



温州肯恩大学
WENZHOU-KEAN UNIVERSITY

**The impact of product picture packaging on the purchasing of customers with different
purchasing frequencies**

In Partial Fulfillment of the Requirements
for the Bachelor of Science in Marketing

by

PAN Jiacheng

1025760

May, 2020

ABSTRACT

In today's food industry, the competition is becoming more and more fierce, product packaging as a feature of publicity, more and more attention by marketing managers. And in the food industry packaging types, there are product packaging pictures occupy the majority. When customers are faced with the packaging of products, the purchase frequency of customers is a common difference factor. Different customers have different needs for a particular commodity, and their purchase frequency is also different. In this experiment, we tried to explore whether different purchase frequency would affect customers' product cognition when customers were faced with the product physical picture packaging. This study focuses on one specific food, coffee. To see if different customers react similarly to the product.

TABLE OF CONTENTS

	Page
Abstract	i
Table of Content	iii
List of Tables	iv
List of Figures	v
THE PROBLEM IDENTIFICATION.....	5
1.1 INTRODUCTION.....	5
1.2 RESEARCH PURPOSE	5
1.3 RESEARCH OBJECTIVES	5
1.4 DESIGN/METHODOLOGY/APPROACH	5
1.5 BUSINESS IMPLICATIONS	6
1.6 ORIGINALITY/VALUE.....	6
1.7 KEYWORDS	6
LITERATURE REVIEW	7
2.1 THE PACKAGE HISTORY.....	7
2.2 PACKAGE IN THE FOOD INDUSTRY	7
2.3 PURCHASE FREQUENCY	7
2.4 THEORETICAL FRAMEWORK	8
2.4.1 <i>The attention of consumers.....</i>	<i>8</i>
2.4.2 <i>Consumer's trust.....</i>	<i>8</i>
2.4.3 <i>Quality of the product.....</i>	<i>9</i>
2.4.4 <i>Taste perceptions of the product.....</i>	<i>9</i>
2.4.5 <i>Purchase intention.....</i>	<i>9</i>
EMPIRICAL TEST	11
3.1 RESPONDENTS	11
3.2 EMPIRICAL RESULTS.....	12
3.2.1 <i>Measures and procedures.....</i>	<i>错误! 未定义书签。</i>
3.2.2 <i>Result</i>	<i>13</i>
CONCLUSIONS	17
4.1 DISCUSSION.....	17
4.2 MANAGERIAL IMPLICATIONS	17
4.3 LIMITATIONS AND FUTURE RESEARCH	17
REFERENCE.....	19
APPENDIX.....	24
QUESTIONNAIRE.....	24
<u>PROFILE</u>.....	25

LIST OF TABLES

<i>TABLE 1. DEMOGRAPHICS OF RESPONDENTS</i>	12
<i>TABLE 2. THE SUMMARY OF CRONBACH A OF EACH VARIABLE.....</i>	错误!未定义书签。
<i>TABLE 3. ASSESSMENT OF DISCRIMINANT VALIDITY OF PRODUCT PICTURE PACKAGING.....</i>	14
<i>TABLE 4. THE MAIN EFFECT OF HIGH- OR LOW- FREQUENCY OF PRODUCT PICTURE PACKAGING</i>	15
<i>TABLE 5. SUMMARY TABLE OF HYPOTHESES</i>	16

LIST OF FIGURES

FIGURE 1. CONCEPTUAL FRAMEWORK 10

The Problem Identification

1.1 Introduction

Packaging as a unique way of publicity, it's also a form of advertising. As the last pitch before consumers touch the product, packaging plays a unique and crucial role in helping to sell products. It is the final opportunity to make an impression.

According to a January 2018 Murphy Research survey, 69% of US internet users bought something in a brick-and-mortar store (Krista, 2018). An in-store sale still rules a unique package, and labels can help sell a product, build brand recognition, and inspire repeat purchases. Also, research has shown that 70% of purchasing decisions are made instore (Nicola, 2008). The above situation means the packaging can be influential in the final purchase decision. Consumers have minimal time to stay on a particular package. In that limited time, the packaging needs to tell customers what is inside, or why they should look inside.

This study builds on the understanding of product picture packaging to provide potential consumers with food packaging comparison and exploration. We will propose a consumer-product picture packaging relationship and a consumer purchase frequency relationship framework that identifies a range of relationship types and links these to consumers' purchasing intention.

1.2 Research Purpose

The purpose of this paper is to identify and evaluate whether the attributes of the product picture package have different effects on consumers' food purchase intentions when facing customers with different purchase frequency.

1.3 Research Objectives

To obtain more information and provide practical answers to the questions in this experiment, the following items have to be addressed:

1. To examine why product pictures used on food packaging and how they attract customers?
2. Analysis of the impact attributes of product picture packaging. Consumer preferences, packaging intent, industry classification differences
3. Find out whether customers with different purchase frequency have different performance when facing the product physical picture packaging
4. Compare and differentiate frequencies consumers' intention to select a particular package

1.4 Design/Methodology/Approach

This study is inclined to discuss the influence of packaging (with product pictures) on consumers' preferences in different frequencies (high frequency and low frequency) from five aspects: (1) consumers' attention, (2) consumers' trust, (3) product quality, (4) taste perception and (5) product purchase intention. This study takes coffee as an example to illustrate the relationship between various factors. The researchers will conduct an online survey of a group of

consumers, and the analysis of variance (ANOVA) will serve as a statistical method to assess the relationship between the observed variables and the observed variables.

1.5 Business Implications

Understand in different purchase frequency, consumer's attitudes toward product picture food packaging, help food companies to understand consumer psychology more deeply. I am helping the marketing and design departments of food companies to better plan product packaging, design specific food packaging based on product. Analysis of future trends in food packaging, let the company's products generate better interaction with consumers.

1.6 Originality/Value

There are a large number of papers on the packaging industry, but there is very little literature on this particular area of the food industry. Less research has been done in a specific type of packaging. The results of the study will show whether consumers with different purchase frequencies have significant differences in purchasing intentions and other aspects of a particular package. This paper attempts to fill the gap in this branch of the food industry and make a certain degree of advance research and foreshadow for future generations.

1.7 Keywords

Product picture packaging, different purchase frequency, food packaging, Consumers' Attention, Quality of the product, Taste perception of the product, the trust of consumers, Purchase intention.

Literature Review

2.1 The package history

The primary function of the package is to "maintain the integrity of the product by protecting the actual food from potential damage from "climate, bacteria and transport hazards" (Stewart, 1995). After this, Pilditch first defines the package as the "silent salesman" in 1957; he believes packaging should be seen as a particular salesperson and interact with consumers (Vazquez *et al.*, 2003). Thirty years later, Lewis (1991) further expanded Pilditch's point of view. The packaging is a manifestation of brand value, is the cultivation of a concept. Considering that only a small number of brands have the money and energy to launch a unified brand advertising campaign across the country, the packaging is one of the essential tools for other brands to communicate brand information directly to target consumers (Nancarrow *et al.*, 1998). From a marketing point of view, Product packaging is a reminder to consumers (Chung *et al.*, 2006). Consumers first come into contact with product packaging and then experience the actual product (Orth and Marchi, 2007). Packaging design is an integral part of brand image design. Brand image is sometimes designed to give the audience an impression of high-quality products, while at other times, it reminds consumers can you accept the prices (Ulrich R Orth *et al.*, 2010).

2.2 Package in the food industry

For food companies, they must continue to market their products through the market competition to gain more market share. (Matsatsinis *et al.*, 2007). Visual packaging plays a decisive role in the food market (Brommer *et al.*, 2011). In food packaging, visual stimulation attracts consumers' attention. It affects product perception (Venter *et al.*, 2011), previous packaging-related research focused on optical packaging characteristics (Mensonen and Hakola, 2012), in this study, we will focus on the role of product picture in packaging. Explore the impact of product picture or non-product picture packaging on consumers in the field of food.

2.3 Purchase frequency

This paper will specifically study a particularly important consumer behaviour outcome - purchase frequency, divided into high, medium, or low (Min, Overby & Im, 2012). From a strategic marketing perspective, it is important to understand consumers' purchase frequency, because consumers with high purchase frequency contribute more sales of products than consumers with low purchase frequency (Anschuetz, 1997; Chiou & Pan, 2009; Min *et al.*, 2012). For products with low purchase frequency, it is relatively difficult to evaluate product satisfaction, because consumers may have lost their impression on them (D'Astous, Bensouda & Guindon, 1989). Overby and Lee (2006) point out that the behavioural differences between frequent and infrequent shoppers in the food industry can be measured. The coffee consumers were divided into various purchase group, massive purchase group, uncommon purchase group, and light purchase group, and it was found that the probability distribution of consumers' "favourite brand" coffee purchase did not change significantly with the purchase frequency

(Massy, Montgomery, and Morrison, 1970). To sum up, in the context of the rate of purchase, testing whether there is a picture of the real thing on the coffee package may yield meaningful feedback.

2.4 THEORETICAL FRAMEWORK

2.4.1 The attention of consumers

As the retail market becomes saturated, and competitors compete for consumer attention, packaging must work harder than ever to get consumers' attention (Milton, 1991). At the same time, as the market continues to mature, consumers' personal preferences become more and more complex and diverse. As one of the critical means of product branding, the packaging is mainly used to provide consumers with a lasting brand impression of products. (Hill, 2005). Objectively speaking, the consumer's decision-making process is not reasonable. Nor does it follow any predetermined rational statistical economic model, people can't be entirely balanced in business (Sinclair, 2007). Unlike advertising exposure, packaging with a relatively short attention span can continue to build brand value and increase brand equity and loyalty throughout the product's full use in daily life; the process is subtle but effective. In a typical supermarket, the average customer spends about 30 minutes and in that short time. He will be exposed to more than 300 different brands of products. For a single product, this can translate into less than a tenth of a second, which causes the customer to pay attention and trigger a purchase (Rudh, 2007). Among then, the most effective way to attract attention to a product is to focus on the brand package by using the appropriate colours, sizes, languages, and pictures, while increasing the usability of the product (Schlossberg, 2008).

H1. Faced with product picture packaging, people with different purchase frequency have significant differences in the attention of consumers.

H2. Faced with product picture packaging, people with different purchase frequency have no differences in the attention of consumers.

2.4.2 Consumer's trust

Trust is defined as a willingness to rely on a confident exchange partner (Moorman *et al.*, 1992). Extrinsic hints on packaging directly affect consumer trust (Mittal, 2014). The study of Siegrist, Cousin, Kastenholz, and Wiek (2007) shows that social confidence in the food industry is an essential factor that directly influences the development and promotion of new products, such as nanotechnology food. To sum up, we make the following hypothesis,

H3. Faced with product picture packaging, people with different purchase frequency have significant differences in consumer's trust.

H4. Faced with product picture packaging, people with different purchase frequency have no differences in consumer's trust.

2.4.3 Quality of the product

Product quality is a critical attribute of consumers when discussing consumer retail (Noad and Rogers, 2008). Consumers' perception of product quality, in a broad sense, refers to consumers' evaluation of the advantages and disadvantages of products and the assessment of the overall performance of products (Anselmsson *et al.*, 2007). Previous research has shown that consumers' attitude towards products is formed in the process of information acquisition and are influenced by personal experience and marketing stimuli (Wang and Heitmeyer, 2006). Besides, product packaging consists of a series of clues and prompts (Kabir Chowdhury and Andaleeb, 2007) as a surrogate for product quality (Ampuero and Vila, 2006; Inch and Florek, 2009). According to Sehrawet and Kundu (2007), when consumers come into contact with or evaluate visual packaging cues, they may quickly form subjective judgments about the product in their minds. Since food quality information cannot be accurately assessed (Linn *et al.*, 2012), visual attributes are considered as indicators of product quality, the image on the front of the package has a significant influence on consumers' judgment (Venter *et al.*, 2011; Honea and Horsky, 2012).

H5. Faced with product picture packaging, people with different purchase frequency have significant differences in the quality of the product.

H6. Faced with product picture packaging, people with different purchase frequency have no differences in the quality of the product.

2.4.4 Taste perceptions of the product

As an attribute of products, the taste is a part of consumers' overall perception of products, a trait that consumers expect to meet their needs, and an essential part of products' perceived quality (Mantonakis *et al.*, 2017). Higher sensory taste is formed by input from multiple sensory modes, including vision, smell, texture, and even sound, not just feeling (Elder & Krishna, 2009). Taste is formed by product information, especially information is given before tasting. The packaging is an essential step in providing information. "People want to taste what they expect they will taste" (Wansink & Park, 2002).

H7. Faced with product picture packaging, people with different purchase frequency have significant differences in taste perceptions of the product.

H8. Faced with product picture packaging, people with different purchase frequency have no differences in taste perceptions of the product.

2.4.5 Purchase intention

Intention includes behavioural intention or intention to act. In the process of consumer perception of product evaluation, consumers' psychological reaction is affected, including perceived quality, satisfaction and awakening, thus harming consumers' communicative tendency (Wang *et al.*, 2011). Bagozzi (1978) points out that the conation dimension is said to be used to describe a person's behavioural tendency to approach or avoid an object or to react in a certain way.

H9. Faced with product picture packaging, people with different purchase frequency have significant differences in purchase intention.

H10. Faced with product picture packaging, people with different purchase frequency have no differences in purchase intention.

Based on the above discussion and speculation, this study proposes the following conceptual model, as shown in figure 1:

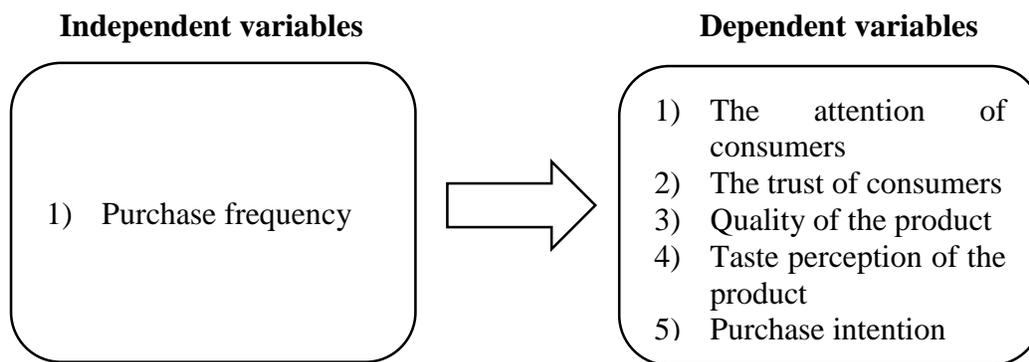


Figure 1. Conceptual framework

Empirical test

3.1 Respondents

We tried to find out whether there were significant differences in the response of customers with different purchase frequencies to the packaging of physical pictures. The study collected data from the Internet. Respondents came from a separate province, gender, age group, and income group in China. The primary measure used in this experiment was the Likert scale of 7, which ranged from 1 (strongly oppose) to 7 (firmly in favour). In this experiment, we divided the respondents who bought coffee 0 times a month and those who bought coffee less than three times a month into the low purchase frequency group, and those who bought coffee more than four times a month into the high purchase frequency group. This classification takes into account the balance of the number of respondents as far as possible. Among the limited number of respondents, we hope to divide them into two groups with a small difference in numbers for comparison, which is conducive to the reliability and rigour of experimental data.

In this experiment, we received a total of 51 questionnaires, among which 51 were valid questionnaires. Of these respondents, 26 were male (51%), and 25 were female (49%). When we divided the respondents into two groups according to the purchase frequency, 32 respondents (63%) were classified as low purchase frequency group, and 19 respondents (37%) were classified as high purchase frequency group. In this experiment, five independent variables will be measured on a seven-point scale. Detailed information about respondents is shown in Table 1.

Table 1. Demographics of respondents.

	Low purchase frequency	High purchase frequency
Gender		
1. Male	20	6
2. Female	12	13
Age		
1. Under 20	10	3
2. 21-25	18	15
3. 26-30	2	0
4. 31 or over	2	1
Monthly Income		
1. Below ¥1000	13	5
2. ¥1001-¥2000	8	5
3. ¥2001-¥3000	5	6
4. ¥3001-¥4000	4	0
5. ¥4001-¥5000	1	3
6. ¥5001 and above	1	0
Expenditure on coffee per month		
1. Under ¥30	25	1
2. ¥31-¥60	6	4
3. ¥61-¥90	1	6
4. ¥91-¥120	0	6
5. ¥121 or above	0	2

3.2 Empirical results

3.2.1 Measures and procedures

The study measures attention (reliability coefficient – Cronbach alpha, $\alpha = 0.945$) was adopted from Geissler, George, and Richard (2006). To measure the trust of consumers ($\alpha = 0.904$), we used the items from Chaudhuri and Holbrook (2001). Regarding the evaluation of product quality ($\alpha = 0.899$), the details were adapted from Kim et al. (2011). The taste perception of the product ($\alpha = 0.945$) has been measured by using the items by Wansink and Park (2002) and Wansink et al. (2001, 2002). To measure the consumers' purchase intention ($\alpha = 0.918$), we used the scale of Wang et al. (2011). The alpha coefficients of all scales are above the acceptable Cronbach's alphas cutoff of 0.6 (Bagozzi & Yi, 1988). The summary of the Cronbach alpha of each variable is shown in Table 2.

Table 2. The summary of Cronbach α of each variable.

Variables	Sources	Cronbach α
Consumers' Attention	Geissler et al., 2006; Ignacio and He ´ctor, 2008	0.945
Quality of the product	Kim et al., 2011	0.899
Taste perception of the product	Wansink et al., 2001, 2002; Wansink & Park, 2002	0.945
The trust of consumers	Stayman, Alden, & Smith, 1992; Delgado-Ballester et al., 2005	0.904
Purchase intention	Wang et al., 2011; Delgado-Ballester et al., 2005; Yoo and Donthu, 2001	0.918

3.2.2 Result

In this experiment, we used ANOVA for single-factor analysis, in which the independent variable was purchase frequency (high purchase frequency, low purchase frequency), and there were five independent variables (consumers' attention, quality of the product, taste perception of the product, the trust of consumers, purchase intention). Before the analysis, we carried out the homogeneity test of variance. From the results of the homogeneity test of variation, the p-value of the attention is 0.504; the p-value of Quality of the product is 0.431; the p-value of Taste perception of the product is 0.138; the p-value of Taste perception of the product is 0.138; the p-value of The trust of consumers is 0.229; the p-value of Purchase intention is 0.329. To sum up, they are all higher than 0.005 of significance level so that one-way ANOVA can be conducted.

The main effect of group showed that there was no statistically significant difference in mean consumers' attention, trust, evaluation of quality, taste perception, and purchase intention between low-frequency and high-frequency groups. In consumers' attention, $F(24.637, 40.775) = 0.604$, $p = 0.697$, partial $\eta^2 = 0.063$; in consumers' trust, $F(27.974, 40.612) = 0.689$, $p = 0.637$, partial $\eta^2 = 0.071$; in consumers' evaluation of quality, $F(45.116, 48.598) = 0.928$, $p = 0.472$, partial $\eta^2 = 0.093$; in consumers' taste perception, $F(36.610, 62.521) = 0.586$, $p = 0.711$, partial $\eta^2 = 0.061$; in consumers' purchase intention, $F(33.322, 35.378) = 0.942$, $p = 0.463$, partial $\eta^2 = 0.095$. Table 4 shows the results of the main effect of high- or low- frequency of drinking a coffee.

Based on the analysis and conclusion of the above experimental data, we reject hypotheses 1, 3, 5, 7, 9, and accept hypothesis 2, 4, 6, 8, 10. The summary of the hypotheses is in Table 5.

The results showed no significant differences among all factors, so the experiment did not carry out multiple comparison tests

Table 3. Assessment of discriminant validity of product picture packaging.
Product picture packaging

	(1)	(2)	(3)	(4)	(5)
The attention of 1 consumers					
Quality of the product	0.45	1			
Taste perception of the product	0.52	0.91	1		
The trust of consumers	0.76	0.81	0.87	1	
Purchase intention	0.90	0.55	0.57	0.78	1

Table 4. The main effect of high- or low- frequency of product picture packaging

	F-Value	P-Value	Partial η^2
The attention of consumers	F(24.637, 40.775) = 0.604	0.697 > 0.05	0.063
Quality of the product	F(45.116, 48.598) = 0.928	0.472 > 0.05	0.093
Taste perception of the product	F(36.610, 62.521) = 0.586	0.711 > 0.05	0.061
The trust of consumers	F(27.974, 40.612) = 0.689	0.637 > 0.05	0.071
Purchase intention	F(33.322, 35.378) = 0.942	0.463 > 0.05	0.095

Table 5: Summary table of hypotheses.

Hypotheses		Result
H1	Faced with product picture packaging, people with different purchase frequency have significant differences in the attention of consumers.	R
H2	Faced with product picture packaging, people with different purchase frequency have no differences in the attention of consumers.	S
H3	Faced with product picture packaging, people with different purchase frequency have significant differences in consumer's trust.	R
H4	Faced with product picture packaging, people with different purchase frequency have no differences in consumer's trust.	S
H5	Faced with product picture packaging, people with different purchase frequency have significant differences in the quality of the product.	R
H6	Faced with product picture packaging, people with different purchase frequency have no differences in the quality of the product.	S
H7	Faced with product picture packaging, people with different purchase frequency have significant differences in taste perceptions of the product.	R
H8	Faced with product picture packaging, people with different purchase frequency have no differences in taste perceptions of the product.	S
H9	Faced with product picture packaging, people with different purchase frequency have significant differences in purchase intention.	R
H10	Faced with product picture packaging, people with different purchase frequency have no differences in purchase intention.	S
Notes: S = Supported; R = Refuted		

Conclusions

4.1 Discussion

This study took coffee beverage as an example to explore whether high and low purchase frequency has a significant impact on product physical picture packaging. From the perspective of different drinking frequency, there was no significant difference in consumers' preference for coffee products when they were faced with the product picture packaging of coffee. That is, consumers who drank coffee more or less frequently had no particular preference for their attitudes. When we discuss and study the product picture packaging design, we can ignore the influence of purchase frequency. The above results maybe because we do not have enough respondents, so there is some deviation. It may also be that the respondents are influenced by the design of the questionnaire and prefer to fill in higher measurement options. Of course, in the face of such a result, to a certain extent, it can also be explained that in the front of food products, the packaging of physical pictures has a significant impact on customers, whether new or old customers, will be affected by the packaging pictures to a certain extent. The packaging picture is one of the factors that they share in judging the product's attributes.

4.2 Managerial implications

For the food industry with fierce competition, the design of product packaging is one of the critical links in its production and sales. Through the study of this experiment, we demonstrate that the purchase frequency has no difference in the product physical picture packaging. This study can help designers in the food industry to eliminate the interference caused by the purchase frequency when facing the design of physical product packaging. Reduce one design factor. It is recommended that the marketing manager focuses on the impact of other elements on the packaging, rather than dividing consumers into different purchase frequency groups.

4.3 Limitations and future research

The limitations of this study are reflected in the following aspects. First, we adopted coffee as a research object as a survey instead of a general concept, which may lead to some interviewees' bias on products in the experiment; Second, the number of questionnaires is too small, and the results may still not have enough credibility; Third, the number of people with high purchase frequency and those with low purchase frequency is not entirely equal, which leads to some doubt on the credibility of the experimental results; Fourth, the Chinese expression of the questionnaire may not wholly accord with the original English sentence, and the author's original intention may deviate in the translation process; The sample data of this experiment are mainly from China, and there are too few respondents in other regions, so the results may not be universal.

Because this study only focuses on the specific factor of purchase frequency under the particular product physical picture package, we can explore the influence of other elements on the product physical picture package in the future, such as consumer age, consumer nationality, etc. Similar experiments can also be carried out for other types of packaging design or packaging

design under more significant concepts, such as whether purchase frequency affects consumer perception brought by packaging.

REFERENCE

- Ampuero, O. and Vila, N. (2006), "Consumer perceptions of product packaging," *The Journal of Consumer Marketing*, Vol. 23 No. 2, pp. 102-114.
- Anschuetz, N. (1997). Profiting from the "80–20 rule of thumb". *Journal of Advertising Research*, Vol. 37, No.6, pp. 51–56.
- Anselmsson, J., Johansson, U. and Persson, N. (2007), "Understanding price premium for grocery products: a conceptual model of customer-based brand equity", *The Journal of Product and Brand Management*, Vol. 16 No. 6, pp. 401-414.
- Bagozzi, R. P. (1978). The construct validity of the affective, behavioural, and cognitive components of attitude by analysis of covariance structures. *Multivariate Behavioral Research*, Vol. 13, pp. 9-31.
- Brommer, E., Stratmann, B. and Quack, D. (2011), "Environmental impacts of different methods of coffee preparation", *International Journal of Consumer Studies*, Vol. 35 No. 2, pp. 212-220.
- Chiou, J. S., & Pan, L. Y. (2009). Antecedents of internet retailing loyalty: Differences between heavy versus light shoppers. *Journal of Business Psychology*, Vol. 24, No.3, pp. 327–339.
- Chung, J.E., Yu, J.P. and Pysarchik, D.T. (2006), "Cue utilization to assess food product quality: a comparison of consumers and retailers in India", *The International Review of Retail, Distribution and Consumer Research*, Vol. 16 No. 2, pp. 199-214.
- D'Astous, A., Bensouda, I., & Guindon, J. (1989). A Re-examination of consumer decision making for a repeat purchase product: Variations in product importance and purchase frequency. In T. K. Srull (Ed.), *Advances in consumer research* (Vol. 16, pp. 433–438). Provo, UT: Association for Consumer Research.
- Delgado-Ballester, E. and Manuera-Aleman, J.L. (2005), "Does brand trust matter to brand equity?", *The Journal of Product & Brand Management*, Vol. 14 Nos 2/3, pp. 187-96.
- Elder, R., & Krishna, A. (2009). The effect of advertising copy on sensory stimulation and perceived taste. *Journal of Consumer Research*, Vol. 36, pp. 748–756.
- Geissler, G. L., George, M. Z., & Richard, T. W. (2006). The influence of home page complexity on consumer attention, attitudes, and purchase intent. *Journal of Advertising*, 35(2), 69–80. doi:10.1080/00913367.2006.10639232

- Hill, T. (2005). Packaging of children, breakfast cereal: manufacturers and children. *British Food Journal*, Vol. 104, pp. 766-777.
- Honea, H. and Horsky, S. (2012), "The power of plain: intensifying product experience with neutral aesthetic context", *Marketing Letters*, Vol. 23 No. 1, pp. 223-235.
- Insch, A. and Florek, M. (2009), "Prevalence of country of origin associations on the supermarket shelf", *International Journal of Retail & Distribution Management*, Vol. 37 No. 5, pp. 453-471.
- Kabir Chowdhury, M.H. and Andaleeb, S.S. (2007), "A multivariate model of perceived quality in a developing country", *Journal of International Consumer Marketing*, Vol. 19 No. 4, pp. 33-57.
- Kim, H. Y., Chung, H. K., & Lee, H. Y. (2011). Korean and Chinese University students' importance and performance analysis for quality attributes by coffee type in Daejeon. *Korean Journal of Community Nutrition*, 6(4), 511–524. doi:10.5720/kjcn.2011.16.4.511
- Krista Garcia (2018), "In-store sales still rule, but digital helps online channels hold a slight edge during the research process", available at <https://www.emarketer.com/content/in-store-sales-still-rule-but-digital-helps> (accessed 16 Sep 2019)
- Lewis, M. (1991), *Understanding Brands*, Kogan Page, London.
- Linn, V.R., Eberhardt, T., Schütte, R. and Kenning, P. (2012), "Consumer trust in food retailers: conceptual framework and empirical evidence", *International Journal of Retail & Distribution Management*, Vol. 40 No. 4, pp. 254-272.
- Mantonakis, A., Schwarz, N., Wudarczywski, A., & Yoon, C. (2017). The malleability of taste perception, biasing effects of rating scale format on taste recognition, product evaluation, and willingness to pay. *Marketing Letters*, Vol. 28, No.2, pp. 293–303.
- Massy, W. F., Montgomery, D. B., & Morrison, D. G. (1970). *Stochastic models of buying behaviour*. Cambridge, US: The MIT Press.
- Matsatsinis, N.F., Grigoroudis, E. and Samaras, A.P. (2007), "Comparing distributors' judgements to buyers' preferences: a consumer value analysis in the Greek olive oil market", *International Journal of Retail & Distribution Management*, Vol. 35 No. 5, pp. 342-362.
- Mensonen, A. and Hakola, J. (2012), "Novel value perceptions and business opportunities through packaging customization", *International Journal of Business and Social Science*, Vol. 3 No. 6, pp. 39-43.
- Milton, H. (1991). *Packaging Design*, Bourne Press Ltd, Bournemouth.

- Min, S., Overby, J. W., & Im, K. S. (2012). Relationships between desired attributes, consequences and purchase frequency. *Journal of Consumer Marketing*, Vol. 29, No.6, pp. 423–435.
- Mittal, M. (2014, February 11). The anatomy of product packaging. Medium. Retrieved from <https://medium.com/digital-packaging-experiences/the-anatomy-of-product-packaging-c746a7d6597d>.
- Moorman, C., Deshpande, R., & Zaltman, G. (1992). Relationships between providers and users of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, Vol. 29, pp. 314–328.
- Nancarrow, C., Wright, L.T. and Brace, I. (1998), “Gaining competitive advantage from packaging and labelling in marketing communications”, *British Food Journal*, Vol. 100 No. 2, pp. 110-20.
- Nicola Clark (2008), "70% of purchasing decisions are made instore", available at <https://economictimes.indiatimes.com/70-of-purchasing-decisions-are-made-in-store/articleshow/3816087.cms?from=mdr> (accessed 16 Sep 2019)
- Noad, J. and Rogers, B. (2008), “The importance of retail atmospherics in B2B retailing: the case of BOC”, *International Journal of Retail & Distribution Management*, Vol. 36 No. 12, pp. 1002-1014.
- Orth, U.R. and Marchi, R.D. (2007), “Understanding the relationships between functional, symbolic, and experiential brand beliefs, product experiential attributes, and product schema advertising-trial interactions revisited”, *Journal of Marketing Theory and Practice*, Vol. 15 No. 3, pp. 219-233.
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, Vol. 59, No.10/11, pp. 1160–1166.
- Rundh, B. (2007). The Multi-Faceted Dimension of Packaging, *British Food Journal*. Vol. 107 NO. 9, pp. 670-684.
- Schlossberg, H. (2008). Effective packaging talks to consumers. *Marketing News* 6.
- Sehrawet, M. and Kundu, S.C. (2007), “Buying behaviour of rural and urban consumers in India: the impact of packaging”, *International Journal of Consumer Studies*, Vol. 31 No. 6, pp. 630-638.
- Siegrist, M., Cousin, M.-E., Kastenholz, H., & Wiek, A. (2007). Public acceptance of nanotechnology foods and food packaging: The influence of affect and trust. *Appetite*, Vol. 49, pp. 459–466.

- Sinclair, C. (2007). Packing a Punch: Using Packaging as Effective Advertising and Communication to Build Your Bottom Line. *Market Research Society, Annual Conference*.
- Stayman, D. M., Alden, D. L., & Smith, K. H. (1992). Some effects of schematic processing on consumer expectations and disconfirmation judgments. *Journal of Consumer Research*, 19 (2), 240–255. doi:10.1086/jcr.1992.19.issue-2
- Stewart, B. (1995), Packaging as an Effective Marketing Tool, Pira International, Surrey.
- Vazquez, D., Bruce, M. and Studd, R. (2003), “A case study exploring the packaging design management process within a UK food retailer”, *British Food Journal*, Vol. 105 No. 9, pp. 20-31.
- Venter, K., van der Merwe, D., de Beer, H., Kempen, E. and Bosman, M. (2011), “Consumers perceptions of food packaging: an exploratory investigation in Potchefstroom, South Africa”, *International Journal of Consumer Studies*, Vol. 35 No. 3, pp. 273-281.
- Venter, K., van der Merwe, D., de Beer, H., Kempen, E. and Bosman, M. (2011), “Consumers perceptions of food packaging: an exploratory investigation in Potchefstroom, South Africa”, *International Journal of Consumer Studies*, Vol. 35 No. 3, pp. 273-281.
- Wang, Y. and Heitmeyer, J. (2006), “Consumer attitude toward US versus domestic apparel in Taiwan”, *International Journal of Consumer Studies*, Vol. 30 No. 1, pp. 64-74.
- Wang, Y. J., Michael, M. S., & Wei, J. (2011). Aesthetics and the online shopping environment, understanding consumer responses. *Journal of Retailing*, Vol. 87, No.1, pp. 46–58.
- Wang, Y. J., Michael, M. S., & Wei, J. (2011). Aesthetics and the online shopping environment, understanding consumer responses. *Journal of Retailing*, 87(1), 46–58. doi:10.1016/j.jretai.2010.09.002
- Wansink, B., & Park, S. B. (2002). Sensory suggestive and labeling: Do soy labels bias taste? *Journal of Sensory Studies*, Vol. 17, pp. 483–491.
- Wansink, B., & Park, S. B. (2002). Sensory suggestive and labeling: Do soy labels bias taste? *Journal of Sensory Studies*, 17, 483–491. doi:10.1111/j.1745-459X.2002.tb00360.x
- Wansink, B., Painter, J., & Van Ittersum, K. (2001). Descriptive menu labels’ effect on sales. *Cornell Hotel and Restaurant Administration Quarterly*, 42(6), 68–72.
- Wansink, B., Painter, J., & Van Ittersum, K. (2002). How descriptive menu labels influence attitudes and repatronage? In S.M.Broniarczyk & K.Nakamoto (Eds.), *Advances in consumer research* (Vol. ume 29, pp. 168–172). Valdosta, GA: Association for Consumer Research.

Yoo, B. and Donthu, N. (2001), “Developing and validating a multidimensional consumer-based brand equity scale”, *Journal of Business Research*, Vol. 52 No. 1, pp. 1-14.

APPENDIX

Questionnaire

The attention of consumers (Geissler et al., 2006; Ignacio and He ´ctor, 2008)

- a) *Compared with Package without product picture, Package with product picture can gain my attention.*
- b) *Compared with Package without product picture, Package with product picture can hold my attention*
- c) *Compared with Package without product picture, I am more inclined to notice the product when I see the coffee with product picture packaging.*
- d) *Compared with Package without product picture, I am more motivated to examine the product when I see the coffee with product picture packaging.*
- e) *I think coffee with product picture packaging gives me more information than coffee without product picture packaging.*

Quality of the product (Kim et al., 2011)

- a) *Compared with Package without product picture, I think coffee with product picture packaging is of good quality.*
- b) *Compared with Package without product picture, I think coffee with product picture packaging seems to have a great balance taste.*
- c) *Compared with Package without product picture, I think coffee with product picture packaging has a unique flavor of freshly roasted beans.*
- d) *Compared with Package without product picture, I think coffee with product picture packaging is brewed to perfection.*
- e) *Compared with Package without product picture, I think coffee with product picture packaging undergoes proper processes of roasting.*

Taste perception of the product (Wansink et al., 2001, 2002; Wansink & Park, 2002)

- a) *Compared with Package without product picture, I think coffee with product picture packaging is tastier.*
- b) *Compared with Package without product picture, I think coffee with product picture packaging is more flavorful.*
- c) *Compared with Package without product picture, I think coffee with product picture packaging is more satisfying.*
- d) *Compared with Package without product picture, I think coffee with product picture packaging is more aroma.*
- e) *Compared with Package without product picture, I think coffee with product picture packaging is delicious.*

The trust of consumers (Stayman, Alden, & Smith, 1992; Delgado-Ballester et al., 2003)

- a) *Compared with Package without product picture, I love drinking coffee with product picture packaging*

- b) *Compared with Package without product picture, I thinking coffee with product picture packaging gives you the confidence that you're drinking something worth drinking.*
- c) *Compared with Package without product picture, I think coffee with product picture packaging can be trusted.*
- d) *Compared with Package without product picture, I think coffee with product picture packaging is safe.*
- e) *When I have doubts, coffee with product picture packaging can help me solve the problem better than coffee without product picture on packaging*

Purchase intention (Wang et al., 2011; Delgado-Ballester et al., 2003; Yoo and Donthu, 2001)

- a) *Compared with Package without product picture, I intend to purchase coffee with product picture packaging.*
- b) *Compared with Package without product picture, the likelihood of me purchasing coffee with product picture packaging is possible.*
- c) *I think I will keep buying coffee with product picture packaging.*
- d) *If coffee without product picture on packaging has the same features as coffee with product picture packaging, I still buy coffee with product picture packaging.*
- e) *Makes sense to buy coffee with product picture packaging instead of coffee without product picture on packaging.*

Part 2: Profile

1. Gender

- 1. Male
- 2. Female

2. Age

- 1. Under 20
- 2. 21-25
- 3. 26-30
- 4. 31 or over

3. Monthly Incoming:

- 1. ¥0-¥1000
- 2. ¥1001-¥2000
- 3. ¥2001-¥3000
- 4. ¥3001-¥4000
- 5. ¥4001-¥5000
- 6. ¥5001 ¥and above

4. Expenditure on coffee per month
 1. Under ¥30
 - a) ¥31-¥60
 2. ¥61-¥90
 - a) ¥91-¥120
 3. ¥121 or above
5. How often do you buy coffee every month?
 1. 0
 2. Less than 3 times
 3. 4-6
 4. 7-9
 5. 10-12
 6. More than 13