

Consumer Opinion Regarding The Influence Of Package On Purchasing Foods Case Study: Sibiu County

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Abstract: *Packaging is considered today to be very important, as it leads to attracting consumer attention. The functions of the packaging that are widely accepted are the function of container preservation and protection of products, the function that facilitate handling, transportation, storage and sale of products; and the function of products information and promotion. Measuring the first impressions of packaging allows to detect any preceding negative emotions and rational assessments that will have to remove them. In this sense, we conducted a quantitative marketing research in order to identify consumer opinion from Sibiu county, on the influence on purchasing foods packaging. The results of the study will highlight both possible changes to the packaging and reasons leading to purchase products without reading the packaging. All these can become prerequisites for the development of packaging for the future, given the tendencies to purchase food.*

Keywords: packaging, color, volume information, material, quality, consumer, purchase.

1. Introduction

The package accompanies the product in every stage of its movement, from producer to consumer, having an important role in its protection and sale promotions [8, page 219].

For a package to be appropriate, it must meet a number of prerequisites to promote the success of a packaged product on the market, conditions that involve performance, both in terms of objective, material (protection physico-mechanical, chemical) and under subjective aspect, related to motivation buyers preferences [10, page 155-156].

The importance of the packaging is highlighted by the main pack functions that it must fulfill, namely: 1) products conservation and protection, 2) facilitate the handling, transportation, storage, and sale of the products, 3) the function of products information and promotion [8, page 220].

For the successful fulfillment of the function that promotes the disposal of products on the market, the package should attract the attention of buyers through the shape, color and adequate graphics, to be easily recognizable, to suggest a precise idea about the product. Also prepackaged food products must take into account the need for dosing foods in units of mass or volume sold, the requirements indicate consumers towards convenience in handling and use, as well as to the need of informing them on the functionality and conditions storage products [10, page 158].

Given the role that it plays in attracting and satisfying consumer, packaging must enjoy adequate attention [6, page 575].

The researches from the speciality literature revealed a

classification of consumers depending by the impact of the packaging in purchasing the products. The three consumer categories are:

- consumers who purchase only for the low price. Packaging plays a major role if the low price is written on it;
- consumers who put quality first. Packaging should be high quality;
- consumers who acquire products to meet daily needs and do not attach importance to packaging. For this category of consumers, the literature states that it is very difficult to assess how they react to the packaging or advertising. This consumer group should be researched continuously [11, page 10].

The importance of packaging is widely recognized. Those who would like to examine more closely the major component of the marketing mix will be surprised to find how broad and subtle is the effects area that produces the package. Called „silent seller” - the title is a suggestive reflection of the roles and subtle effects of packaging.

A good product packaging can not guarantee success, but it can contribute enormously to obtain the product to outstand the performances in the market [2, page 291-292].

The old adage „packaging sells the product” is now more actual than ever. Therefore, it will fully correspond with that package that manages to awaken the mind of the purchaser a favorable opinion on the product it protects and accompanies, in other words, that package that fulfills its functions in total, among which must excel promotional function and support [3, p.157] sales. The literature states that: crash test on the shelf manages to capture the physical dominance of the pack

relatively uninfluenced by respondent's familiarity packaging. When the exposure time is short (3 seconds), the recollection of packaging depends almost exclusively on the physical qualities of stimulus, not the degree to which the respondent is familiar with a pack on, say, uses frequently. Shelf impact test is used in particular with the introduction of a new product or a product relaunch with new packaging. Intensifying the competition in the big stores requires regular testing of the impact of our package, compared to packaging of the competition. The impact test does not tell us anything about the quality of subjective experience created by the package. Therefore, after assessing physical domination we must explore attractive package, it's like, do not like and container capacity to transmit within the first seconds of a provision emotional perception, positive, emotional quality that will influence the perception in phases. The measurement of the First impression allows detection of any preceding negative emotions and rational assessments that we will have to remove [2, page 314]. For the food products that are sold in self-service, packaging presentation is the only link between the customer and the product. Therefore, the package will have to be adapted to the mass sale, it must meet the traits that confer power to sales promotion. If the quality-price ratio is equal to several undertakings, products that are distinguished by their style, creativity ingenious packaging, fail to stand out from competing products [10, page 258].

Past experience in countries with developed market economy - shows that for a product to be good and asked by the consumers is not enough to be just good quality, price is more important to match the quality of the product [4, page 70].

The companies are beginning to understand that a good package has the power to cause immediate recognition by the buyer of the company or brand. For example, in a supermarket environment, offering between 15,000 and 17,000 items, the buyer typically passes about 300 items per minute, and over 60 percent of all purchases are made under the impulse. In such a competitive intense environment, the package may be the last chance that a seller has to influence the buyers [7, page 333].

Commercial reality shows that only under the recommended quality of product quality and packaging are no consistent, successful product of unanimous appreciation gathering consumer market [5, page 234].

Following a marketing research was done by highlighting consumers' opinions on the influence on purchasing food packaging, can be tracked based on the reasons for purchasing foods without reading or, if other elements of the package contributes to purchase.

2. Methodology

The study aims to investigate the influence of consumer views on purchasing foods packaging. The research was conducted based on a questionnaire and included a strong set of interrelated activities, resulting in several steps taken in logical sequence, according to the research methodology.

Formulating objectives was to accurate information needed in choosing the optimal decision for each stage of the marketing research. The objectives were differentiated according to their relative importance for research purposes.. The main objectives were differentially (I, II, III), and related to these the secondary objectives.

I) Investigation the time that it is spend by the subjects to purchase food products.

II) What is the subjective opinion about the influence of

the packaging in choosing the food products.

III) What is the motivation of subjects relating the choice of food products depending on the package.

2.1. Developing research hypotheses

It started from the idea that derive assumptions has significant practical value in designing a marketing research. In establishing marketing research assumptions, focussing on information that will be required in the analysis of consumer opinions on the impact assessment in the purchase of food packaging. Data on population structure by age, sex and were taken from the National Statistics Institute - Department of Statistics - Sibiu on 01 October 2015. The study was conducted between 2015 01.decembrie 01.octombrie- when pre-testing was also conducted.

The structure of population in Sibiu county is shown in Table 1.

Table 1: The structure of population in Sibiu county

POPULATION	NUMBER		
	TOTAL	MASCULIN	FEMININ
TOTAL	463598	226145	237453
URBAN	313678	150623	163055
COUNTRYSIDE	149920	75522	74398

Data source: INS Sibiu October 2015

2.2. Determining sample size

To determine the sample size it is starting from the concept of proportion describing corporate investigated. The formula used to determine the sample is:

$$n = z^2 * s^2 / e^2, \text{ in which:}$$

n – sample size;

z –guarantee probability coefficient associated to research results (confidence level) set by the researcher (its value is taken from statistical tables);

s – sample standard deviation determined at the level of a given variable;

e – margin of error;

Probability guarantee research results is 95%, confidence level is 0.05, and has a margin of error of $\pm 5\%$ for a standard deviation of 0.30, the coefficient associated probability guarantee research results $t = 1.96$ statistical table according to appendix 1 and "n" emerged as $n = 139$ consumers representing the sample size [1, page 476].

2.3. Determining the structure of the sample by means of quotas

Using the allowance method it was build a sample to serve for acquiring information. Allowance method is a non-random sampling method. The method allows the construction of a sample quotas within which individuals whose characteristics will be found geographical, socio-demographic, behavioral, and economic, will be very close to those of the reference population. Sample structure will replicate community structure investigated percentage. The determined sample is 139 consumers, according to the step of determining the sample.

It was calculated the number of people in the sample, in percentage by age Table 2.

Table 2:Total population studied by age

Age	Total researched community	(%)	The number of people sampled
20-29 years	64886	17,62	29
30-39 years	77505	21,05	28
40-49 years	72978	19,82	24
50-59 years	59550	16,17	23
Over 60 years	93235	25,32	35
Total	368154	100	139

Researched population was calculated in percent in Table 3 depending on area of origin.

Table 3:Total population researched by area of origin

Area	Total researched community	(%)
Urban	313678	67,66
Countryside	149920	32,33
Total	463598	100

Researched population was calculated in percent in Table 4 according to gender.

Table 4:Total population studied by gender

Gender	Total researched community	(%)
Masculin	226145	48,78
Feminin	237453	51,22
Total	463598	100

Data obtained in Tables 2, 3 and 4 was summarized in Table 5, comprising the three criteria for structuring the population: age, gender and background.

Based on the results in Tables 2, 3, 4, it was calculated the number of persons included in the sample, for example, the category of urban women, aged between 30-39 years we will have the following calculation: 139 (Sample size) * 51.22% women * 68.66% urban area * 21.05% age group = 10.

According to calculations by the method of quotas, it was completed the Table 5.

Table 5: Determination of quotas based on age, origin and gender

POPULATION	Masculin 48.78%		Feminin 51.22%		The number of people sampled 139
	Urban area 66.60%	Countryside area 33.39%	Urban area 68.66%	Countryside area 31.33%	
20-29 years (17,62%)	8	8	9	4	29
30-39 years (21,05%)	9	5	10	5	28
40-49 years (19,82%)	9	5	10	4	24
50-59 years (16,17%)	7	4	8	4	23
over 60 years (25,32%)	11	6	12	6	35

2.4. Results and discussions

Processing data was made using Microsoft Excel.

1. Determination of the number of people who purchase food influenced by packaging.

The evaluation of the questionnaires shows that 130 subjects were purchasing food influenced by packaging, and 9 subjects were not influenced by packaging when purchasing food products, so it is important to assess consumers' opinions influence on purchasing food packaging. The goal is to identify consumer opinions on the influence to purchase food packaging.

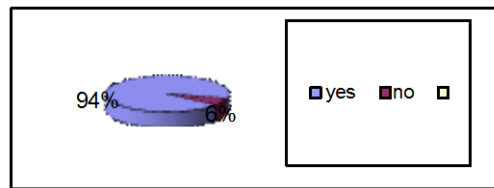


Figure 1: Distribution of the percentage of consumers who purchase food influenced by packaging.

2. Determine the frequency with which consumers within a week, buy food being influenced by packing

Of the subjects questioned responded by 43 (33%) that acquires a weekly food products, 29 (22%) twice a week and 58 (45%) of the subjects several times a week, and it is shown in Figure 2.

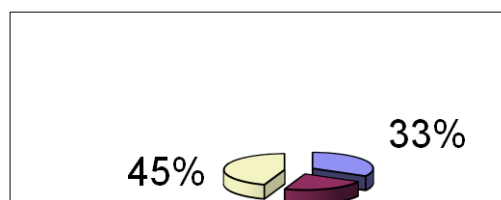


Figure 2: Distribution of the percentage of consumers based on the frequency with which consumers within a week, buy food being influenced by packaging

3. Determination of the importance given by subjective of packaging for the food purchased

The subjects, at a rate of 8%, are very satisfied with the packaging of food products purchased, 75% were satisfied with the packaging of food products purchased 8% do not appreciate the importance of packaging, 7% are very satisfied and 2% are not satisfied with the influence of packaging on purchasing foods.

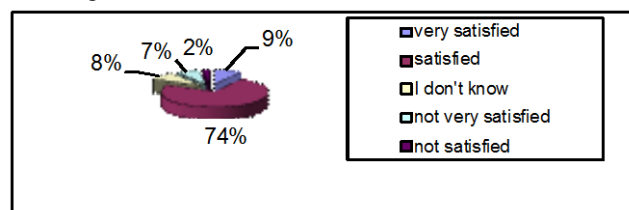


Figure 3: Distribution of the percentage of consumers on the importance attached to the packaging of food products purchased

4. Evaluation of subjective opinion if there should be a connection between food packaging and content

To this question 79% of respondents considers largely that there must be a connection between food packaging and content. Only 12% of respondents do not know and 9% of respondents considers the limited extent that there must be a connection between food packaging and content.

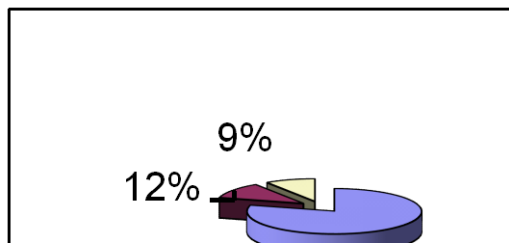


Figure 4: Distribution of the percentage of consumers based on their view of a connection between food packaging and content

5. Evaluation of subjective opinion if they consider that the volume of information on food packaging is enough

To this question 68% of respondents considers that largely volume of information on food packaging is sufficient. Only 18% of respondents deemed not know, and 14% of respondents considers that small measure the volume of information on food packaging is sufficient.

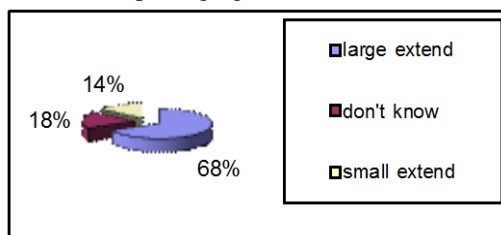


Figure 5: Distribution of the percentage of consumers based on their view that the volume of information on food packaging is enough

6. Evaluation of subjective opinion if it considers that the information on food packaging legibly

From Figure 6 results that 12% of respondents do not know if the information on food packaging legibly, 41% think largely that the information on food packaging legibly and 47% little.

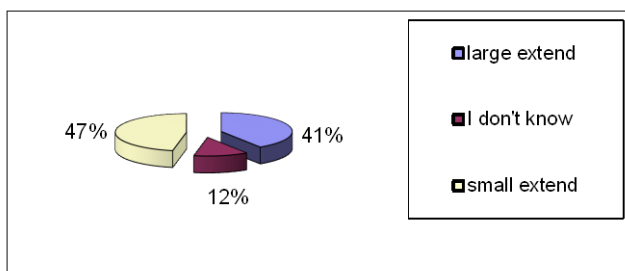


Figure 6: Distribution of the percentage of consumers based on their opinion that the information on food packaging legibly

7. Evaluation of subjective opinion if they consider that in interpreting messages on food packaging is required additional documentation

From Figure 7 results that only 18% of respondents do not know whether to interpret the message on the packaging of foodstuffs, additional documentation is required. 58% of respondents considers that the interpretation of the message on the packaging of foodstuffs, additional documentation is required, while 24% of respondents consider themselves lesser extent interpreting the message that food packaging is required additional documentation.

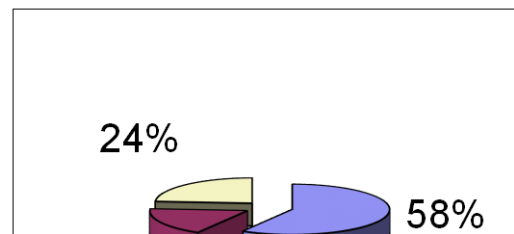


Figure 7: Distribution of the percentage of consumers based on their opinion if it considers that the interpretation of the message on the packaging of food products require additional documentation

8. subjective rating when purchasing food if read information on the packaging

From Figure 8 results that 66% of respondents consider that they read often the information on the package when purchase food. 6% of respondents answered that they do not read all the information on the packaging, and 28% of subjects rarely read the information on the packaging when purchasing food.

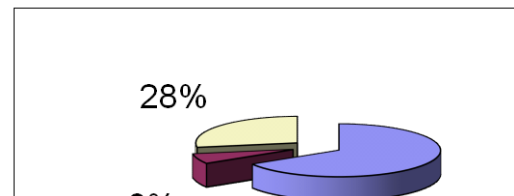


Figure 8: Percentage distribution of consumers based on their opinion that when purchasing food products read information on the packaging

9. Evaluation of subjective opinion if they ever bought food without reading information on the packaging

From Figure 9 shows that 22% of respondents bought food without reading the information on the package. 18% of respondents answered that they bought food without reading the information on the packaging, and 60% of subjects rarely bought food without reading the information on the package.

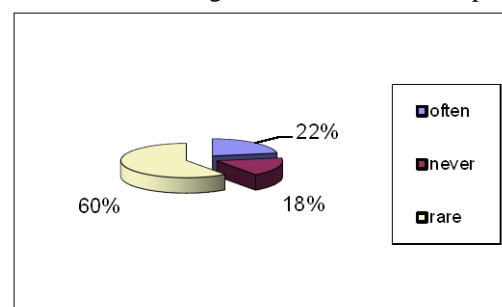


Figure 9: Percentage distribution of consumers based on their opinion if they bought food without reading information on the packaging

10. Assessment of subjective opinions on the reasons that led to the purchase of food without reading information on the packaging

Table 1: The reasons that led to purchase food without reading information on the packaging

No answer to this question	19
Price	3
Amount	2
Hurry	54
Color	5
Report	7
Packaging features	5
Product known	18
Product unknown	2
Aspect packaging	8
Brand	1
More reasons	1
Always read	1
Alim poisoning composition effect	1
Shelf life	1
Firm	1
Lack of information through the media	1
Do not buy food influenced pack	9

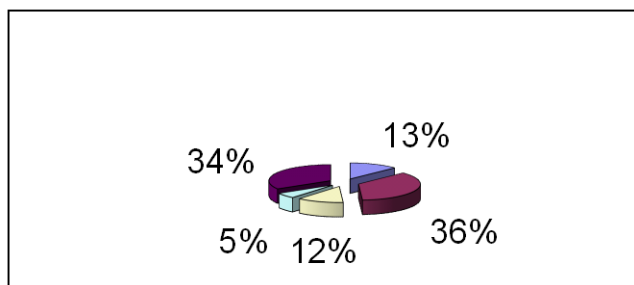


Figure 10: Percentage distribution of consumers according to their reasons for the purchase of food without reading information on the packaging

From Figure 10 shows that 13% of subjects responded to this indrebare. 36% of respondents answered that they have no time to read the information on the packaging, 12% of the subjects said that they know the product, 5% said that the issue of the pack was the reason of purchase without reading the information, and 34% of subjects said for other reasons, which are listed in Table 1.

11. Assessment of the influence of subjective color to purchase food packaging

From Figure 11 shows that 26% of respondents believe that buying food is influenced by the color largely 18% of the subjects said they did not know and 56% of respondents believe that buying food is influenced by the color slightly.

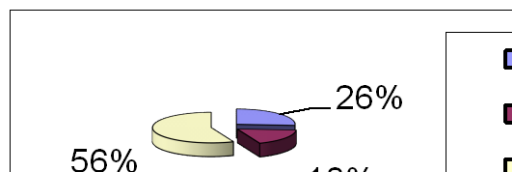


Figure 11: Percentage distribution of consumers based on their opinion on the purchase of food as being influenced by color

12. Assessment of subjective influence on the type of material to purchase food packaging

From Figure 12 shows that 32% of respondents believe that buying food is influenced by packaging material largely 20% of the subjects said they did not know and 48% of respondents believe that buying food is influenced by the type of packaging material little.

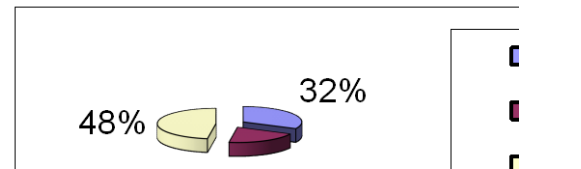


Figure 12: Percentage distribution of consumers based on their opinion on the purchase of food that is influenced by the type of packaging material

13. Assessment of the influence of subjective quality to purchase food packaging material

From Figure 13 shows that 26% of respondents believe that buying food is influenced greatly by the quality of packaging material. 32% of respondents believe that buying food is much influenced by the packaging material. 12% of respondents do not know if purchase is influenced by the quality of food packaging material. 23% of respondents believe that buying food is less influenced by the packaging material, and 7% of respondents considers the purchase of quality food is influenced very little packaging material.

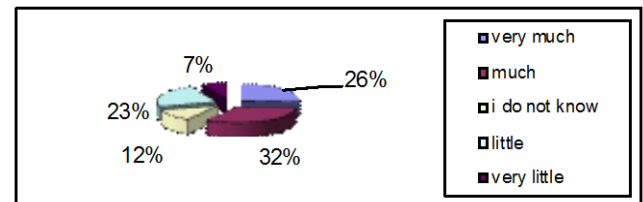


Figure 13. Percentage distribution of consumers based on their opinion on the purchase of food as being influenced by the packaging material

14. Assessment of the influence of subjective characteristics to purchase food packaging

Table 2: Package characteristics that influenced purchase food

Did not answer	23
Quality packaging	41
Color pack	32
Picture pack	3
Packaging features	3
The information they contain	7
Product quantity	4
Aspect packaging	4
Brand	2
No reason	2
Shelf life	3
Ecologic	4
No feature	2
Do not buy food influenced pack	9

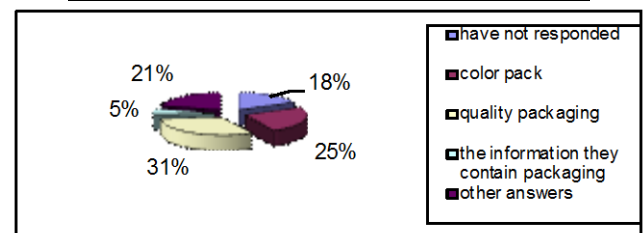


Figure 14: Percentage distribution of consumers based on their opinion regarding the influence of characteristics to purchase food packaging

. From Figure 14 shows that 18% of subjects responded to this question. 25% of subjects responded that influenced take on the color packaging food purchase. 31% of subjects responded that influenced the quality of the packaging shall purchase food. 5% said that the information contained in the package was the reason for purchasing foods, and 21% of subjects said other responses, which are presented in Table 2.

15. Assessment of the influence of subjective opinion purchase of food

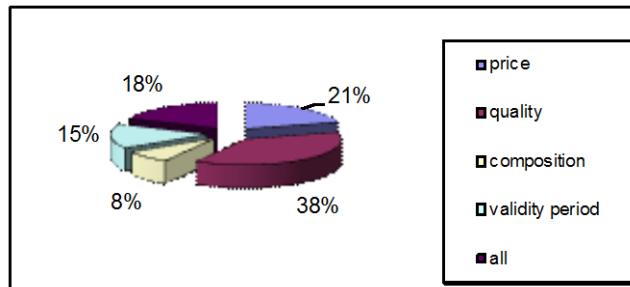


Figure 15:Percentage distribution of consumers based on their opinion regarding the purchase of food

From Figure 15 shows that 21% of subjects when purchasing food are influenced by price. 38% of subjects responded that influence purchase food quality. 8% of the subjects said that the food composition influenced their purchase. 15% stated that shelf life has influenced the purchasing foods, and 18% of subjects said that all these factors influenced to purchase food.

3. Conclusions

Purchase influenced food packaging has great importance for the consumer. From the literature pack functions are widely recognized. Classification according to influence consumers to purchase food packaging revealed three groups. The study seeks to highlight whether consumers purchase food in Sibiu being influenced by packaging. This was revealed by questioning subjects regarding the purchase of food packaging influence. The subjects surveyed 94% responded that food purchases are influenced by mabalaj. 45% of the subjects being influenced food purchasing a pack of several times a week. Subjects at a rate of 8% are very satisfied with the packaging of food products purchased and only 75% are satisfied with the packaging of food products purchased. 79% of respondents considers largely that there must be a connection between food packaging and content. 68% of respondents considers that largely volume of information on food packaging is sufficient. 41% think largely that the information on food packaging legibly and 47% little. 58% of respondents considers that the interpretation of the message on the packaging of foodstuffs, additional documentation is required. 66% of respondents consider that they purchase food often read the information on the package. 60% of subjects rarely bought food without reading the information on the package. 36% of respondents answered that they have no time to read the information on the package. 26% of respondents considers the purchase of food is largely influenced by color. 32% of respondents considers the purchase of food packaging material is influenced by the high măsură. 32% of respondents believe that buying food is much influenced by the packaging material. 38% of subjects responded that the quality of food has influenced their purchase.

4. Proposals

Following the above mentioned can specify the following points need to consider when purchasing food consumers being influenced by packaging:

1. to devote more time to purchase food;
2. to acquire food by reading their composition;
3. to analyze the relationship value of the food, even if the price is on the package;
4. more aware of the connection between packaging and food.

Food manufacturers should consider the following:

1. to achieve packaging which better reflects the content;
2. color and packaging to be selected according to the contents;
3. the amount of information to be separated so that terms of composition, price, shelf life, quality etc, to be marked with a different color and legibly;
4. packaging be chosen according to the quality - price of food.

Food traders must consider the following:

1. encouraging the development of on-site tasting activities;
2. audio-video information on quality characteristics of the food and packaging inside stores;
3. performing several tests on shelf impact.

Currently, it can be concluded that a consumer will purchase a food is influenced by packaging, will lead in future to improve the quality of the packaging and the food, in order to facilitate and shorten the time of purchase in accordance with the trend Future convenience.

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