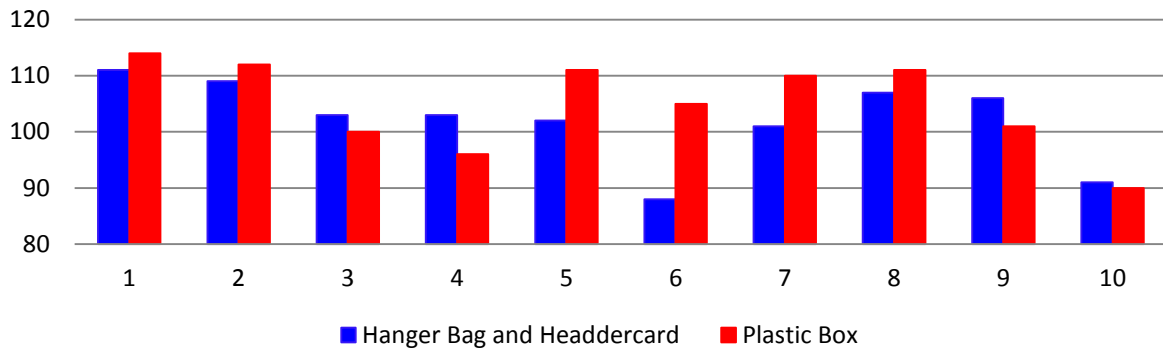


FIGURE 4.26: DIRECT COMPARISON BETWEEN TWO PACKAGING OPTIONS BY SKILL LEVEL 13 TO 18

In figure 4.27 the data summed into objectives shows that for skill level 13 to 18 the respondent perceived that the Header Card and Hanger Bag clearly outperformed the Plastic Box.

Skill Level Data by Objective (13 to 18)

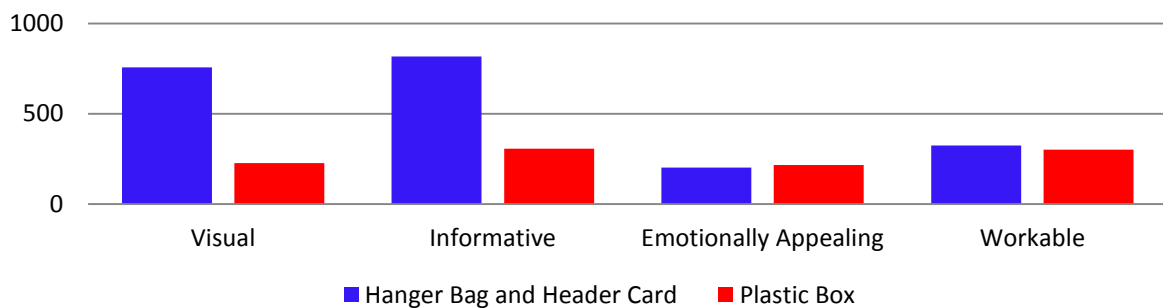


FIGURE 4.27: DATA COMPARISON SUMMED BY OBJECTIVES FOR SKILL LEVEL 13 TO 18

From Fig 4.28 the respondents perceive the Plastic Box to outperform the Hanger Bag and Header Card in all 10 aspects. The trend line formed is similar to that of figure 4.5 except for the Plastic Box in aspect 4 (information is quick and easy to read) which is perceived to have a higher score.

Skill Handicap 19 ton24

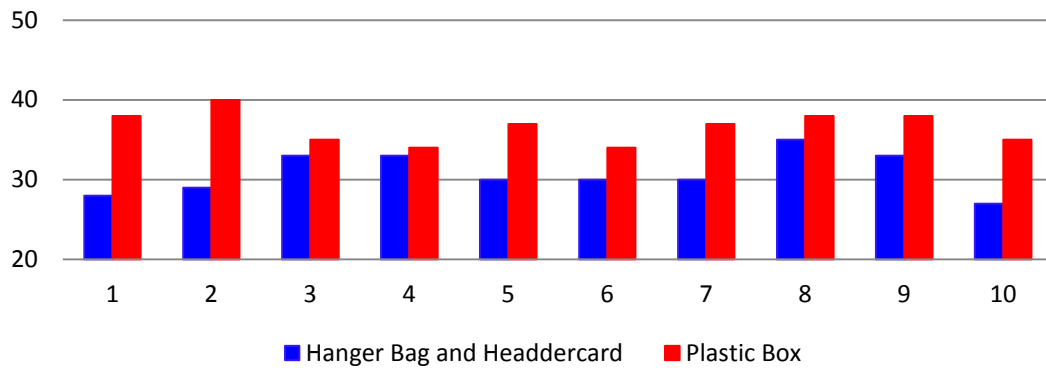


FIGURE 4.28: DIRECT COMPARISON, BETWEEN TWO PACKAGING OPTIONS BY SKILL LEVEL 19 TO 24

Figure 4.29 displays the data summed into the four objectives for age group 19 to 24 indicating that the Plastic Box is perceived to perform the best in all four objectives.

Skill Level Data by Objective (19 to 24)

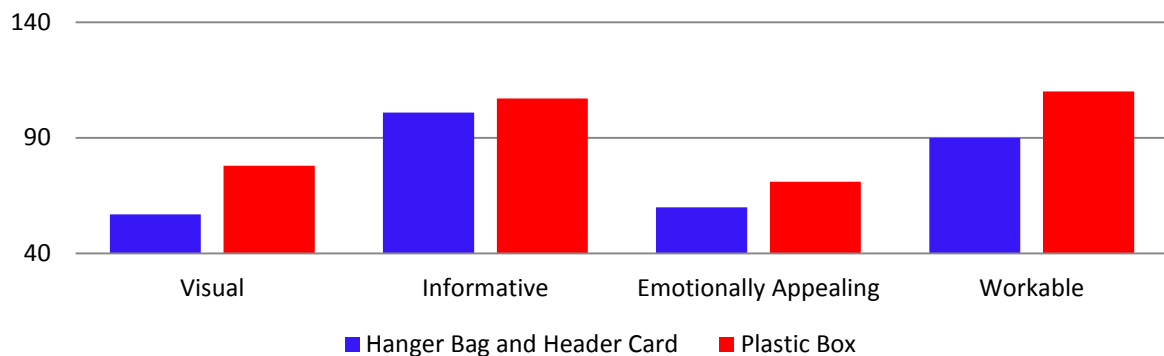


FIGURE 4.29: DATA COMPARISON SUMMED BY OBJECTIVES FOR SKILL LEVEL 13 TO 18

From figure 4.30 the data show a trend line very similar to that of figure 4.5. This trend shows that for 9 out of 10 aspects the respondents for this segment found the plastic box to outperform that of the Header Card and Hanger Bag.

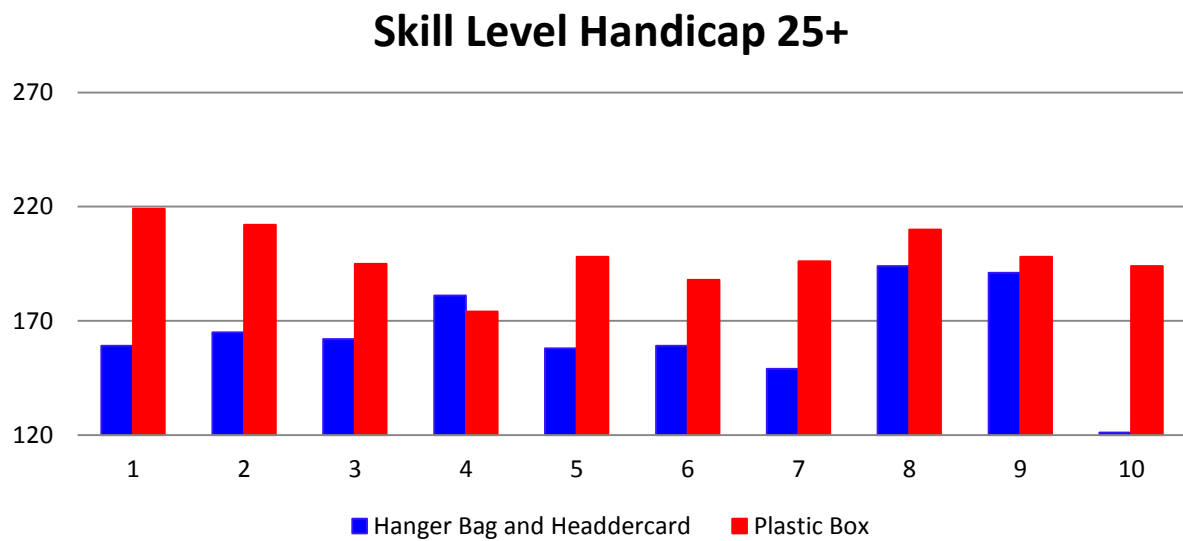


Figure 4.30: Direct Comparison, between two Packaging Options by Skill Level 25+

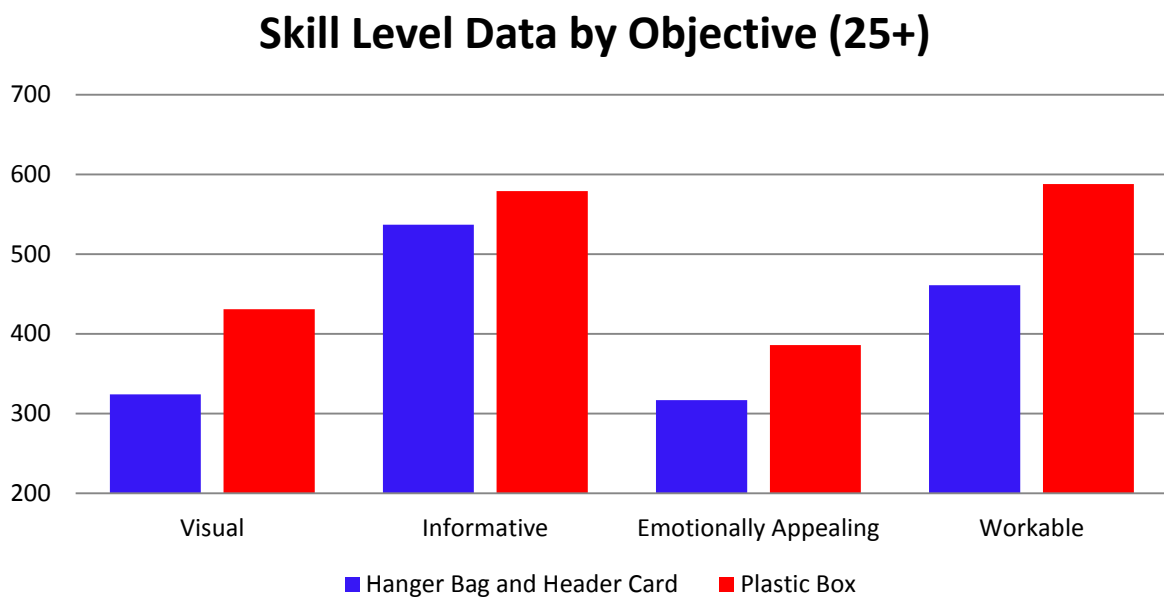


FIGURE 4.31: SUM OF ASPECTS SUMMED INTO THE OBJECTIVES FOR SKILL LEVEL 25+

Figure 4.32 is the percentage difference of Plastic Box data as perceived by each skill level. This data is summed into objectives and presented in comparison to each skill level. The chart shows that skill level 13 to 18 is the low outlier when compared to all other skill level groups.

Skill Level Groups % Perceived Benefit of Plastic Box Summed by Objectives

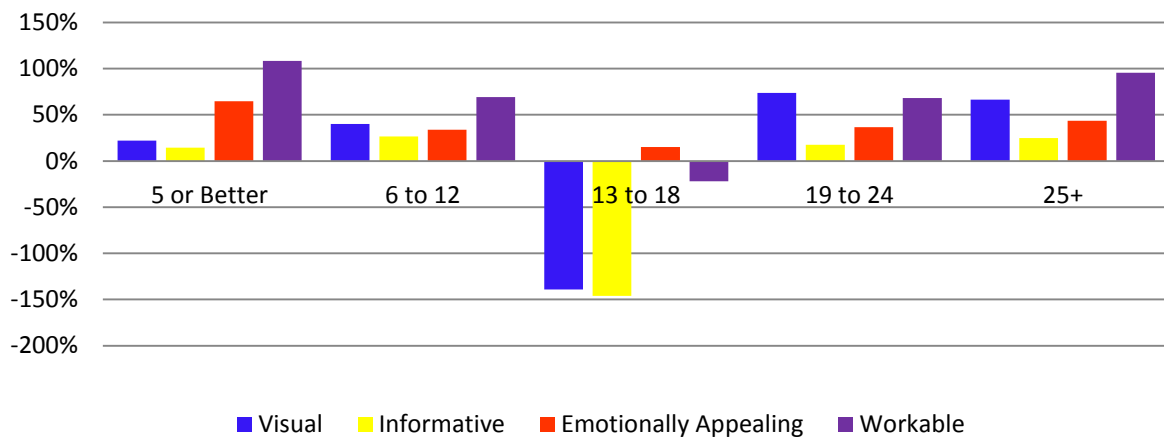


FIGURE 4.32: PERCENTAGE DIFFERENTIAL COMPARISON OF DATA BY SKILL LEVEL AND OBJECTIVES

4.5 SUMMARY

In order to determine which packaging option is best for the Simarki brand all segments of the respondent group data has been examined. This is done to investigate if in any of the segments, the data shows there is any significant variation from the general trend.

The make-up of the respondents is demonstrated in figures 4.1, 4.2 and 4.3. This data indicates the biggest segments of the sample population for gender, age and skill level and from this, the biggest segments of each group can be determined.

Each segment of the respondent's data is presented in the form of two charts. The first chart shows the results of data by aspect and the second chart shows the data summed in line with the objectives being investigated.

CHAPTER FIVE

DISCUSSION

5.1 INTRODUCTION

In chapter 5 the comparison of the data gathered and presented in chapter four is discussed. The initial departure point is the total data comparison. The information is compared by key groups to compare trends and finally each aspect is discussed.

5.2 DATA IN TOTAL

In comparison the score received for the Plastic Box packaging outweighed that of the Hanger Bag and Header Card by 4281 to 3621, clearly indicating that the respondents perceive the Plastic Box to be the best solution for the Simarki brand. This data is clear in the outcome but does not highlight the individual aspects the respondents perceived where the Plastic Box outperformed the Hanger Bag and Header Card.

From Fig 4.5 a Table 5.1 has been constructed to provide further analysis. The objectives are arranged in lowest to highest comparison to provide clear ranking. This table clearly indicates which aspects have the biggest impact on the outcome.

TABLE 5.1: LIST OF ASPECTS AS TO THEIR PERCEIVED PERCENTAGE COMPARISON

	Hanger Bag and Header Card	Plastic Box	Percentage Difference
Information is quick and easy to read	396	391	-1.26%
Size and shape is convenient	422	430	1.90%
Simarki brand is clear and evident	421	453	7.60%
Information encourages trial purchase	364	417	14.56%
Colours and graphics create an emotional need	349	414	18.62%
Packaging creates a perception of benefit	358	439	22.63%
Colours draw attention	369	460	24.66%
Presentation draws attention	364	467	28.30%
Packaging provides a differentiating factor	334	438	31.14%
Packaging adds Value	286	415	45.10%

5.2.1 BREAK DOWN IN RESPONDENTS OR SAMPLE POPULATION

From the 101 respondents, the following information is presented:

- 73.26% of the respondents are male and 26.73% are female.
- The age group 10 to 19 represents 2.97%, 20 to 30 represents 36.63%, 31 to 45 represents 30.69%, 46 to 60 represents 15.84% and 61+ represents 13.86%
- The skill level 5 or better represents 8.91%, 6 to 13 represents 12.87%, 13 to 18 represents 24.75%, 19 to 24 represents 79.20% and 25+ represents 45.54%.

From the above information it can be concluded that the male golfers are 73.26% of potential golfers. For this reason the data gathered is weighted. This weighting is important to Simarki as the male customer represents a greater portion of the customer potential.

In the age group the sample population indicates the age groups 20 to 30 and 31 to 45 combined represent 67.32%. For this reason these two groups data carry a heavier weighting as these age groups provide the biggest potential customer base.

From the data on skill level the sample group with a skill level of 25+ represents 45.54% of the potential customer base. For Simarki this skill level data carries more weight in comparison to other skill level groups.

In figure 5.1 the data from the biggest section of each of the groups has been combined to create a key group trend line

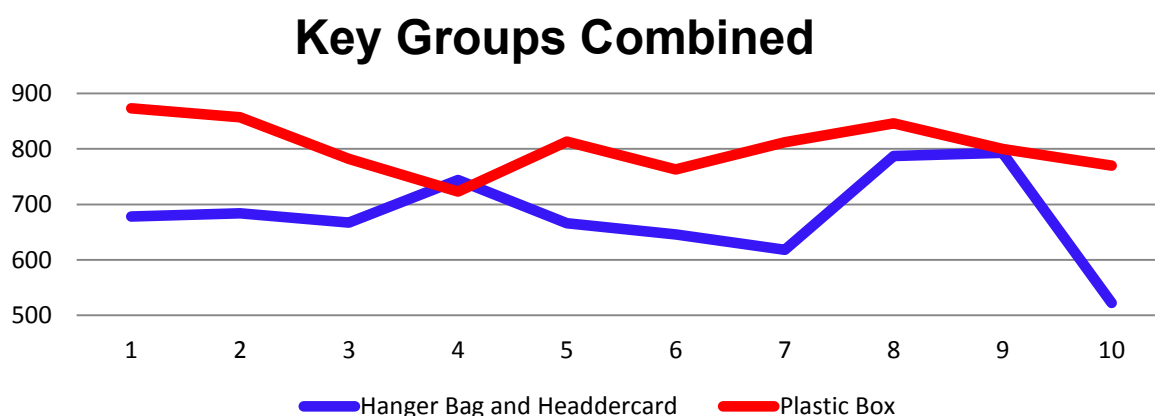


FIGURE 5.1: COMPARISON OF 10 ASPECTS BY COMBINED KEY GROUPS

From Fig 5.1 which is the combination of the key groups discussed above male, age group 20 to 30, 31 to 45 and skill level 25+ the trend is similar.

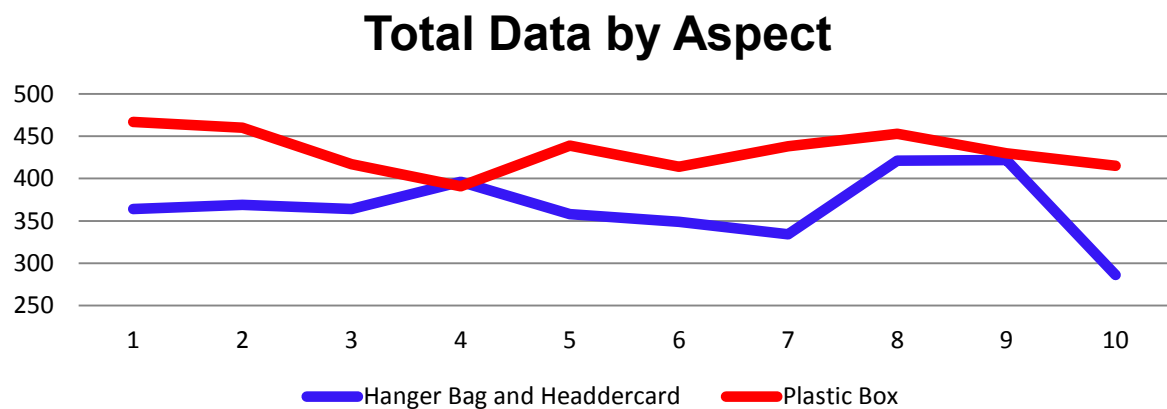


FIGURE 5.2: COMPARISON OF 10 ASPECTS BY ALL RESPONDENTS

Comparing the difference of Fig 5.1 and 5.3 in Fig 5.2 it is clear to see that aspects 1,2,3,7 and 10 are perceived by the key groups as greater value when compared to the total data. Aspects 4, (information is quick and easy to read) 5, (packaging creates a perception of benefit) 6 (colours and graphics create an emotional need for the product) and 9 (size and shape of the packaging is convenient) are perceived as a negative aspect by the key groups when compared to all the data gathered.

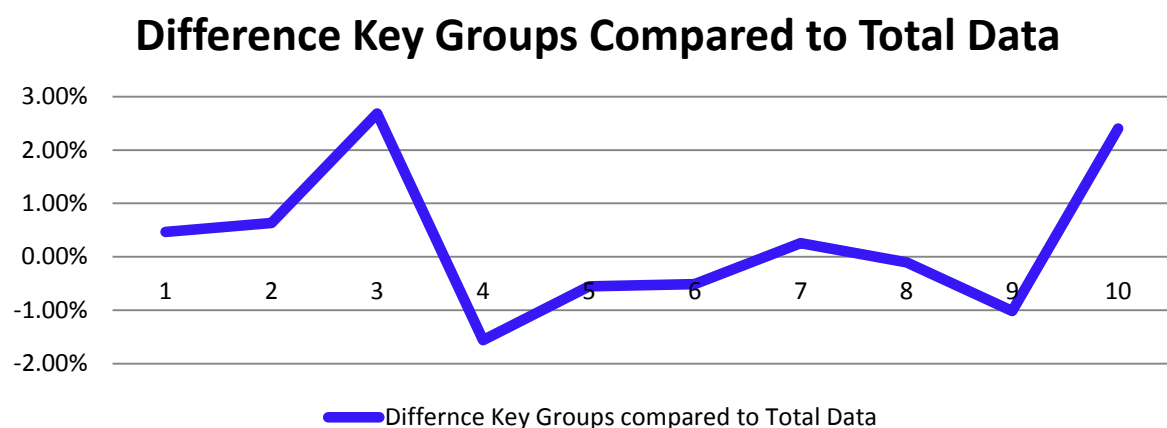


FIGURE 5.3: PERCENTAGE VARIATION BETWEEN KEY GROUPS AND TOTAL PARTICIPANTS

5.3 RESEARCH INTO EACH ASPECT

Aspect 1: Presentation of the packaging draws attention to the product

The outcome from the data analysed is that the respondents perceived that the packaging presents the product in a manner that draws their attention to the product. This aspect also generated a 4.62 average response from the respondents for the Plastic Box packaging which is a Very Strongly agree response. This demonstrates that potential customers are drawn to the product in the store due to the product presentation in the packaging. The Plastic Box packaging is designed in a manner that meets the requirements of displaying the product that attracts attention.

This aspect achieved a ranking of 8th out of 10 highlighting that this aspect is perceived by the respondents to be the second biggest improvement over the Hanger Bag and Header Card packaging. The percentage improvement of 28.3% in favour of the Plastic Box in the total data evaluation highlights that there is a significant improvement in this single aspect of the packaging. When comparing between the key groups and total data this aspect also shows a 0.5% improvement as compared to the Hanger Bag and Header Card; again this highlights that in the key groups this aspect also performs above the general perception. As the key groups make up the biggest market share, this highlights that this aspect of the packaging is perceived by the respondents to be highly effective.

Aspect 2: The colours of the packaging draw attention to the packaging

The respondents perceive the colours used in the packaging to draw attention to the product. This aspect also generated a 4.55 average response from the respondents for the Plastic Box which is a Strongly Agree.

This aspect ranks 7th out of 10 with highlighting that the customer perceives this aspect of the Plastic Box packaging to be rated fourth in difference to the Header card and Hanger Bag. This difference is a percentage of 24.66% in the total data comparison. This response highlights that the respondents perceive that the plastic box colour combination draws the attention of the customer to a higher degree as compared to the Hanger Bag and Header Card.

The comparison between the key groups for the plastic box packaging data shows a 0.6% improvement highlighting that this aspect is also perceived by the key market groups to be effective.

“Expressive visual designs are employed to support the marketing communications and the brand strategies for consumer products” (Emballage, 2008), (Meyers, 2005) and (Young, 2004). The respondents clearly perceive the Plastic Box to have strong visual design that supports the product. The data collected from the respondent’s, supports that the plastic box packaging will perform to a higher degree in the market.

Aspect 3: The information provided on the product will encourage a trial purchase of the product

The respondents scored the Plastic Box to be 14.56% better than the Hanger Bag and Header Card. This aspect ranks 4th out of 10 in percentage improvements over the Hanger Bag and Header Card. In comparison to the key groups this aspect shows a 2.5% improvement and the biggest improvement. From this it can be concluded that the key groups perceive this aspect to be of significant importance.

This aspect also generated a 4.12 average response from the respondents for the Plastic Box which is an agree response.

The information provided on the Header Card displayed 4 key bullet points, branding and company details. The information provided on the Plastic Box has a graphic of the Simarki Tee and a detailed description of each performance aspect of the Tee. In effect the information provided by the Plastic Box option educates the respondent as to the benefits and advantages of the product in greater detail. The ability of the packaging of a product to convey feelings of quality and value to the customer increases the success rate of the product argue Jordan, (2000), Creusen and Schoormans, (2005) and Underwood, (2003) highlighting the importance of product information on packaging.

Aspect 4: Information is quick and easy to take in

This aspect is perceived by the respondents to achieve a negative response of -1.26%. For this reason this aspect ranks 1 out of 10 displaying that the Hanger Bag and Header Card outperformed the Plastic Box. In comparison to the key groups this aspect showed a -1.5% negative perception.

The data provided on the Plastic Box is more detailed and achieved an average score of 3.87 which is 0.13 from an average of 4 which would relate to a respondent agreeing to the statement that the information presented on the packaging is quick and easy to take in.

“When consumers are scanning packages at the point of purchase, perception is rapid and quick recognition is important for inclusion in the decision process (Clement, 2007) and (Kauppinen, 2004). Combining this with “package being the link between company and consumer” (Pilditch, 1961), it is highly important that information is quick to absorb in order for the Simarki product to be first to mind or to influence the purchasing decision.

In figure 26 the font size on the Plastic Box is half of that on the Header Card figure 25. The Header Card is printed in white on a black background and the Plastic Box has the printing over a bright red Simarki symbol that also drifts into white background. The printing is in a small font and the writing is also in a congested manner.



FIGURE 5.4: IMAGE OF HEADER CARD



FIGURE 5.5: IMAGE OF PLASTIC BOX

Aspect 5: The way this packaging presents the product, creates a perception of benefit that will encourage a trial purchase

The respondents perceive that the Plastic Box outperforms the Hanger Bag and Header Card by 22.63%. This aspect ranks 6 out of 10 with a positive perception. In comparison to the key groups this aspect shows a -0.5% negative perception.

The average score achieved is a 4.35 which is a firmly agree, this highlights that the respondents perceive the Plastic Box to provide a perception of benefit that will encourage a trial purchase. "With package appearance, it is generally accepted that the visual aspects of a product or its package have an important effect on consumer's choice at the point of purchase," (Clement, 2007), (Garber, 1995) and (Young, 2008). This packaging presents this product in a manner that creates a perception of benefit that will encourage a trial purchase.

Aspect 6: The combination of information, colours and graphics create an emotional need for the product in the mind of the customer.

The respondents perceive this aspect to be 18.62% higher in the Plastic Box packaging. The Plastic Box packaging achieves an average score of 4 which is an Agree. This aspect ranks 5 out of 10 showing that this aspect is perceived to be an improvement on the Hanger Bag and Header Card. In comparison to the key groups this aspect shows a -0.5%.

Importance of this aspect of the packaging is again argued by (Underwood, 2003) that packaging communicates brand personality via multiple structural and visual elements and image perception.

"Brand colours attract attention, evoke aesthetic response, and convey meanings on the product and product class" (Grossman and Wisenblit, 1999), (Kauppinen, 2004) (Ampuro and Vila, 2003), (Clement, 2007), (Silayoi and Speece, 2007) and (Underwood, 2003). This aspect also generated a 4.09 average response from the respondents for the Plastic Box which is an Agree response. The highlights and suggests that packaging is an essential brand communication vehicle.

Aspect 7: Packaging presents the tees in a manner that will provide a differentiating factor as compared to similar products

This aspect ranks 9 out of 10 with a positive perception of 31.14% in the total data comparison. In comparison to the key groups this aspect shows a 0.5% positive perception.

This aspect also generates a 4.34 average response from the respondents for the Plastic Box which is an Agree response.

The importance of packaging as a brand tool (Underwood, Klein and Burke, 2001) and (Underwood, 2003) and as a mechanism to differentiate the product in the mind of the consumer (Wells, Farley and Armstrong, 2007) is an essential factor that contributes to the success of the product.

Aspect 8: The Simarki brand is clearly evident and recognisable as the product brand on the packaging

This aspect ranks 3rd out of 10 with a positive perception 7.6% in the total data comparison. In comparison to the key groups this aspect shows a neutral perception. This aspect also generates a 4.48 average response from the respondents for the Plastic Box which is a Strongly Agree.

Underwood, Klein and Burke, (2001) and Underwood (2003) argue that packaging is an important brand tool. The packaging of products projects the brands image to the consumer, which conveys a message of quality or lack thereof say Ulrich, Campana and Malkewitz, (2010).

Aspect 9: The size and shape of the packaging is convenient in the mind of the customer

This aspect ranks 2nd out of 10 with a positive perception 1.9% in the total data comparison. In comparison to the key groups this aspect shows a -1% negative perception.

This aspect also generates a 4.25 average response from the respondents for the Plastic Box which is an Agree response.

Aspect 10: The packaging creates additional value in the product when compared to alternative packaging

This aspect ranks 10th out of 10 with a positive perception 45.1% in the total data comparison. In comparison to the key groups this aspect shows a 2.5% positive perception.

This aspect also generates a 4.10 average response from the respondents for the Plastic Box which indicates that respondents perceive this packaging to add 30% value to the product.

From the respondents response it is clear that the perception of the respondents is that on average the Plastic Box packaging allows for a premium of 30%.

5.4 SUMMARY

In conclusion, in this chapter the data was analysed, highlighting the key groups that make up the largest portion of the customer base. Each aspect of data was reviewed in conjunction with relevant research literature. Chapter six, which follows, presents the conclusions and recommendations.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

This research was carried out to investigate which of the two packaging methods would be best for the Simarki brand. The study is based on 10 aspects of packaging that were taken from the relevant authors concerning packaging. All these aspects were selected as they are highlighted by the literature to be important in the success of the product and the brand. A research tool was developed and administered to 101 respondents at the Emberton Golf Driving Range. This research was carried out at this facility as the customers are familiar with golfing products.

Ten statements are posed relating to each form of packaging and a five point Likert scale was used to generate data that was then evaluated.

6.2 KEY RESULTS

From the data gathered the Plastic Box packaging is perceived to be superior to the Hanger Bag and Header Card. The score achieved by summing the results for the header card and hanger bag 3663 and similarly for the plastic box 4324. When the scores are compared by packaging, the Plastic Box receives a higher score in each aspect except for aspect 4 (information is quick and easy to read) where the information is deemed to be easier to read on the hanger bag and header card.

6.2.1 THE PACKAGING THE PRODUCT IN A MANNER THAT WILL DRAW ATTENTION

From literature [Kotler (2003), Kuvykaite, Dovaliene and Navickiene (2009), Grossman and Wisenblit (1999), Terblanch (2006) and Scott (2008)] it was established that packaging is the last opportunity to promote the product. The design characteristics of a products packaging is the attribute that most directly communicates with the target customer. In markets of low involvement, attributes of the product are of less importance in the purchase decision making. Rather, in these markets, it is the packaging that needs to stand out from the competition in order to be noticed. The packaging needs to create a differential perception and the position and use of graphics and colour can result in a customer noticing or missing a product.

Consumers are attracted to the style of a product at first sight, highlighting that good attractive packaging is of vital importance to a company in a competitive market.

Kotler (2003). Good packaging will attract a trial purchase of a product. Evidence shows that 59% of purchases are unplanned before a customer enters the store. In store stimuli are significantly important in a competitive market to provide a differentiating factor. With this in place consumer demand increases and provides for a successful product. From literature it is clear that packaging needs to present a product that draws the attention of the potential customer in order to initiate a trial purchase of the product.

From the research carried out the respondents place the Plastic Box ahead of the Hanger Bag and Header Card by 28 percent. The average score achieved by the Plastic Box is 4.6 which indicates strong support for the box. When compared to the key groups the Plastic Box drew a slightly stronger response than did the Hanger Bag.

From the literature review Kotler (2003) and Chaudhary (2011) it is clear that the packaging must present the product in a manner that will attract the attention of the customer and from the research carried out the respondents clearly perceive the Plastic Box to present the product well. The scores achieved by the Plastic Box outperform that of the Hanger Bag and Header Card.

The Plastic Box packaging firstly presents the product in a manner where each tee is clearly presented. The mirror board reflects the colour from the crystal shaft to the eye of the customer. The packaging and the product colours position the product in a manner that adds value to the product. The shape of the Plastic Box is made from a clear plastic and displays the colours and information on the backing card well. The plastic box also has graphics that will encourage potential customers to make a trial purchase. This is clearly identified by the respondents in scoring the Plastic Box 28% higher when comparing to Header Card and Hanger Bag.

The result for this aspect is that the Plastic Box is the superior packaging option for the Simarki brand.

6.2.2 THE COLOURS OF THE PACKAGING DRAW ATTENTION TO THE PRODUCT

From literature "sight" is the most important sense that a human uses to gather data Miller (2001). Sight is made up of an arrangement of colours and the arrangement of colours perceived by the human will have significant meaning. Colour is also used

for a variety of purposes as it creates moods, draws attention to it, emphasizes and intensifies memorability. Each colour has significant meaning that has been researched. The colours on the Hanger Bag and Header Card in order of dominance are:

- Black 87 % (Background and fill colour)
- Blue 7% (Simarki Brand)
- Red 3% (Information)
- White 3% (Information)

From literature research, the colour black can be seen as sophisticated and sleek. Black also has the association of death and mourning, (Burntoff, 2001) Although the Header Card and Hanger Bag's predominant colour is black, this creates a classic look although the eye catching ability of the black is limited. The colour black is seldom selected as favourite colour. Blue is seen as a colour that is calming and powerful. Blue is mostly selected as a favourite colour. Although there is blue on the packaging the amount is relatively insignificant and does not provide an eye catching proposition. The colour red and white do exist on the packaging but in such small amounts that they can be ignored. The conclusion from literature is that the Header Card is composed of the wrong colours to be eye catching.

The colours on the Plastic Box in order of dominance are:

- White 45% (Background and fill colour)
- Blue 40% (Background and fill colour)
- Red 10% (Simarki brand symbol)
- Black 5% (Information)

Blue is the predominant colour on the front of the packaging and according to literature is regarded as the most popular colour. The Simarki brand is printed in a bright red that is outlined in white with red being an “exciting” colour. The back of the packaging is predominately white with a large red Simarki ‘S’ printed in red.

The back of the packaging is predominantly white. The colour white is limiting the benefit of the packaging as white is regarded as a quiet colour. The Plastic Box packaging will perform better in comparison as there is a small amount of black on

the product. For better results for the Plastic Box, the colour white on the back of the box needs to be replaced.

From the research carried out, the Plastic Box achieves a higher score from the respondents by 24.6 percent in the total data comparison. The score achieved by the Plastic Box packaging for this aspect is an average of 4.55, highlighting that the potential customer perceives that the colours on the Plastic Box draw attention to the Plastic Box packaging. The key groups also rate this aspect of the packaging at 0.6 percent better than the total data result.

The conclusion is that the Plastic Box outperforms the Hanger Bag and Header Card. The colour combination on the Header Card and Hanger Bag is predominantly black which has limited eye catching ability. The Plastic Box has predominantly blue on the front with a red “Simarki” brand and a large red ‘S’ on the back of the package. The respondents scored this aspect of the Plastic Box 24.6 percent higher.

Recommendations for further improvement to the Plastic Box is to increase the amount of red, decrease the amount of white; and the plastic box will draw more attention.

6.2.3 THE INFORMATION ON THE PACKAGING SUPPORTS A PRODUCT PURCHASE

Packaging functions is to communicate with the customer in order to provide information so that a decision to purchase can be made. The Plastic Box has a graphical image printed on the back of the packaging. There is printing on the back of the card that describes important enhancements of the product. As graphical information is easier to read and lasts longer in the mind of the consumer, the Plastic Box has the ability to present more information to the customer allowing the customer to make an informed decision.

Customers need to understand if the product will meet their needs in order to make the purchasing decision. Information on a package can be a vital differentiator in the market. Relevant information on the packaging will favour lesser known brands in the market place.

The information in white writing covers 4 points on the header card and hanger bag packaging in a total of 12 words. There is also contact information, country of origin and product description.

The Plastic Box packaging has the product brand on the front and back. There is a graphical representation of the tee with call out arrows pointing to different properties of the tee. Each of these arrows has a description pointing out the benefits and technological improvement of the product. The number of words used in relation to this graphic is 51. There is also a general description of the product in black writing containing a further 44 words.

From literature research the Plastic Box packaging is far superior to the Hanger Bag and Header Card packaging option, as more detailed information, using graphical images is presented to the potential customer.

The results from the research carried out show that the respondents perceive the Plastic Box packaging to be 14.45% higher in information provided to make decisions. The perception of the respondents is that the average score received was 4.2, showing not only did the Plastic Box outperform the Hanger Bag and Header Card but the respondents rate the packaging a firm agree that the Plastic Box provides information that would encourage a purchase decision.

The result of the research for both literature and field work demonstrates that the Plastic Box packaging is the better option (Silayoi and Speece, 2007) to develop the Simarki brand as the information on the packaging is more descriptive in word count highlighting enhancements and using graphical images.

6.2.4 THE EASE AT WHICH INFORMATION CAN BE TAKEN IN

Literature states that potential customers need information on the packaging to be as standard as possible; laid out clearly, so as to present the information in a manner that is quick to take in. The information must not be misleading or inaccurate, the font used should not be too small and the density of the wording should not be too close. This reduces the readability of the information and can cause confusion.

The words on the Hanger Bag and Header Card are limited and the contrast of the white writing on the black background makes the information quick and easy for the customer to take in. In comparison, the word count on the Plastic Box is 95 with a graphical representation of the tee. The font size is smaller and the wording is cramped. The writing on the plastic box is printed over the red Simarki brand symbol.

This in conjunction with the small dense printing requires the customer to take time and focus on the information.

From the field work it is established that the Plastic Box was perceived in a negative light when compared to the Hanger Bag and Header Card. The respondents rate the plastic box at -1.5 percent. The average score achieved by the Plastic Box is 3.87 which is an Undecided response. It is established that the information on the Plastic Box is written in a small font and that the wording is presented in a manner that is dense.

The conclusion for this aspect of the packaging is that the Hanger bag and Header Card outperform the Plastic Box. The Header Card and Hanger Bag for this aspect is the best packaging for the Simarki brand.

Recommendations from the research is that the writing font size on the Plastic Box be increased and the writing style be spaced out, This will lessen the chance for confusion with the customer, increase the readability of the information and allow the potential customer to make the purchasing decision.

6.2.5. PACKAGING PRESENTS THIS PRODUCT CREATES A PERCEPTION OF BENEFIT THAT WILL ENCOURAGE A TRIAL PURCHASE

Literature states that companies are able to communicate meaning of the product and brand through the appearance of the product's package design. This increases the product's chance of success, (Peters, Texeira and Badrie, 2007). The stronger the customer associates with a product the higher the chances are of a trial purchase. These packaging elements of texts, colours, images and people/personalities need to combine to provide a purchase negotiation. The Plastic Box presents the product in a square shape and according to literature this is a preferred shape. The Header Card and Hanger Bag are rectangular and only present the product in the lower part of the hanger bag.

From the research carried out the respondents' rate the Plastic Box packaging to be 22.6 percent higher. This aspect also achieved an average score of 4.35 which indicates that the Plastic Box packaging performs better than the Hanger Bag and Header Card and shows a Strongly agree score. This highlights that the respondents see the Plastic Box as effective in creating a perceived benefit that would encourage a trial purchase.

The Plastic Box out performs the Hanger Bag and Header Card. For Simarki in this aspect the Plastic Box packaging is preferred.

6.2.6 THE COMBINATION OF INFORMATION, COLOURS AND GRAPHICS CREATE AN EMOTIONAL NEED FOR THE PRODUCT

From literature research, package design is understood as the visual appearance of a product having both graphics and structure. As potential customers are inclined to make impulsive decisions, it is important that packaging be visually appealing and that the shape and dimensions are also appealing to the customer. A skilfully designed package will evoke feelings of emotion towards the product. The Plastic Box presents the product in a colourful manner that is eye catching and the product in the packaging is well laid out. There is a graphical symbol and more detailed information on the package provides the potential customer with the information required to make a purchase. The brand identity and product name are presented well. The packaging itself is more colourful than that of the Hanger Bag and Header Card.

From the research conducted, the Plastic Box provides Simarki with the best packaging option as it combines more aspects required, to create feeling and emotions towards the product.

From the research carried out the respondents scored this aspect at 18.62 percent higher than the Hanger Bag and Header Card. The Plastic Box scored an average 4 from the data received, this highlights that the respondents perceive that the Plastic Box packaging does create an emotional need for the product.

The result from literature research and field research concludes that for this aspect the Plastic Box out performs the Hanger bag and Header Card. This indicates that the Plastic Box in this aspect is the best packaging option for the Simarki brand.

6.2.7 THIS PACKAGING PRESENTS THESE TEES IN A MANNER THAT WILL PROVIDE A DIFFERENTIATING FACTOR BETWEEN SIMILAR PRODUCTS

Literature states that packaging allows products to be positioned in a market. Vila and Ampuero, (2007) The meaning of positioning is that the size and shape of and its price comparison with competition. Aesthetics also allow for a product to be differentiated from other similar products. A product that is differentiated allows it to stand out to the customer and provide a competitive advantage. The Plastic Box packaging is more colourful and the information it presents to the customer is more detailed in comparison to the Header Card and Hanger Bag. The tees are neatly laid out and the product colours are enhanced by the plastic box packaging. The information is presented in a graphical manner make this packaging stand out to the customer more than that of the Hanger Bag and Header Card.

The Plastic Box packaging provides a better opportunity for a differentiating approach, allowing the product to stand out to the customers. This will make it more likely for the Simarki product to be purchased on impulse and will increase the success of the company.

The higher the differentiating factor achieved by the packaging, the better the packaging is for the Simarki brand.

From the research carried out this aspect of the Plastic Box packaging was rated 31.14 percent higher, compared to the Hanger Bag and Header Card. This clearly demonstrates that there is a significant improvement in the Plastic Box packaging. The average score achieved is 4.34 which is a strongly agree that the Plastic Box packaging provides a differentiating factor.

The Plastic Box outperforms the Hanger Bag and Header Card in both the literature review and the field research and is the better option in order to develop and grow the Simarki brand.

6.2.8 THE SIMARKI BRAND IS CLEARLY EVIDENT AND RECOGNISABLE AS THE PRODUCT BRAND

From literature research it is accepted that presentation of the brand needs to be part of the product design. Brand creates value by helping the customer purchasing decision. This is done by associating brand qualities to the specific product. The Plastic Box has the brand clearly displayed on the front of the packaging and there is a large Simarki 'S' printed on the back of the packaging. The Simarki brand name is printed in red as compared to that of blue on the Header Card and Hanger Bag. From literature red is the colour of excitement and eye catching whilst blue is for relaxation and the most favourite colour. The red Simarki brand on a blue background is better as it will stand out to the customer.

It is important that the brand is clearly displayed in order to achieve the best benefits from brand association.

From the research carried out in order to determine if the brand is clearly evident on the packaging, the Plastic Box received a 7.6% higher score when compared to the Hanger Bag and Header Card. The average score of 4.48 achieved by the Plastic Box packaging highlights that the respondents perceive the Plastic Box to display the brand clearly and recognisable.

The result is that the Plastic Box packaging clearly outperforms the Hanger Bag and Header Card. The best packaging in relation to brand visibility is the Plastic Box and therefore the best packaging for Simarki.

6.2.9 THE SIZE AND SHAPE OF THE PACKAGING IS CONVENIENT IN THE MIND OF THE CUSTOMER

From literature, size and shape of packaging is a critical dimension of packaging as this goes to the mind of the customer. The aesthetic aspect of packaging is of value as these draw the customer's attention and encourage a trial purchase. The Plastic Box is square in shape which is the preferred packaging shape. From literature research, the Plastic Box performs better than that of the Header Card and Hanger Bag.

The best packaging for the Simarki brand will provide the higher score for shape and aesthetics.

From the research the Plastic Box received only a 1.9 percent improvement over the Hanger Bag and Header Card. The average score achieved is 4.25 which is a high score showing that although it is a small improvement, the standard set by the Hanger Bag and header Card is high.

The result for this aspect is that the Plastic Box out performs the Hanger Bag and Header Card slightly and is the best option for the Simarki brand.

6.2.10 THE PACKAGING CREATES ADDITIONAL VALUE IN THE PRODUCT WHEN COMPARED TO ALTERNATIVE PACKAGING

Features of a packaging can underline the uniqueness and originality of a product. Quality judgments are largely influenced by product characteristic reflected by the packaging. If the packaging communicates a high quality, consumers frequently assume that the product is of high quality. Packaging has the ability to position a product into a different market segment and in so doing allow for higher pricing. From literature the Plastic Box is a higher quality of packaging and will create an association of higher quality in the customer's mind in comparison to that of the Header Card and Hanger Bag. This perception of higher quality can be related to the value perceived by the customer. The Plastic Box packaging adds value to the product offering.

From the research carried out the Plastic Box packaging received a 45.1 percent higher score. This is the biggest gap between the Plastic Box packaging and the Hanger Bag and Header Card. The packaging scored an average of 4.1 by the respondents, clearly showing that the perception is that the Plastic Box adds value to the product.

The Plastic Box packaging creates a perception in the customer's mind of higher quality when compared to the Hanger Bag and Header Card. This can be directly related to value perceived by the customer. This is supported by the field work where the respondents perceived a higher value created by the packaging. The conclusion for this aspect is that the Plastic Box is the best packaging option to take the Simarki brand forward.

6.3 RECOMMENDATIONS

As the research has highlighted the Plastic Box packaging is perceived as superior to the Hanger Bag and Header Card. The exception being aspect four where information was not easy and quick to take in. This can be improved by the following recommendations:

- Increase the font size of the printing.
- Remove the red and white contrast in the vicinity of the printing.
- Make better use of graphics.

This can be done at a very small cost as only the existing printing needs to be altered.

6.4 RECOMMENDATIONS FOR FUTURE STUDIES

Recommendations for future studies that are highlighted in this research are:

- Pack quantities the number of units per package that customers perceive to provide the best value
- Colour of the product and packaging as a combination.

6.5 SUMMARY

In the literature research carried out the Plastic Box outperformed that of the Header Card and Hanger Bag in 9 out of 10 aspects. From the field research the same results were obtained where the Plastic Box achieved 9 out of 10 aspects. In both areas of research it was found that the ease at which the potential customer was able to read the information on the Plastic Box was slower than that of the Header Card and Hanger Bag. The reasons to this have been explored and recommendations have been presented as to what can be done to rectify this. The conclusion is that the Plastic Box in its current form is the best packaging to take the Simarki brand forward.

6.6 CONCLUDING REMARKS

This research was designed to ascertain which of the packaging options would be best for the Simarki brand; four objectives were researched, namely Visual, Informative, Emotionally Appealing and Workable. Each of these objectives was researched in literature as to their makeup. The finding from the field work and the

authors consulted. As this was a small scale study limited to a single Driving Range midway between Durban and Pietermaritzburg, it must be accepted that the study was not statistically sound and the management of Simarki need to exercise caution when implementing the recommendations made. Simarki management must carefully monitor the situation as the implemented recommendations may result in differences from the envisaged outcome.

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ADD the appendices!