

AUDREY MYERS

PACKAGING AND THE CONSUMER

The effects of product packaging on consumer buying decisions



RESEARCH QUESTION

What impact does product packaging have on consumer buying decisions?

Significance

A jar of honey and an open box, both decorated with a bee pattern, set against a dark background with scattered bees. The jar has a white label with the text 'The Bees Knees' and 'POLY FROM KLEIN CONSTANTIA'. The box is white with a yellow and black bee pattern. The background is dark with several small, white and yellow bees scattered around.

- **Important?**

- Impacts marketing decisions/efforts

- **Interesting?**

- Affects everyday consumers

- **Relevant?**

- Innovation and trends in packaging
 - (Berg, Feber, Granskog, Nordigården & Ponkshe, 2020)
 - ("Top 10 Packaging Industry Trends & Innovations in 2021", 2021)

Introduction

- Multiple studies have been conducted and shown that product packaging does affect sales.
 - Catches consumers' attention
 - Relates product brand/other specifications
 - Subconscious effects
 - [Impact of Packaging on the Sales of your Product \(packagingblue.com\)](http://packagingblue.com)
- Gaps
 - What factors catch most attention
 - Why is packaging important

Research Objectives



Describe the effects of packaging.

- Why is packaging important?



Describe possible connections that affect extent of impact.

- Demographics
- Consumer behavior



Identify what factors of packaging have the most effect.

- Ex. design, material, category, etc.

Research Methods

Research Design

- Exploratory: Secondary Research
- Descriptive: In-depth Interview, Survey

Qualitative & Quantitative

- Qualitative: In-depth Interview
- Quantitative Research: Survey

Sampling Plan

- Number of participants: Survey sent to 100 individuals as main research information source
- Recruitment method: survey link shared with retailers' email lists; survey posted on social media



Research Methods

Secondary Research

Secondary research conducted first to get an understanding of the topic and to guide interview objectives.



Research Methods

Interview

Next, an in-depth interview was conducted to get a base idea on consumer thoughts, and to help direct survey questions.

- laddering technique

Research Methods

Survey

Survey designed after interview, which gave research topic some direction. Questions based on Research Objectives

- Impact of packaging on buying habits
- Factors of packaging questions
- Demographics

Survey Screenshots

12:29

Packaging adds value to a product.

Strongly Disagree

Disagree

Neither Agree nor Disagree

Agree

Strongly Agree

High quality packaging correlates with high quality products.

Strongly Disagree

Disagree

Neither Agree nor Disagree

Agree

Strongly Agree

Introductory Questions

12:29

Please rank what factors of packaging you might consider from most to least when buying a product.

Material

Color

Design

Functionality

Shape

Size

Sustainability

When purchasing a product for the first time, how much time do you spend reading/looking at the product and possible alternatives?

<1 min.

1-2 mins.

3-4 mins.

In-depth Questions

12:29

Please select your gender.

Male

Female

Non-binary / third gender

Prefer not to say

Please select your age range.

<20

20-30

31-40

41-50

51-60

>60

About how much money do you spend

Demographic Questions



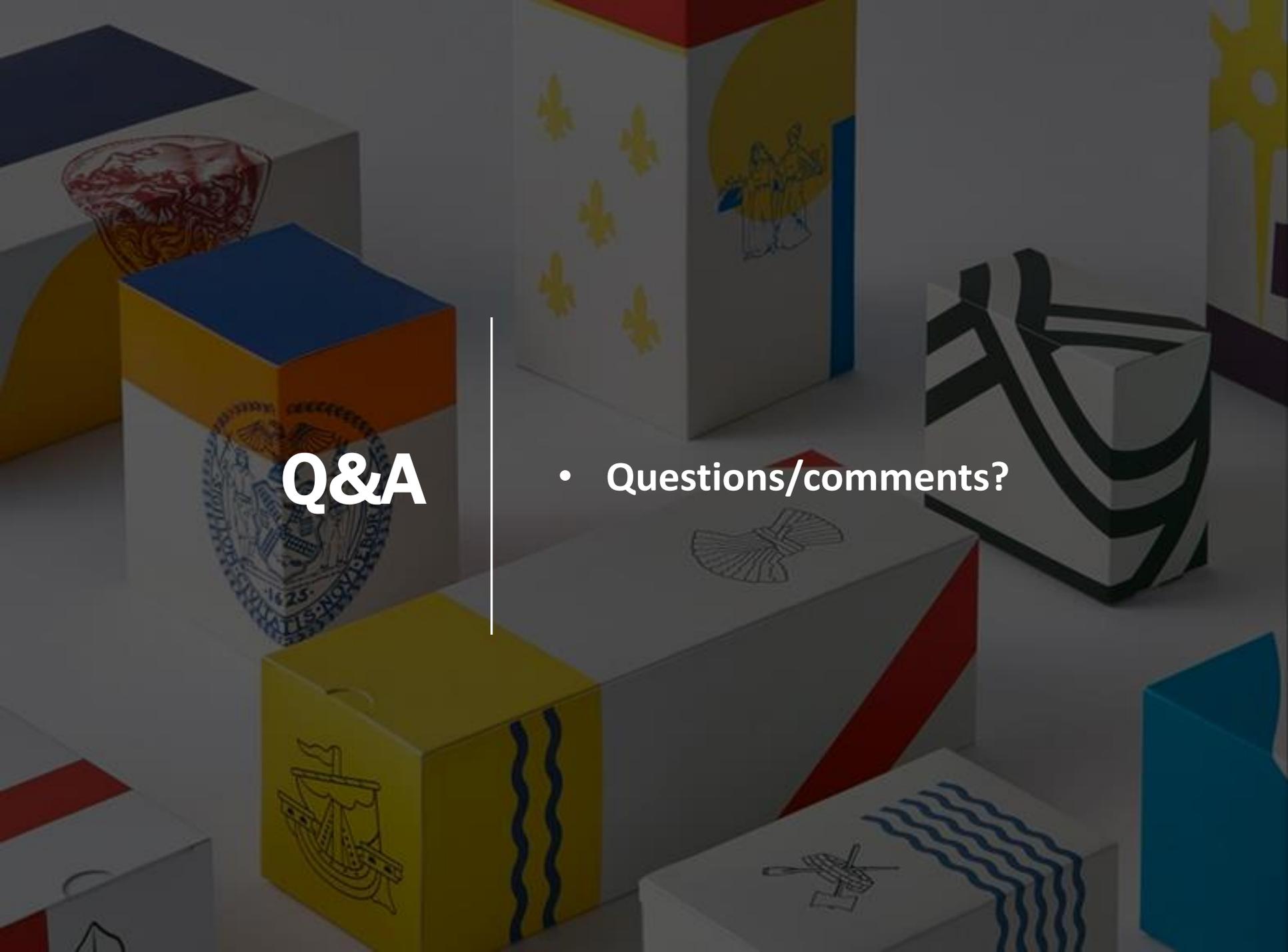
Conclusion

Importance

- Results give insight to businesses about their product packaging, and how it affects their target market.
 - Time
 - Money
 - Target Market
 - Factors of product packaging

Expected Findings:

- Packaging = quality
- Consumer shopping behavior affects product packaging impacts on decisions
- Packaging factors not very significant



Q&A

- Questions/comments?

Appendix: Qualtrics Survey

**GEORGIA SOUTHERN
UNIVERSITY**

Rank the factors you consider when making a purchase from most important to least important.

- Price
- Packaging design
- Packaging material
- Quality
- Brand

Packaging adds value to a product.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

High quality packaging correlates with high quality products.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

I buy products solely because I like the packaging.

Never Rarely Sometimes Often Every time

[→](#)

Appendix: Qualtrics Survey

Please select your gender.

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Please select your age range.

- <20
- 20-30
- 31-40
- 41-50
- 51-60
- >60

About how much money do you spend on non-essential items per month?

- \$0-\$50
- \$51-100
- \$101-150
- \$151-\$200
- >\$200

Please indicate how many people live in your household (including yourself).

- 1
- 2
- 3
- 4
- 5
- >5

Please indicate your ethnicity.

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian / Pacific Islander
- Other
- Prefer not to answer

What is your employment status?

- Employed/Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- A student
- Military
- Retired
- Unable to work

References

Admin. (2017). Impact of Packaging on the Sales of your Product.

Retrieved 22 November 2021, from

<https://www.packagingblue.com/blog/post/impact-of-packaging-on-the-sales-of-your-product>

Berg, P., Feber, D., Granskog, A., Nordigården, D., & Ponkshe, S. (2020).

The drive toward sustainability in packaging—beyond the quick wins. Retrieved 22 November 2021, from [The drive toward](#)

[sustainable packaging | McKinsey](#)

Top 10 Packaging Industry Trends & Innovations in 2021. (2021).

Retrieved 22 November 2021, from [Top 10 Packaging Industry Trends & Innovations in 2021 \(startus-insights.com\)](#)