



New Trends and Issues Proceedings on Humanities and Social Sciences



Issue 6 (2016) 170-176

ISSN:2421-8030

www.prosoc.eu

Selected paper of 4th International Conference on Education, (ICED-2015) 26-28 June 2015, St. Petersburg, Russia

Packaging Design express the Identity of Environmentally Conscious Concept

Preechaya Krukaset^{a *}, Arch.D. in Multidisciplinary Design Research, Interior and Exhibition Design Program, Faculty of Industrial Technology, Suan Sunandha Rajabhat University, U-Thong Nok Road, Dusit, Bangkok, 10300, Thailand

Suggested Citation:

Krukaset, P. (2016). Packaging Design express the Identity of Environmental Conscious Concept. *New Trends and Issues Proceedings on Humanities and Social Sciences*. [Online]. 6, pp 170-176. Available from: www.prosoc.eu

Selection and peer review under responsibility of Prof. Dr. Milan Matijević, *University of Zagreb, Croatia*

©2016 SciencePark Research, Organization & Counseling. All rights reserved.

Abstract

This paper seeks to discuss the need to understand consumer perceptions regarding packaging design process that expresses the identity of environmental conscious concept in order to achieve the desired position in the minds of consumers. The objective of this article is to study the form of packaging which stimulates buying, study the buyers' perception of material, graphic and color of packaging that packaging expresses the identity of environmentally conscious concept, study factors of buyers' perceptions and the design elements on the packaging that reflect the value and reliability of the identity of environmental conscious concept, and guide the packaging design expressing the identity of environmental conscious concept stimulating to buy.

Keywords: packaging design; perception; presentation graphics; simulations; environmental conscious concept;

* ADDRESS FOR CORRESPONDENCE: **Preechaya Krukaset**, Arch.D. in Multidisciplinary Design Research, Interior and Exhibition Design Program, Faculty of Industrial Technology, Suan Sunandha Rajabhat University, U-Thong Nok Road, Dusit, Bangkok, 10300, Thailand

E-mail address: preechaya_4@hotmail.com / Tel.: +4-345-543-443.

1. Introduction

A period of intense competition in business today, the purchase decision of consumers is the most important point. Mostly, consumers try any type of products which they never know about the quality of products. Initially, it often depends on the form of "packaging" of products. Therefore, manufacturers cannot deny that "packaging" influence first purchase decision of consumers as a key element to produce products to market that will affect more and higher value products. At the same time, it will help sustain the quality of products, which are in good condition and lasting. "Packaging" is both science and art for products to meet the needs of buyers or consumers.

Design process with the environmental conscious concept is important to businesses which must use to develop products and marketing strategies which are based on understanding of consumer behavior such as needs, attitudes and predispositions in order to design successful marketing. That not only addresses the needs of the consumers but also safeguard long-term interests. The focus is on changing consumption patterns and encouraging people to choose products that protect the environment. Design management efforts involve different attributes determining the quality and identity of packaging as one of the major competitive priorities of the most businesses. Indicating the importance of designing quality because of design efforts have often inherent drivers for consumer's perception through optimizing packaging design. The mostly information provided nowadays has turned citizens more aware and receptive to being environmental friendly people. The environmental considerations demand a new attitude from designers. It is also necessary to approach environmental issues such as new ways to rethink, refund, reduce, reuse, or recycle a product. This position can perform an important guideline in the marketing and in the packaging design, becoming necessary in order to establish approaches and to develop methodologies for all businesses. Concerns and responsibilities with environmental impact have given rise to challenges for the packaging designers that can use this point of the environmentally conscious concept to develop in design process, and also are fundamental roles of the businesses, which use communication for consumer's perception through the attractive designs of packaging. The designer is able to improve the design process in the suitable way. It is fundamental to consider all involved processes, its characteristics and, mainly, to know how to take advantage of that change as a positive factor and value, for both business and society, considering also the decrease of environment aggression and the raw materials extraction. When applied under the environmentally conscious concept, this approach is an alternative way to achieve the optimizing design of packaging design express the identity of environmental conscious concept.

The research focuses on consumer perception testing which is relates and bases on three lines of thoughts, namely, the Gestalt Theory, elements and principle of visual design, and product perception method test. The Gestalt theory is the principle in the theoretical analysis of Visual Perception. This theory explains the way the overall combination of design elements affect the visual perception (Ralph N & Maurice Hershenson, 1973) of viewers leading to the utilization and configuration of design elements. This research is only focused on the elements of which definition corresponds to the Identity of Packaging Design express the Identity of Environmental Conscious Concept (Material, Graphic and Color). Elements and principle of design or visual elements are the first important basis for all of design. Particular in this study packaging image is among the important approaches to convey the product value and trust to persuade the purchasers' decision by using elements of design. Shape and color have meanings and are communicated to consumer perception with environmentally conscious concept (Pires Gon calves, Ricardo, 2008). Furthermore, packaging structure and graphics are important to consider in the design in order to communicate and convey the consumer; by using elements of design such as color, copy, picture (Meyers, 1998). Consumer perceive the product position which relate each positioning strategy to certain specific packaging elements are color, typography, shape, image (Olga Ampuero and Natalia Vila,2006). This study focuses on visual and physical attributes of package design which indicate and use variables to test consumer's perception such as material, graphic and color (Bloomer & Carolyn, 1976; Wallschlaeger and Busic-Snyder, 1992).

2. The Purpose of the research

This paper seeks to discuss the need to understand consumer perceptions in order to correctly packaging design process and to achieve the desired position in the minds of consumers. The importance of the notion of design details, is decide to inquiry on the issue of what appearances of packaging designs influence to subjective impressions of consumer's perception. Four specific objectives are posed for examination:

- (1) To study the form of packaging which stimulates buying.
- (2) To study the buyers' perception of material, graphic and color of packaging that packaging express the identity of environmental conscious concept.
- (3) To study factors of buyers' perceptions and the design elements on the packaging reflect the value and reliability of the identity of environmentally conscious concept.
- (4) To guide the packaging design express the identity of environmental conscious concept stimulating to buy.

A conceptual framework could be established from the aforementioned literature basis (see Fig. 1).

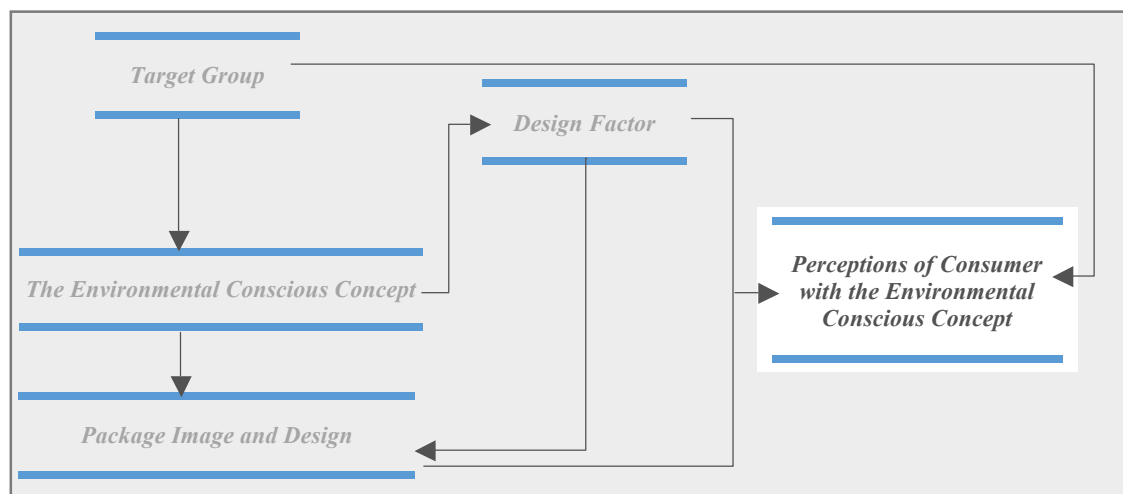


Figure 1. Conceptual and research framework.

3. Methodology and tools

The perception method test in this research aim to test relating of elements of design and visual perception factors in term of Composite measure; cognitive and affective leading to the consumer's purchasing intention. Also, stimuli are empirical research instrument effected to perception measurement were used. Simulations are many ways to imitate natural conditions by mean in this research is visual perception conditions. Using re-creating a package design or other features by scale-model or other media is possible (Barbara & Sommer, 1997). Pires Gon, Calves, Ricardo (2008) used 2 dimension and 3 dimension pictures of material, graphic and color with environmental conscious concept in questionnaire (see Fig. 5-6). And used picture stimuli from computer-generated façade stimuli as research tool. Moreover, using eleven point semantic differential Likert scale to indicate perception (see Table 1).

Table 1. An Example of a Research Questionnaire

Qualification	Left picture A					Right picture B					Can't explain	
	5	4	3	2	1	0	1	2	3	4		5
1.level appeal	extremely	extreme	Very prefer	prefer	indifference	equal	indifference	prefer	Very prefer	extreme	extremely	
2.level of valuation												
3.visually attractive												

4. Research procedure

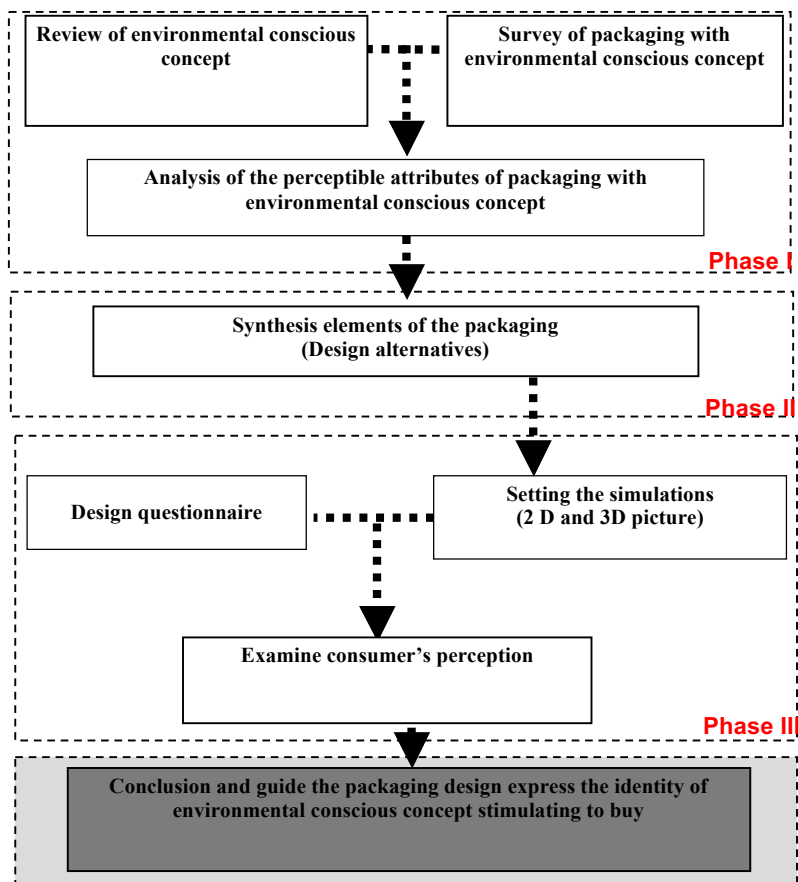


Figure. 2. Research procedure

4.1 Research Procedure Phase I

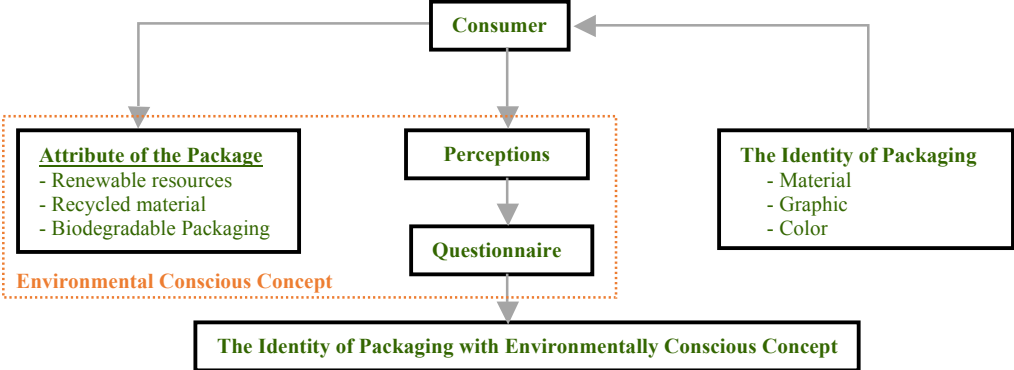


Figure 3. Research Procedure

4.2 Research procedure phase II

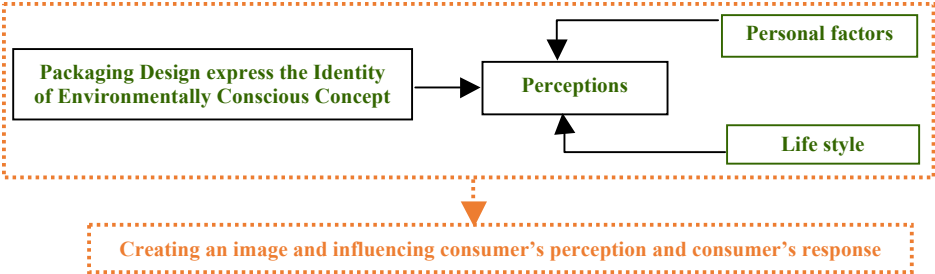


Figure. 4 Research Procedure



Figure 5. Research tool example

5. Expectation of the research

The packaging design expresses the identity of environmental conscious concept (i.e., material, graphic and color) in creating an image and influencing consumer’s perception and consumer’s response (i.e., consumer attitudes and patronage behaviors). All of this research has desiring the importance of environmental conscious concept design process.

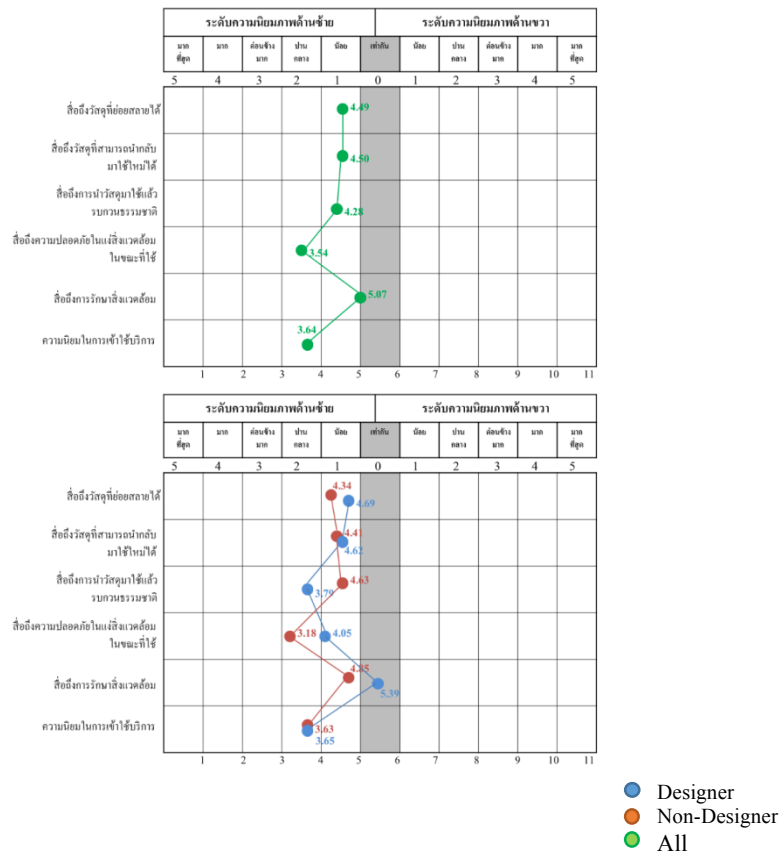


Figure 6. The different comparison of Buyer’s perception with the material appearance of packaging

References

- Alba, J.W. and Hutchinson, J.W. (1987). Dimension of consumer expertise. *Journal of Consumer Research* 13, 411-454.
- Allen J.B. and Ferrand J. (1999). Environmental Locus of Control, Sympathy and Pro-environmental Behaviour, *Environment and Behaviour*, 31(3), 338-53.
- Barbara & Robert Sommer. (1997). *A practical guide to behavioural research tools and techniques*. Fourth edition. New York: Oxford University press.
- Battman, J.R. (1979) *An Information Processing Theory of Consumer Choice*. Reading, MA: Addison-Wesley.
- Bloch, P.H. (1995). Seeking the ideal form: Product design and consumer response. *Journal of Marketing* 59, 16-29.
- Bloomer, C.M. (1976). *Principles of visual perception*. Design Press.
- Wallschlaeger, C. and Busic-Snyder C. (1992). *Basic visual concepts and principles for artists, architects, and designers*. United States of America: McGraw Hill companies.
- Han, S.H. & Hong, S.W. (2003). A systematic approach for coupling user satisfaction with product design. *Ergonomics*, 46 (13/14), 1441–1461.
- Herbert M. Meyers, Murray J. Lubliner, American Marketing Association. (1998). *The marketer's guide to successful package design*. McGraw-Hill Professional.
- Noel, H. (2009). *Consumer behaviour*. Lausanne 6. AVA Publishing SA.
- Ralph N. Haber and Maurice Hershenson. (1973). *Psychology of Visual Perception*. Publisher: Holt McDougal.
- Herbert M., Meyers and Murray J. Lubliner. (1998). *Marketer's guide to successful package design*. Illinois: NTC Business books.
- Leon G., Schiffman and Leslie Lazar Kanuk. (2000). *Consumer behaviour*. Second edition. New Jersey: Prentice-hall, INC.
- Grote, L. and Wang D. (1954). *Architectural research methods*. New York: Print in the United States of America.
- Ampuero, O. and Vila, N. (2006) Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2). 2006. 100–112. Emerald Group Publishing Limited [ISSN 0736-3761][DOI 10.1108/07363760610655032]
- Chinna, P. (1986). *Packaging design*. Bangkok, Thailand: Odian Store.
- Krukaset, P. and Sahachaisaeree, N. (2010) Design elements communicate on issues of the environmental conscious concept. *Procedia - Social and Behavioral Sciences*, 5,1262-1266.
- Pires Goncalves, Ricardo. (2008) <http://mpra.ub.uni-muenchen.de/11142/> Consumer behaviour: Product characteristics and quality perception.
- Tuntrakun, W. (2003). *Brand communication by package*. Bangkok, Thailand: Odian Store.