

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



DIPLOMA THESIS

The package as a tool of marketing communication

Author:

Bc. Daniela Jiroutová

Supervisor:

Richard Selby, Ph. D.

©2011

Declaration

I declare that I have worked on my Diploma thesis titled “The package as a tool of marketing communication” by myself and I have used only the sources mentioned at the end of the thesis.

Prague, 7th April 2011

.....

Bc. Daniela Jiroutová

Acknowledgement

I would like to thank to Richard Selby, Ph. D. for being my supervisor as well as for his valuable advices, patient help and tuitions over my Diploma thesis.

PACKAGE AS A TOOL OF MARKETING COMMUNICATION

OBAL JAKO NÁSTROJ MARKETINGOVÉ KOMUNIKACE

Souhrn

Obal je jedním ze stěžejních prvků, které ovlivňují rozhodování potenciálního spotřebitele. Mezi hlavní funkce obalu v minulosti patřilo hlavně uložení a ochrana výrobku. S postupem času se však obal stal rovněž důležitým nástrojem marketingové komunikace.

Hlavním cílem této diplomové práce je na základě marketingového výzkumu trhu v České republice a v Německu posoudit jakým informacím na obalu produktů zákazníci věnují pozornost a jak často, a tyto výsledky následně porovnat. Dalším cílem je zmapování postoje spotřebitelů k obalům šetrným k životnímu prostředí a GMO (geneticky modifikovaným organismům). Dílčím cílem bylo zjistit povědomí spotřebitelů o značce Pickwick a na základě výsledků průzkumu této firmě udělit doporučení.

Klíčová slova

Spotřebitel, Obal, Balení, Marketingová komunikace, Marketingový výzkum, Design, Branding, Pickwick

Summary

Package is one of the key elements that influence decision making of a potential customer. Among the main functions of packaging in the past belonged primarily storage and protection of a product. Over the time, packaging has become an important tool of marketing communication.

The main objective of this thesis is to detect out what information on packages consumers pay attention to most and how often and then compare these results. Another aim is to find out what attitude people have towards environmentally friendly packaging and GMOs (genetically modified organisms). A sub-objective was to determine consumer awareness of the brand Pickwick and on the basis of results from my survey provide recommendations to this brand.

Key words

Consumer, Package, Packaging, Marketing communication, Marketing research, Design, Branding, Pickwick

Contents

1	INTRODUCTION	12
2	OBJECTIVES OF THE THESIS AND METHODOLOGY	14
2.1	OBJECTIVES OF THE THESIS	14
2.2	METHODOLOGY	14
3	LITERATURE OVERVIEW	16
3.1	DEFINING KEY WORDS	16
3.2	MARKETING COMMUNICATION	17
3.3	MARKETING COMMUNICATION MIX	18
3.3.1	Personal Selling	19
3.3.2	Sales Promotions.....	19
3.3.3	Public Relations	20
3.3.4	Direct Marketing	20
3.3.5	Trade Fairs and Exhibitions	21
3.3.6	Advertising	21
3.3.7	Word –of – mouth marketing	22
3.3.8	Sponsorship.....	23
3.3.9	Merchandising.....	24
3.3.10	E-Marketing.....	24
3.3.11	Branding	25
3.3.12	Packaging.....	26
3.4	PACKAGING	26
3.5	THE ROLE OF PACKAGING	28
3.5.1	Packaging’s utilitarian functions	29
3.5.2	Sales tool and brand manifestation	29
3.5.3	Product differentiation	29
3.5.4	Lifestyle and behavioral patterns.....	30
3.6	ENVIRONMENTALLY FRIENDLY PACKAGING	30
3.7	LABELING AND SYMBOLS ON PACKAGING.....	32
3.7.1	Food labels	32
3.7.2	Compulsory labeling particulars.....	33
3.7.3	Symbols on packaging.....	34

3.8	PACKAGING DESIGN	38
3.8.1	Color	38
3.8.2	Story	39
3.8.3	Cultural issues	39
3.8.4	Illustration	39
3.9	MARKETING RESEARCH	40
3.9.1	Marketing research process.....	40
3.9.2	Data types and sources	41
3.9.3	Questionnaire design	43
4	CASE STUDY – A SURVEY OF CUSTOMER ATTITUDES	45
4.1	SARA LEE CORPORATION	45
4.1.1	Sara Lee Czech Republic.....	45
4.2	PICKWICK.....	46
4.3	STUDY OF CONSUMERS ATTITUDE.....	47
4.3.1	Aim of marketing research.....	47
4.3.2	Marketing research procedure	49
5	ANALYSIS OF SURVEY	51
5.1	STATISTICAL DATA.....	51
5.1.1	Gender.....	51
5.1.2	Age	52
5.1.3	Education level achieved.....	53
5.1.4	Social status.....	54
5.1.5	Monthly income of household.....	55
5.2	EVALUATION OF HYPOTHESES	57
5.2.1	Consumers shop most often in supermarket.....	57
5.2.2	Three aspects that make consumer look at a product are color of the packaging, easy opening and advertisement on a particular product.....	59
5.2.3	Consumers buy food products in gift/luxury packaging even when the price is higher only occasionally	61
5.2.4	Men do not care about the packaging at all, they are interested in the content only	62
5.2.5	Consumers control the date of minimum durability and the “best before...” date only sometimes, not always.....	63
5.2.6	Women pay more attention to nutrition table on packages than men.....	64

5.2.7	Women control the total energy value and the fat content in the product.....	66
5.2.8	Consumers in the Czech Republic have neutral attitude towards information about GMOs on packages, German consumers want to see this information always	67
5.2.9	People prefer to buy recyclable packages	68
5.2.10	Consumers sort the used paper, PET and glass always.....	69
5.3	PICKWICK - RESULTS.....	70
5.3.1	Do you know the brand Pickwick?	70
5.3.2	How would you rate this brand in comparison to competition?	71
5.3.3	Are you buying products from the brand Pickwick?	73
5.3.4	By focusing on the overall packaging design of Pickwick products (colors, images, logo, fonts) how would you rate it?	74
5.3.5	Would you change anything on the Pickwick's packages?	76
5.3.6	In case of answering Yes, what would you change?	77
6	CONCLUSIONS	78
7	BIBLIOGRAPHY	81
8	SUPPLEMENTS.....	84

1 INTRODUCTION

“Packaging on a supermarket shelf has less than three seconds to grab the attention of a consumer. Those three seconds are exceedingly important when considering that more than 70% of purchasing decisions are made at the shelf. Add to this the fact that supermarkets can contain on average 40,000 packs to choose from, then that pack has got to work hard.”¹

At present, the potential customer's choice is influenced by many different factors. These stimuli affect customer's decision making and try to convince him to buy a particular product. Each customer is impressionable to a different degree. Some people are more impressionable, some people less. It depends on individual preferences, moods and current situation. In other words, it depends on inner motives of individuals or external stimuli. Each person is unique and therefore the buying decisions are diverse. There are customers oriented on product's brand, price or influenced by sales promotions carried out by sellers.

The buying decision process has its limits, which are given for example by customer's age, interests and hobbies, address, nature of employment in he or she works as well as financial possibilities. The urban population is influenced by different factors than people living in rural areas. Consumer basket of a financially well secured consumer is not the same as of a person with lower income.

There are customers on one side and sellers on the other, whose aim is to sell as many goods as possible with the greatest profit and maximum customer satisfaction. However, the goal of the seller should be customer's re-purchase, it means that the buyers come back to do their shopping in that particular shop. This can be achieved when the customer is satisfied with products or services that the company offers. Sellers have many tools by which means they can communicate with customers and thus influence their buying decision making. Almost every day we face such tools and often we are even

¹ The power of packaging design. *Design Council* [online]. 2010, [cit. 2011-02-14]. Dostupný z WWW: <<http://www.designcouncil.org.uk/about-design/Types-of-design/Packaging-design/>>

not aware of them. Among this tools belong for example advertising in various media, leaflets, discounts, competitions, exhibitions, sales promotions, shop-windows, souvenirs and many others.

It is very difficult to meet the customer's needs and wishes and to be able to sell the products. It is necessary to find out what influences consumers' purchase in a given locality. What plays an important role is the day-time, days of the week or season. Also Christmas shopping has different character than common purchase. Some people do their shopping in larger volumes and less often. They are usually realized in large supermarkets or hypermarkets.

Here the packaging, which essentially serves as a salesperson in a retail store, find its key role. It provides a lot of information to a customer, protects the product and encourages the purchase. The seller chooses marketing communication tools that support sales, based on marketing research that is carried out either by himself or by a specialized firm.

2 OBJECTIVES OF THE THESIS AND METHODOLOGY

2.1 OBJECTIVES OF THE THESIS

In my diploma thesis I focused on finding out more information about the shopping experience of consumers, this means – how and where people shop, how they decide to purchase and why specific food products or brands. So the main objectives of my diploma thesis are to find out what makes consumers look at a product and what drew them to pick it up and take a closer look. Another aim is to detect what information on packages consumers pay attention to most and which of them they consider as useless. My additional objective is to find out what attitude people have towards “green” or environmentally friendly packaging.

Based on these aims I stated my hypothesis: *“Contemporary consumers are able to appreciate attractive, practical (functional), sophisticated and originally designed package and they perceive the damage caused by excess packaging”*

2.2 METHODOLOGY

The main methodological tools for my diploma thesis were predominantly qualitative methods. I did the field research and data collection by the means of questionnaire in the Czech Republic and Germany. I also posted the questionnaire on Internet so I got a lot of responses in a very short time period. I asked consumers closed as well as open-ended questions in order to reach my objectives.

Besides qualitative methods I used also quantitative methods. After I got all the data from the questionnaires I analyzed it and interpreted it with graphs and tables. I was interested in the comparison of Czech Republic and Germany, age groups as well as male vs. female and their attitudes to packaging – its design, ease of use , ecology etc.

My diploma thesis begins with Introduction, where I take a closer look on the problematic of packaging and the consumer's buying decision process. Second chapter, Objectives of the thesis and Methodology, is followed by 3rd chapter named Literature overview.

In the sub-chapter 3.1 I defined the key words. 3.2 sub-chapter deals with marketing communication, 3.3 with marketing communication mix and its tools, which are than individually described more in detail. Chapter 3.4 is concerned on packaging, especially its functions and current trends. In the next chapter 3.5, the role of packaging is described from the packaging as a tool of marketing communication point of view. Chapter 3.6 is about environmentally friendly packaging, which I found as an up-to-date topic. This chapter is followed by Labeling and symbols on packaging within the European Union. Sub-chapter 3.7.1 is focused on Labeling of food products and in sub-chapter 3.7.2 Compulsory labeling particulars are listed. In 3.7.3 sub-chapter I introduced symbols and eco-labels that are used in the Czech Republic and Germany. Following chapter 3.8 deals with Packaging design and its main elements such as color, cultural issues or illustration for example. Last chapter of literature overview is chapter 3.9, which is about marketing research. Sub-chapters are defining marketing research process, data types and sources, design of a questionnaire with question types and form of question response.

My marketing research was done by the means of questionnaire, which is included in the Supplement chapter. Methodology of the research itself is described in the 4th chapter. Filled in questionnaires were then processed, analyzed and the results properly interpreted in the 5th chapter in this diploma thesis. In chapter 6 are my conclusions and recommendations. Bibliography is listed in chapter 7 and chapter 8 includes all supplements.

3 LITERATURE OVERVIEW

3.1 DEFINING KEY WORDS

The topic of my Diploma Thesis is defined by several key words, which I find that need to be understood, therefore I decided to start my Literature review with the definitions of key words.²

Consumer – an individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisement.

Package – a container, as a box or case, in which something is or may be packed

Packaging - all the activities of designing and producing the container for a product

Marketing communication - the means by which firms attempt to inform, persuade, and remind consumers –directly or indirectly – about products, services and brands that they sell

Marketing research - the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company

Design - mix of features that affect how a market offering looks, feels and functions in terms of customer requirements

Branding - endowing products and services with the power of a brand

² KOTLER, P., *Marketing Management*, p. 861 - 867

3.2 MARKETING COMMUNICATION

Marketing communications is a subset of the overall subject area known as marketing. Marketing has a marketing mix that is made of price, place, promotion, and product (known as the four P's), that includes people, processes and physical evidence, when marketing services (known as the seven P's). Marketing communications represents “promotion” from the marketing mix.

Marketing communications are integrated. Integrated means combine or amalgamate, or put simply the jigsaw pieces that together make a complete picture. This is so that a single message is conveyed by all marketing communications. Different messages confuse customers and damage brands. So if a TV advert carries a particular logo, images and message, then all newspaper adverts and point-of-sale materials should carry the same logo, images or message, or one that fits the same theme. For example Coca-Cola uses its familiar red and white logos and retains themes of togetherness and enjoyment throughout its marketing communications.

Picture No 1: Coca-Cola advertisement



Source:<http://www.google.cz/images?hl=cs&xhr=t&q=coca+cola&cp=4&wrapid=tljp130200483952406&um=1&ie=UTF-8&source=og&sa=N&tab=wi&biw=1345&bih=553>

3.3 MARKETING COMMUNICATION MIX

Marketing communications has a mix. Elements of the mix are blended in different quantities in a campaign. The marketing communications mix includes many different elements:

- ✓ Personal selling
- ✓ Sales promotions
- ✓ Public relations
- ✓ Direct marketing
- ✓ Trade fairs and exhibitions
- ✓ Advertising
- ✓ Word – of – mouth marketing
- ✓ Sponsorship
- ✓ Merchandising
- ✓ E-Marketing
- ✓ Branding
- ✓ Packaging

Companies are always searching for ways to gain efficiency by replacing one communications tool with others. Many companies are replacing some field sales activity with advertisements, direct mail and telemarketing. The substitutability among communications tools explains why marketing functions need to be coordinated. In many ways, the marketing communication mix is the heart of your marketing strategy around which everything else in sales and marketing is predicated.³ In the following chapter all the elements of marketing communication mix will be explained individually.

³ MOORE , Gordon Kym. Integrated Marketing Communications - [cit. 2011-1-11]. Dostupný z WWW:<http://www.selfgrowth.com/articles/Integrated_Marketing_Communications_-_5_Primary_Communication_Tools.html>.

3.3.1 Personal Selling

Personal selling occurs where an individual salesperson sells a product, service or solution to a client. Salespeople match the benefits of their offering to the specific needs of a client. Today, personal selling involves the development of longstanding client relationships.

Personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction and action. Personal selling has three distinctive qualities (Kotler, 2009, p. 711) :

1. Personal interaction: Personal selling creates an immediate and interactive episode between two or more persons. Each party is able to observe the other's reactions.
2. Cultivation: Personal selling also permits all kinds of relationships to spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship.
3. Response: The buyer feels under some obligation following the sales talk.

3.3.2 Sales Promotions

Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (i.e. initiatives that are not covered by the other elements of the marketing communications or promotions mix). Companies use different sales promotion tools – coupons, free samples, buy one get one free, contests, vouchers, and so on – to draw a stronger and quicker buyer response, including short-run effects such as highlighting product offers and boosting sagging sales. Sales promotion tools offer three distinctive benefits:

1. Communication: They gain attention and may lead the consumer to the product.
2. Incentive: They incorporate some concession, inducement or contribution that gives values to the consumer.
3. Invitation: They include a distinct invitation to engage in the transaction now.

3.3.3 Public Relations

Public Relations (PR) are any purposeful communications between an organization and its publics that aim to generate goodwill. Publics, put simply, are its stakeholders. PR is proactive and future orientated, and has the goal of building and maintaining a positive perception of an organization in the mind of its publics. (Kotler, 2009, p. 710) This is often referred to as goodwill.

Marketers tend to underuse public relations, yet a well-thought-out program coordinated with the other communications mix elements can be extremely effective, especially if a company needs to challenge consumers' misconceptions.

The appeal of public relations and publicity is based on three distinctive qualities:

1. High credibility: News stories and features are more authentic and credible to readers than advertisements.
2. Ability to catch buyers off guard: Public relations can reach prospects who prefer to avoid sales people and advertisements.
3. Dramatization: Public relations has the potential for dramatizing a company or product.

3.3.4 Direct Marketing

Direct marketing is a channel free approach to distribution and/or marketing communications. So a company may have a strategy of dealing with its customers "directly," for example banks or computer manufacturers. There are no channel intermediaries i.e. distributors, retailers or wholesalers. Therefore – "direct" in the sense that the deal is done directly between the manufacturer and the customer.

Direct and interactive marketing takes many forms – over the phone, online or in person. They share three distinctive characteristics.

According to Kotler (2004, p. 710) direct and interactive marketing messages are:

1. Customized: The message can be prepared to appeal to the addressed individual.
2. Up to date: A message can be prepared very quickly.
3. Interactive: The message can be changed depending on the person response.

3.3.5 Trade Fairs and Exhibitions

Trade fairs and exhibitions are specialist market places that allow exhibitors to promote their products and services, reach new customers and generate new sales. They also give visitors the opportunity to find out about the products and services on display. Trade fairs and exhibitions can also provide business people with the opportunity to network and make useful contacts with other people working in their industry.

There are many advantages to trade fairs and exhibitions, among which are:

1. Relevance: A well-chosen event or experience can be seen as highly relevant because the consumer gets personally involved.
2. Involvement: Given their live, real-time quality, events and experiences are more actively engaging for consumers.
3. Implicitness: Events are an indirect 'soft sell'.

3.3.6 Advertising

Advertising is an important element of the marketing communications mix. Put simply, advertising directs a message at large numbers of people with a single communication. It is a mass medium. There exist many advertising media such as TV, radio, newspapers, cinema, mobile devices, websites and so on.

Advertising has a number of benefits for the advertiser. The advertiser has control over the message. The advert and its message, to an extent, would be designed to the specifications of the advertiser. So the advertiser can focus its message at a huge number

of potential consumers in a single hit, at a relatively low cost per head. Advertising is quick relative to other elements of the marketing communications mix (for example personal selling, where an entire sales force would need to be briefed - or even recruited). Therefore an advertiser has the opportunity to communicate with all (or many of) its target audience simultaneously. Because of the many forms and uses of advertising, it is difficult to make generalizations about it. Kotler (2009, p.708) defines that a few observations are worthwhile:

1. Pervasiveness: Advertising permits the seller to repeat a message many times. It also allows the buyer to receive and compare the messages of various competitors. Large-scale advertising says something positive about the seller's size, power and success.
2. Amplified expressiveness: Advertising provides opportunities for dramatizing the company and its products through the artful use of print, sound and color.
3. Impersonality: The audience does not feel obligated to pay attention or respond to advertising. Advertising is a monologue in front of, not a dialogue with, the audience.

3.3.7 Word –of – mouth marketing

Word-of-mouth marketing is an unpaid form of promotion in which satisfied customers tell other people how much they like a business, product or service. It is important for every business, as each happy customer can steer dozens of new ones your way. And it's one of the most credible forms of advertising because a person puts their reputation on the line every time they make a recommendation and that person has nothing to gain but the appreciation of those who are listening. It includes buzz, viral, blog, emotional and social media marketing. Word of mouth also takes many forms online or offline.

Three noteworthy characteristics defined by Kotler (2009, p. 711) are:

1. Credible: Because people trust others they know and respect, word of mouth can be highly influential.
2. Personal: Word of mouth can be very intimate dialogue that reflects personal facts, opinions and experiences.
3. Timely: It occurs when people want it to and when they are most interested, and it often follows noteworthy or meaningful events or experiences.

3.3.8 Sponsorship

Sponsorship, which is an increasingly common form of promotional activity, can be defined as supporting an event, activity or organization by providing money or other resources that is of value to the sponsored event. This is usually in return for advertising space at the event or as part of the publicity for the event.

There are many kinds of sponsorship:

1. Television and radio program sponsorship: Television drives sponsorship because it allows the sponsoring brand to gain exposure through signage or by advertising the sponsorship via television commercials.
2. Sports sponsorship: Major sporting events have the advantage of being attended and (more importantly) watched by large numbers of people. They also attract significant media coverage.
3. Arts sponsorship: Arts events or organizations are not as well attended as sports events but are often regarded as more “worthy” and more in keeping with the image of certain businesses and brands.
4. Educational sponsorship This can take several forms from the sponsoring of individual students at college through to the provision of books and computers nationwide using the redemption of product or store-related vouchers.

3.3.9 Merchandising

In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer. At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase.

One definition of Merchandising is a marketing practice in which the brand or image from one product or service is used to sell another. It is most prominently seen in connection with films, usually those in current release and with television shows oriented towards children. Sometimes merchandising from a television show can grow far beyond the original show, even lasting decades after the show has largely disappeared from popularity like for example Hello Kitty or Disney characters.

Picture No 2: Hello Kitty



Picture No 3: Disney characters



Source:<http://www.google.cz/images?hl=cs&gbv=2&tbn=isch&sa=X&ei=NQebTaHoCdD4sgaz8K2IBg&ved=0CDIQBSgA&q=hello+kitty+and+disney+characters&spell=1&biw=1345&bih=553>

3.3.10 E-Marketing

E-Marketing, also referred to as online marketing or Internet marketing, is the marketing of products or services over the Internet. The Internet has brought many unique benefits to marketing including low costs in distributing information and media to

a global audience. The interactive nature of Internet marketing, both in terms of instant response and in eliciting response, are unique qualities of the medium.

E-Marketing ties together creative and technical aspects of the internet, including design, development, advertising and sales. Internet marketing methods include search engine marketing, display advertising, e-mail marketing, affiliate marketing, interactive advertising, online reputation management and also Social Media Marketing Methods such as blog marketing, and viral marketing.

3.3.11 Branding

Building a brand is a very expensive and long-term process. A brand is a name that is given to a particular product or service or range of products or services. It basically exists to distinguish a particular product or service from its competitors. A brand is the embodiment of customer goodwill accumulated during the lifetime of a service or a product. It is a sustained effort by the company to encourage people to see its brand in the light in which it portrays it. Louis Vuitton, BMW, Vodafone, PlayStation and Ritz Carlton are all brands that command a price premium and elicit deep customer loyalty. Newer companies such as Google, Innocent, Red Bull and Zara capture the imagination of customers and have quickly become major brands. Brands such as Ryanair and easyJet, Aldi and Lidl have all captured market share and brand loyalty in the low price, low service area. (Kotler, 2009, p. 425)

People express themselves through their brand choices. If we take a look on people around us, what brands are the clothes they wear, the places they go to, what they consume or what music they listen to and by what they upload on to their online social networking site. This is all part of personal branding and shows how the concept of branding is so prevalent within our society that it permeates into the core of life.

3.3.12 Packaging

Most physical items must be packaged and labeled. Some packages such as Coke bottle are world famous. Many marketers have called packaging a fifth P, along with price, product, place and promotion. Most marketers, however, treat packaging and labeling as an important element of product strategy. It is also seen as an important part of marketing communications and distribution.

Since my Diploma Thesis is focused on packaging, I will provide a detail characteristic in the following chapter.

3.4 PACKAGING

Packaging is traditionally defined by Kotler (2009, p. 526) as all the activities of designing and producing the container for a product or market offering. Package might include up to three levels of material – beer comes in a bottle or can (primary package) in a cardboard box (secondary package) and in a palette box (shipping package). Well designed packages can build brand equity and drive sales. The package is the customers' first encounter with the item and either impresses or disinterests them. Absolut vodka and Coca-Cola are world famous for their distinctive bottles. Toblerone confectionery is well known for its famous triangular shape and packaging. Expensive cereals feature see-through plastic windows in packaging to emphasize the quality of the contents. Packaging also affects consumers' later product experiences – good packaging, for example, protects the item after first opening and keeps it in good condition for subsequent use.

The role of packaging is threefold:

- a) To sell the product
- b) To protect the product
- c) To facilitate the use of the product

Various factors have contribute to the growing use of packaging as a marketing tool:

- a) Self-service: An increasing number of product items are sold on a self-service basis. In an average supermarket, which stocks 15 000 items, the typical shopper passes by some 300 items per minute. Given that 50-70 per cent of all purchases are made in the shop, the effective package must perform many of the sales tasks: attract attention, describe the product's features, create consumer confidence and make a favorable overall impression.
- b) Consumer affluence: Rising consumer affluence means that consumers are willing to pay a little more for the convenience, appearance, dependability and prestige of the better packaged items.
- c) Company and brand image: Packages contribute to instant recognition of the company or brand. In a shop they can effectively advertise the item.
- d) Innovation opportunity: Innovative and unique packaging design can bring large benefits to consumers and profits to producers. Companies are incorporating materials and features such as temper-proof packs.

From the perspective of both the firm and consumers, packaging must achieve a number of objectives:

1. Identify the brand in an attractive way,
2. Convey descriptive and persuasive information,
3. Provide protection to facilitate transportation,
4. Assist at-home storage,
5. Aid product consumption,
6. Be environmentally friendly on disposal.

To achieve the marketing objectives for the brand and satisfy the desires of consumers, marketers must choose the aesthetic and functional components of packaging correctly. Aesthetic considerations relate to a package's size and shape, material, color, text and graphics. Blue is cool and serene, red is active and lively, yellow is

medicinal and weak, pastel colors are feminine, dark colors are masculine. Functionally, structural design is crucial. (Klanten, 2009, p.86) For example, innovations with food products over the years have resulted in packages that are re-sealable, tamper-proof, and more convenient to use (easy to hold, easy to open, or squeezable). The packaging elements must harmonize with each other and with pricing, advertising and other parts of the marketing program.

After the company designs its packaging, it must test it. Engineering test ensure that the package stands up under normal conditions; visual tests, that the script is legible and the colors harmonious; dealer tests, that dealers find the package attractive and easy to handle; and consumer test, that buyers will respond favorably. Eye tracking by hidden cameras can assess how much consumer notice and examine packages. Although developing effective packaging may be expensive and take several months to complete, companies must pay attention to growing environmental and safety concerns to reduce packaging. Increasingly many companies are recognizing the importance of going 'green' and are finding new ways to develop their packaging. Disposal of used packaging is rapidly becoming a major concern in many countries as landfill sites come under strain and as the EU fines for poor re-cycling practices begin to bite. In the United Kingdom many supermarkets either choose not to supply plastic carrier bags or sell temporary shopping bags at a slight penalty cost. Most, however, also promote the sales of environmentally friendly multiple-use bags, often sourced in underdeveloped economies.⁴

3.5 THE ROLE OF PACKAGING

Packaging emerged in the 19th century as new technologies enabled manufacturers and growers to supply their products to stores in pre-packaged formats. For the first time,

⁴ TESTA, Anthony. Packaging... Real Brand Value!. *Evan Carmichael* [online]. 2008 [cit. 2011-03-11]. Dostupný z WWW:<<http://www.evancarmichael.com/Marketing/3975/Packaging-Real-Brand-Value.html>>.

these technologies enabled produce growers to harvest their products, can them while fresh, and transport them to market. It also meant product manufactures could package products in an attractive way for merchants to sell.⁵

3.5.1 Packaging's utilitarian functions

In the early days, packaging's role was essentially utilitarian. It aided the efficient distribution of merchandise and presented products in an attractive manner. To this day, the basic functions play a major part in the form and function of packaging. Products may have become more sophisticated but there is still a basic requirement to protect them. Distribution may have become a complex process, but products still need to survive transportation so that they arrive pristine on-shelf. Product display is as important today as it was in 1895, when Jack Daniel launched his new square shaped whiskey bottle.

3.5.2 Sales tool and brand manifestation

Although packaging's importance still seems to depend upon a particular marketing discipline's own self-interest, it is now recognized that it is no longer passive, functional device but an active sales tool that can make its presence felt in a crowd, and sell a product at the point of purchase. Moreover, with the prominence of branding, packaging is often the living embodiment of a brand's values and personality. Time and effort is spent defining these attributes and traits, understanding consumer's perceptions of them, and then manipulating packaging design to communicate them. Packaging design plays a pivotal role in ensuring consumers' perception of the brand is mirrored on the pack. Consumers make a brand purchase just as much as they make a product purchase. They may in reality be buying a face cream but their choice is affected by their perception of the brand and its inherent promise.

3.5.3 Product differentiation

Packaging has always played its part in distinguishing one manufacturer's product from another. Its first manifestations – labels – were crafted to do just that. Now the

⁵ GORDON L., Robertson. *Food Packaging : Principles and Practice.*, p. 12

whole differentiation process has become increasingly sophisticated. Whereas graphics once took the lead role in distinguishing one product from another, structural packaging now plays a major role in brand differentiation. Sometimes this is achieved with shape – the classic Coke bottle being the obvious example – but at other times it’s achieved with color, finish, or materials.

3.5.4 Lifestyle and behavioral patterns

Packaging’s role has also extended in response to consumers’ changing lifestyles. For example, people now live more mobile lives and packaging has developed to accommodate this. In simplistic terms, this has led to the development of travel-size variants of products but it has also led to packaging designed specifically to fit in handbags, briefcases, and other luggage. People also pursue a cast array of interests and, in areas like sport, demand products that not only support their performance but perform in a way that relates to the activity undertaken.

3.6 ENVIRONMENTALLY FRIENDLY PACKAGING

Eco friendly packaging or Green packaging has become very popular today to make our Earth, a green and safe earth. Packaging manufacturers and suppliers are constantly working towards improving the designs concepts of packaging so as to make the product more attractive and easy to use. One such design concept is Eco friendly packaging. If packaging industry provides a solution for current ecological needs, it is all the more better.

Consumers are becoming more and more environment-conscious and have started to demand eco-friendly products from manufacturers. As a response, there have been a tremendous effort from the part of manufacturers to project themselves as eco-friendly by coming up with products and packaging that are not harmful to the environment. Food and drink packaging, for one, can be both costly and a detriment to the environment. When packaging such as plastic, styrofoam cups and plates are thrown

away, they end up in a landfill where they stay for hundreds of years before they completely decompose.

Plastic packaging and coatings are always singled out as the main environmental culprits in our landfills. Packaging suppliers have stepped up their research in the production and sources of biodegradable, eco friendly packaging. Plastics are made of long polymer molecules that are too large and too tightly bonded together to be broken down during composting. The bonds are permanent and hard to break. To get rid of this problem, some companies are finding ways of designing plastics that perform the necessary functions of food packaging, cosmetic and other packaging, but can be made to biodegrade in landfills after their use is finished. These are eco-friendly packaging, that are well-designed, biodegradable, streamlined and easily recycled or reused.

Biodegradability is the ability of a substance to be broken down into simpler structures by living organisms, thus reducing its life in the environment. Standards for measuring the speed of this breakdown vary from country to country. Ordinary plastics do not break down.⁶

Eco-friendly packaging ranges from bioplastic containers, stretch wrap, and filling, to natural cellulose foam. Many packaging manufacturers are working on innovative ways to reduce the environmental impact of packaging, including making packaging biodegradable. A new generation of biodegradable packaging by companies is emerging as a cost efficient alternative. While this is great news for the environment, it may be somewhat surprising to marketers that the benefits from biodegradable packaging may not stop there. Studies suggest that consumers may be willing to pay a premium for products that use these materials. Moreover, eco-friendly labeling may serve as an essential point of differentiation for products, especially for those where biodegradable packaging becomes a tangible expression of a product's brand promise.⁷

⁶ LEVY, Geoffrey M. *Packaging, Policy and the Environment*. p.215

⁷ *Packaging innovations* [online]. 2010 [cit. 2011-01-28]. Packaging innovations. Dostupné z WWW: <<http://www.packagingconsultancy.com/eco-friendly-packaging.html>>.

3.7 LABELING AND SYMBOLS ON PACKAGING

The objective of foodstuff labeling is to guarantee that consumers have access to complete information on the content and composition of products, in order to protect their health and their interests. Other information may provide details on a particular aspect of the product, such as its origin or production method. Some foodstuffs, such as genetically modified organisms, allergenic foods, foods intended for infants or even various beverages are also subject to specific regulations.⁸

3.7.1 Food labels

Food symbols and labels have been made mandatory for food manufacturers by government by almost all countries in the world. High consumer awareness and anxiety for food related issues among masses made regulators to take note and implement laws for food manufacturer.

Pre-packed foodstuffs must comply with the rules of labeling, presentation and advertising of foodstuffs. These rules are harmonized at European Union level to enable European consumers to make informed choices and to remove obstacles to the free circulation of foodstuff and equal conditions competition.

The Directive 2000/13/EC of the European Parliament and of the Council of 20 March 2000 on the approximation of the laws of the Member States relating to labeling, presentation and advertising of foodstuffs applies to pre-packed foodstuffs to be delivered to the final consumer or to restaurants, hospitals, canteens and other similar mass caterers. It does not apply to products intended for export outside the European Union. The labeling, presentation and advertising of foodstuffs must not:

- Mislead the consumer as to the foodstuff's characteristics or effects;

⁸ *Europa* [online]. 2011 [cit. 2011-01-28]. Summaries of EU legislation. Dostupné z WWW: <http://europa.eu/legislation_summaries/consumers/product_labelling_and_packaging/index_en.htm>

- Attribute to foodstuff (except for natural mineral waters and foodstuffs intended for special diets, which are covered by specific Community provisions) properties for the preservations, treatment or cure of human illness.

3.7.2 Compulsory labeling particulars

The labeling of foodstuffs must include compulsory information. The particulars indicated on products must be easy to understand, visible, legible and indelible. Some of them must appear in the same field of vision.

The compulsory particulars include: ⁹

- a) Name under which the product is sold;
- b) List of ingredients, which are listed in descending order of weight and designated by their specific name. Ingredients which belong to more than one category are indicated according to their principal function.
- c) Quantity of ingredients or categories of ingredients expressed as a percentage

This requirement applies when an ingredient or a category of ingredients:

- appears in the name under which the foodstuff is sold or is usually associated with that name by the consumer,
- is emphasized on the labeling in words, pictures or graphics, or
- is essential to characterize an indicated foodstuff (but certain exceptions may be provided);

- d) Net quantity expressed in units of volume in the case of liquids and units of mass in the case of other products. However, there are specific provisions for foodstuffs sold by number and solid foodstuffs presented in a liquid medium;

⁹ *Europa* [online]. 2011 [cit. 2011-01-28]. Summaries of EU legislation. Dostupné z WWW: <http://europa.eu/legislation_summaries/consumers/product_labelling_and_packaging/index_en.htm>

- e) Date of minimum durability This date consists of the day, month and year, except in the case of foodstuffs that will not keep for more than three months (the day and month are sufficient), foodstuffs which will not keep for more than 18 months (the month and year are sufficient), and foodstuffs which will keep for more than 18 months (year is sufficient). The date shall be preceded by the words: 'Best before ...' when the date includes an indication of the day or 'Best before end ...' in other cases. In the case of foodstuffs which are highly perishable, the date of minimum durability shall be replaced by the 'use by' date;
- f) any special storage conditions or conditions of use;
- g) the name or business name and address of the manufacturer or packager, or of a seller established within the Community. However, Member States shall be authorized, in respect of butter produced in their territory, to require only an indication of the manufacturer, packager or seller;
- h) the place of origin or provenance where failure to give such particulars might mislead the consumer;
- i) instructions for use should be included to enable appropriate use of the foodstuff;
- j) indication of the acquired alcoholic strength of beverages containing more than 1.2 % by volume of alcohol.

3.7.3 Symbols on packaging

Symbols are provided on packaging to guide consumers or to give product information which are as per international standards. Symbols inform consumers about the product, but also about the packaging, and sometimes only about the packaging itself. Usually consumers are confused with the eco-labeling, because it is becoming an advertising strategy to make people believe that this particular product is the most

ecological. The only tool, how we can recognize whether the product is environmentally friendly and whether by its production were really used commodities and technologies with minimal impact on environment, are eco-labels. I would like to list some of the most common symbols and eco-labels, which we can find on food packaging.

Eco-labeling provides a product with:

- a state-guaranteed certification of a higher utility value on the basis of passing strict tests and thereby verifying compliance with qualitative and environmental requirements,
- an international recognition which proves that the product is more environmentally friendly than competitors' unlabelled products,
- a recommendation to customers from a number of environmental NGOs,
- a product inclusion among the products prioritized by all institutions which use the system of green procurement.

Environmentally friendly product logos of the Czech Republic and of the EU:



Organic product labels of the Czech Republic, European Union and Germany:

- **Biozebra – Czech Republic and European Union organic bio product**



- **Biosiegel – Germany**



Fair trade



A symbol that is occasionally seen on packaging is the Fair Trade symbol. This means that the contents of the package has been produced in the Third World and that the producer (ie. the farmer) has received a fair and realistic price. It also means that the produce is not from countries whose Governments help their industry / agriculture undercut those of much poorer countries by giving them subsidizes.

KLASA



The KLASA Mark has been awarded by the Ministry of Agriculture since 2003. Only the best quality food and agricultural products produced in the Czech Republic earn it.

Czech Made



This symbol means that the product comes from Czech producer which is on the market at least 3 years. Positive on products with this symbol is that they majority part is made of domestic materials, which is usually better for nature rather than importing different materials from other countries. However this symbol does not mean that the product is more environmentally friendly.

Keep your city clean



This symbol reminds people to place their rubbish in a rubbish bin rather than dropping it on the floor. It is also aimed at making people aware that they have a responsibility to keep the environment around them tidy and litter free. Sometimes the symbol is called the “be environmentally friendly” symbol.

Polyethylene Terephthalate (PET)



Polyethylene Terephthalate is a material widely used for packaging, especially drinks containers. It is 90% recyclable and the symbol opposite reminds the consumer of this fact.

Recycling symbols



These are internationally recognizable symbols for recycling. They are seen on many packages. Again, it is to remind the consumer of the potential recycling properties of the package he/she is about to throw away. It is aimed at encouraging the consumer to recycling packaging rather than throwing it into a general rubbish bin.

3.8 PACKAGING DESIGN

Packaging design has the primary goal to attract customers' attention. For this purpose, package designs cannot simply inform the customers, but also provoke feelings and communicate emotions. An effective packaging looks attractive, impresses with its creativity and is just nice to have on the shelf. Packaging is a highly underrated art form. As the first thing a consumer sees when looking at a product, the packaging can make or break a sale.

Packaging graphic design has some key elements among which belong: ¹⁰

3.8.1 Color

The first thing people remember about a brand may well be its color like for example Coca-Cola's red. Color makes the product recognizable. Sometimes the most-effective packaging is the most simple. Multiple colors on a packaging can be both distracting to the customer and costly to produce, which is why color rationalization is becoming increasingly popular. Here is the list of some colors and their associations: ¹¹

- a) Red: This strongly suggests images of physical and emotional warmth. Stimulating to the appetite. Closely associated with action, youth and vitality.
- b) Yellow: Lively and happy. The color of sunshine. Promotes positive association of fun and enjoyment. Well suited to packaging of soft drinks and other juice beverages
- c) Blue: Color of the sky and sea. It has a calming effect. Can be use to promote food products with positive and cool associations. This includes mineral water and frozen foods. Deeper blues are often used to promote concepts related to cleanliness and hygiene. It also suggests freshness of dairy products or thirst-quenching drinks.

¹⁰ Designing packaging graphics. *Design Council* [online]. 2010, 1, [cit. 2011-01-31]. Dostupný z WWW: <<http://www.designcouncil.org.uk/about-design/Types-of-design/Packaging-design/Graphics/>>.

¹¹ *Food recap* [online]. 2010 [cit. 2011-01-31]. Pinoy food technologies, recources, news and reviews. Dostupné z WWW: <<http://www.foodrecap.net/pack/colors-food-package/>>.

- d) Green: Tranquil and pastoral. The color of trees and grass. Ideal for promoting commodities with connotations of relaxation and rest. Includes herbal medicine and other natural commodities.
- e) Brown: Rich and fertile like soil. Used to create natural impression. Often used for coffee and chocolate products.

3.8.2 Story

Building a story into the packaging of a product is becoming increasingly popular way to convey provenance and brand essence. Doing so allows consumers to connect with the product on an emotional level.

3.8.3 Cultural issues

When designing for different cultures, language, color, texture, and sensitivity to visual imagery have to be considered. For instance, in some countries picture animals on packs are consider unlucky or disrespectful.

3.8.4 Illustration

When designing pictures onto a piece of packaging, the feel and tone of illustration and photography should be clearly outlined in the brief from the brand. Practical considerations like the printing process and substrate onto which the image is going to be printed will also affect how illustrations or photographs are designed onto a pack.

3.9 MARKETING RESEARCH

Managers need information in order to introduce products and services that create value in the mind of the customer. But the perception of value is a subjective one, and what customers value this year may be quite different from what they value next year. As such, the attributes that create value cannot simply be deduced from common knowledge. Rather, data must be collected and analyzed. The goal of marketing research is to provide the facts and directions that managers need to make their more important marketing decisions. Generally terms marketing research and market research are often used interchangeably, but there is a difference. Market research deals specifically with the gathering of information about a market's size and trends Marketing research covers a wider range of activities. While it may involve market research, marketing research is a more general systematic process that can be applied to a variety of marketing problems.

3.9.1 Marketing research process

Once the need for marketing research has been established, according to Kotler (2009, p. 191) most marketing research projects involve these steps:

1. Define the problem
2. Determine research design
3. Identify data types and sources
4. Design data collection forms and questionnaires
5. Determine sample plan and size
6. Collect the data
7. Analyze and interpret the data
8. Prepare the research report

Marketing research can be classified in one of three categories:

- a) Exploratory research
- b) Descriptive research
- c) Causal research

These classifications are made according to the objective of the research. In some cases the research will fall into one of these categories, but in other cases different phases of the same research project will fall into different categories.¹²

3.9.2 Data types and sources

Secondary data

Before going through the time and expense of collecting primary data, one should check for secondary data that previously may have been collected for other purposes but that can be used in the immediate study. Secondary data may be internal to the firm, such as sales invoices and warranty cards, or may be external to the firm such as published data or commercially available data. The government census is a valuable source of secondary data.

Secondary data has the advantage of saving time and reducing data gathering costs. The disadvantages are that the data may not fit the problem perfectly and that the accuracy may be more difficult to verify for secondary data than for primary data.

There are several criteria that one should use to evaluate secondary data.

- Whether the data is useful in the research study.
- How current data is and whether it applies to time period of interest.
- Errors and accuracy – whether the data is dependable and can be verified.
- Presence of bias in the data.
- Specifications and methodologies used, including data collection method, response rate, quality and analysis of the data, sample size and sampling technique, and questionnaire design.
- Objective of the original data collection.

¹² *QuickMBA* [online]. 1999 - 2010 [cit. 2011-02-04]. Knowledge to power your Business. Dostupné z WWW: <<http://www.quickmba.com/marketing/research/>>.

- Nature of data, including definition of variables, units of measure, categories used, and relationships examined.

Primary data

Often, secondary data must be supplemented by primary data originated specifically for the study at hand.

Some common types of primary data are:

- Demographic and socioeconomic characteristics
- Psychological and lifestyle characteristics
- Attitudes and opinions
- Awareness and knowledge – for example brand awareness
- Intentions – for example, purchase intentions. While useful, intentions are not a reliable indication of actual future behavior
- Motivation – a person's motives are more stable than his/her behavior, so motive is better predictor of future behavior than is past behavior
- Behavior

Primary data can be obtained by communication or by observation. Communication involves questioning respondents either verbally or in writing. This method is versatile, since one needs only to ask for the information; however, the response may not be accurate. Communication usually is quicker and cheaper than observation. Observation involves recording of actions and is performed by either a person or some mechanical or electronic device. Observation is less versatile than communication since some attributes of a person may not be readily observable, such as attitudes, awareness, knowledge, intentions, and motivation. Observation also might take longer since observers may have to wait for appropriate events to occur, though observation using scanner data might be quicker and more cost effective. Observation typically is more accurate than communication.

Personal interviews have an interviewer bias that mail-in questionnaires do not have. For example, in a personal interview the respondent's perception of the interviewer may affect the responses.

3.9.3 Questionnaire design

The questionnaire is a structured technique for collecting primary data in a marketing survey. It is a series of written or verbal questions for which the respondent provides answers. A well-designed questionnaire motivates the respondent to provide complete and accurate information.

The survey questionnaire should not be viewed as a stand-alone tool. Along with the questionnaire there is field work, rewards for the respondents, and communication aids, all of which are important components of the questionnaire process.

3.9.3.1 Steps in developing a questionnaire

The following are steps to developing a questionnaire – the exact order may vary somewhat.¹³

- Determine which information is being sought.
- Choose a question type (structure and amount of disguise) and method of administration (for example, written form, e-mail or web form, telephone interview, verbal interview).
- Determine the general question content needed to obtain the desired information.
- Determine the form of response.

¹³ *QuickMBA : Questionnaire design* [online]. 1999 - 2010 [cit. 2011-04-02]. Knowledge to power your Business. Dostupné z WWW: <<http://www.quickmba.com/marketing/research/qdesign/>>.

- Choose the exact question wording.
- Arrange the questions into an effective sequence.
- Specify the physical characteristics of the questionnaire (paper type, number of questions per page, etc.)
- Test the questionnaire and revise it as needed.

3.9.3.2 Question types and administration method

Some question types include fixed alternative, open-ended, and projective:

- Fixed-alternative questions provide multiple-choice answers. These types of questions are good when the possible replies are few and clear-cut, such as age, car ownership, etc.
- Open-ended questions allow the respondent to better express his/her answer, but are more difficult to administer and analyze. Often, open-ended questions are administered in a depth interview. This technique is most appropriate for explanatory research.
- Projective methods use a vague questions or stimulus and attempt to project a person's attitudes from the response. The questionnaire could use techniques such as word associations and fill-in-blank sentences. Projective methods are difficult to analyze and are better suited for explanatory research than for descriptive or causal research.

3.9.3.3 Form of question response

Questions can be designed for open-ended, dichotomous, or multichotomous responses.

- Open-ended responses are difficult to evaluate, but are useful early in the research process for determining the possible range of responses.
- Dichotomous questions have two possible opposing responses, for example "Yes" and "No".
- Multichotomous questions have a range of responses as in a multiple choice.

4 CASE STUDY – A SURVEY OF CUSTOMER ATTITUDES

4.1 SARA LEE CORPORATION

Sara Lee Corporation is a global manufacturer and marketer of high-quality, brand-name products for consumers throughout the world. Sara Lee Corporation's leading brands are household names known around the globe. Brands like Ball Park, Douwe Egberts, Hillshire Farm, Jimmy Dean, Senseo, Pickwick and of course the namesake, Sara Lee. Among Sara Lee Corporation's businesses belong for example Fresh Bakery, North American Retail, Foodservice, International Beverage and International Bakery.



Sara Lee Corporation logo

4.1.1 Sara Lee Czech Republic

Sara Lee Czech Republic, a.s. is a part of international corporation Sara Lee, one of the three biggest world coffee producers. In the Czech Republic this company operates since 1992 and works with brands like Douwe Egberts, Pickwick, Zlatý šálek, Cafitesse and Piazza d'Oro.

In Germany the brands are Douwe Egberts and Senseo. In the following chapter I would like to focus on the Sara Lee's brand named Pickwick.

4.2 PICKWICK

As mentioned above, Pickwick is one of the famous brands of Sara Lee Corporation. Pickwick's tea rich history dates back to 1753 along with the company Douwe Egberts. At this year Mr. Egbert Douwes with his wife Akke Thijsses opened their grocery shop in town Joure in Netherlands, thereby they put the basics of today's company Douwe Egberts. Egbert and Akke saw their mission in selling products that "increase the enjoyment of everyday life". Until the First World War they had been selling a wide range of goods. The main products were coffee, tea and Tobago, besides candy, sugar, rice, pasta, chicory, cinnamon, saffron, vinegar, chocolate and dried fruit.

In 1936 Pickwick got its contemporary name. In an effort to find a more "English-sounding" name for Douwe Egbert's tea, wife of then director came up with the best proposal. Her favorite writer was an Englishman Charles Dickens, so she proposed the name Pickwick based on the novel "The Pickwick Papers".



Pickwick logo

Pickwick products:

Pickwick sells 52 variants of tea. Those variants are divided into several groups. Please see the list of Pickwick products in Supplements chapter. Every single bag of tea is packed individually. Usually there are 20 bags per one tea box, except of the new boxes with transparent pyramid bags, which are becoming more and more popular. They are made of silk and contain whole leaves of tea and/or fruit with blossoms. (see picture)



4.3 STUDY OF CONSUMERS ATTITUDE

4.3.1 Aim of marketing research

The main aim of my diploma thesis was to conduct a research, that is focused on product's package. My target population were people from the Czech Republic and Germany. In the research participated 204 people in total – 147 people from the Czech Republic and 57 from Germany. Based on the goal mentioned above another objectives were set. These objectives are:

a) To find out where do people shop most often

Nowadays there are a lot of different places where people can shop. The questionnaire has five options – supermarket, hypermarket, small shop, superette, market places and other possibilities. Which one of these options is the most favorite in terms of shopping? Do consumers of different age groups prefer to shop at different places?

b) What information on packages consumers pay attention to most

The package represents a visual communication between buyer and seller. It provides a lot of information which consumers sometimes even do not recognize and their buying decision process becomes a habit. Do the table of nutrient value more men or women? How often do people control the date of minimum durability or “best before...” date?

c) What attitude people have towards environmentally friendly packaging and GMOs (genetically modified organisms)

Already used packages are really harmful to our environment and therefore the eco-friendly packages are becoming still more and more popular in these days. Not only from the producer's point of view but also from the side of consumers. Another hot topic which is discussed in present are genetically modified organisms (GMOs) or products containing them. Aim of the marketing research was to map consumers attitude towards those two aspects. Do consumers take into account the environmentally friendly

character of the package when they shop? Would consumers appreciate the information about GMOs included on the product's packaging?

Further were stated another hypotheses, which will be accepted or rejected based on the marketing research.

Hypotheses:

1. *Consumers shop most often in supermarkets*
2. *Three aspects that make consumer to look at a product are color of the product, easy opening and advertisement on a particular product*
3. *Respondents buy food products in gift/luxury packaging even when the price is higher only occasionally*
4. *Men do not care about the packaging at all, they are interested only in the content*
5. *Consumers control the date of minimum durability and the "best before..." date only sometimes, not always*
6. *Women pay more attention to nutrition table on packages than men*
7. *Women control the total energy content and the fat content in the product*
8. *Consumers in the Czech Republic have neutral attitude towards information about GMOs on packages, German consumers want this information always*
9. *People prefer to buy recyclable packages*
10. *Consumers in the Czech Republic sort the sort used paper, PET and glass always*

4.3.2 Marketing research procedure

1. Specification of information needed

In the initial phase of the research I specified the information which is essential for the marketing research. This were mainly theoretical information about how to conduct a research, which I gained from studying a scientific literature. This information can be considered as secondary. Primary information is represented by answers on the research objectives by the means of questionnaire.

2. Identifying sources of information

As I have already mentioned, most of the sources of secondary information were from scientific literature. I also used Internet as another source. All needed information about Pickwick products I got from the product list, web pages and also from employees of Sara Lee corporation. Source of primary information were individual respondents.

3. Collecting primary data

I got my primary data by the means of questionnaire. Since I was doing my research in the Czech Republic and Germany, the questionnaires are provided in Czech, English and German language. Firstly I test the questionnaire in printed version on my friends and family. This version is included in the Supplement chapter. Today's modern technology allows to do marketing research also online, so I decided to put my questionnaire on Internet to obtain a lot of responses in a very short time period. I created Czech version on Czech web pages: www.vyplnto.cz where I obtained 147 responses during 5 days (23.3.2011 – 27.3.2011). In the same time I posted also German version of questionnaire on Internet. German version was created by google.docs program. Here I obtained 57 responses. Both included in the chapter with supplements. The questionnaire is divided into four parts. The first part is the Introductory letter, where I introduce myself and purpose of the questionnaire. Second part consists of Statistical questions such as gender, age, education level, social status and monthly income of household. This question is quite sensitive so there is an option not to answer.

Third part of the questionnaire is made of questions concerning packaging. Here I asked respondents where do they shop most often, whether they control the date of minimum durability, table of nutrient or whether they sort used packages and so on. Last part, fourth, consists of questions about the brand Pickwick. Originally I thought that this part would be only for Czech people, because there are not Pickwick products in Germany. To my surprise I got also positive answers from German people on question whether they know this brand. In this part are mainly questions such as rating this brand in comparison to competitors, how respondents like the packages of this brand and whether they would change anything on its design. For better imagination and inspiration I put also a picture of tea packages into the questionnaire.

An important step in doing a marketing research is the selection of sample population, on which we want to make our investigation. There are several methods for sampling. It is really necessary to choose an adequate and representative sample to obtain meaningful results from the survey. Among the most widely used sampling methods belong: occasional sampling, avalanche sampling, quota sampling and random sampling from the population. For the purpose of my marketing research I chose the so called snowball sampling technique. The principle of this technique is that the researcher makes contact with several people from population and then ask them if they can provide a contact to other people and so on. In my case I post both links on my facebook profile and ask all of my friends to send the link further to other people. Thanks to this technique I got responses from people of different ages groups, social status and income groups.

4. Data analysis

I put all my collected data into the MS Excell application. By calculations were used knowledge from mathematics and statistics. The result is a set of tables and graphs in which the data are clearly arranged. Using these outputs I can make conclusions and recommendations.

5. Evaluation of data

Steps of data evaluation is described in detail in following chapter.

5 ANALYSIS OF SURVEY

5.1 STATISTICAL DATA

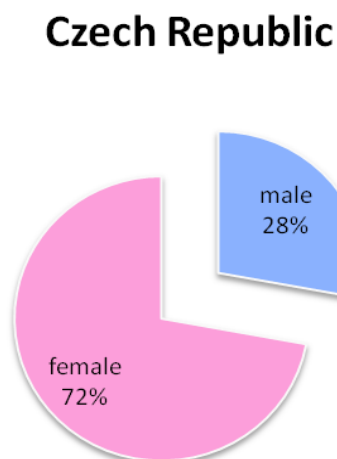
5.1.1 Gender

Table No 1: Gender

Gender	Czech Republic	Germany
Male	106	31
Female	41	26
Total	147	57

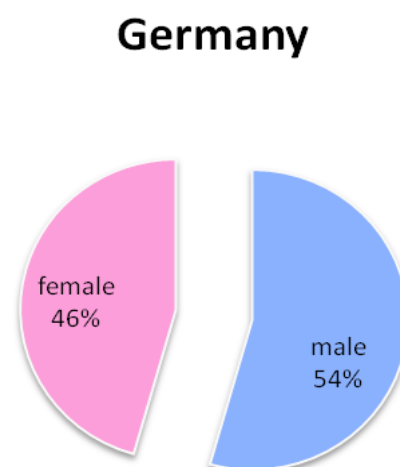
Source: own design and computation

Graph No 1: Gender - Czech Republic



Source: own design and computation

Graph No 2: Gender - Germany



Source: own design and computation

As we can see from the table and graphs the total number of respondents was 204, from which 147 were from the Czech Republic and 57 from Germany. In Czech Republic more than a half of the respondents were women, on the other hand I got more responses from men from Germany.

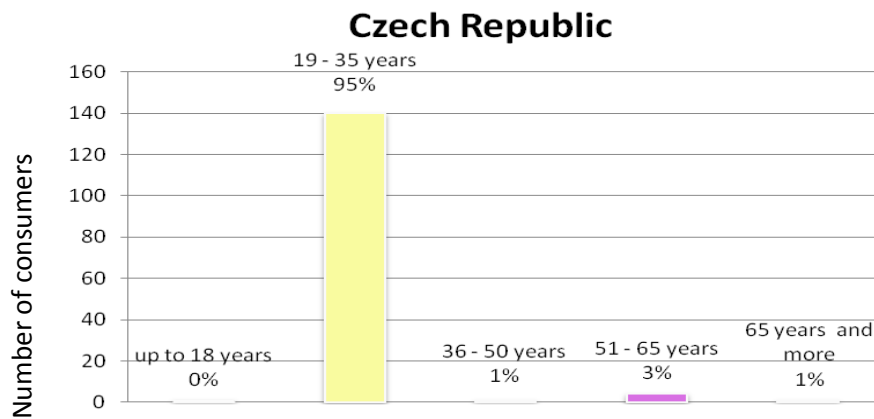
5.1.2 Age

Table No 2: Age

Age	Czech Republic	Germany
Up to 18 years	1	0
19 – 35 years	140	54
36 - 50 years	1	3
51 – 65 years	4	0
65 and more	1	0

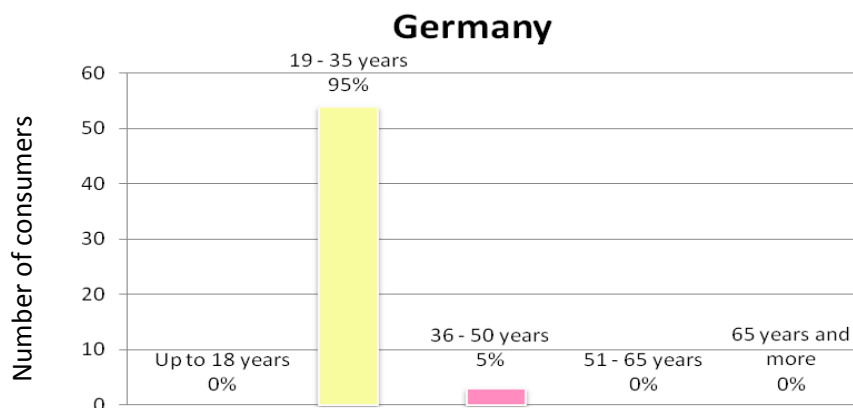
Source: own design and computation

Graph No 3: Age – Czech Republic



Source: own design and computation

Graph No 4: Age - Germany



Source: own design and computation

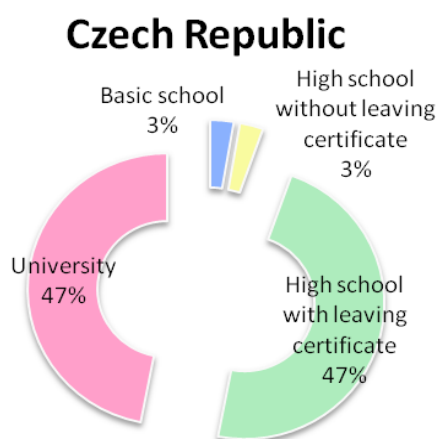
5.1.3 Education level achieved

Table No 3: Education level

Education level	Czech Republic	Germany
Basic school	4	0
High school without leaving certificate	4	8
High school with leaving certificate	70	33
University	69	16

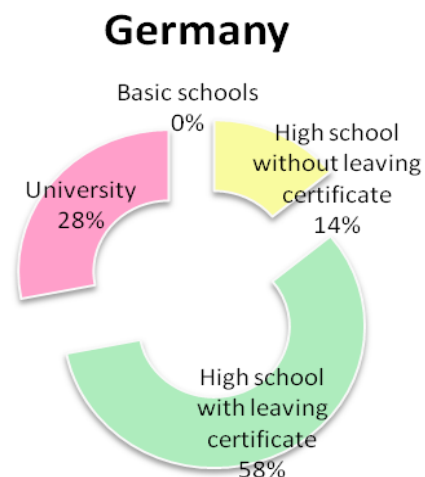
Source: own design and computation

Graph No 5: Education level – Czech Republic



Source: own design and computation

Graph No 6: Education level - Germany



Source: own design and computation

Czech Republic: University – 52 women (75%), 17 men (25%); High school with leaving certificate – 51 women (73%), 19 men (27%); High school without leaving certificate – 3 men (75%), 1 women (25%); Basic school – 2 men (50%) and 2 women (50%).

Germany: University – 8 women (50%), 8 men (50%); High school with leaving certificate – 19 men (58%), 14 women (42%); High school without leaving certificate – 4 men (50%), 4 women (50%)

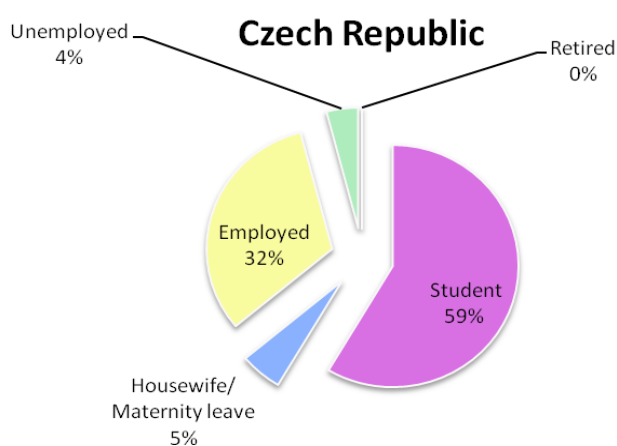
5.1.4 Social status

Table No 4: Social status

Social status	Czech Republic	Germany
Student	86	40
Housewife/Maternity leave	8	2
Employed/Self-employed	47	15
Unemployed	6	0
Retired	0	0

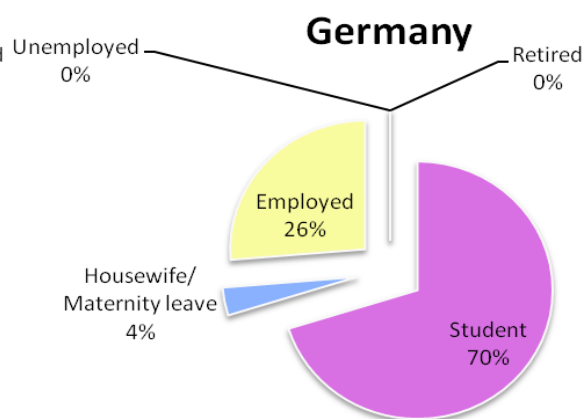
Source: own design and computation

Graph No 7: Social status – Czech Republic



Source: own design and computation

Graph No 8: Social status - Germany



Source: own design and computation

Czech Republic: student – 70 women (81%), 16 men (19%); employed – 24 women (51%), 23 men (49%), housewife/maternity leave 8 women (100%), unemployed 4 women (67%), 2 men (33%).

Germany: student – 21 men (52%), 19 women (48%), employed – 10 men (67%), 5 women (33%), housewife/maternity leave – 2 women (100%).

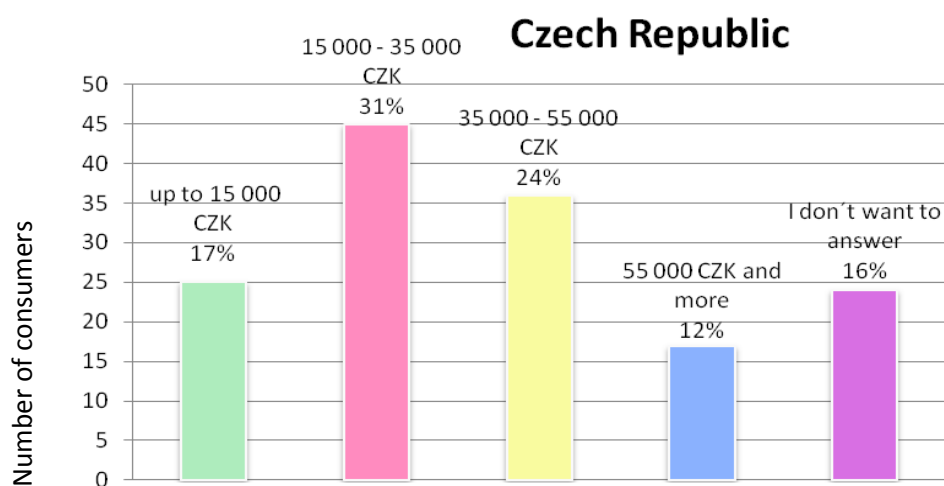
5.1.5 Monthly income of household

Table No 5: Monthly income

Income	Czech Republic	Germany
Up to 15 000 CZK / 600 EUR	25	26
15 000 – 35 000 CZK / 600 – 1 400 EUR	45	20
35 000 – 55 000 CZK / 1 400 – 2 200 EUR	36	6
55 000 CZK and more / 2 200 EUR and more	17	5
I don't want to answer	24	0

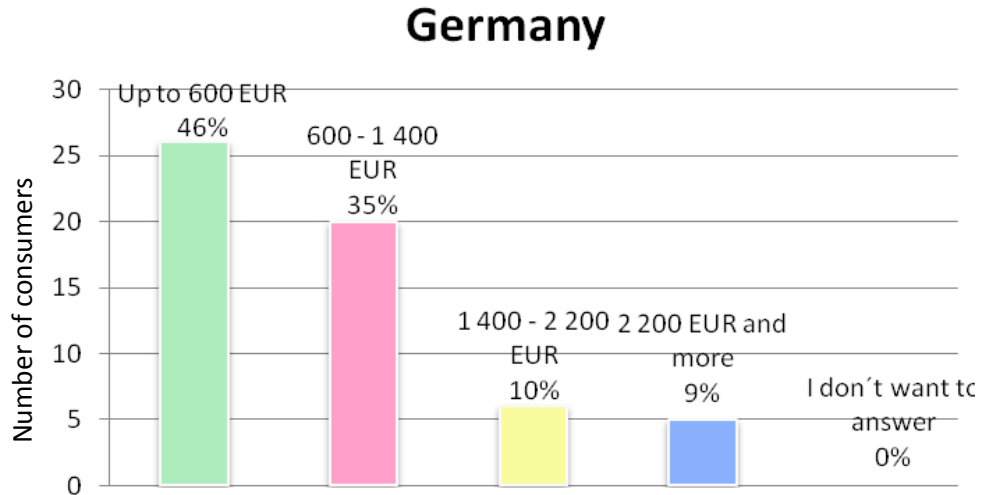
Source: own design and computation

Graph No 9: Monthly income – Czech Republic



Source: own design and computation

Graph No 10: Monthly income - Germany



Source: own design and computation

Czech Republic: up to 15 000 CZK: 3 men - 2 students (8%), 1 employed (4%); 22 women - 20 students (80%), 1 employed (4%), 1 unemployed (4%); 15 000 - 35 000 CZK: 12 men - 11 employed (24%), 1 student (2%); 33 women - 18 students (40%), 10 employed (22%), 3 housewives (7%), 2 unemployed (5%); 35 000 - 55 000 CZK: 13 men - 7 employed (19%), 5 students (14%), 1 unemployed (3%); 23 women - 10 students (28%), 10 employed (28%), 3 housewives/maternity leave (8%); 55 000 and more CZK: 6 men - 4 employed (23%), 2 students (12%); 11 women - 6 students (35%), 3 employed (18%), 2 housewives/maternity leave (12%); Don't want to answer: 7 men - 6 students (25%), 1 unemployed (4%); 17 women - 16 students (67%), 1 unemployed (4%).

Germany: up to 600 EUR: 15 men - 15 students (58%), 11 women - 10 students (38%), 1 employed (4%); 600 - 1 400 EUR: 8 men - 5 students (25%), 3 employed (15%); 12 women - 7 students (35%), 4 employed (20%), 1 housewife (5%); 1 400 - 2 200 EUR: 5 men - 5 employed (83%); 1 woman - 1 student (17%); 2 200 EUR and more: 3 men - 2 employed (40%), 1 student (20%); 2 women - 1 student (20%), 1 housewife/on maternity leave (20%).

5.2 EVALUATION OF HYPOTHESES

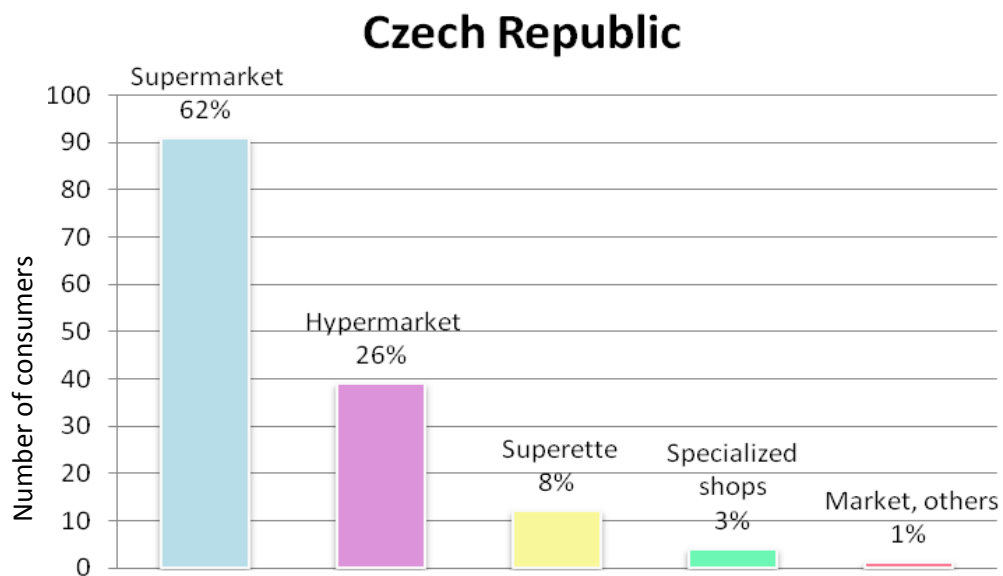
5.2.1 Consumers shop most often in supermarket

Table No 6: Places where consumers shop

Place	Czech Republic	Germany
Supermarket	91	56
Hypermarket	39	1
Suprette	12	0
Specialized shops	4	0
Market, others	1	0
Total	147	57

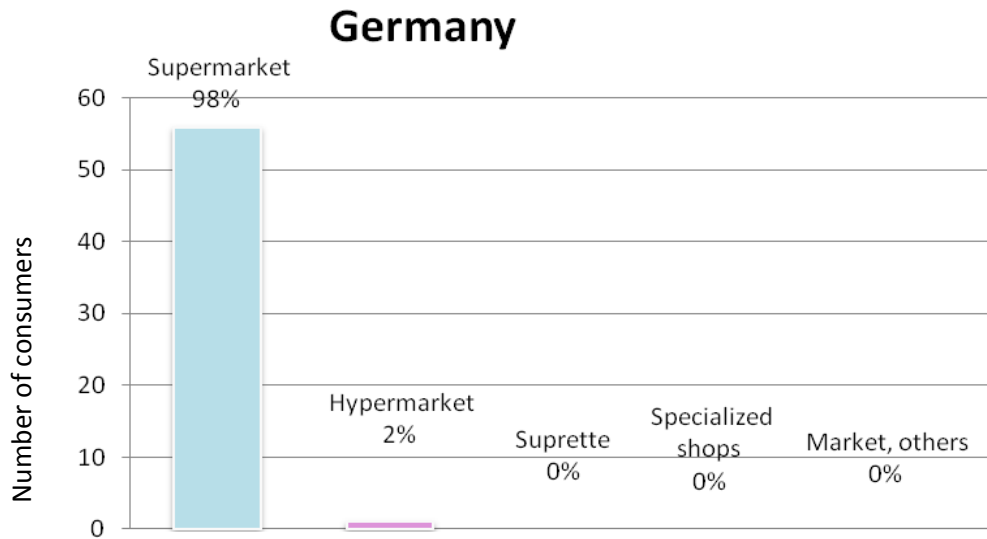
Source: own design and computation

Graph No 11: Places where consumers shop in the Czech Republic



Source: own design and computation

Graph No 12: Places where consumers shop in Germany



Source: own design and computation

My first hypothesis was that consumers buy most often in supermarkets. I think I can accept my hypothesis, since 98% of my respondents from Germany shop in supermarkets. In the Czech Republic the situation is slightly different. More than a half of respondents shop in supermarkets. Almost one third of them is shopping in hypermarkets. This fact is not so surprising, because it is quite common in the Czech Republic that people, and especially families, do their bigger shopping on weekend particularly in hypermarkets. In hypermarkets shop in the Czech Republic 9 men from the (3 students and 6 employed) and 30 women (19 students, 5 housewives or women on maternity leave and 1 unemployed women). Bigger shopping means, that people who are working during the week are going usually on weekend to big shopping centers with hypermarkets and buy there food for the next whole week. This is becoming in the Czech Republic still more popular trend these days.

Structure of the answer “Supermarket” was: **Czech Republic** – 25 men (12 employed, 11 students, 2 unemployed) and 66 women (44 students, 17 employed, 3 on maternity leave and 2 unemployed). **Germany** – 30 men (21 students, 9 employed), and 26 women (19 students, 5 employed, 2 housewives)

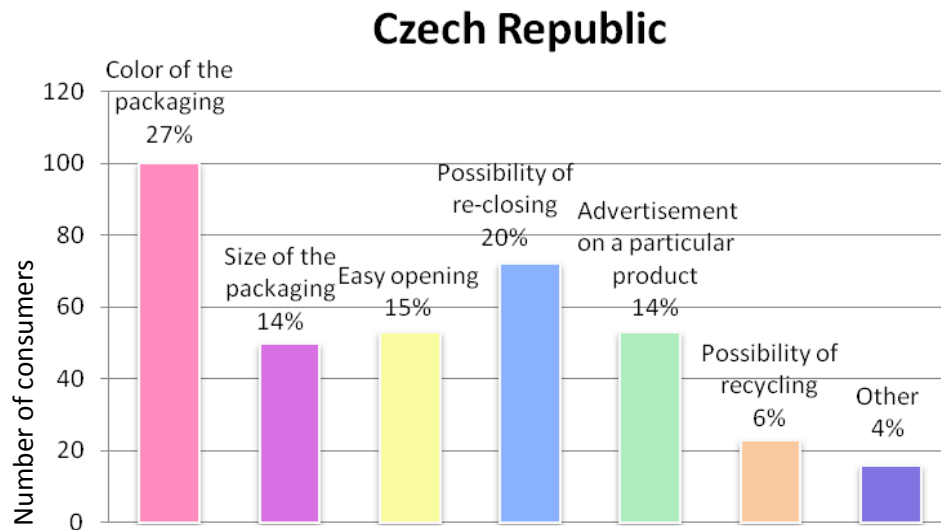
5.2.2 Three aspects that make consumer look at a product are color of the packaging, easy opening and advertisement on a particular product

Table No 7: What grabs consumer’s attention at the first sight

Aspect	Czech Republic	Germany
Color of the packaging	100	25
Size of the packaging	50	38
Easy opening	53	10
Possibility of re-closing	72	19
Advertisement of a particular product	53	26
Possibility of recycling	23	17
Other	16	24

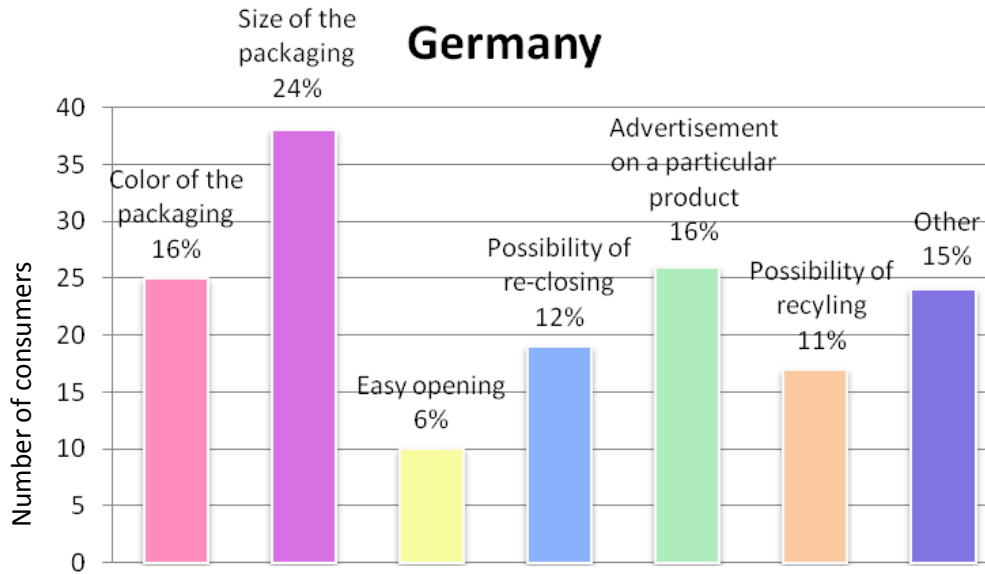
Source: own design and computation

Graph No 13: What grab consumer’s attention at the first sight in the Czech Republic



Source: own design and computation

Graph No 14: What grab consumer's attention at the first sight in Germany



Source: own design and computation

In this case respondents were asked to mark three aspects, which grab their attention at the very first sight. My assumption was, that for most of them the first element will be color, easy opening and advertisement on a particular product. Consumers in the Czech Republic are looking at the first sight really at the color of the packaging. Secondly they look whether the package can be again re-closed or re-opened and thirdly they are interested in easy opening of the product. On the other hand, consumers in Germany are mainly interested in the size of the package. 16% of German respondents are influenced by an advertisement on a particular product. I think I can accept my hypothesis in both cases.

Option "Other" was an open-ended question, where respondents could write their answer. Among the aspects they look at the first moment was written: brand, well readable information about the product, price, information about the content, picture, that the product should not have sharp edges in order not to damage one's bag, logo, interesting name, that the package of a same product is nicer than from competitor, and overall design of the package.

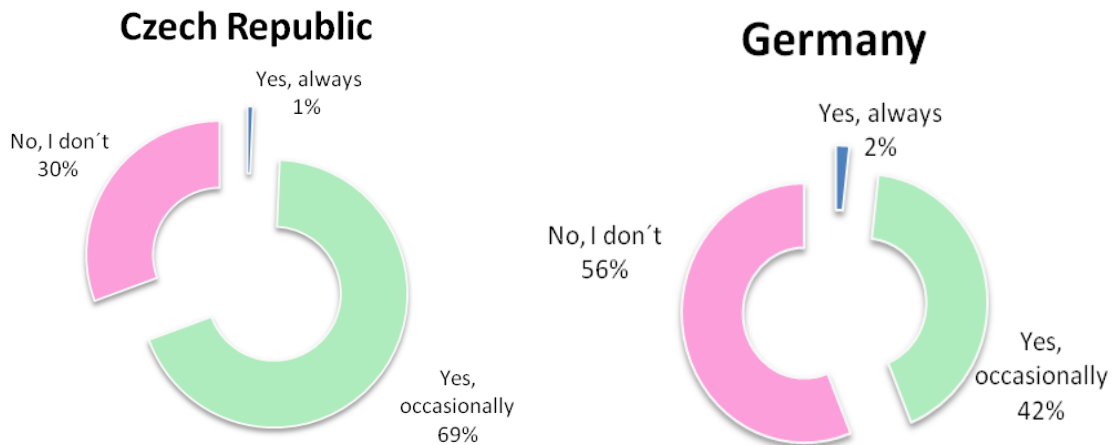
5.2.3 Consumers buy food products in gift/luxury packaging even when the price is higher only occasionally

Table No 8: Gift/Luxury packaging

	Czech Republic	Germany
Yes, always	1	1
Yes, sometimes	101	24
No, I don't	45	32

Source: own design and computation

Graph No 15: Gift/Luxury packaging – Czech Rep. Graph No 16: Gift/Luxury packaging – Germany



Source: own design and computation

Source: own design and computation

In this case I can again accept my hypothesis based on answers from Czech Republic and reject from answers from Germany. Almost 70% of Czech consumers buy occasionally products that are in luxury or gift packaging, this means for birthdays, Christmas, St. Valentine's day or Easter for example, even when they are more expensive. If we look at the graph on the right side with answers from Germany, we can see that more than half of the respondents do not buy products that are in gift packaging. Only one respondent from Germany and Czech Republic buys products in luxury packaging always.

5.2.4 Men do not care about the packaging at all, they are interested in the content only

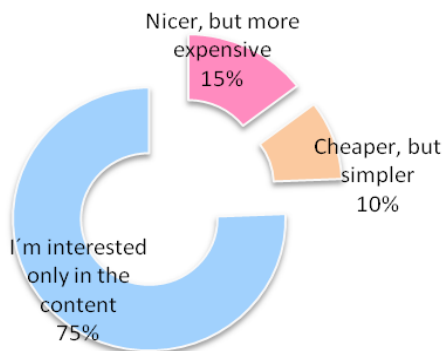
Table No 9: Men

	Men - Czech Republic	Men – Germany
Nicer, but more expensive	6	2
Cheaper, but simpler	4	3
I'm interested only in the content	31	26

Source: own design and computation

Graph No 17: Men – Czech Republic

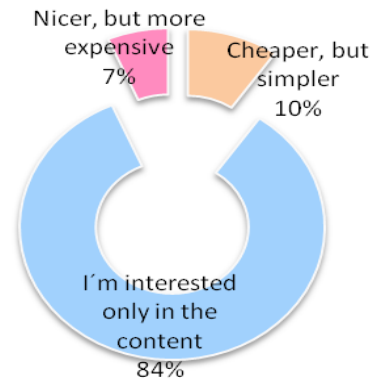
Men - Czech Republic



Source: own design and computation

Graph No 18: Men – Germany

Men - Germany



Source: own design and computation

My assumption that men do not shop with their eyes was right. Men are mainly interested only in the content and do not care about the packaging. Nicer, but more expensive package would buy 15% of men from Czech Republic and 7% of men from Germany. 10% of men from Czech Republic and Germany would buy cheaper, but simpler packaging.

Structure of „I'm interested only in the content“ answer was: **Czech Republic** – student 65 (58%), employed 35 (31%), unemployed 5 (5%) and housewives 7 (6%). **Germany** – student 33 (69%), employed 13 (27%), housewives 2 (4%).

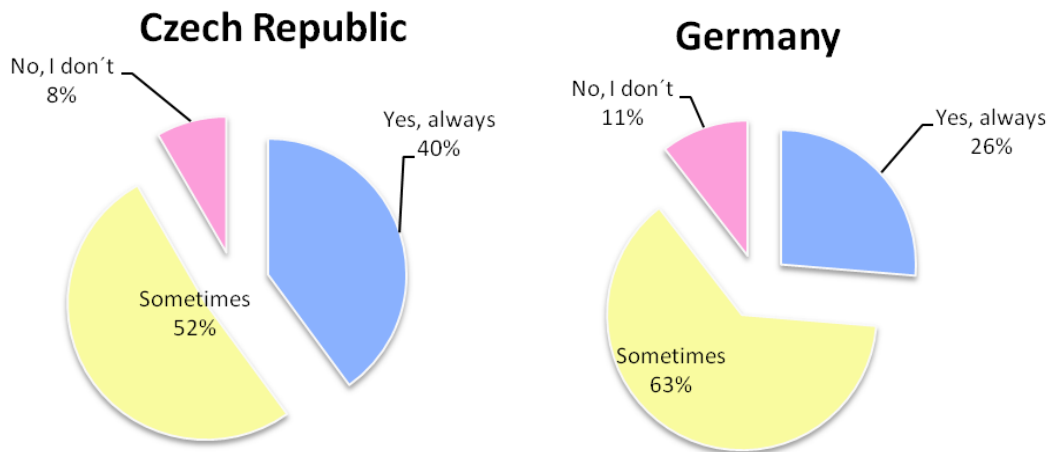
5.2.5 Consumers control the date of minimum durability and the “best before...” date only sometimes, not always

Table No 10: Minimum durability and “best before...” date

	Czech Republic	Germany
Yes, always	58	15
Sometimes	75	36
No, I don't	12	6

Source: own design and computation

Graph No 19: Minimum durability – Czech Republic Graph No 20: Minimum durability – Germany



Source: own design and computation

Source: own design and computation

Hypothesis that people control the minimum durability and “best before...” date sometimes, but not always, can be accepted in both cases. In Germany most of the consumers do not control this date every time when they buy a food product. On the other hand the difference between answering “always” and “sometimes” in the Czech Republic was not so big. Reason why people do not control the date might be lack of time when they shop. Significant role play also scandals published in mass media.

5.2.6 Women pay more attention to nutrition table on packages than men

Table No 11: Czech Republic

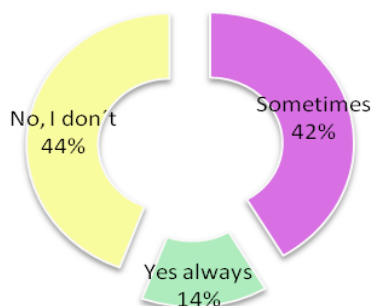
	Women – Czech Republic	Men – Czech Republic
Yes, always	15	1
Sometimes	44	12
No, I don't	47	28

Source: own design and computation

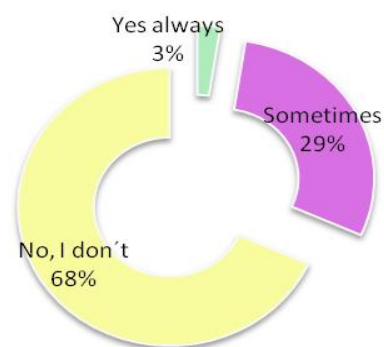
Graph No 21: – Women – Czech Republic

Graph No 22: Men– Czech Republic

Women - Czech Republic



Men - Czech Republic



Source: own design and computation

Source: own design and computation

Based on the responses I can accept my hypothesis, that women pay more attention to nutrient table on packages than men. Almost 70% of Czech men do not look at the table at all. Only 1 men (3%) control this table always, compared to 14% of women, the number is really small. Sometimes the nutrient table control 42% of Czech women and 29% of men.

Women who control the table always: 9 students, 4 employed and 2 housewives

Women who control the table sometimes: 31 students, 9 employed, 4 housewives

Men who control the table always: 1 student

Men who control the table sometimes: 4 students, 7 employed, 1 unemployed

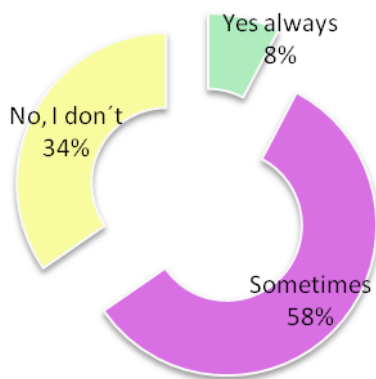
Table No 12: Germany

	Women – Germany	Men – Germany
Yes, always	2	1
Sometimes	15	15
No, I don't	9	15

Source: own design and computation

Graph No 23: – Women - Germany

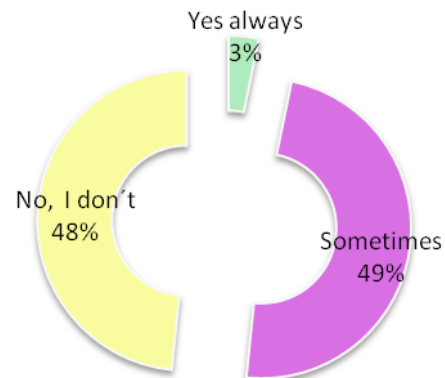
Women - Germany



Source: own design and computation

Graph No 24: Men– Germany

Men - Germany



Source: own design and computation

In Germany women also pay more attention to the table of nutrient more than men. 8% of women control this table always, only 3% of men do the same. Sometimes control the table 58% of women and 49% of men from Germany. The table of nutrient control never 34% of women and 48% of men.

Women who control the table always: 2 students

Women who control the table sometimes: 10 students, 4 employed, 1 housewife

Men who control the table always: 1 student

Men who control the table sometimes: 11 students, 4 employed

5.2.7 Women control the total energy value and the fat content in the product

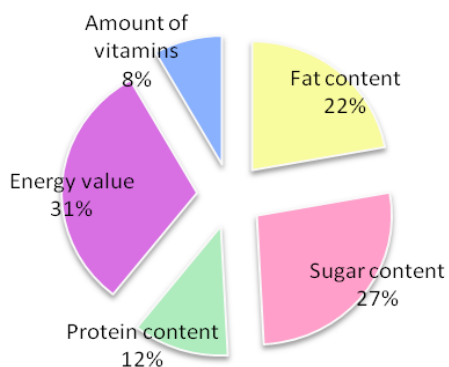
Table No 13: Women

	Women – Czech Republic	Women – Germany
Fat content	27	12
Sugar content	33	11
Protein content	14	2
Energy value	38	6
Amount of vitamins	10	4

Source: own design and computation

Graph No 25: – Women – Czech Republic

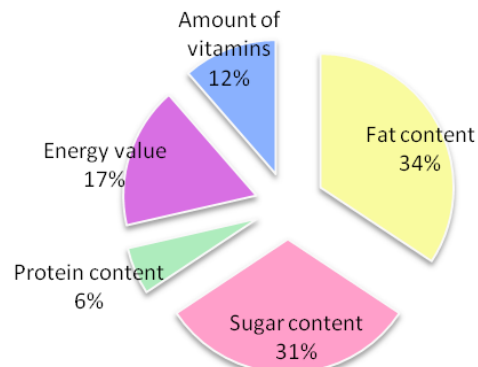
Women - Czech Republic



Source: own design and computation

Graph No 26 : Women– Germany

Women - Germany



Source: own design and computation

I assumed that women who note the nutrition table always and sometimes control mainly the fat content and total energy value of the product. From this graphs is obvious that fat content control 22% of Czech women and 34% of women from Germany. Sugar content control 27% women from the Czech Republic and 31% from Germany. The majority of women respondents from the Czech Republic are interested in the energy value on packages (31%), from Germany 17%. Protein content control 12% Czech women and 6% of German women. 8% of Czech women and 12% of German women want to know amount of vitamins contained in the product.

5.2.8 Consumers in the Czech Republic have neutral attitude towards information about GMOs on packages, German consumers want to see this information always

Table No 14: GMOs – information on packaging

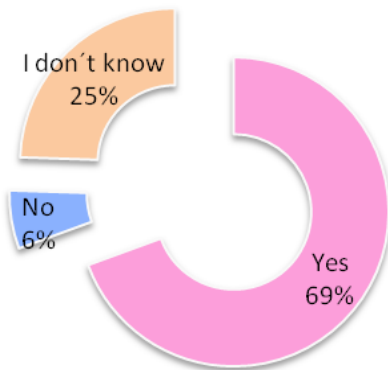
	Czech Republic	Germany
Yes	102	48
No	9	2
I don't know	36	7

Source: own design and computation

Graph No 27: GMOs – Czech Republic

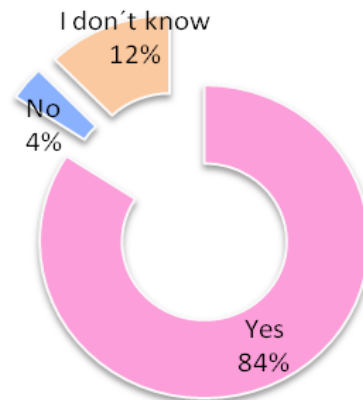
Graph No 28: GMOs – Germany

Czech Republic



Source: own design and computation

Germany



Source: own design and computation

My hypothesis was that consumers in Czech Republic will have a neutral attitude towards information about Genetically modified organisms on packaging. I assumed this, because I thought that the awareness about GMOs is till now still low. As I expected, consumers in Germany want to know about GMOs included in food products always, because the market with organic food products is there bigger than in the Czech Republic and therefore are people more sensitive to genetically modified organisms.

5.2.9 People prefer to buy recyclable packages

Table No 15: Recyclable packages

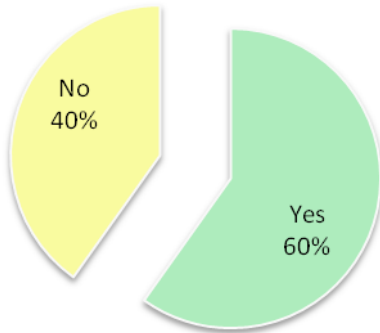
	Czech Republic	Germany
Yes	88	44
No	59	13

Source: own design and computation

Graph No 29: Recyclable packages – Czech Rep.

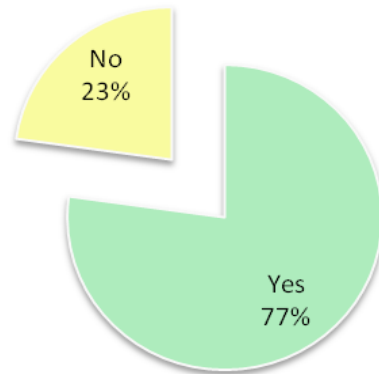
Graph No 30: Recyclable packages – Germany

Czech Republic



Source: own design and computation

Germany



Source: own design and computation

I can accept my hypothesis that consumers prefer to buy recyclable packaging. We can see the difference between the Czech Republic and Germany. In Germany 77% of respondents answered positively. It also depends how many people afterwards sort the used packaging. 40% of Czech respondents do not prefer packaging that can be recycled. Hopefully consumers in Czech Republic will more care about our environment and will increase the interest in recyclable packaging to save our nature.

Structure of positive answer is: **Czech Republic** – student 50 (57%) 42 women, 8 men; employed 33 (37%) 17 men, 16 women; unemployed 1 men (1%), maternity leave 4 women (5%). Structure of positive answer in **Germany**: student 32 (73%) 16 men, 16 women, employed 11 (25%) 8 men, 3 women, maternity leave 1 woman (2%).

5.2.10 Consumers sort the used paper, PET and glass always

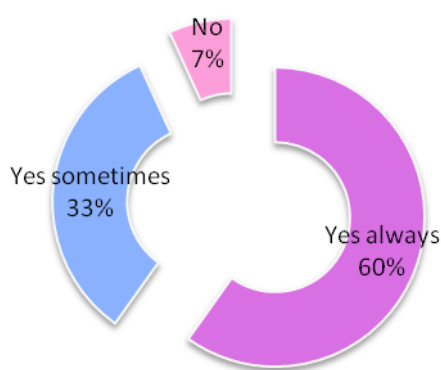
Table No 16: Used paper, PET and glass

	Czech Republic	Germany
Yes, always	88	40
Yes, sometimes	49	14
No	10	3

Source: own design and computation

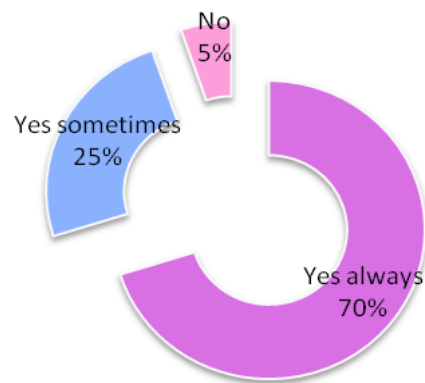
Graph No 31: Used paper, PET and glass – Czech R. Graph No 32: Used paper, PET and glass – Ger.

Czech Republic



Source: own design and computation

Germany



Source: own design and computation

I can accept my hypothesis that people sort used packages made of paper, PET and glass always. I find the result of this question quite positive since 60% of Czech respondents and 70% of German respondents sort the used packages always. 33% of Czech and 25% of German respondents are sorting used packages sometimes and only 7% of respondents from the Czech Republic and 5% from Germany do not sort used paper, PET, and glass.

Structure of the „Yes, always“ answer is: **Czech Republic** - student 52 (59%), employed 27(31%), unemployed 3 (3%), housewives or on maternity leave 6 (7%); **Germany** – student 28 (70%), employed 10 (25%), housewives or maternity leave 2 (5%).

5.3 PICKWICK - RESULTS

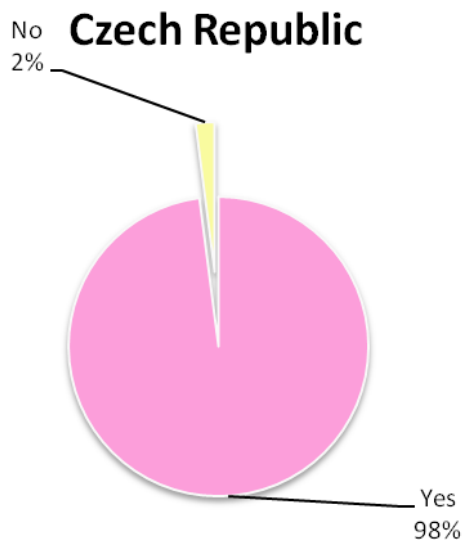
5.3.1 Do you know the brand Pickwick?

Table No 17: Pickwick

	Czech Republic	Germany
Yes	144	3
No	13	44

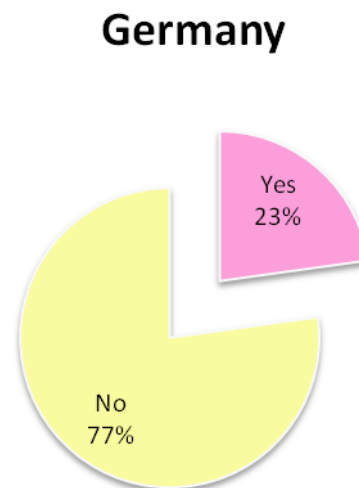
Source: own design and computation

Graph No 33: Pickwick – Czech Republic



Source: own design and computation

Graph No 34: Pickwick – Germany



Source: own design and computation

Last part of my questionnaire was about the marketing brand Pickwick. Originally I thought that I will do the survey on this brand only in the Czech Republic, because Sara Lee corporation is not selling Pickwick products in Germany. 3 respondents from Germany answered that they know this brand, therefore I decided to take it into account and compare the results concerning the brand Pickwick with Czech respondents. 144 consumers from Czech Republic know this brand. I find this brand well known thanks to its advertisement in television or promotion sales in hyper and supermarkets.

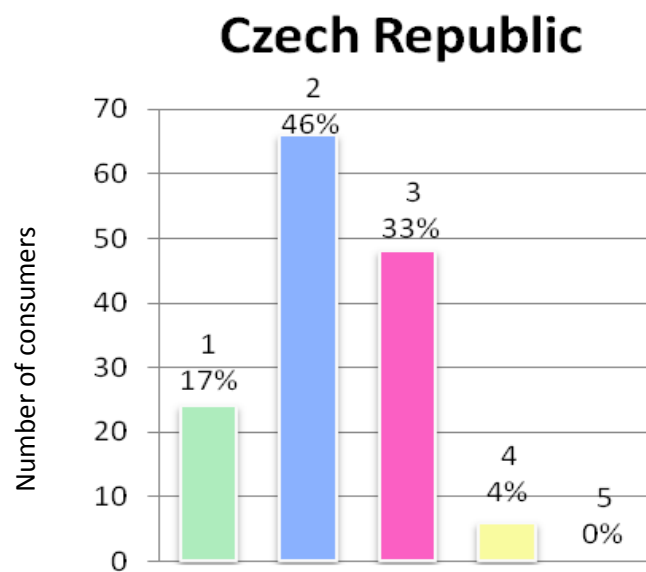
5.3.2 How would you rate this brand in comparison to competition?

Table No 18: Rating Pickwick

Rate	Czech Republic	Germany
1	24	1
2	66	4
3	48	6
4	6	0
5	0	0

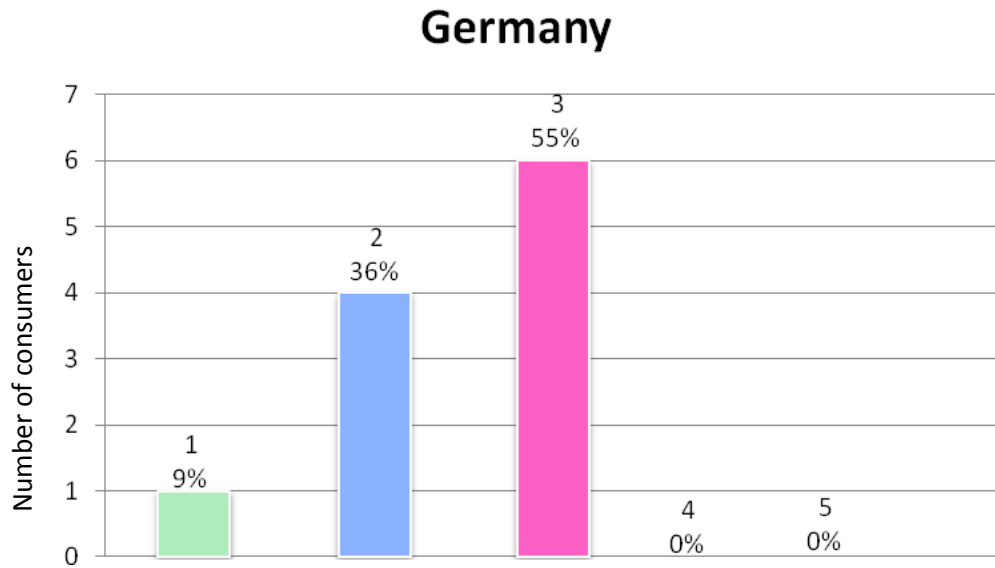
Source: own design and computation

Graph No 35: Rating Pickwick – Czech Republic



Source: own design and computation

Graph No 36: Rating Pickwick – Germany



Source: own design and computation

In this question I asked respondents to rate brand Pickwick in comparison to competition. Main competitors on the tea market in the Czech Republic are Lipton, Babička Růženka, Teekanne, Jemča and Dilmah. The scale for rating was from 1 – 5, where 1 stands for the best and 5 for worst. 17% of Czech respondents and 9% of German respondents rated this brand as the best. I think that this result is quite satisfactory. Most of the respondents from the Czech Republic (46%) rated this brand with number 2, in Germany it was 36% of respondents. 33% of Czech respondents and the majority of German respondents (55%) see the brand Pickwick in the middle compared to competitors. Nobody from Germany rated this brand worse than 3, in Czech Republic 6 respondents (4%) chose number 4 on this scale. From this result we can say that Pickwick is seen as a good tea brand on the market.

5.3.3 Are you buying products from the brand Pickwick?

Table No 19: Pickwick products

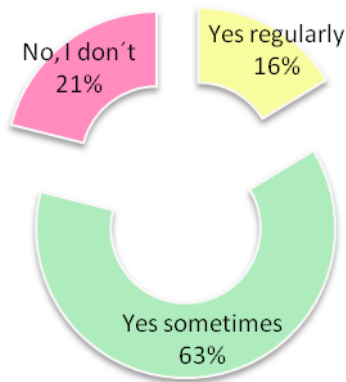
	Czech Republic	Germany
Yes, regularly	24	1
Yes, sometimes	92	5
No, I don't	31	40

Source: own design and computation

Graph No 37: Pickwick products – Czech Republic

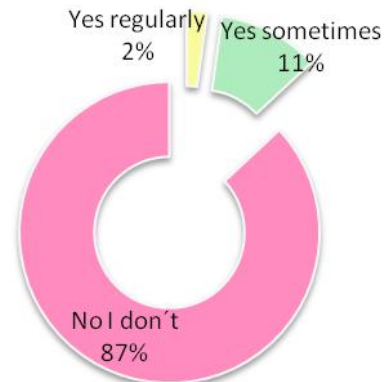
Graph No 38: Pickwick products– Germany

Czech Republic



Source: own design and computation

Germany



Source: own design and computation

From this graphs we can see that 87% of German respondents is not buying Pickwick products at all. This fact is not surprising, because as I mentioned above, there are any Pickwick products on the German market. In spite of that, there are 5 consumers, who buy Pickwick products sometimes, and even 1 respondent buys them regularly. On the other hand 63% respondents from the Czech Republic buy Pickwick products from time to time and 16% regularly. 21% of Czech consumers is not buying them.

Regularly is buying Pickwick products 1 woman from Germany and from the Czech Republic 4 men (17%) and 20 women (83%).

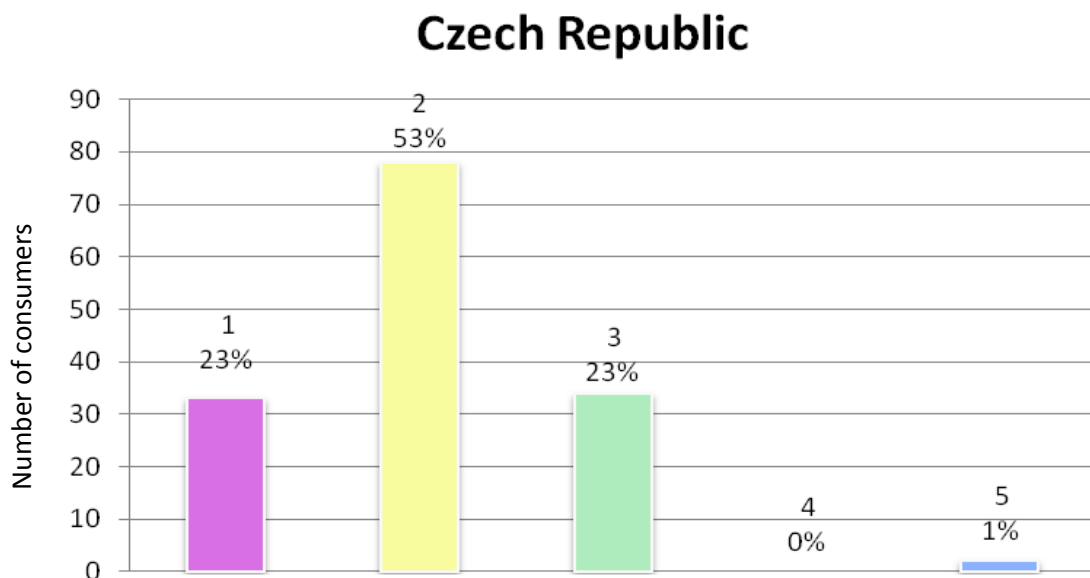
5.3.4 By focusing on the overall packaging design of Pickwick products (colors, images, logo, fonts) how would you rate it?

Table No 20: Pickwick packaging design

Rate	Czech Republic	Germany
1	33	2
2	78	5
3	34	6
4	0	0
5	2	0

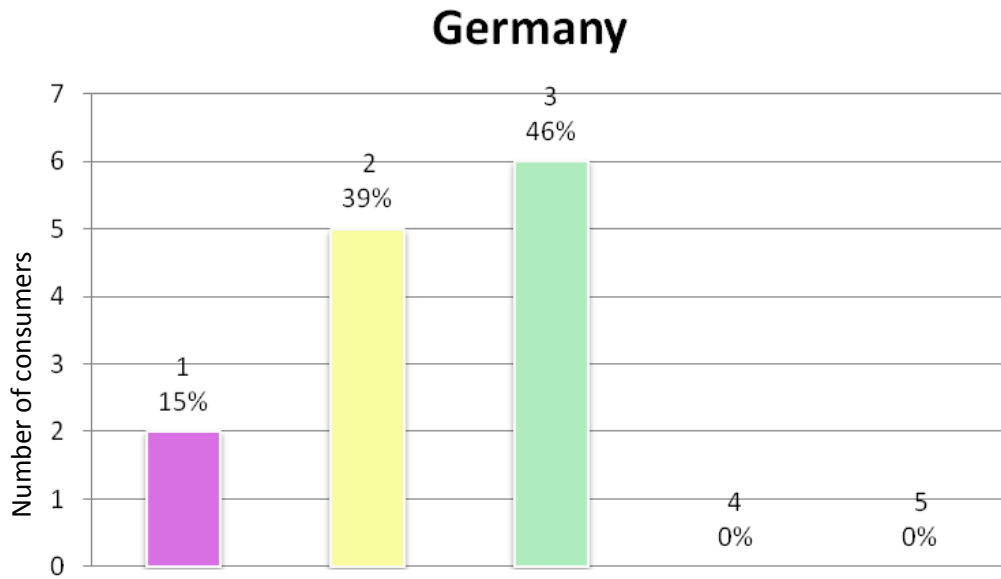
Source: own design and computation

Graph No 39: Pickwick packaging design – Czech Republic



Source: own design and computation

Graph No 40: Pickwick packaging design – Germany



Source: own design and computation

I added a picture of Pickwick tea packaging to this question to help respondents to see how the package design looks like. Because this question was eligible, also respondents who do not know this brand could answer only on the basis of the picture. As we can see almost all ratings on the scale from 1 (the best) to 5 (worst) were in the interval from 1 to 3. Only 2 respondents from the Czech Republic rated this brand as worst in comparison to competition. From the results I can state that the design of Pickwick's tea packages is satisfactory, but there is still place for improvement. Whether respondents want to change anything and what particularly is shown in the following two evaluations.

5.3.5 Would you change anything on the Pickwick’s packages?

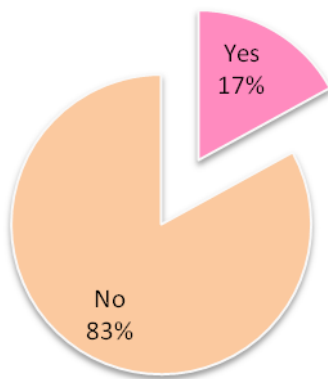
Table No 21: Changing Pickwick’s packages

	Czech Republic	Germany
Yes	25	6
No	122	21

Source: own design and computation

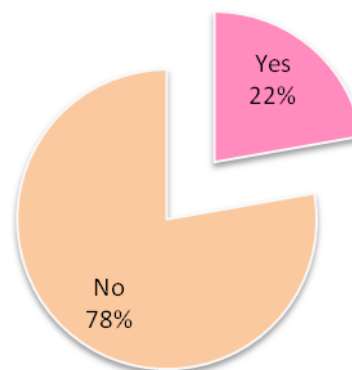
Graph No 41: Pickwick’s packages – Czech Rep. Graph No 42: Pickwick’s packages– Germany

Czech Republic



Source: own design and computation

Germany



Source: own design and computation

Most of the people would not change anything on the Pickwick’s packaging design. 25 respondents from the Czech Republic representing 17% and 6 respondents representing 22% from Germany would do some changes on the package design.

Structure of the “Yes” answer was as follows: Czech Republic – student 17 (68%) where 14 were women and 3 men , employed 7 (28%) 4 women and 3 men, 1 unemployed man (4%). Germany – student 3 (50%) 2 women and 1 men, 3 employed men (50%).

5.3.6 In case of answering Yes, what would you change?

Table No 22: Changes

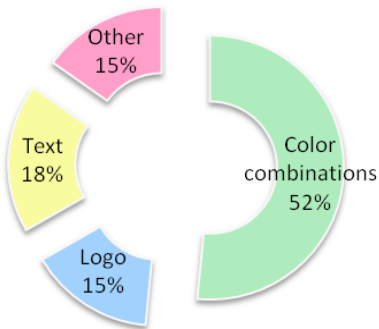
	Czech Republic	Germany
Color combinations	17	4
Logo	5	1
Text	6	0
Other	5	1

Source: own design and computation

Graph No 43: Changes– Czech Republic

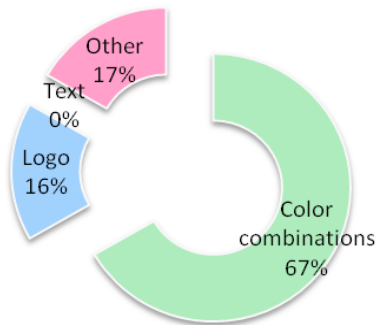
Graph No 44: Pickwick packages– Germany

Czech Republic



Source: own design and computation

Germany



Source: own design and computation

Last question from the research was about specifying the changes in design. 52% of respondents from the Czech Republic and 67% from Germany would change the combination of colors. Design of the logo would change 15% of Czech respondents and 16% of German respondents. Anyone from Germany would change the text, from the Czech Republic 18% of respondents would change it. Option other was again open – ended question, where respondents could write suggestions. These were – the picture on packaging, size of the whole package, shape of the package, higher contrast between the text and background and one respondent wanted to have less pictures on packaging.

6 CONCLUSIONS

The package of a product plays several important roles, which were described in this thesis. In the past, its main functions were protection of the product, storage and easier handling with the product. Over the time, packaging plays an increasingly important role in the field of marketing activities. Today, the package is seen as one of the tools of marketing communication. Packaging appeals to customers sense of style and desires to help them make a decision.

Packaging is becoming a significant marketing communication tool at moment when it grabs the attention of a potential customer, because nothing grabs a customers attention like an outstanding package design. A very important factor in buying decision process is the impact of packaging on customer's emotional as well as on the rational perception. A lot of marketing surveys that are focused on product packages confirm the significant role of packaging in buying decision making. Packaging should grab our attention at the very first sight and stimulate our interest by its colors, shape, brand, material, overall design, but also with information it provides. Customers are purchasing satisfaction which they get from buying a product, therefore this satisfaction should be properly presented on the packaging. This can be used effectively for wide assortment of food and drinks, but also for other types of products.

Based on the results that I analyzed, I can either accept or reject my hypotheses. My first hypothesis was that consumers shop most often in supermarkets. The hypothesis can be accepted, since almost 100% of my respondents from Germany shop in supermarkets. In the Czech Republic the situation is slightly different. More than a half of respondents shop in supermarkets and almost one third of them is shopping in hypermarkets. Second hypothesis was, that three aspects which make consumers to look at a product are color of the packaging, easy opening of the package and advertisement on a particular product. Consumers in the Czech Republic are looking at the first sight at the color of the packaging. Secondly they look whether the package can be again re-closed or re-opened and thirdly they are interested in easy opening of the product. On the other hand, consumers in Germany are mainly interested in the size of the package.

Second aspect which makes German consumers to look at a product is color of the package and an advertisement on a particular product. My second hypothesis can be also accepted. Third assumption, that consumers are buying products in gift or luxury packaging also when the price is higher occasionally, not always, was right. Next hypothesis was, that men do not care about the product packaging at all, but they are interested only in the content. According to results from my survey, men really do not shop with their eyes. Almost two thirds of men from the Czech Republic and from Germany are interested purely in the content of the package. Fifth hypothesis, that consumers control the date of minimum durability and the "best before..." date only sometimes and not always, can be also accepted. Only 11% of German consumers control this date always. Reason why people do not control the date of minimum durability always when they are buying a food product might be lack of time. On the other hand, in the Czech Republic this date controls 40% of respondents. This might be due to a number of scandalous cases presented in mass media. Based on the responses I can accept my another hypothesis that women pay more attention to nutrient table on packages than men. Almost 70% of Czech men and 48% of German men never look at the nutrient table. My next hypothesis comes out from the previous one. I assumed that women, who pay attention to the nutrition table always and sometimes, are mainly interested in the fat content and the total energy value. Czech women control at most energy value and the content of sugar. Women in Germany are interested in the fat and sugar content. In this case I have to reject my hypothesis. Whether people prefer to buy recyclable packages or not was my other question. My hypothesis was that consumers care about our environment and that they prefer buying recyclable packages. I am glad, that my hypothesis can be accepted, because in both countries, majority of my respondents prefer environmentally friendly packaging. Last hypothesis also comes out from the previous. I assumed that consumers sort used paper, PET and glass always. Again I can accept this hypothesis, because 60% of Czech consumers and 70% of German consumers sort used packages always. I find this result really positive.

Last part of my marketing survey was about the marketing brand Pickwick. I asked respondents to rate this brand in comparison to competition on scale from 1, which stands for the best till 5, which means the worst. Pickwick was mainly rated by the number 2 and 3, which is in my opinion satisfactory result and it means that Pickwick is seen as a good tea brand on the market. When it comes to the overall design of Pickwick products, especially colors, images, logo and fonts, consumers were again asked to rate on the scale from 1 to 5. The design of Pickwick product was rated mainly between 1 and 2. This is a satisfactory result, but still there is a place for improving. Whether respondents want to change anything on the Pickwick's packages and what particularly was the next subject of my survey. Despite of the fact, that majority of the respondents would not change anything on the Pickwick's packaging design, 17% of Czech consumers and 22% of German consumers would do some changes. Last question was about specifying the changes in design. From all of the suggestions I can make my recommendations to this marketing brand. More than half of the respondents would change the color combinations. Among other things what would respondents change belong the logo, text, size and shape of the whole package. So my recommendation to the brand Pickwick is that they should try to launch new design of fruit tea packages and especially focus on the color combinations, because a great packaging design supports the brand and in many cases creates the brand.

7 BIBLIOGRAPHY

- FUTRELL, CHARLES, *Fundamentals of Selling*, 3rd edition, Boston, ISBN 0-256-07957-9
- GORDON L., Robertson. *Food Packaging : Principles and Practice*. Second Edition. Boca Raton, FL 33487-2742, USA : CRC Press, Taylor & Francis Group, 2006. 550 s. ISBN 0-8493-3775-5.
- HAN, Jung H. *Innovations in Food Packaging*. San Diego, California, USA : Elsevier Academic Press, 2005. 517 s. ISBN 0-12-311632-5.
- KLANTEN, R., EHMANN, S. *Boxed and Labeled: New Approaches to Packaging Design* . [s.l.] : Gestalten Verlag , 2009. 288 p. ISBN 978-3899552522 .
- KOTLER, Philip, et al. *Marketing Management*. Essex CM20 2JE, England : Pearson Education Limited , 2009. 889 s. ISBN 978-0-273-71856-7.
- KOTLER, Philip, *Marketing and Management*, 7th edition, Victoria Publishing, ISBN 80-85605-08-2
- KOTLER, Philip and ARMSTRONG, Gary, *Marketing*, 1st edition, Praha: Grada Publishing, a.s. 2004, 855p. ISBN 80-247-0513-3
- LEVY, Geoffrey M. *Packaging, Policy and the Environment*. Gaithersburg, Maryland : Aspen Publishers, Inc., 2000. 412 s. ISBN 0-8342-1718-X.
- STANTON, W.J. AND ETZEL M.J. AND WALKER B.J., *Fundamentals of Marketing*, 9th edition, ISBN 0-07-060952-7

Internet resources

- Beautiful and Expressive Packaging Design. *Smashing Magazine* [online]. June 2nd, 2008, 11, [cit. 2011-01-31]. Dostupný z WWW: <<http://www.smashingmagazine.com/2008/06/02/beautiful-and-expressive-packaging-design/>>.
- Designing packaging graphics. *Design Council* [online]. 2010, 1, [cit. 2011-01-31]. Dostupný z WWW: <<http://www.designcouncil.org.uk/about-design/Types-of-design/Packaging-design/Graphics/>>.
- *Europa* [online]. 2011 [cit. 2011-01-28]. Summaries of EU legislation. Dostupné z WWW: <http://europa.eu/legislation_summaries/consumers/product_labelling_and_packaging/index_en.htm>
- *Europa : Labelling, presentation and advertising of foodstuffs* [online]. 2011 [cit. 2011-03-28]. Summaries of EU legislation. Dostupné z WWW: <http://europa.eu/legislation_summaries/consumers/product_labelling_and_packaging/l21090_en.htm>.
- *Food recap* [online]. 2010 [cit. 2011-01-31]. Pinoy food technologies, resources, news and reviews. Dostupné z WWW: <<http://www.foodrecap.net/pack/colors-food-package/>>.
- *Marketing Teacher* [online]. 2000 [cit. 2011-01-23]. Marketing Teacher.com. Dostupné z WWW: <<http://www.marketingteacher.com/lesson-store/lesson-public-relations.html>>.
- MOORE , Gordon Kym. Integrated Marketing Communications - 5 Primary Communication Tools. *Self Growth : The Online Self Improvement Encyclopedia* [online]. 1996-2009 [cit. 2011-1-11]. Dostupný z

WWW:<http://www.selfgrowth.com/articles/Integrated_Marketing_Communications_-_5_Primary_Communication_Tools.html>.

- *Packaging innovations* [online]. 2010 [cit. 2011-01-28]. Packaging innovations. Dostupné z WWW: <<http://www.packagingconsultancy.com/eco-friendly-packaging.html>>.
- *QuickMBA* [online]. 1999 - 2010 [cit. 2011-02-04]. Knowledge to power your Business. Dostupné z WWW: <<http://www.quickmba.com/marketing/research/>>.
- *QuickMBA : Questionnaire design* [online]. 1999 - 2010 [cit. 2011-02-04]. Knowledge to power your Business. Dostupné z WWW: <<http://www.quickmba.com/marketing/research/qdesign/>>.
- TESTA, Anthony. Packaging... Real Brand Value!. *Evan Carmichael* [online]. 2008 [cit. 2011-03-11]. Dostupný z WWW:<<http://www.evancarmichael.com/Marketing/3975/Packaging-Real-Brand-Value.html>>.
- *The Biggest, Best Investing Glossary on the Web* [online]. 2011 [cit. 2011-01-20]. Investor Words. Dostupné z WWW: <<http://www.investorwords.com/1055/consumer.html>>.
- The power of packaging design. *Design Council* [online]. 2010, 1, [cit. 2011-02-14]. Dostupný z WWW: <<http://www.designcouncil.org.uk/about-design/Types-of-design/Packaging-design/>>.
- *Word IQ.com* [online]. 2010 [cit. 2011-01-25]. Word IQ. Dostupné z WWW: <<http://www.wordiq.com/definition/Merchandising>>.

8 SUPPLEMENTS

- Supplement No 1: Pickwick products.....86
- Supplement No 2: Questionnaire – Czech version.....90
- Supplement No 3: Questionnaire – English version.....96
- Supplement No 4: Questionnaire – German version.....102
- Supplement No 5: Questionnaire – Czech electronic version.....103
- Supplement No 6: Questionnaire – German electronic version.....104

Supplement No 1 : List of Pickwick products

Pickwick products:

Pickwick sells 52 variants of tea. Those variants are divided into several groups. Please see the list of Pickwick products in Supplements chapter:

- **Fruit tea – 18 variants**
 - Green apple with cranberries and vanilla
 - Red orange with lime and pineapple
 - Cranberries with raspberry
 - Lemon with grapefruit
 - Pomegranate with blueberries
 - Apple surprise (apple with cinnamon)
 - Pear, lemon and vanilla
 - Plums, vanilla and cinnamon
 - Raspberry, blackberry and vanilla
 - Orange with the scent of Orient (orange with spices and cinnamon)
 - Peach with strawberries
 - Mandarin orange, lemon, honey
 - Cherries with yogurt
 - Blueberries with cream
 - Strawberries with cream

- Magic plum fruit variations (Mandarin orange, lemon, honey + Plums, vanilla and cinnamon + Pear, lemon and vanilla + Pomegranate with blueberries)
 - Charm with cherry fruit variations (Strawberries with cream + Lemon with grapefruit + Cherries with yogurt + Raspberry, blackberry and vanilla)
 - Magic fruit variations with blueberries (Blueberries with cream + Orange with the scent of Orient + Passion fruit with peach + Apple surprise)
- **Black tea** - 9 variants
 - Morning tea (Ceylon tea)
 - Morning tea with lemon (Ceylon tea with lemon)
 - Morning tea Earl Grey (Ceylon tea with bergamot flavor)
 - Lemon (Black/Blend teas from Indonesia and Africa with lemon)
 - Variations of blue (Black tea with orange, blackcurrant, peach and lemon flavor)
 - Variations of orange (Black tea with raspberry, green apple, cherry and melon flavor)
 - Earl Grey (Black tea with bergamot flavor)
 - Black variation (English Breakfast + Indian Assam + China Blossom + Earl Grey)
 - Golden Darjeeling (Tea leaves from Himalaya in special pyramid bags)

- **Green tea – 7 variations**

- Green tea with mango and jasmine
- Green tea with strawberry and lemon grass
- Green tea
- Green tea with cranberries
- Green tea with lemon
- Green tea variation (Green tea with lemon + Green tea Earl Grey + Green tea with jasmine + Green tea with mint)
- Leaf's Green Blossom (Green tea with jasmine and orange blossom in transparent pyramid bags) in the picture above

- **White tea – 4 variations**

- White tea Puritea (pure white tea)
- White tea Fruitea (white tea with pear and grape wine)
- White tea Beautea (white tea with orange blossom and jasmine flavor)
- White tea variation (pure white tea + white tea with orange blossom and jasmine flavor + white tea with pear and grape wine + white tea with apples and lemon)

- **Rooibos tea - 4 variations**

- Rooibos with strawberries and pomegranate
- Rooibos original (Rooibos tea with cinnamon flavor)
- Rooibos variation (Rooibos tea with honey, with mango, with citrus fruits and pure rooibos tea)
- Cape red (Rooibos tea with cinnamon in pyramid bags)

- **Herbal tea – 10 variations**

- Flower garden (mild blend of herbs, flowers and fruit with raspberry, orange blossoms and roses)
- Fruity rainforest (mixed herbs from rainforest, passion fruit, lemon balm, lemon grass)
- Sweet savannah (mixed herbs with spices from savannah, bush honey, dates and cinnamon)
- Fresh mountain (mixed herbs from mountains, with eucalyptus, mint and lemon grass)
- Mint (mint tea)
- Chamomile variation (chamomile tea with cranberries, with mint, with honey and pure chamomile tea)
- Rosehip variation (rosehip tea with raspberries, with strawberries, with peaches and pure rosehip tea)
- Nice release (thyme, mint, lemon balm)
- Magical refreshment (green tea, lemon grass, mint and cinnamon)
- Comfort after meal (chamomile, mint, anise)

DOTAZNÍK

I. Část: Úvodní dopis

Vážený respondente/respondentko,

jsem studentkou V. ročníku České zemědělské univerzity v Praze a tento dotazník je podkladem pro mou diplomovou práci s názvem „Obal jako nástroj marketingové komunikace“, kde budu zkoumat postoj spotřebitelů k obalům potravin na trhu v České republice a v Německu.

Děkuji předem za poskytnuté údaje a čas strávený vyplněním dotazníku.

Bc. Daniela Jiroutová

II. Část: Statistické otázky

1. Pohlaví

- a. Muž
- b. Žena

2. Věk

- a. do 18 let
- b. 19 - 35 let
- c. 36 – 50 let
- d. 51 – 65 let
- e. nad 65 let

3. Nejvyšší ukončený stupeň vzdělání

- a. Základní škola
- b. Vyučen/a (Střední škola s výučním listem)
- c. Střední škola s maturitou
- d. Vysoká škola

4. Sociální postavení

- a. Student/ka
- b. V domácnosti, na mateřské dovolené
- c. Zaměstnaný
- d. Nezaměstnaný
- e. Důchodce

5. Čistý měsíční příjem celé vaší domácnosti

- a. do 15 000 Kč
- b. 15 000 – 35 000 Kč
- c. 35 000 – 55 000 Kč
- d. nad 55 000 Kč
- e. Nechci odpovídat

III. Část: Vlastní dotazník - obaly

6. Kde nejčastěji nakupujete?

- a. Supermarket
- b. Hypermarket
- c. Menší samoobsluha
- d. Specializovaná prodejna
- e. Tržnice, ostatní

7. Při nákupu zboží Vás na obalu zpravidla zaujme: zaškrtněte 3 odpovědi

- a. Barva obalu
- b. Velikost obalu
- c. Snadné otvírání
- d. Možnost opětovného uzavření
- e. Reklama na daný produkt
- f. Možnost recyklace
- g. Jiné

8. Kupujete balené potraviny

v dárkovém/luxusním/inovovaném/limitovaném obalu i v případě, že jde o vyšší cenu?

- a. Ano, vždy
- b. Ano, příležitostně (svátky, narozeniny, atd.)
- c. Ne, nekupuji

9. Při nákupu potravin upřednostňujete potraviny v obalu:

- a. Hezčím, ale zároveň dražším
- b. Levnějším, tím pádem prostém
- c. Zajímá mne pouze obsah/cena, na obalu nezáleží

10. Kontrolujete na obalu datum spotřeby či datum minimální trvanlivosti?

- a. Ano, vždy
- b. Ano, občas
- c. Ne, nekontroluji

11. Vnímáte tabulku nutričních hodnot uvedenou na obalu?

- a. Ano, vždy
- b. Ano, občas
- c. Ne, nekontroluji

**12. V případě odpovědi „ano vždy“ a „ano občas“: Co sledujete nejčastěji?
(možno více odpovědí)**

- a. Obsah tuků (lipidů)
- b. Obsah cukrů (sacharidů)
- c. Obsah bílkovin (proteinů)
- d. Energetickou hodnotu
- e. Množství vitamínů

13. V případě, že produkt obsahuje GMO (geneticky modifikované organismy), měla by tato informace být vždy uvedena na obalu?

- a. Ano
- b. Ne
- c. Nevím, popř. je mi to jedno

14. Dáváte přednost recyklovatelným obalům?

- a. Ano
- b. Ne

15. Třídíte použité obaly na papír, PET a sklo?

- a. Ano, vždy
- b. Ano, občas
- c. Ne

IV. Část: Pickwick

16. Znáte obchodní značku Pickwick?

- a. Ano
- b. Ne

17. V případě odpovědi „Ano“ : Jak byste hodnotili tuto značku v porovnání s konkurencí?

Výborná 1 2 3 4 5 naprosto nevyhovující

18. Kupujete výrobky (čaje) značky Pickwick?

- a. Ano, pravidelně
- b. Ano, občas
- c. Ne, nekupuji

19. Když se zaměříte na celkový design obalů firmy Pickwick (barvy, obrázky, logo, písmo) jak byste jí ohodnotili?

Nejlepší 1 2 3 4 5 naprosto nevyhovující

20. Změnili byste něco na obalech firmy Pickwick?



- a. Ano
- b. Ne

21. V případě odpovědi „Ano“ :

1. Barevné kombinace

- c. Ano – jakou barvu/barvy byste použili?.....
- d. Ne

2. Logo

- a. Ano
 - i. Umístění – kam?
 - ii. Velikost
 - Zmenšení /zvětšení
 - iii. Celková změna
- b. Ne

3. Text

- a. Ano
 - i. Umístění – kam?
 - ii. Velikost
 - Zmenšení /zvětšení
 - iii. Celková změna
- b. Ne

4. Jiné?

.....

Děkuji Vám za spolupráci.

Supplement No 3: Questionnaire – English version

QUESTIONNAIRE

I. Part: Introductory letter

Dear respondents,

I am student of Czech University of Life Sciences in Prague and this questionnaire is the basis for my Diploma Thesis called „The package as a tool of marketing communication“, where I will be analyzing the consumer’s attitude towards packaging on market in the Czech Republic and Germany.

Thank you very much in advance for time you spent with this questionnaire.

Bc. Daniela Jiroutová

II. Part: Statistical data

a. Gender

- a. Male
- b. Female

b. Age

- a. Up to 18 years
- b. 19 - 35 years
- c. 36 – 50 years
- d. 51 – 65 years
- e. 65 and more

c. Education level you achieved

- a. Basic school
- b. High school without leaving certificate
- c. High school with leaving certificate
- d. University

d. Social status

- a. Student
- b. Housewife, maternity leave
- c. Employed, Self-employed
- d. Unemployed
- e. Retired

e. Monthly income of your household

- a. up to 600 Euro
- b. 600 – 1 400 Euro
- c. 1 400 – 2 200 Euro
- d. 2 200 Euro and more
- e. I do not want to answer

III. Part: Packaging

6. Where do you shop most often?

- a. Supermarket
- b. Hypermarket
- c. Superette
- d. Specialized shops
- e. Market, others

7. When buying products, what usually grabs your attention? Please mark 3 answers/choices

- a. Color of the packaging
- b. Size of the packaging
- c. Easy opening
- d. The possibility of re-closing
- e. An advertisement on a particular product
- f. The possibility of recycling
- g. Other

8. Are you buying food in gift/luxury/innovated/limited packaging even if the price is higher?

- a. Yes, always
- b. Yes, occasionally (holidays, birthday, etc.)
- c. No, I don't

9. When buying food products do you prefer packaging that is:

- a. Nicer, but more expensive
- b. Cheaper, but simpler
- c. I'm interested only in the content/price, I don't care about the packaging

10. Do you control the date of min. durability or 'best before...' on packaging?

- a. Yes, always
- b. Sometimes
- c. No, I don't

11. Are you noting the table of nutrient values on packages?

- a. Always
- b. Sometimes
- c. No, I don't

12. In case that you answer 'always' and 'sometimes': What do you control at the most? (please mark all corresponding answers)

- a. The fat content (lipids)
- b. Sugar content (carbohydrates)
- c. Protein content (proteins)
- d. Energy value
- e. Amount of vitamins

13. In case that a product contains GMOs (Genetically modified organisms), should this information be listed always on the packaging?

- a. Yes
- b. No
- c. I don't know, event. I don't care

14. Do you prefer recyclable packaging?

- a. Yes
- b. No

15. Do you sort/separate used paper, PET and glass?

- a. Yes, always
- b. Yes, sometimes
- c. No

IV. Part: Pickwick

16. Do you know the brand Pickwick?

- a. Yes
- b. No

17. How would you rate this brand in comparison to competition?

Great 1 2 3 4 5 Bad

18. Are you buying products (teas) from the brand Pickwick?

- a. Yes, regularly
- b. Yes, sometimes
- c. No I don't

19. By focusing on the overall packaging design of Pickwick products (colors, images, logo, fonts), how would you rate it?

The best 1 2 3 4 5 Worst

20. Would you change anything on the Pickwick's packages?



- a. Yes
- b. No

21. In case of answering „Yes“:

1. Color combinations

- a. Yes – what color/colors would you use?
- b. No

2. Logo

- a. Yes
 - i. Placement – where?
 - ii. Size
 - Smaller / Bigger
 - iii. Overall change
- b. No

3. Text

- a. Yes
 - i. Placement – where?
 - ii. Size
 - Smaller / Bigger
 - iii. Overall change
- b. No

4. Other?

.....

Thank you very much for co-operation!

Supplement No 4: Questionnaire – German version

FRAGEBOGEN

I. Teil: Leitbrief

Sehr geehrte Befragte,

ich bin Studentin des V. Studienjahres der Tschechischen Universität für Landwirtschaft in Prag und hiermit möchte ich Sie höflich um Ihre Mithilfe bitten. Dieser Fragebogen ist die Grundlage für meine Diplomarbeit mit dem Titel "Die Verpackung als Instrument der Marketing-Kommunikation“, in der ich das Verhalten der Kunden zu Lebensmittelverpackungen auf jeweiligem Markt in der Tschechischen Republik und in Deutschland einer Analyse unterwerfe.

Vielen Dank im voraus für alle wertvollen Informationen und Ihre ins Fragebogenausfüllen investierte Zeit.

Bc. Daniela Jiroutová

II. Teil: Statistische Fragen

1. Geschlecht

- a. Männlich
- b. Weiblich

2. Alter

- a. bis 18 Jahre
- b. 19 - 35 Jahre
- c. 36 – 50 Jahre
- d. 51 – 65 Jahre
- e. über 65 Jahre

3. Höchster Bildungsabschluss

- a. Grundschule
- b. Berufsausbildung
- c. Oberschule mit Abiturabschluss
- d. Hochschule

4. Sozialer Status

- a. Student/-in
- b. Hausfrau, Mutterschaftsurlaub
- c. Berufstätig
- d. Arbeitslos
- e. Rentner

5. Monatliches Haushaltsnettoeinkommen

- a. bis 600 EUR
- b. 600 – 1 400 EUR
- c. 1 400 – 2 200 EUR
- d. über 2 200 EUR
- e. Ich will nicht antworten

III. Teil: Verpackungen

6. Wo kaufen Sie am meisten ein?

- a. Supermarket
- b. Einkaufszentrum
- c. Kleines Selbstbedienungsgeschäft
- d. Fachgeschäft
- e. Markthalle, Sonstiges

**7. Beim Wareneinkauf erregt Ihre Aufmerksamkeit zumeist: haken Sie 3
Antworten ab:**

- a. Verpackungsfarbe
- b. Verpackungsgrösse
- c. Müheloses Öffnen
- d. Mögliches Wiederverschliessen
- e. Wiedererkennen des Produktes aus der Werbung
- f. Mögliches Recycling
- g. Sonstiges

**8. Kaufen Sie verpackte Lebensmittel in Geschenk-/Luxus-/innovierter/Limited-
Verpackung ein, auch wenn sie zu einem höherem Preis angeboten werden?**

- a. Ja, immer
- b. Ja, gelegentlich (an Namenstagen, Geburtstagen, etc.)
- c. Nein, kaufe ich nicht ein

9. Beim Einkaufen bevorzugen Sie Lebensmittel in Verpackung:

- a. Schöneren, jedoch teureren
- b. Billigeren, also einfacheren
- c. Es interessiert mich nur der Inhalt/Preis, auf keinen Fall die
Verpackung

10. Kontrollieren sie auf der Verpackung das Mindesthaltbarkeitsdatum?

- a. Ja, immer
- b. Ja, manchmal
- c. Nein, ich kontrolliere das Datum nie

11. Schenken sie der aufgedruckten Nährwerttabelle Aufmerksamkeit?

- a. Ja, immer
- b. Ja, manchmal
- c. Nein, ich beachte die Tabelle nicht

12. Im Falle von „Ja, immer“ und „Ja, manchmal“: Was verfolgen Sie am häufigsten? (mehrere Antworten möglich)

- a. Fettgehalt
- b. Zuckergehalt
- c. Eiweißgehalt
- d. Energiegehalt der Nahrungsmittel
- e. Vitamingehalt

13. Beinhaltet das Produkt GVB (genetisch veränderte Bestandteile), sollten diese Informationen stets auf der Verpackung angegeben werden?

- a. Ja
- b. Nein
- c. Ich weiß es nicht, bzw. es ist mir egal

14. Bevorzugen Sie recyclebare Verpackungen?

- a. Ja
- b. Nein

15. Sortieren Sie gebrauchte Verpackungen: Papier, Kunststoffe, Glass?

- a. Ja, immer
- b. Ja, manchmal
- c. Nein

IV. Teil: Pickwick

16. Kennen Sie die Marke Pickwick?

- a. Ja
- b. Nein

17. Im Falle von „Ja“: Wie würden Sie diese Marke im Vergleich zur Konkurrenz bewerten?

Vorzüglich 1 2 3 4 5 Völlig unbefriedigend

18. Kaufen Sie Pickwick - Produkte (Tee) ein?

- a. Ja, regelmäßig
- b. Ja, ab und zu
- c. Nein, kaufe ich nicht

19. Wenn Sie das gesamte Verpackungsdesign der Firma Pickwick betrachten (Farben, Abbildungen, Logo und Schriftart), wie würden Sie es einschätzen?

Sehr gut 1 2 3 4 5 Völlig unbefriedigend

20. Würden Sie etwas an den Verpackungen der Firma Pickwick verändern?



- a. Ja
- b. Nein

21. Im Falle von „Ja“:

1. Farbkombinationen

- a. Ja – welche Farbe/Farben würden Sie verwenden?.....
- b. Nein

2. Logo

- a. Ja
 - i. Positionierung – wohin?
 - ii. Größe
 - Verkleinerung /Vergrößerung
 - iii. Gesamtänderung
- b. Nein

3. Text

- a. Ja
 - iv. Positionierung – wohin?
 - v. Größe
 - Verkleinerung /Vergrößerung
 - vi. Gesamtänderung
- b. Nein

4. Sonstiges?

.....

Vielen Dank für ihre Mithilfe