



**THE IMPACT OF GIFTWARE DESIGN AND ITS
PACKAGING ATTRIBUTES ON
CONSUMER PURCHASING INTENTIONS
BEHAVIOUR IN MALAYSIAN CONTEXT**

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Declaration

This thesis has not been submitted in support of an application for another degree at this or any other university. It is the result of my own work and includes nothing that is the outcome of work done in collaboration except where specifically indicated. Many of the ideas in this thesis were the product of discussions with my supervisor, Dr David Hands. Excerpts of this thesis have been published in the following conference manuscripts and academic publications.

Journal

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Abstract

The aim of this research is on the role of packaging and its attributes and their effect on consumer purchase intention behaviour focusing on giftware design that it relates to a Malaysian context. The research considers the significance of ‘packaging attributes’ values and the relationship between packaging attributes and the process of purchase decision in marketing strategies as well as its influence on purchase intention. The research draws from a body of literature review that considers four significant areas; the form of packaging, consumer behaviour, company management strategy and purchase behaviour in Malaysian context. These areas relating to packaging attributes and consumer purchase intention behaviour are to identify several significant themes in order to answer three research questions. This research engages experts from the academia and industry from marketing and design areas in a series of face-to-face interviews, focus group discussions and experimental workshops in the United Kingdom and Malaysia. The data collection was divided into two phases. Phase One was to determine the key variables in packaging attributes and organisation of strategic issues. Phase Two was to associate values of packaging attributes with organisation positioning strategy in Malaysian context. The original contribution of this research is based on the findings that the visual aesthetics of packaging attributes is associated with consumers’ evaluations and purchase intention behaviour. This research also contributes to an understanding of how designers and marketers use packaging attributes to change consumer’s purchase intention behaviour. Finally, this research contributes to knowledge sharing of academia-industry to enhance the competitiveness and performance of a company as well as in packaging innovation in a Malaysian context.

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List of Abbreviations

PEREKA	Persatuan Pereka Perindustrian Malaysia (Malaysia Industrial Design Society)
UReka	Online challenge driven by National Innovation Agency of Malaysia (AIM)
GIGIH	A programme to inspire and to develop new entrepreneurs among Malaysians by National Innovation Agency of Malaysia (AIM)
SIRIM	Standard and Industrial Research Institute of Malaysia
Sixth Malaysian Plan	A comprehensive outline of government development policies and strategies of 5-year plan (1991-1995)
Tenth Malaysian Plan	A comprehensive outline of government development policies and strategies of 5-year plan (2011-2015)
Tanggam	A design centre initiative by the Malaysia Timber Industry Board (MTIB)
World Industrial Day	World Industrial Design Day (WIDD), an international non-governmental organisation that promotes the profession of industrial design
MRM	Majlis Rekabentuk Malaysia (Malaysia Design Council)
FRIM	Forest Research Institute Malaysia
CNC	Computer Numerical Control
RP	Rapid prototyping
MTIB	Malaysian Timber Industry Board

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CHAPTER 1 RESEARCH OVERVIEW

1.0 Introduction

In order to survive or live comfortably, humans need various things in their everyday lives. Some of the things are a necessity for survival while others are necessary for a more comfortable lifestyle. Food, clothing and a secure living space are some of the basic necessities while some others are additional requirements for comfort. In the modern world most of these goods, whether they are essential or mere extras, need to be purchased. Normally, the transaction involves two parties; the seller and the purchaser. The financial transaction will be successful if the purchaser is satisfied with the product being sold and would wish to purchase the product. On the part of the seller, he should make sure the extrinsic appearance of product such as packaging is attractive enough to influence the purchaser to part with her money. Therefore, the seller should have various methods such as packaging and its attributes in order to enhance brand value and attract consumers to his product. This research focuses on the relationship between the purchase intention behaviour of consumers and the physical appearance of packaging, specifically in the packaging attributes related to the design of giftware within Malaysian context.

1.1 Research Background

Packaging is one of the significant attributes of giftware design that can have an effect on consumer's purchasing intention behaviour. The attributes of packaging of giftware design can play as a communication medium between the brands and consumers. The innovation in packaging is one of the essential marketing strategies to meet consumer's expectations as well as attract potential consumers. Therefore, it is significant for a

seller or company to acquire an understanding on how packaging changes consumer's purchasing intention behaviour and perceptions as well as one significant primary contribution in predicting the consumers' future demands. The consumer's needs and wants are driven by various psychological and motivating factors and marketers and managers should learn how these factors can affect consumer purchase behaviour through attributes in the packaging. It is, therefore, the purpose of this research to investigate attributes of packaging that inform the latent purchasing intention motivations of consumers in Malaysia.

The research aimed to discover the impact and effectiveness of packaging attributes in giftware design and their influence in consumer purchasing behaviour and motivation. Another objective of this research was to determine the value of packaging attributes of giftware design in ensuring the success of companies based on the physical appearance of their brands.

This chapter explains the general purpose of the research, determines research problems, research aims and objectives and research questions. This chapter also provides a complete outline of the thesis. Although much is known about the role of packaging in industry, little is known about the potential role that designers can play in supporting the development of new knowledge about packaging of giftware design in an academic setting in Malaysian context. This research is also applied an ethnographic research approach involving in-depth interviews, focus groups and experimental workshops with experts from the industry as well as academia and Design students in order to obtain a deeper insight and understanding of the emerging packaging strategy and business phenomenon in Malaysia.

1.2 Research Problem Statements

In recent years applied researchers have become increasingly interested in the area of packaging in changing consumer's purchase intention behaviour. A number of studies have been focused on actual similarities between packaging attributes and decision-making process as well as post-consumption behaviour (Gómez, Martín-Consuegra, & Molina, 2015), manipulations of packaging elements/preferences (Crilly, Moultrie, & Clarkson, 2004; S. J. Westerman et al., 2013), company communications through packaging (Ahmed, Parmar, & Amin, 2014), and cross-cultural orientation (Tan & Lui, 2002; Valenzuela, Mellers, & Strebel, 2010).

Firstly, there has been a growing interest in theories of behaviour change but there is little empirical evidence of how purchase intention behaviour change occurs and particularly in maintaining purchase intention behaviour change in other cultural settings with consumers in the Malaysian context. Many researchers have discussed the effects of packaging attributes that correlates with consumer's purchasing tendencies, behaviour and perception (Ahmed et al., 2014; Bloch, 1995; Gómez et al., 2015; Orth & Malkewitz, 2008; S. J. Westerman et al., 2013). This research involves a comparison of British and Malaysian participants and the cultural difference provides the main focus of variable factors that affects the purchase intention.

Secondly, the biggest problem was frequently regarded as just decorative aesthetics and it is not just about the visual appearance that identifies the difference between the desired state and the actual condition (Sharma, 2014). Bridging the gap between consumer needs, design and marketing is a very significant yet complex process. The topic of the significant role of packaging and its effect on consumer's purchase intention behaviour has been the subject of many studies but they are limited only to behavioural

perspectives such as social, personal and psychological factors. These days, the impact of packaging has changed the consumer experience and has become a common approach to attract consumer purchase intention and their motivations. Each attributes of packaging has its own strengths and weaknesses but it is about optimising the design of attributes to solve the problem that arises.

Finally, it is appropriate to mention that most of the researches and studies on the consumer behavioural intention change to visual domain in packaging are mostly based on Western markets. Less attention has been given to the effectiveness of packaging attributes as driving forces in Malaysian consumer purchase intention behaviour. Moreover, the need for cross-national validation studies of an alternative consumer behaviour theory for Asia by Schutte & Ciarlante (1998) and no known research conducted with Malaysian consumers in Asia cultures. This is probably due to the difference in individual values, social cultures and the dissimilar perceptions of lifestyle. Moreover, the increasing cross-cultural in the world economy has impact to the consumer purchase intention behaviours and wants. Therefore, it is significant for designers and marketing managers to understand how specific cultural dimensions influences the packaging attributes in Malaysia. Until today, a large number of companies are engaged in efforts to attract consumers through attractive packaging attributes of product and labelling on consumer purchase intention behaviour but less attention has been given on changes in customs or demographic influence especially in a Malaysian context.

1.3 Research Questions

In response to the research problems, there are three research questions designed to find evidence that would enable answers to the problem statements:

- RQ1. What is the impact of packaging attributes of giftware design on consumer purchase intention behaviour?
- RQ2. How does packaging attributes provide to fulfil internal and external influences of giftware design which affect consumer's motivation and purchasing intention attitude?
- RQ3. How do the marketers and designers use packaging attributes of giftware design in purchasing decision process to employ long-term consumer purchasing behavioural change?

These three research questions are designed based on the literature review on how packaging attributes of giftware design provides massive impact on consumer purchase intention behaviour and the seller for the globalised market in Malaysian context. The literature review provides an overview of sources for this research to have a theoretical understanding of why and how the packaging and its attributes innovation can enhance the brand awareness, product appeal and its values as well as enhance consumer purchase intention experience. The knowledge of theory and practice perspectives from the experts (industrials and academics), design students, consumers and field studies are the main sources of interdisciplinary literature review.

1.4 Research Aims and Objectives

This research aim to investigate the significance of the value of packaging attributes of giftware design on consumer purchase intention behaviour and the use of design in packaging attributes as an essential part for business to reach the brand approach to consumers.

Therefore, this research offers three objectives to answer the research questions in Section 1.3:

- RO1. To understand the current situation of the interaction between the consumer purchase intention behaviour and packaging attributes of giftware design and its aesthetic values.
- RO2. To analyse the fundamental characteristics of packaging attributes of giftware design can fulfil consumer needs and influence their purchase intention and motivation.
- RO3. To contribute recommendations for designers, marketers and manufacturers to use packaging attributes as marketing strategy to boost up business sales and enhance brand values in Malaysia.

The research objectives above are defined to provide an insight into the process of how consumer's purchase intention are motivated by packaging attributes and in maximising satisfaction and consumer experience through the integration of packaging of giftware design. However, even though there are many studies on the effect of packaging attributes on consumer behaviour, there has been very little empirical research focusing on giftware design and consumer purchase intention and motivation to some giftware design packaging attributes. Hence, this research investigates the role of packaging attributes of giftware design in influencing consumer purchase intention behaviour.

1.5 Definition of Terms

The terms used in this thesis can be interpreted and used in multiple ways depending on the area of expertise. Therefore, for clarity, definitions of the principle terms used are provided, whilst the literature reviews will in some cases elaborate further on these topics:

Consumer behaviour	The study of how individuals, groups, and organisations elect, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
Packaging	All the activities of designing and producing the container for a product
Perception	The process by which an individual selects, organises, and interprets information inputs to create meaningful picture of the world
Product	Anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, person, places, properties, organisations, information and ideas
Motivation	A need aroused to a sufficient level of intensity to drive an individual to act
Heuristics	Rules of thumb or mental shortcuts in the decision process
Attitude	A person's enduring favourable or unfavourable evaluation, emotional feeling, and action tendencies toward some object or idea
Brand	A name, term, sign, symbol or design or combination of them, intended to identify goods or services of one seller or

	group of sellers to differentiate them from those of competitors
Viral Marketing	Using the internet to create word-of mouth effect to support marketing efforts and goals
Brand Attitude	How the consumer feels about the brand
Cognitive dissonance	The mental discomfort that an individual feels if they hold two conflicting cognitions or views
Models of Man	Rational human behaviour model in a social setting by Herbert A. Simon (1957)
Maslow's Hierarchy of Needs	A hierarchy model which identifies the understanding of consumer's personal growth of needs and motivations by Abraham Maslow (1970)
Bloch Decision Theory	Consumer responses to product form model by (Bloch, 1995)

1.6 Thesis Overview

The overall thesis is comprised of 6 Chapters. Chapter 1 is focused on the introduction and background of this research. This includes the introduction and background of the research, the statements of the problems, objectives, keywords, limitations and delimitations and the significance of the research. Chapter 2 is divided into four relevant topic areas: i) The form of packaging; ii) Consumer behaviour; iii) Company management strategy, and iv) Purchase behaviour in Malaysian context. The literature review is an essential part in analysing the relevance issue of research problem and the methodology that will be used in the research. Chapter 3 discusses Research Methodology employed in the process of collecting data or information. The overall research data collection is employed by using Qualitative research approach in the two sections of data collection processes. Section One: Research design presented in choosing appropriate methods for data collection to generate new knowledge. Qualitative research is primarily used in the research which includes interviews and focus groups. In order to verify the data findings and analysis, the researcher conducted an exploratory research to determine the best research design and data collection methods. Then, Section Two of Chapter 3 will elaborate data collection methods used in qualitative research such as in-depth interviews, focus groups and experimental workshops to exploring companies' marketing strategies, consumers' beliefs and actions in decision-making process and academics' and industrial practitioners' beliefs thought development and practices. The results of the data analysis are presented such as feedbacks and in-depth comments from interviewees and address the specific recommendations and conclusions in this research. Chapter 4 and Chapter 5 discuss findings of Phase One and the Phase Two data collection processes. Finally, Chapter 6 discusses conclusions, recommendations, contribution to knowledge and the limitation of this research. This research also concludes with bibliography and appendices.

CHAPTER 2 THEORETICAL CONTEXT

2.0 Introduction

Giftware design has its own characteristics and values. This chapter provides an overview in examining the correlations of primary packaging of giftware design and its attributes towards consumer purchase intention behaviour. In Chapter 2, all marketing and business strategies with key significant arguments, clarifications and theories also will be discussed. It is significant to understand the gaps in the literature review and correlation between consumer purchase intention behaviour and packaging attributes of giftware design. This chapter, therefore, highlights several key points to address the knowledge gap in this research.

Today's massive and rapid changes in consumer demands and purchase desires for high quality product have created drastic competition issues. The marketers are aware of the role of primary packaging as a product's overall appeal in marketing, the objectives of packaging attributes value, and consumer's orientation in the marketing business. Further studies into consumer's needs, preferences and demands will be described in the literature review. Previous researches done have shown the significance of consumer's purchase intention behaviour which was closely correlated to the packaging, and the implications of business for marketers and managers use the attributes of packaging to satisfy consumer preferences and their expectations. For instance, according to Cash, Hartlev, & Durazo (2017), the deployment, intervention, monitoring and data collecting are involved in the strategies of behavioural change and it takes several design processes and method propositions. Bhamra et al. (2011) also emphasise that designers create and shape consumer's consumption as well as to bridge the considerable intention-behaviour gap between values and everyday user actions through product design, which can also reduce environmental and social impact.

Furthermore, packaging is a communication medium to enhance product's aesthetic value and use to attract consumer's attention in the consumer settings context (Westerman et al., 2012).

2.1 The form of packaging

Packaging is a significant medium between consumer and the brand in the marketing business. The attributes of packaging also have a significant impact on consumer purchase intention behaviour. In the marketing sense, there are various definitions of packaging.

Packaging becomes a significant tool for marketing and its use can provide a competitive advantage for business (Rundh, 2013). However, according to Westerman et al. (2013), packaging is an interactive instrument at the point of sale that can communicate with consumers directly. The image of brand affect consumer's purchase intention and decision making process through the visual elements of packaging such as its shape, colour, orientation and graphics (Westerman et al., 2013).

However, Rundh (2009) highlights the fact that packaging is significant and is considered as part of the product strategies for marketing. Rundh (2009) also emphasises that the packaging attributes are significant to promote the brand and adding value to the product effectively to fulfil consumer's needs. There is a significant understanding where packaging is correlated to marketing and used to promote the brand, thus adding value to the product and, therefore, serves the diverse 'consumer needs' (Rundh, 2009). He added that the environment surrounding product packaging plays a significant role for marketer to make decision in influencing consumer purchase intention behaviour. The environment involves factors such as new technology, the

development of materials, consumer preferences, logistical requirements and environmental issues.

SCHOLARS	DEFINITIONS
Rundh (2013)	A tool for marketing and provide competitive advantage for corporations
Westerman et al. (2013)	A direct interactive instruments at the point of sale
Simms and Trott (2010)	Surrounds and protects products from manufacture to final consumer
Underwood (2003)	Symbolic contribution to the total understanding of the corporation or brand
Silayoi and Speece (2004)	Primary vehicle for communication and branding

Table 2.1 Definitions of packaging

Furthermore, according to Underwood (2003), consumer's purchasing decisions are influenced by a number of packaging aesthetic design values and the experience with packaging of product. Therefore the marketers must ensure that packaging will enhance consumers' perception of effective brand value and, thus, strengthen consumer-brand relationship. Hertenstein, Platt, & Veryzer (2005) also state that the roles of designers in the market are significant in creating successful products that can fulfil the needs and desires of consumers. To date, many packaging have undergone major modification in appearance where the designer and manufacturer have provided more humanistic and considerate design that cater to consumer's needs and concerns. For instance, a packaging is designed to fulfil the consumer's emotional and psychological needs and desires. In this context, the role of designers may enhance the consumer's spending power by upgrading the packaging more practically and visually to suit the preference of their target consumers.

It is also significant for marketers and designers take into consideration sustainable packaging introduced in the marketplace to fit with consumer's taste preferences (Vieira, Alcantara, Prado, Pinto, & Rezende, 2015). Thus, the packaging plays a significant role to enhance the awareness of consumers to purchase the product.

Saxon Packaging (2017) states there are three types of packaging; (1) primary: packaging in direct contact with the product to consumer, (2) secondary: for branding display and logistical purposes as grouped or display packaging and (3) tertiary: packaging that facilitates the protection, handling and transportation of a series of sales unit during transit.

However, there are a number of studies that have identified packaging as the essential elements of market success; the packaging functional attributes (Orth & Malkewitz 2008), how packaging is influencing the marketing strategy (Rundh, 2013), how seeing products on, or through, the packaging influences consumer perceptions and purchase behaviour (Simmonds & Spence, 2016) and the significance of packaging attributes (Silayoi & Speece, 2007). The packaging is now a significant issue of any business in terms of consumer's expectations of product integrity and corporate's profitability. There has to be an understanding and determining factors of how packaging can enhance consumer's perception towards the brand and to fulfil consumer's needs in order to win the brand positioning. Undeniably, the development of packaging is one of the most powerful components of business. Packaging represents the product's image and identity of the brand. It also serves as a medium to communicate with the consumer about what the company stands for. From this perspective, it can be shown that packaging is very significant in presenting the company's corporate image and, thus, affects the minds of consumers in being associated with the giftware design product.

2.1.1 Characteristics of packaging

Calver (2004) states that “*gift pack are interesting because the usual rules which determine a piece of packaging’s raw materials, production, and transportation cost ‘efficiency’ are altered by the dynamics of the gift packaging market*” (p.104). the whole appearance of giftware represents from its packaging attributes. The packaging structure and elements of giftware design is a primary visual appearance to reflect consumer’s emotions and values of the receiver and giver.

In marketing strategies, packaging attributes are significant in influencing consumer purchase decision and stimulate their purchase intentions. The consumer’s perceptions are heavily influenced by culture and current fashion and inspired to the aesthetic forms of a product to increase the ‘*auctionability*’ in the process of design (Snelders & Schoormans, 2004). A previous discussion in Section 2.1 described the significance of packaging attributes because it is the consumer’s first encounter with the product. The functional and aesthetic elements of packaging particularly influence consumer’s purchase behaviour and marketers use these elements as their marketing strategies to enhance sales and reduce the cost of marketing (Kotler & Keller, 2016). The form of product has been identified as an essential element of market success (Bloch, 1995; Hertenstein et al., 2005; Orth & Malkewitz, 2008). Brands are not static but they have many facets to their personality and a strong brand must foster the relevant emotional experience at different points of contact with consumers (Gobé, 2001).

However, the marketers must be aware of how consumer response and perceived packaging attributes globally, because the Western and Asian markets are difference in terms of specific details such as the graphics, colour and others (Silayoi & Speece,

2007). According to Silayoi & Speece (2004), the uniqueness and originality of the product and quality judgement are largely influenced by product characteristics reflected by the entire packaging appearances. Consumer's judgement and product quality are reflected to the packaging attributes and play a significant role in brand preferences development. Therefore, the packaging must adapt and fit with various environments in order to deliver the same messages and information with different group segmentations.

Underwood (2003) states that "*packaging communicates brand personality via multiple structural and visual elements, including a combination of brand logo, colours, fonts, package materials, pictorials, product descriptions, shapes and other elements that provide rich brand associations*" (p. 62). The positioning of packaging in marketing strategies should be emphasised particularly the extrinsic attributes such as graphics, typography, colour, shape and price to influence consumer purchase decision effectively. The differentiation and identity of brand can be outlined by its packaging attributes that can reduce the cost of advertising through mass media and communication, and also increase purchase decision directly in the shop (Underwood, 2003; Underwood, Klein, & Burke, 2001). The influence of packaging has massive impact on consumer perception and judgement in using the product and quality. Therefore, the marketer should focus on the attributes and identify the key attributes of packaging that can catch consumers' intentions immediately.

The shape of packaging is very significant in changing consumer behaviour and their perceptions. From the previous research, consumers prefer products that are rounded than angular shaped (Bar & Neta, 2006). The influence of packaging shape on the consumer's perception of packaging is shaped and formed by their personality, emotion

and motivation. Similarly, Steve Westerman et al., (2012) argue that consumers found that rounded contour combined with rounded graphic produce a favourable response because they are more consistent with the construction of human body and are more natural. These factors therefore affect consumer's purchase behaviour and their perceptions of the packaging attributes.

The preference of shape influence the consumer's perception of buying and the angular design shape appears to be related with threat because it arouses a fear response to have a greater tendency to cause harm than rounded objects (Aronoff, Barclay, & Stevenson, 1988). It has been shown that there are also inconsistencies for the empirical support as Bar & Neta (2006) propose consumer's preferences for rounded to angular shapes. However, according to Aronoff et al., (1988), angular design seems to be more associated with threat and gives more active aggressive negative states in consumer's mind.

According to Czerniawski and Maloney (1999), the interaction between packaging with consumer is significant in determining 'category needs'. This 'category needs' is defined when business offers a conflicting specific category of product or service in consumer's minds. Therefore, the role of packaging elements is correlated with consumer behaviour and their purchase intention. The consumer's perception, behaviour and their product preferences can be influenced by the product's appearances and the colour of packaging (Piqueras-Fizman & Spence, 2012). The fundamental packaging elements can manipulate consumer's intention and affect consumer's decision-making process, where it creates tangible emotional and psychological value to consumers. The emotional response can have a dramatic impact on consumer emotional responses and leads consumers to positive purchasing emotions.

Moreover, the corporate identity is also can be represented by packaging elements and it is how consumers perceive emotion of corporate image in general. There is a significant relationship between packaging and consumer's purchase intention because their attributes can stimulate consumer's purchase intention and influence their perception to purchase the product. In this context, the packaging attributes value is highly important in order to fulfil consumer's needs and overall satisfaction. However, from the managerial point of view, Wansink (1996) argues that "*it is important to realize that packaging influences consumer behaviour long after it influences purchase*" (p.10).

This research also indicates that packaging has the potential to trigger impulsive purchasing even with consumers who have no intention to make a purchase. There are correlations of consumer's impulsive purchasing tendencies and their perception towards product packaging (Hubert & Hubert, 2013). Moreover, they also argue consumers are stimulated to attractive packaging. Therefore, consumers can recognise or evaluate positive and negative packaging when the process of individual changes occurs and then responds to memorable motivations. An attractive packaging also can reflect the consumer purchase intention behaviour and often is associated with rewards, while unattractive packaging is associated with negative emotions and causes less passion for the product on the part of the consumer.

Gatti, Bordegoni, & Spence (2014) argued about the role of colour and weight of packaging on influencing consumer behaviour. They stated that the role of a designer is in creating an attractive image of products to better communicate their efficacy to the consumer by varying the packaging's colour and weight. For instance, a fragrance bottle

can change the perception of consumers towards the volume of content of the fragrance. Thus, the weight and size of packaging affects consumer's perception levels of volume of the fragrance based on the consumer's observation.

Additionally, colours and typographic style in packaging play a significant role in providing the positive image of a product, such as the image of a green-product, organic or authentic. Colours give alternative graphic communication between consumer and product where it provides consumers with great emotional signals (Milton, 1991). Colours gives fundamental options for consumer in making their decisions in selecting a brand or product. He also states that colours are also useful in creating on-shelf impact for a product to stand out in order to attract consumer's attention on the market shelf.

Milton (1991) also states that typographic style for design in packaging allows the product to communicate with consumers where the consumers identify, understand and associate specific typographic style with superiority, elegance and function of a product. For instance, in the 1990's, consumers were concerned with the environment and preferred to choose only green and eco-friendly products.

However, Potter (2013) claims that manufacturers and designers must stop selling products to clients but to get them to purchase the product instead. This can be done by forming a buying atmosphere for people's potential to purchase rather than 'selling' the product by thinking about what people see the products by the method of pick up, touch, sniff and trial. For instance, in The Guardian's article by Confino (2010), Procter & Gamble Global Sustainability Director, Peter White used green-designed packaging and created desirable and prestigious colours, shapes, typographic and graphic images to attract consumers in stores and bathrooms for Pantene products. **Error! Reference s**

ource not found. shows the packaging of Pantene made from sugarcane, bamboo and bulrush to reduce the usage of plastic. The packaging weight is reduced by removing unnecessary materials and replacing it with renewable materials because the structure of packaging materials is sturdy in terms of density, sealing and for opening and, thus, provides solid visual presence on the shelf. The Director of Procter & Gamble emphasised that two-thirds of their consumers are concerned about the environmental-friendly products (Confino, 2010). The consumers believed that beauty was not only for skin but must also be good for the environment. The environmentally-friendly product includes green ingredients, recyclability packaging materials and company's innovation in producing green-products. Hence, packaging is significant in influencing consumer's perception towards the benefits of the product as well as the environment (Fernqvist, Olsson, & Spendrup, 2015).



Figure 2.1 Procter & Gamble's packaging for Pantene

Consumer purchase intention can also be influenced by the shape of packaging and according to Mohan (2003) the shape of packaging represents the brand image as well personality. For instance, a fragrance bottle is able to create fashion statement because it requires particular outstanding elements that have to be emphasized through its packaging attributes. The visual elements of packaging represent the entire image of the

product, while also delivering what the scents smell like. Moreover, Mohan (2003) also emphasised that consumers do not smell the scent if the element features do not meet the expectation of image they have in mind. As a result, the consumers will try other fragrances because the shape of the product does not meet their desires to use it. For instance, Figure 2.2 illustrates the brand ‘Jean Paul Gaultier’ which has been released with new signature scents for men and women with the packaging resembling the shape of torsos of a woman and man in a tin can. The images reflected the designer’s particular identity and the style of designs within the fashion range. The shape of the packaging communicates with consumers of the brand’s visual identity as well as to influence their judgements towards the brand.



Figure 2.2 Jean Paul Gaultier’s packaging for fragrance

To give another example, the brand Pantene is one of Procter & Gamble’s top brands but Pantene continually lost the market share. According to Kokenge and Grubow (2003), Pantene’s packaging fashion became dated and confusing. Therefore, the Pantene brand underwent a major redesign of its products such as shampoos, conditioners, styling products for all types of hair along with their brand’s slogan, ‘*Hair*

So Healthy It Shines'. The Pantene design team also did wide-ranging global research in identifying the design problems through observations and interviews formally and informally across the world. From the observations and interviews, Kokenge & Grubow (2003) explain that Pantene team recognised a few problems such as the packaging and brand identity were dated and no longer attractive, disorganised and very confusing, and used a diverse range of packaging around the world.

In order to allow for a new transformation and rebranding, the Pantene team produced a new identity introducing Pro-V, which was a new vitamin suitable for all hair care products. The new slogan was "*Other brands may have vitamins but not only Pantene has Pro-V*" which created a solid impression on the consumers. Consequently, the Pantene team redesigned every aspect of the Pantene's packaging model. For instance, the team created a modern and classic look for the packaging style. For the new packaging, the team also introduced a new packaging style with new looks for the bottle that was harmonised in design with coloured rings to help consumer differentiate between each range of collections. The Pro-V brand used a monogram logo inspired by the fashion houses that came with silver-metallic finished to give a more contemporary and fresh look. Additionally, the long and elegant curve of the packaging shape was designed to symbolise a female body form with wavy hair to create a sleek elegance profile across the different packs on the shelf. As a result in the year 2001, Kokenge & Grubow (2003) stated that the Pantene brand was able to capture 8% of the market share. The Pantene team has achieved their objective of recapturing the global market.

In view of the Pantene experience, the positioning of packaging attributes is significant in understanding consumer's preference and evaluations for products that appeal to them. Ampuero & Vila (2006) stated that, "*The term "positioning" is due, in part, to*

the relationship between a well-positioned product and the success and growth of a company, just as many different authors sustain” (p. 100). In this sense, the right packaging attributes play a significant part as a tool to build the image of the product in consumer’s mind to influence their perceptions and purchasing intentions. Thus, packaging provides products with connections with the consumers through its structural and visual attributes allowing for a more social understanding of the brand (Underwood, 2003).

2.1.2 The need of packaging aesthetic values

In recent years, there is a revival in the art of packaging because companies realise the significant role of developing packaging with characteristics. The designers are tasked with developing appealing packaging to entice consumers to purchase them. In relation to this, Becker (1978) stated that the decorating of functional objects such as clothing, pottery and weapons has been practised by all civilizations irrespective of time and region.

The definition of aesthetic object is the quality of an object in its unique form and appearance. An object has to have exclusive design so as not to become invisible from the consumer’s eyes because there are no design elements that can attract them to select and purchase as the consumers might see it as an incomplete product. The features and the functional quality must involve social, cultural and historical knowledge of the designer to gain the appreciation of the consumers. As mentioned by Forsey (2013), an aesthetic object not viewed as a simple direct observation only but also by its functions.

According to Krista Schwartz (P&G Global Designer), Herbal Essences redesigned the shape of the company’s packaging bottle with a unique characteristic and superior

design elements (George, 2007). Meanwhile, the propositions of typography of packaging does not reflect consumer's judgement towards the product as "*the information presented in a typical attraction effect study does not provide a good indication of the product's actual quality*" (Malaviya & Sivakumar, 1998) (p.94).

Markowitz (1994) claims that utilitarian objects often involves the 'form fitness' and its 'functional purposes' rather than its functional qualities. The object is not only in representing the characteristics of a product but also demonstrating a 'craft-functional product'. This involves psychological effects for the consumers in terms of aesthetically response. The aesthetic quality of the packaging involves aesthetic-functional features and functional-alone features.

In packaging context, Gobé (2001) argues that, "*packaging has to compete based on impact in order to be seen, but it must also create an emotional contact with consumers in order to be loved*" (p.197). The components of a packaging should have strong emotional elements in terms of its usability, and aesthetics and practicality that enhance the product's value to consumers. The designers need to consider a few things before they design a particular packaging such as its materials, the manufacturing methods, the usage of the packaging, the production cost, the consumer's perceptions towards the product design and how to market the product using the packaging attributes. Moreover, the designers must consider that consumers do not only see the product through its packaging for only its utilitarian use but the packaging should also reflect aspects of the consumers' lives.

The significance of packaging's utility and usability should be correlated to the consumers' lives. The consumer's emotional understanding in selecting the product

underlies the packaging and plays a significant role in influencing the consumer's perceptions, their purchase decision and behaviour. Gobé (2001) emphasises that consumer's shift their expectations and reconsider product category through packaging.

2.1.3 Packaging and branding

The correlation between packaging and branding is significant for companies to promote their products in the market successfully. Brands are not static as they have many facets to their personality and a strong brand must build the relevant emotional experience at different points of contact with consumers (Gobé, 2001). Branding consists of a mix of values of tangible and intangible factors for consumers to differentiate the particular brand of product from another brand through packaging. Both the tangible and intangible factors create a 'power brand' that entice consumers to purchase the product because of its unique qualities. Table 2.2 shows the definition of brands.

Braun (2004) explains that the common definition to describe a brand as "*Brands are thoughts*" because it only exists in our mind when we talk about the product's physical manifestation such as its designs and structures. As Descartes argued '*I think, therefore I am*', emphasising that brands exist only in the mind and people talk about the brand based on its structures and designs As Braun (2004) states, based on Descartes' point of view, brand is created simply by thinking (Braun, 2004).

From the *Tractatus* point of view, each brand represents a picture which contains many elements such as colours, shapes, size, space etcetera to indicate brand as a '*logical form*' (Braun, 2004). The '*logical form*' generally explains that brand does represent something that the consumer can value. The attractiveness of a brand can be maintained

by the extension and image transfer to the packaging attributes. As such, a successful brand indicates strong ‘ownership’ of the product type which other competitive brands cannot copy in the market. At the same time the brand stimulates the consumers’ emotional associations with the functional features of a product through packaging features.

SCHOLARS	DEFINITIONS
Schütte and Ciarlante (1998)	A consumer has a clear vision of a product
Hart and Murphy (1998)	Differentiate a product brand from one another.
Al and Laura Ries (1998)	Brand associated with colour to set an identity.
Braun (2004)	Branding defined as ‘ <i>Brands are thoughts</i> ’.
Gobe (2007)	Branding influence consumer’s view and desire.

Table 2.2 Definitions of branding

Branding often sets its identity through packaging and logos associated with colour. According to Ries & Ries (1998), “*it’s more important to create a separate brand identity than it is use the right symbolic colour*” (Gobé, 2001) (p.81). For instance, FedEx chose two vibrant orange and purple colours for their logo which is in the secondary colour spectrum; both colours have very strong contrast which allows consumers to notice every single time FedEx delivery arrived as shown in Figure 2.3. Therefore, the carefully selected colours by enterprises play a significant role in building the brand identity as being apart from other competitors. A simple lettering and use of primary colours give remarkable and unique elements to the logo for consumers to remember and evoke their loyalty and faithfulness in the company.

Gobé (2007) suggests that brand should reflect human culture where the different cultural orientations such as beliefs, ethnic groups, gender, age and other factors are applied to influence the consumer’s view and desire. In the 1980s, ‘standardisation’ was

stated as globalisation and this change the function of brand in creating a product that could be sold internationally. A dynamic intercultural expression was used to create a transcultural expression for people to recognize the brand internationally but also identifies with elements of local cultures. Thus, the consumer is given both local and international experience when they use the product or service and in this way, globalisation is '*localisation*' (Gobé, 2007).



Figure 2.3 FedEx text logo

Gobé (2001) also points out that colour is about transmitting the essential information to the consumers and not just only due to a product's aesthetic values. Colour can generate thoughts, memories and perceptions. The consumers have capability to enhance their inspirations to process the information from the use of colour. The colour chosen for packaging is very significant as it represents the brand, products and logo and the consumer's understanding of the brand.

Hynes (2009) argues that the communication through the value of colour is a conveyance of company identity associated with a particular colour of logo. According to May (2012), the FedEx delivery brand infuses its business values, strategies,

characteristics and goals in its logo. This example shows the effectiveness of logo as brand for consumer's recognition. Consumers see and remember the company through the elements of design, style, colour and shape of the logo as its signature identity.

2.1.4 Packaging as purchase experience

Consumer satisfaction is recognised through his experience and will lead to loyalty towards the brand. The relationship between experience and expectations determines the success of a brand. In this context, an excellent design does not guarantee the efficiency of a brand. The brand experience develops through the experiences of seeing the advertisement, touching and holding the product, as well as from the packaging. These experiences give the consumer a feeling of satisfaction which is kept in their mind as to the brand's attractiveness and significance. The brand experience also involves colour expectations which gives the packaging an impression of the brand. This experience can be developed from the social media and social networks which deliver the emotional experience of the significance of packaging capabilities.

The product capabilities provide the brand experiences through elements of packaging such as product's functionality and aesthetic values. There is a constant circular process in describing the brand through consumer's experience. The consumer's expectation is derived from the social media such as the advertisement that promotes the brand. Consumer's satisfaction from the experience with the brand will then stimulate and affect their perceptions towards the brand experience in the future.

According to Norman (2004), humans start to be responsive after using the product. The appearance of packaging of giftware design product fulfils as product attributes where it formed consumer perceptions towards the product. A consumer may have seen

a packaging of giftware design product with various emotional interpretations such as feeling happy, sad, angry, and calm. The interaction between the consumer and packaging is really significant in designing a pleasurable giftware design product. The positive emotions will give a satisfying feeling and they fulfil the consumer's expectations towards the packaging. However, a negative response may change the consumer's product expectations and may affect their judgements and be less interested to purchase the product.

However, the situations and settings leading to problem recognition is significant in influencing consumer purchase decision making which affect the density of decision-making process between actual and desired situations, therefore requiring instant solution. The problem recognition depends on the consumer high-involvement or low-involvement conditions. The difference between making decision in high-involvement purchase are more extensive and significant for the individual Meanwhile the low-involvement purchase is based on the repetition of advertising which triggers and stimulates their problem recognition based on the brand familiarity (Loudon & Bitta, 1993). The low-level appeal may develop problem recognition when consumer acquires a mild interest checking the availability of product for their suitability in the future and when they try, evaluate and consequently becomes routine purchase.

Therefore, the marketers and manufacturers should be aware of problem recognition as their marketing strategies in order to attract consumer purchase intention toward the product or service.

Packaging supply model chain by Rundh (2009) determines the internal and external factors that influence to the packaging process of product package to retailers. Rundh

(2009) emphasised the influences from internal and external factors affect to the process of packaging where it involves from the supplier to consumer as shown in Figure 2.4. The process of packaging supply chain offers various perspectives on how company identify and take considerations of the internal and external influences to the design of packaging that can communicate the brand to consumers effectively. The packaging is significant for the company as marketing tool that provides information to consumers about the content of product that can fulfil the needs.

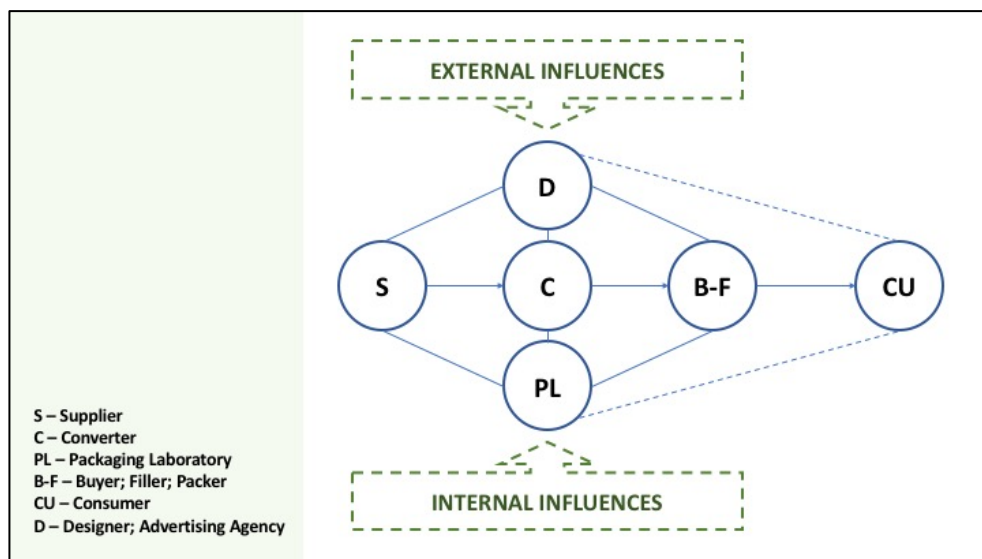


Figure 2.4 Packaging Supply Model Chain by Rundh (2009)

2.2 Consumer behaviour

Consumer behaviour and the expected result from decision-making process has long been of interest to researchers. Consumer behaviour and their purchase decision process are based on product comparison within the same category (Crilly et al., 2004). The evolvement of consumer behaviour theories and approaches are commonly involved in the information search, structure of purchase intention, the consumption factors, the evaluation of alternatives and the understanding of consumer needs.

There are numerous definitions of what consumer behaviour. Kotler & Keller (2016) define consumer behaviour as “*the study of the ways of buying and disposing of products, services, ideas or experiences by the individuals, groups and organisations in order to satisfy their needs and wants*” (p. 179). It is significant for the companies to understand consumer behaviour and preferences of how a consumer selects the products or services through packaging. A better understanding of consumer purchase intention behaviour enables the companies to successfully set marketing strategies in order to offer the right products or services to consumers based on their needs and wants.

Additionally, the key to a successful business lies in the companies’ in-depth understanding of consumer behaviour (Egan, 2007). The effectiveness of products and services can be upgraded through packaging attributes when companies understand how the consumers make the purchasing decisions and how they search for a product.

However, Blackwell, Engel, & Miniard (2005) state that the issues of particular characteristics of consumer behaviour such as; consumer’s making purchases process, patterns of purchase motivation factors and analysis of changing factors within society and environment should also be studied from marketing perspectives. This is because the consumer’s purchase behaviour is a complex process that cannot be defined easily and generally (Blackwell et al., 2005).

Nevertheless, Solomon, Bamossy, Askegaard, & Hogg (2016) define consumer behaviour as a process of learning, choosing, purchasing, using and disposing of products or services by individuals and groups in order to satisfy their needs and wants.

Hoyer & MacInnis (2010) define consumer behaviour from a wider perspective. To them, consumer behaviour is “*the totality of consumers’ decisions with respect to the acquisition, consumption and disposition of goods, services, activities, experiences, people and ideas by human decision-making units (over time)*” (p. 3). It means more than just a person to purchase a product because all experiences, ideas, services and activities are involved in the process of purchasing. The time consumption also affects consumer behaviour where people make their decisions through what they have seen in the television, magazines, books, movies, billboard and other promotion media.

However, according to Peter & Olson (2008), consumer behaviour involves people’s interaction and exchanges, which includes all the things in the environment such as feelings, thoughts and actions. Peter & Olson, (2008) also argue that the American Marketing Association (AMA) describes consumer behaviour as “*the dynamic interaction between of ‘affect and cognition’, behaviour and the environment by which human beings conduct the exchange aspects of their lives*”. The marketers have various ways of conducting in-depth investigation or experimental studies to learn about consumer’s minds and lives in order to develop more effective strategies. For instance, according to Burrows (2014), the ethnographic process provides in-depth insights into people’s feelings by observing their actions rather than asking for their impressions about using the products.

The market research organisation, Ipsos MORI also articulates that “*ethnography allows a deep insight into the contradictory nature of much human behaviour: the focus is on what people really do versus what they say they do*” (as cited in Burrows, 2014). It is significant that the marketer develops effective marketing strategies to create

consumer value as critical factor for companies' profit-seeking enterprise and non-profit organisations in a competitive environment (Lai, 1995).

2.2.1 Perceptions and Motivation

The role of perception in consumer behaviour is significant for companies to enhance the sales. Therefore, it is significant for a company to ensure that it offers consumers packaging effectively. Charles (2002) notes that according to Aristotle's interpretation, *"the perception is not a simple, efficient, causal one. Since it essentially involves some technological elements, it allows him to classify perceptual experiences in terms of their causes when (in the ways explained) all is functional well"* (p.122). The consumer's perception process is stimulated by the human sense organs as stated by Aristotle such as vision (eyes), hearing (ears), taste (tongue), touch (skin) and smell (nose) (Wade & Tavris, 1992).

However, in retailing, these five human senses play a significant role for consumers to perceive a commercial environment and has impact of visual cues on consumer behaviour in retail setting such as consumption, purchase quantity or sale (Hultén, 2012). Consumer's perception occurs when the brain stimulates and processes the product information through its packaging attributes through the five senses in the product evaluation process or to make purchasing decisions depending on frame of reference. Van der Walt (1991) explains consumer perception as that; *"Merely seeing or hearing, however, cannot be referred to as perception. Perception is seeing or hearing it in terms of a person's frame of reference"* (p. 296). The frame of reference is based on the consumer's personality, needs and experiences that shape their beliefs and attitudes which can influence their perceptions.

Snelders & Schoormans (2004) note that abstract attributes of product are used to form perceptions and consumers are able to describe a product using the characteristics and its quality of attributes such as 'modern' as opposed to 'old-fashioned, 'post-modern' or 'classical'. It is significant to the marketers and managers that packaging attributes of giftware design can forming specific perceptions. Consumer perception might also be different according to the social and personal values such as demographic, socio-economic and cultural referents that may influence the process of purchasing decisions which lies within the product image and symbolism (Nwankwo, Hamelin, & Khaled, 2014).

On the other hand, motivation is reflected by both physiological and psychological where consumers fulfil their needs and wants through the purchase and use of products, services, ideas and experiences. Britt (1950) argues that it is significant for marketers to recognise the impelling and compelling force behind the marketplace behaviours and the process of consumer motivation to satisfy needs can be perceived. (Kotler & Keller, 2016) stated that motivation and perception are particularly influenced by several factors. They are:

- **Cultural:** culture, subculture and social class are significant influences on consumer buying behaviour and determinant of a person's want and behaviour. The marketers need to understand and find the opportunity for their existing product and new product to fulfil needs and desires. The specific subcultures factors such as nationalities, religions, racial groups and geographic regions provide more specific identification and socialisation for their members. The marketers must also recognise the hierarchical levels who share similar values, interests and behaviour in the form of social classes: lower lowers, upper lowers, working class, middle class, upper

middles, lower uppers and upper uppers. This social members show distinct product and brand preferences in many areas.

- **Social:** the reference groups, family and social roles and statuses affect consumer buying behaviour. The reference groups have direct and indirect influences on consumer attitudes or behaviour. The membership groups have direct influences, while primary groups (family, friends, neighbours, co-workers) interact fairly and secondary groups (religious, professional, trade-union groups) have less continuous interaction. The marketers should understand that this reference groups influence members in three ways. They expose an individual to new behaviours and lifestyles, they influence attitudes and self-concept and they create pressures for conformity that may affect product and brand choices. Moreover, the direct influence on consumer buying behaviour and motivation is the family of procreation because family members are the most influential groups. The role and statuses is significant to define norms for behaviour because people tend to choose products that reflect and communicate their role or desired status in society. By identifying the demographic and psychographic characteristics, the marketers can influence their behaviour and motivation.
- **Personal:** the age, lifecycle, occupation, economic circumstances, personality and self-concept and lifestyle; and values have direct impact on consumer buying behaviour. The psychological life-cycle phase is significant where the transformations of experiences change and evolve as they go through life. The consumer's needs and wants are generally different with different target of age groups. Although they are different in many ways, even sharing the same age groups, the consumers are still sharing their common experiences and values. The marketers

should recognise the consumer critical life events or transitions to fulfil such new needs such as marriage, childbirth, illness, relocation, divorce, first job, career change, retirement and death. Marketers also create the brands through personality because human psychological traits respond to environment stimuli including their purchasing behaviour. Although the consumers are sharing their demographics features such as same age group or gender, however their lifestyles differ from one to the other. The purchasing habits are affected by their lifestyles where they value the products or services they will buy. Also, the marketers must contemplate their brands that reflect consumer's location and engage with its lifestyle and values as consumer's living pattern signifies their activities, interests and opinions.

Consumer behaviour can be recognised when the marketers and managers have a deeper understanding of how consumer thinks, feels and acts; and recognise factors that influence its behaviour and attitudes. The consumer's needs are constantly changing at different times and different consumer groups. Further, consumer behaviour is also influenced by the interactions between other human beings and the behaviour changes when they give up something of value to others and receive something in return.

Consumer's feeling responses and thinking responses are correlated and occur with little awareness. For instance, sometimes consumer prefers to do online shopping rather than in store. Therefore, the marketing strategy should be designed not only to influence consumers but also to be influenced by them. The marketers set a few influence stimuli factors to attract consumer's cognition such as *affect and behaviour* to purchase the product. *Affect and cognition* is one of the marketing strategies where the company creates a website and provides them information about their brands in order to understand the dynamic of consumer behaviour (Peter and Olson, 2008). They also state

that this strategy is designed based on stimuli factors such as products, brands, packaging, advertisements, coupons, stores, credit cards, price tags, salespeople's communications, sounds, smells and other sensory cues.



Figure 2.5 Coca Cola advertisement shows the brand offering

Consumer decisions are the underlying attitudes and behaviours and are influenced by basic values. Figure 2.5 shows the marketer can influence consumers by offering desirable value for their brand through packaging. These advertisements refer to physical action where consumers are directly observed and measured by others. Peter and Olson (2008) emphasise that the marketers must develop a few strategies to enhance their influence on consumer's affective and cognitive responses. Solomon (2013) also explains that a culture of participation, a belief in democracy and free interaction of people are the platform of social media that allows consumers to share and build their own point of view towards a product or a brand. Solomon also argued that social media is a medium to not to create needs but to satisfy the consumer's needs.

Furthermore, according to Hoyer and MacInnis (2010), consumer behaviour is also driven by motivation that is defined as the arousal of an inner state in achieving goals.

There are a few factors that generated this motivation such as money, their awareness and experience, style of thinking, information complexity, education and age. The motivated reasoning comprises consumer's enthusiasm of achieving goals by evaluating the product information critically and remembers it in processing information and making decisions through packaging and its attributes. The marketers are interested in understanding consumer purchase behaviour in purchasing products or services and their processing information that affects their motivations in decision-making. The consumer's motivations in making decisions are affected by their personal relevance, needs, consistency with self-concept, beliefs and values. Hoyer & MacInnis (2010) also argue that these factors develop when there is a motivation that is perceived as personal relevance and has some concern that has a direct attitude on the self and important implication for their lives.

According to Jacoby & Chestnut (1978), the brand company is only interested in selling more products with affordable price so that the consumers can purchase the products repeatedly. The number of frequent consumers purchase the products is the long-term profitability success of that particular brand rather than one-time purchase only. The brand manager always seeks for the 'constant process' of purchasing where it only happens when the consumer purchases the products or services. The repetition of purchasing behaviour of the same brand by the same purchaser is the significance of brand loyalty.

In contrast, according to Evans, Jamal, & Foxall (2009), consumer behaviour is heavily influenced by their social groups where all decisions made within the environment of the family and their interaction with others are affected by the desires and attitudes of members of social groups. The social group can provide settings and influence a

person's behaviour described as 'reference groups'. The 'reference groups' are really important aspects of consumer behaviour because the consumer use reference group as sources of attitudes, beliefs, values and behaviours. Evans et al. (2009) outline that there are three types of reference groups as shown in Table 2.3.

REFERENCE GROUPS	EXAMPLES
Aspirational	A group would like to compare themselves with an individual like their attitudes, behaviour and performance. Popular sport celebrities like David Beckham, Michael Jordan and Tiger Woods are examples of consumers adopting the norms and behaviour as their own.
Associative	A group that inspires an individual to fit in the surrounding environment such as people who have more accurate inference by watching the behaviour of others including friends, neighbours and co-workers.
Dissociative	A group that avoids adopting behaviours, beliefs and values as their own; for instance, they would not like to be like a famous celebrity having a very bad public image.

Table 2.3 Reference groups that affect consumer behaviour by Evans et al., (2009)

These reference groups result in implications for marketing strategy process where the interaction between consumer and social media determines how each member of the group is perceived by others and bound by the norms, attitudes and values together over time. Booth and Matic (2011) argue that;

“Through social networks, blogs and videos, consumers are entrenched in the dissemination of information. Long gone are the days when media would communicate a brand’s message to consumers. Consumers are now the individuals broadcasting personal or second-hand stories to their social networks and the world” (p. 185).

Alternatively, Foxall, (1990) also argue that product and person also influence the nature of purchase and consumption behaviours. According Holbrook and Hirschman

(1982) “the aspect of purchase and consumption behaviour are reinforced by feelings, fun, fantasies, amusement, arousal, sensory stimulation and enjoyment” (as cited in Foxall, 1990).

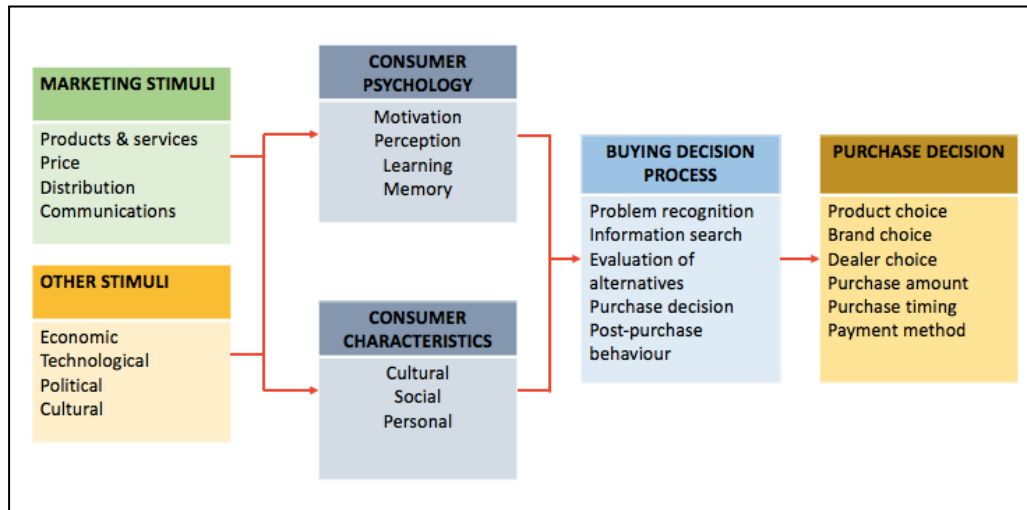


Figure 2.6 Consumer behaviour model

Motivation is a crucial point in consumer purchase decision-making process where it is related to the fulfilling of their expectations, needs and wants. Therefore, the marketers should understand that some needs are biogenic (arise from physiological states of tension such as hunger, thirst or discomfort) and psychogenic (arise from psychological states of tension such as the need for recognition, esteem or belonging). These needs arise and are stimulated before it becomes motive. Motive can be defined as a drive or urge and creates desires or wants for which an individual seeks satisfaction by purchasing the products or services. There are four key psychological processes that consumer use to search, select and use products or services to satisfy their needs shown in Figure 2.6 (as cited in Kotler & Keller, 2016). This model helps the marketers to understand consumer needs and contributes actively in the product development process. The consumer buying decision process passes through five stages: problem

recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour. This model builds a deeper basic understanding of the characteristics of an individual such as demographics and behavioural variables in fulfilling their needs through packaging attributes.

2.2.2 Influencing purchase intention factors

There are many factors that affect consumer's purchase intention and the decision-making process in product selection through packaging attributes such as culture, social and personal aspects. Kotler & Keller (2016) argue that the marketers must highlight the significance of understanding consumer before making choices of creating their products and services. It is significant for the marketers to need to fully understand the psychological process in consumer purchase decision and the intention in order to understand consumer behaviour. The psychological processes that can influence consumer purchase intention behaviour are motivation, perception, learning and memory. Kotler & Keller (2016) also argue that marketers need to recognise factors that trigger consumer's particular needs that drive their intention to purchase and to motivate them to become more discerning about investing money on product.

Figure 2.7 shows the process involved when a consumer is making a decision on new purchase (as cited in Kotler and Keller, 2016). The first phase is the purchase decision process that begins when the consumer recognises a particular problem or a need to satisfy a problem that needs to be solved. In the second phase, the consumer searches for information and looks around to find the most suitable product to satisfy her needs. Then, the consumer starts evaluating all available alternatives based on a set of criteria to assess each alternative. Purchase decision is at stage four where the consumer makes the final choice of a selection of products or services to buy and from whom to buy.

Lastly, this process continues even when the product or service is being consumed by consumer. This is called post-purchase behaviour. However, the consumers may skip or reverse the purchasing stages due to their internal and external motivations.

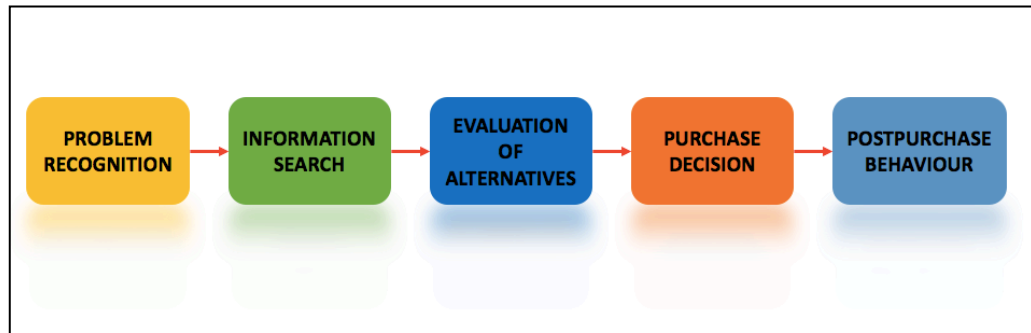


Figure 2.7 Five-stage consumer purchasing process model

The behaviour embraces the process of purchasing from their own perspectives to meet their needs and desires which involves products, services, experiences and ideas. Therefore, the marketers need to take prompt action to improve the quality of their packaging if they do not meet consumer's needs. The post-purchase behaviour is significant for marketers and managers to recognise if their packaging of product are either good or bad. The appearance of packaging such as its shape, colour, smell and texture also influence consumer's purchasing judgements. The post-purchase evaluation is a significant phase for marketers to persuade the potential consumers that their packaging of product can attract the attention as well as provide product information that will satisfy their needs.

The definition of cognitive dissonance is when people tend to seek consistency in their beliefs and perceptions (Sharma, 2014). This term is used to describe the discomfort feeling between beliefs and behaviours and must change to eliminate the dissonance. In order to identify the cognitive dissonance, the marketers need to understand why

consumers make the purchase, the factors that influence their purchases and the changing factors in society. Therefore, the marketers should understand how design can help reduce consumer's post-purchase tension by interpreting information that stimulate their purchase decision-making about the product or services through communications mediums such as awards, certifications, testimonials and awards.

This argument is supported by Lu (2011) who states that consumer psychological evaluation is influenced by the advertisement and this is a process to convince the audience, attitude formation or change in purchase intention. The advertising information can reduce consumer cognitive dissonance to make purchase decisions. The three types of advertising degree such as cognition, memory and behaviour are significant influence on consumer motivation, consumption scenarios, social relationships, life experience and other factors (Lu, 2011). Additionally, she points out that the 'no intention of communication' is often easier to achieve the effect of consumer attention because advertising with audience information lightly involving the brand has weak processing capacity and motivation.

The relationship between marketing and consumer value and loyalty significantly affects the utilitarian and hedonic values. Therefore, the managers must understand that their products or services better meet their consumer's needs. This is to prevent consumers from switching to other competitors. In marketing activities, the marketers need to focus on short-term marketing to long-term orientation by creating products or services that attract, develop, maintain and enhance consumer relationship with the brand (Chiu, Hsieh, Li, & Lee, 2005). The significant element in long-term consumer relationship is value, where the form concept of value as an outcome of consumers' consumption experiences. Chiu et al. (2005) stated that both social and structural bonds

significantly enhance consumer loyalty because the stayers do not have much experience with other companies and therefore the stayers remain loyal to the service firm even though they are dissatisfied. It then addresses based on cognitive dissonance theory by Festinger (1957), an individual attempt to reduce inconsistency in their attitudes or between their attitudes and behaviour (as cited in Chiu et al., 2005). Therefore, a stayer may rationalise that the service firm delivers a higher value than then competitors to allay his or her personal disappointment with the firm that he or she has chosen.

Moreover, the marketers must also strategise to get its brand into the prospective consumer's awareness, consideration and choice that sets to influence the consumer's decision-making process. Companies use various marketing strategies to compete with other competitors such as by offering deals, lower prices, free samples, coupons and effective sales promotion strategies to secure purchase and consumption cycle.

2.2.2.1 Culture

In the marketing strategies, the manufacturer must have a better understanding of consumer needs and trends when analysing major forces that may influence their attitudes and behaviour such as cultural influence. According to Linton (1945), culture defined as *“the configuration of learned behaviour and results of behaviour whose component elements are shared and transmitted by the members of a particular society”* (p.32). Meanwhile, culture is defined by Fill (2002) as *“the values, beliefs, ideas, customs, actions and symbols that are learnt by members of particular societies”* (as cited in Egan, 2007).

According to Kotler and Keller (2016), the characteristics of cultural influence can be divided into two which are core cultural values and subcultures. Core cultural values and beliefs are passed from parents to children and reinforced by social institutions such as schools, churches, businesses and governments. The second beliefs and values are more open to change. The marketers have some changing consumer secondary values but have minimum chance changing their core values (Kotler and Keller, 2016). Subcultures contain groups within a society with shared values, beliefs, preferences and behaviours emerging from their experiences or circumstances. According to (Egan, 2007), the effect of individual cultures (subcultures) is very strong. Therefore, the manufacturers, designers and marketing managers should focus more on particular groups in order to define acceptable patterns of behaviour through their values; norms and behaviour; ritual and symbols and myths.

The manufacturers and designers must take considerations in selecting features when designing a new product or service with cultural differences such as colours, habits, customs because sometimes it can cause misunderstanding and offence in another (Aslam, 2006). There are differences in the Western and Asian markets and the manufacturers and designers must evaluate the aspects of cultural differences to produce high impact products to consumers. According to Schutte & Ciarlante (1998), the cultural characteristics of consumers have influence on the pattern of consumer behaviour in Asia. For instance, the religion, concept of self and others, and the collective group's roles and status, and family dynamics are the factors that explain why consumer behaviour in Asia are different compared to Western consumers.

The driving force of Asian consumer behaviour are reflected in the contribution to the society through enhancing the self-image and position (Schutte & Ciarlante, 1998).

Consumer product with great packaging attributes have a significance that goes beyond their utilitarian character and commercial value. McCracken (1986) also emphasises that consumers' everyday experience lies within their cultural phenomenal and beliefs that influence and shaped their motivation and needs. Hofstede, Hofstede, & Minkov (2010) argue that, "*culture consists of unwritten rules of social game. It is collective programming of the mind that distinguishes the members of one group or category of people from others*" (p. 6). The choice of packaging attributes of a product must take into consideration of consumer needs that lies within culture and individual's personality.

Moreover, Jacobsen (2010) states that, "*a wide range of entities of aesthetic processing is subjected to cultural and social processes. Hence, the effects of culture and influences of social roles, social status or cultural differences are taken into consideration*" (p. 187). In contemporary Western culture, the second range of meanings of the word 'aesthetics' dominates and is related to sensation (Jacobsen, 2010). Therefore, Jacobsen (2006) also emphasised that the understanding of 'aesthetic' is perceived in various perspectives between different people and cultures such as from evolutionary, historical, cultural, educational, cognitive, (neuro) biological, individual, personality, emotional and situational perspectives. However, Valenzuela et al. (2010) argue that Westerners and East Asians have different modes of thought where these modes influence their perceived connections, causal linkages, and beliefs about events and hindsight after the event. Moreover, Westerners and East Asians are different in their feelings and desires about the unexpected, for instance, for Westerners an unexpected gift may be viewed as a sign of an intrinsic recognition of self-worth, unlike the East Asians, it viewed as harbinger of misfortune (Valenzuela et al., 2010).

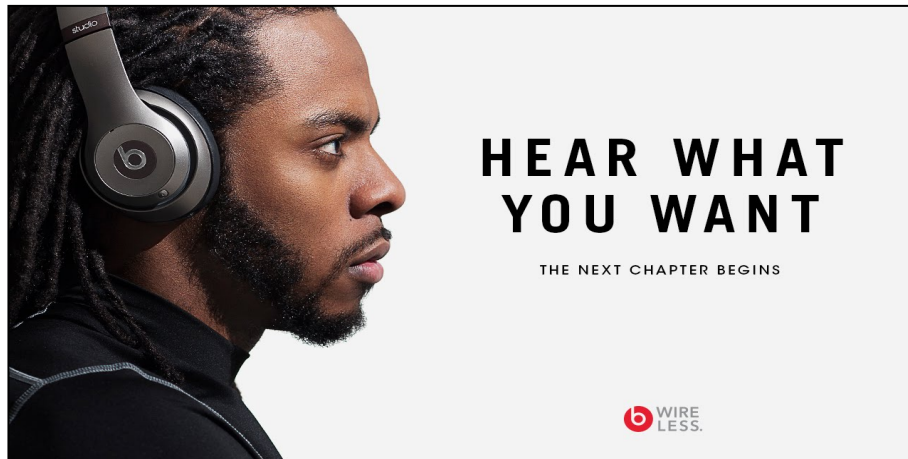


Figure 2.8 Beats launched its campaign featuring Richard Sherman

Overby, Woodruff, & Gardial (2005) argue that, *“culture influences consumer motivational tendencies for the group or for individual group members and desired end-states influence desired consumptions consequences which, then, affect preference for product or service attributes”* (p. 150). The Beats becomes successful because of the product characteristics and its designed aim is for the same consumer’s target group. The design is simple, elegant, with perfect quality of sound and suitable for individual use. According to Gerrits (2014), Dr Dre sustained its *‘Brand-identity Prism’* where they are always connecting with consumers with up-to-date popular music, endorsing celebrities through sports and social media to keep the product with well-maintained features. The story of brand Beats is carried out by powerful marketing strategies which involve cultural talking points as well as influence from social and cultural factors.

2.2.2.2 Social

According to Colman (2008), the author of Dictionary of Psychology, social influence is any process whereby a person’s attitudes, opinions, beliefs or behaviour are altered or controlled by some form of social communication that include conformity, compliance, polarisation and persuasion. Social classes influence consumers’ opinions,

attitudes, beliefs and behaviour and have impact on product preferences and usage (Loudon and Bitta, 1993). Therefore, marketers and manufacturers should be conscious about the packaging categories and consumers' purchase frequency. The understanding of the product choices and preferences and similarities can be used to outline the orientation of product packaging. Consumers' perceived value and the objective of purchase are based on social classes. It is important to identify the product through its packaging attributes preferred by different social classes and to determine the location of brands that are suitable for consumers of different social classes.

Social class is significant with market segmentation because they are homogenous groupings, quantifiable, readily identifiable on a geographic basis and represented by a substantial interest in consumer behaviour (Blackwell et al., 2005). The consumers' purchasing processes of where and how they must shop can be influenced by the social status of consumers. It is very significant for the marketers and managers to identify the problem-identification variables that the brands are fit with pattern of social class because the information sources are distinctive. Blackwell et al. (2005) state that the individual personal performance within occupational group, interaction with other individual, possessions, value orientations and class consciousness are the problem-identification variables which marketers and managers must recognise. This is also supported by Scott et al., (2012) who highlight that the manufacturers are focused on *'investigation on how design, production and consumption embedded in and constitutive of contemporary routines and habits'* (p. 280).

2.2.2.3 Personal characteristics

Personal characteristic is one of significant aspects in the marketing strategy of the business. The packaging offerings are based on the demands rather than homogenous

groups through market segmentation process. The values, motivations and personality are reflected to the purchase activities and situations. Personality is defined to include both response traits and motives because these are variables usually measured by the personality test (Blackwell et al., 2005). However, Kotler and Keller (2016) argue that personal factors such as age, stage in life cycle, occupation, economic circumstances, personality, lifestyles and values influence consumer purchase decision and their intention to purchase.

In this phase, the marketer and manufacturer should be aware of the personal factors because they have direct impact on consumer purchase intention behaviour. Blackwell et al. (2005) state that in social classic sociology analysis by David Riesman (1961), divided into three groups: (1) **tradition directed**: orientation toward the past and resistance to change, (2) **inner directed**: behaviour is guided by internalised personal values and (3) **other directed**: others are depended upon strongly for leadership and guidance. Mass communication appeals and preference for certain unique types of appeal may vary between the inner-directed and other directed groups (Blackwell et al., 2005).

Consumer behaviour and purchase decision making are influenced by their core values which guide choices and desires for long term (Kotler and Keller, 2016). The consumers' psychological characteristics stimulate the purchase decision processes, therefore the marketer should have marketing strategies to fit with different factors levels of purchase intentions.

However, according to Blackwell et al. (2005), the variables of personal characteristics are useful to yield data to predict consumer behaviour, but should not lead to a

conclusion for further research. The researcher, manufacturer and marketer should be aware of other variables such as the psychological processes in motivation and perception in order to have better predictions.

Television, fashion, magazines, newspapers, architectures, transports, telecommunications and movies are more likely influenced from the environment surroundings and visual expectations which create 'like' and 'dislike' products. Nowadays, most people have technology devices such as mobile phones, computers, laptops and tablets that provide easy access to information anywhere. Moreover, the increasing consumption time of individual on watching television and access to information through technology devices provide opportunities for marketer to have in-depth insights of consumer's feelings and actions (Burrows, 2014). The acceptance from the consumers to a specific product or services such as chair, mobile phone, laptop and other products is caused by intangible prejudgment by other visual imagery such as packaging attributes. Simmonds and Spence (2016) argue that a packaging's attractive visual imagery is significant for marketers to focus on to attract consumer's attention by maximising commercial success and create a positive association and expectations in their mind to ensure long-term product success. Packaging is not only transmitted information about the product, but it also communicates the brands through the image of the product which is able to increase or manipulate brand beliefs (Underwood and Klein, 2002).

They are influenced by a number of appearances such as high-tech, sleek, elegant, sophisticated, high-performance, professional-looking to match with their taste in selecting their merchandise, car, laptop, mobile phone and other things. This is an example where culture plays a significant factor that influences the consumer in

selecting and purchasing their products. The price, function and ease of use factors may not determine the product's success. Unfortunately, the packaging's visual images and appearances of product are the reason why consumers purchase it based on their 'like' and 'dislike'.

2.2.3 Theory of consumer behaviour: Approaches

As discussed in the previous section, there are numerous theories and approaches that have been adopted in the research of consumer behaviour and decision-making psychology and marketing. These theories and approaches help marketers to create products or services that have impact on their purchase decision-making.

2.2.3.1 Maslow's hierarchy of needs

Maslow (1970) produced a hierarchy model which identifies the understanding of consumer's personal growth of needs and motivations and he divided it into a five-tiered hierarchy. Maslow's motivation theory consists of five levels of needs such as physiological, safety, belonging, prestige and self-actualisation. The consumer's motivation evolved as their needs go up to the higher level after their lower-level needs have been fulfilled. Maslow's hierarchy of needs can be described into five-tiered shown in Figure 2.9.

According Hoyer and MacInnis (2010), based on Maslow's theory of human motivation, consumer needs are taken from physiological drives that create a list of fundamental needs of another. People are motivated to fulfil their needs which are relevant to their 'values and beliefs' as well. This factor is also a guide for them when making decision about things that are significant and good through the processes of socialisation and acculturation. For instance, based on Maslow's hierarchy, Western

cultures tend to highly value materialism, the home, work and play, individualism, family and children, health, self-satisfaction, youth, authenticity, the environment and technology (Hoyer and MacInnis, 2010).

Maslow believed this motivating pyramid forces an individual to achieve more or less gradually as one level of needs is fulfilled or satisfied. The marketers and managers have used Maslow's hierarchy extensively to understand each level of needs for a target market. Further, marketing communications are significant in creating perceived needs in consumers' minds based on perception based, not survival-based.

However, in order to recognise consumer behaviour, the brand manager must understand what factors do affect to the consumer's buying choices. In the case of consumer behaviour in Asia, according to Schutte and Ciarlante (1998), the fulfilment motivation of consumer's needs and motivations are different between Asian consumers and Western consumers. The consumer's choice of consumptions is reflected from their culture as it correlated with each other in order to fulfil their needs.

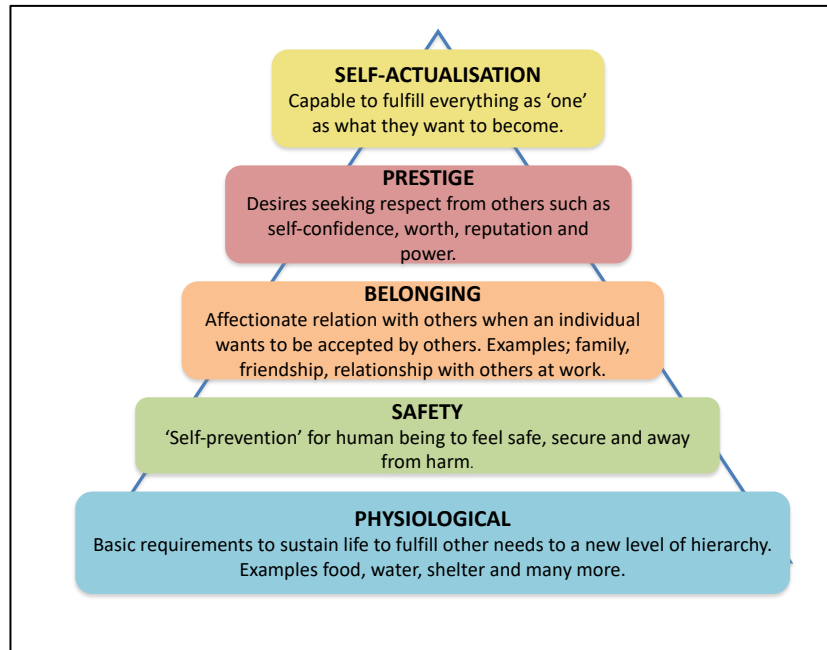


Figure 2.9 Maslow's hierarchy of needs

Nevertheless, one research study 'Consumer Behaviour in Asia' by Schutte and Ciarlante (1998), studied that the driving forces of consumer behaviour in Asia and the West are different in terms of priorities at different times and places. The Maslow's theory seems to be commonly fit to Western culture, precisely for the Americans. However, there are slight differences in the level of Maslow's hierarchy needs for Asian consumers. Schutte and Ciarlante (1998) re-evaluate Maslow's hierarchy of needs in the Asian context and emphasised that; (1) consumer behaviour in Asia is strongly influenced by culture and (2) Asian culture is distinctly different from Western culture. An alternative consumer behaviour theory for Asia by Schutte and Ciarlante (1998) showed that "*the cultural meaning perspective holds that consumers are cross-culturally different in both their preferences for products and their behaviour*" (p. 5). Asian consumers are not engaged to the needs of self-actualisation because Western's individualistic system of value is clearly absent in Asian cultures. They argue that

Asian's social needs of satisfaction are not for their self needs but the acceptance and reactions from the others.

Needs	Explanations
Physiological	The lowest level is very significant because it is an individual's physical needs which all basic requirements included to sustain human life such as food, water, shelter and many more. Once this level is completed and are satisfied, an individual will be motivated to fulfil some other needs and cause them to aspire to a new and higher level of hierarchy.
Safety	Once the physiological needs are fulfilled, the safety needs become clearer and become really significant in human life. The feeling of protection and freedom from physical and psychological danger show the partiality for life structure and life routines. For instance, a child needs toys to feel comfort and the law protects humans from harm to feel safe and secure. This need is described as ' <i>self-prevention</i> ' where the safety and stability of family motivated an individual for safety-seeking.
Belonging	The affectionate relation within an individual occurs when the physiological and safety needs are fulfilled. The needs for belonging, social acceptability and friendship happen when an individual wants be loved, to give love and be accepted by others.
Prestige	After an individual has fulfilled the sense of belonging; to be loved, to give love and accepted by others, the general needs and desires now seek self-respect and prestige from others. The attention given by others lead to self-confidence, sense of worth and power.
Self-actualisation	The higher-level of the hierarchy is achieved after all the lower needs have been fulfilled. The process of self-actualisation needs is to achieve what an individual's desire and fit into what they want to become.

Table 2.4 Five-tiered Maslow hierarchy of needs by Maslow (1970)

However, according to Weiermair and Mathies (2004), the increasing affluence in Asian countries create a greater awareness of need and quality of life within the Asian people. On the other hand, for Western society, the affluence has reached a mature stage and has become part of life. Therefore, in this Asian context, the physiological and safety needs are important as Asians need protection to survive and to be fed as well. However, the other needs are altered into three levels of social needs; affiliation, admiration as well as status.

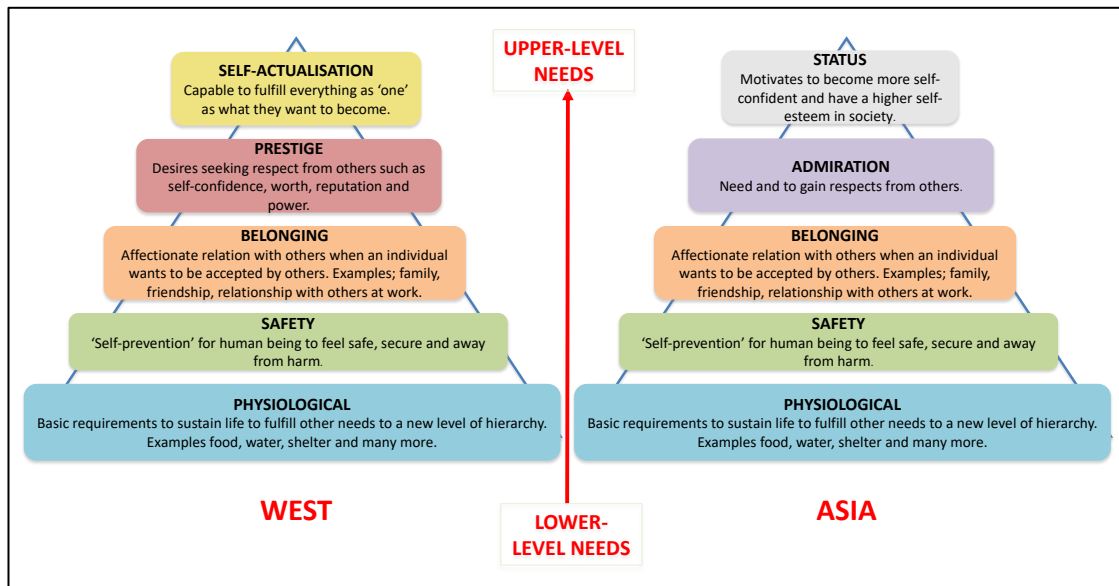


Figure 2.10 Maslow's hierarchy of needs and the Asian equivalent

Though, in the Asian context as shown in Figure 2.10 by Schutte and Ciarlante (1998), the acceptance of an individual from the others as a group member is essential where an *'affiliation'* requires certain credentials to gain the membership. However, the acceptance is automatic when it comes to the family members. The affiliation need will stimulate the group norms in terms of consumer behaviour after the credentials has been reached. After the affiliation need is fulfilled, it is directed to the requirement of *'admiration'* need and to gain respects from others. An individual's desire for *'status'* motivates him to become more self-confident and have a higher self-esteem in society. This hierarchy of needs is formed as a result of significant culture dependent and this is equally illustrative throughout Asia (Schutte and Ciarlante, 1998).

2.2.3.2 Fishbein's Behavioural Intention Model

This model proposed the variable factors that influencing the purchase or not to purchase a product is massively influenced by individual's intention whether to

purchase the product or not. This model is effectively predicting behaviour of American consumers across a wide range of products and choice situations as shown in Figure 2.11. There were two factors that influencing the intention behaviour; (1) the individual's attitude towards the act of purchasing the product and his belief about the consequences of this act and (2) a subjective norm characterising what the individual perceives to be attitude of important others towards the act of purchasing the product, and the motivation of the individual to comply with that attitude, that is, the social component of the intention (Schutte and Ciarlante, 1998) (p. 109).

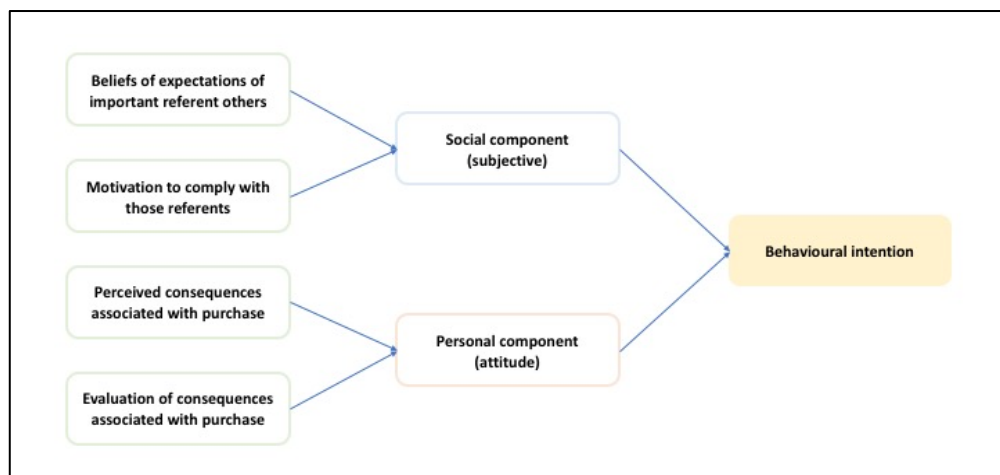


Figure 2.11 Fishbein's behavioural intention model

However in the consumer behaviour in Asian context, according to Schutte and Ciarlante (1998), *“the social component simply assesses the subjective perceptions of others’ opinions rather than the social pressure of those opinions”* (p. 110). The value system of consumer behaviour is different between the Asian and Western culture where the heterogenous influence the purchase consumption.

2.2.3.3 Aristotle's modes of persuasions

All motivations drive an individual in various ways and some are affected by some causes than by others. Aristotle pointed out the measure of value goods is to be found in the satisfaction of wants, greater need resulting in higher value (as cited in Roberts, 2004). The marketers should have a deeper understanding on human psychology in developing marketing tactics. They have to recognise what factors causes affect consumer behaviour and attitude in specific ways; and how to influence and motivate them effectively to persuade the consumer to purchase the products and services.



Figure 2.12 Aristotle's seven causes of human action (as cited in Roberts, 2004)

Aristotle pointed out in his book, Rhetoric, “*Thus every action must be due to one or other of seven causes: chance, nature, compulsion, habit, reasoning, anger or appetite*” (as cited in Roberts, 2004). In this point, Aristotle pointed out that the seven motivators stimulate consumers conscious to act as shown in Figure 2.12. The marketers also need to recognise what is their responsibility in fulfilling consumer needs and how their products or services fit together with their needs and expectations.

ACTIONS	EXPLANATION
CHANCE	Aristotle suggests, “ <i>the things that happen by chance are all those whose cause cannot be determined, that have no purpose, and that neither always nor usually nor in any fixed way</i> ”. This concept emphasises that the randomness in the marketing strategy is essential where the marketers must create a favourable set of circumstances to ensure success. They must ensure that the design keep track on trends and deliver high quality products and services. This means the chance events affect consumer’s motivation and influence their purchase intention to try and buy the product or service. There is no guarantee or reason that motivates or force consumers for their decision or action.
NATURE	“ <i>Those things happen by nature which have a fixed and internal cause; they take place unfirmly, either always or usually</i> ”. The marketers must be aware and have a deeper understanding of their core demographic when designing the products and services. The core traits of the products and services are the brand appeal in order to achieve success. This means consumer decides or acts because of some force of nature such as hunger or simply because of human nature. For example, if the brand appeals mainly to children, their core traits are things like safety, imagination, creativity, motor skills and cognitive development, and family values. The product should embrace these principles to achieve business success.
COMPULSION	“ <i>Those things happen through compulsion which take place contrary to the desire or reason of the doer, yet through his own agency</i> ”, Aristotle indicates that consumers are impulsive and irrational beings. The social media is one of the essential marketing strategy examples to stimulate consumer’s behaviour to take this action and make this purchase. It is an impulse purchase and easy to do.
HABIT	“ <i>Acts are done from habit which men do because they have often done them before</i> ”. The marketers must have a wise way to engage with their consumers by not changing or redesigning the products or services too frequently. This is because consumer feels there is comfort, security, loyalty and trust in this consistency where they purchase the product or service because they always purchase it.
REASONING	Aristotle argues that consumers will not buy anything without any explaining of the benefits to them. Therefore, the marketers must inform and give reasons why they need the product or service. He highlighted in his book, “ <i>actions are due to reasoning when, in view of any of the goods already mentioned, they appear useful either as ends or as means to an end, and are performed for that reason</i> ”.
ANGER	“ <i>To passion and anger are due all acts of revenge, revenge and punishment are different things. Punishment is inflicted for the sake of the person punished, revenge for that of the punisher, to satisfy his feelings</i> ”. Aristotle highlighted that emotional response has greater influence on consumer’s purchase motivation. This means some emotional response has triggered the consumer to purchase or to interact. For example, social media marketing is the best emotional connections through positive consumer experience.
APPETITE	“ <i>Appetite is the cause of all actions that appear pleasant</i> ”. Appetite can be defined as desire. If the consumers desire something, they contemplate bringing it about, just as in believing something the consumers regard as right or true. Therefore, the marketers must create value for consumers, examining the products and making modifications to meet consumer’s desires.

Table 2.5 Aristotle’s Modes of Persuasion

Aristotle pointed out in his book, Rhetoric, “*Thus every action must be due to one or other of seven causes: chance, nature, compulsion, habit, reasoning, anger or appetite*” (as cited in Roberts, 2004). In this point, Aristotle pointed out that the seven motivators stimulate consumers conscious to act as shown in Table 2.5. The marketers also need to recognise what is their responsibility in fulfilling consumer needs and how their products or services fit together with their needs and expectations.

2.2.4 Theory of Consumer Making-Decision: Approaches

The previous sections have discussed the consumer behaviour and factors affecting the decision-making process and influence the purchasing behaviour. However, the consumer making-decision process is complex which involves all the stages from problem recognition, the information search process, making choice comparison with alternatives products or services to post purchase activities.

2.2.4.1 Bloch Decision theory

The designers and manufacturers use product elements to influence particular consumer sensory effect. Bloch (1995) states that the product form contributes to the business success such as;

- Capability to gain the notice of consumer
- Ability to communicate information to consumers
- Ability to affect consumer’s quality of lives
- The product aesthetic have long lasting effects

Figure 2.13 shows that the designers and marketers use product form as the purpose of the product, its target market and its desired performance specification in order to

achieve the design goals and are aware of objective constraints. However, this model can be adapted to packaging of giftware design where primary packaging provides consumer's first impression towards the product. The performance objectives, production and cost, regulatory and legal, ergonomic, marketing and designer are the constraints that the designer and manufacturer must be aware of.

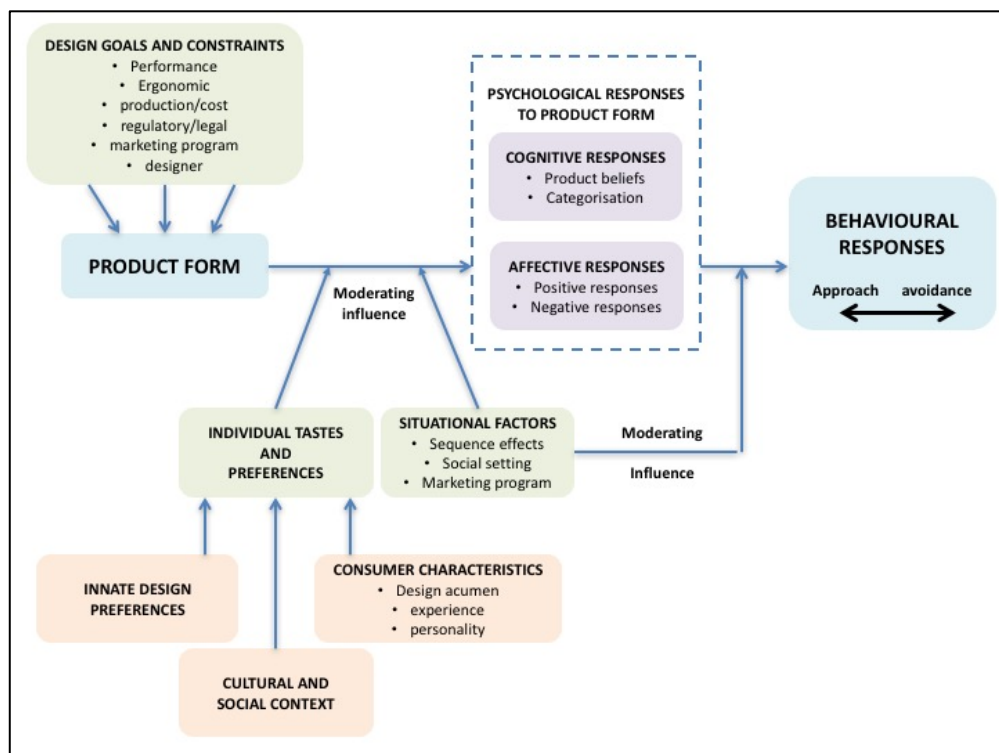


Figure 2.13 Consumer responses to product form model by Bloch (1995)

Firstly, the designers and marketers must take consideration the central constraint such as the aesthetic performance must be pleasing and satisfies the target consumers' needs. Secondly, the ergonomic aspect demands on the weight, texture and shape which define that the packaging is usable and comprehensible which enhance the consumer's attention. The production and cost constraints also must take into account where the efficiency of packaging development is correlated with cost of material and shape, and also the manufacturing cost. Therefore, the designers must have identified the

manufacturing capabilities when choosing the material and shape. Then, the designers must follow the regulations to avoid the regulatory and legal constraints. Hence, they must consider sensibly when designing with appropriate design features for the consumers.

2.2.4.2 Behavioural Decision Theory

According to A Dictionary of Psychology by Colman (2008), behavioural decision theory (BDT) is defined as an approach to judgement and decision making focusing on subjective expected utility. BDT can also be defined as “*a body of theory about how people make decisions, especially how they make seemly irrational decisions*” (Bannock, 2003). Behavioural decision theory (BDT) is one of the most active academic research areas in marketing over the past three decades. The study of BDT has traditionally been conducted in the psychology field and this methodology particularly was developed by mathematical psychologist and experimental psychologists. Consumers may also use heuristics in defining information of product functions through how they perceived the product form and use it based on their judgements in decision-making process (Creusen and Schoormans, 2005). Table 2.6 shows Itamar Simonson arguing that some common heuristics occur with non-compensatory decision making and other heuristics come into play in everyday decision making when consumer forecast the likelihood of future outcomes or events (as cited in Kotler & Keller, 2016). These are detailed review of the practical significance of consumer decision-making:

The availability heuristic	Consumers base their predictions on the quickness and ease with which a particular example of an outcome comes to mind. For example, a recent product failure may lead consumers to inflate the likelihood of a future product failure and make them more inclined to purchase a product warranty.
The representative heuristic	Consumers base their predictions on how representative or similar the outcome is to other examples. One reason packaging appearances may be so similar for different brands in the same product category is that marketers want their products to be seen as representative of the category as a whole.
The anchoring and adjustment heuristic	Consumers arrive at an initial judgement and then adjust it – sometimes only reluctantly – based on additional information. For services marketers, a strong first impression is critical in establishing a favourable anchor so subsequent experiences will be interpreted in a more favourable light.

Table 2.6 Types of decision Heuristics by Itamar Simonson

Consumer behaviour is very constructive and the context of decisions really significance and can be crucial for marketers. According to Takemura (2014), the knowledge of BDT describes how people make decisions and in reality is expected to facilitate the adoption of this approach considerably. He argued that the BDT theory is significant for marketers in contemplating the support for decision-making in solving real problems.

The philosopher, Aristotle has developed his ethics from the perspective of decision-making that would be appropriately related to the future philosophical issues to support good decision-making in his book, the Nicomachean Ethics. He begins with this line: *“every skill and every inquiry, and similarly every action and rational choice, is thought to aim at some good (Agathon): and so the good has been aptly described as that at which everything aims”* (as cited in Takemura, 2014). The Aristotle point of view is imperative in modern decision theory where good decision-making conducted is based

on facts and should take rational and convincing processes. Secondly, it is important the decision-making achieve to make people happy because it is a basic component of good decision-making. Thirdly, moral correctness is required in decision-making because a morally wrong decision could not be good and lastly, beauty and virtue are significant in making good decision.

2.2.4.3 Consumer decision Model by Blackwell

The marketers must understand the consumer decision-making process in order to purchase products or services. Consumer behaviour and consumer decision making have become important research topics in the marketing topics in recent years. The consumer behaviour and decision making evolved in everyday lives to meet the basic needs for physical, psychological, socio-psychological and financial satisfaction.

The consumer decision Model was originally developed by James Engel, Paul Miniar and Roger Blackwell in the late sixties and known as the Engel, Kollat & Blackwell Model. This model adopts a goal-oriented approach to decision-making by Blackwell et al. (2005), as an individual move from awareness and knowledge, to liking and preference, to conviction and ultimately purchase by including internal and external factors. This model, as shown in Figure 2.14, is widely used in consumer behaviour research and study areas to structure theory and research. According to Blackwell et al. (2005), *“a model is nothing more than a replica of the phenomena it is designed to present. It specifies the building blocks (variables) and the ways in which they are interrelated”* (as cited in Erasmus, Boshoff & Rousseau, 2001).

Further, this model explains consumer situations which involved various stages that engaged with consumer in extended problem solving and limited problem solving

(Loudon & Bitta, 1993). The depth of information search will be highly dependent on the nature of problem solving, with new or complex consumption problems being subjected to extensive external information searches, while simpler problems may rely wholly on a simplified internal search of previous behaviour.

The self-esteem, emotions, expectations, attitude and motivations are the internal factors that may influence consumer's purchase decision-making process. The trends, culture, family, advertisements, service delivery, websites are the examples of the external factors that may manipulate and stimulate consumer purchase decision-making.

The process of decision-making is driven by an interaction between processed stimuli inputs and environmental and individual variables. The consumer motivation, ability and opportunity are the key constructs of need recognition that affect an individual will pay attention to and perceive information in the decision-making process. The motivation reflects an inner state of arousal that directs the individual to engage in goal-relevant behaviours, effortful information processing and detailed decision-making. The consumer motivation is driven by its personal relevance which relates to self-concepts, values, needs and goals; and as demanding considerable risk. The decision-making does not require the motivation alone; however, it does require the interaction between environmental and individual variables to engage in behaviours. The environmental variables such as culture, social class, personal influence, family and situation; and individual influences such as consumer resources, motivation and involvement, knowledge, attitude, value and lifestyles are driven consumers to search the information through consumer's personal experiences.

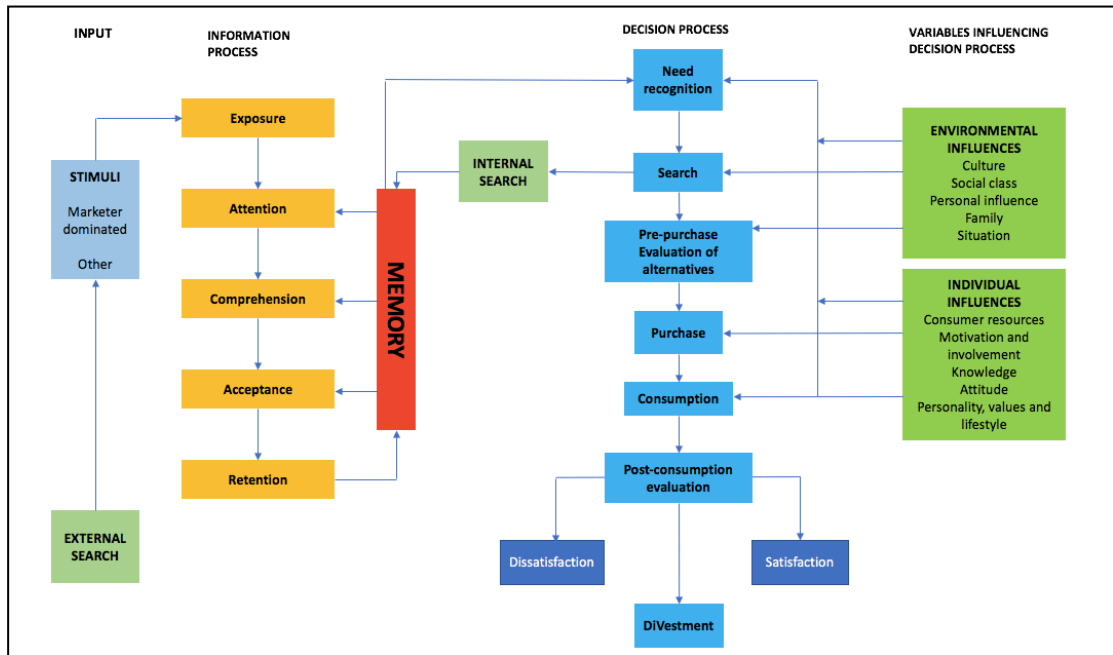


Figure 2.14 Consumer Decision Model by Blackwell et al. (2005)

However, Erasmus et al. (2001) pointed out that the logical positivism is used in empirical techniques to discover generalised explanations about what is consumer behaviour's research perspectives. Nevertheless, this model is difficult to ascertain whether it is accurate and predictive value that can be used with contemporary issue even though the cognitive aspects are emphasised in the current model. Further, Bozinoff (1982) argued that consumer spends very little time or sometimes do not engage in some of the sequential important activities during the decision-making and he pointed out that consumer decision-making is influenced by functional, highly adaptive and opportunistic approaches (as cited in Erasmus et al., 2001). For instance, this argument is supported by (Solomon, 2013) who states that the consumer decision-making process depends on the product, situation, context and consumer's previous experiences. The factors such as consumption and divestment embracing the contemporary definition of consumer behaviour which include the consumption stage in their scope (Peter & Olson, 2008; Solomon, 2013).

The process of decision-making does not typically apply analytical decision rules in optimising the decision but the heuristics would lead to satisfying decisions such as acceptable prices, trusted brand name and excellent services (Solomon, 2013). It is clear that consumers obtain and apply product, situation, context and previous experiences as their strategy in decision-making process. Further, the sensory desires also influenced in consumer decision-making activities and reflected in decision-making because the product functional and attributes drive the consumer's emotional needs and concerns (Ratchford and Vaughn, 1989). Ratchford and Vaughn (1989) pointed out that the models neglect the emotional aspects and emphasise only on the significance of external factors underlying brand purchase decisions.

According to Katz (1960), McGuire (1976), Hollbrook and Hirschman (1982), the information processing underlying it is closely related to a number of utilitarian motives that trigger 'feeling' decisions (as cited in Ratchford and Vaughn, 1989). The need of performance of a function on one or more readily-defined attributes, information processing will be thinking (cognitive), stressing evaluation on performance-related dimensions.

There are some factors that influence consumer decision-making process such as environmental and individual. Loudon and Bitta (1993) argued that the role of individual and environmental affect the motive of purchase within the need of recognition and highlighted the importance of need consideration. The individual factors that affect consumer purchase decisions include age, gender, family life, personality, self-concept and lifestyles as described in previous section (see 2.2.2.3).

2.3 Company management strategy

The on-going process of companies making decisions and strategies creates a good quality packaging and the name of brand. The design team must attract consumers with good quality packaging with pleasurable design. The idea is feasible, practical and must be good in production, marketing and sales to develop a new packaging. In developing a new packaging, a design team need to seek the strategy for marketing, market opportunity, design and development, production and manufacture.

Menguc and Auh (2006) explain that *“innovativeness implies a firm being proactive by exploring new opportunities rather than merely exploiting current strength, and therefore, it is regarded as essential to an innovative effort capable of exceeding the customer’s expectations”* (as cited in Zhang and Duan, 2010). The continuous evolution of purchasing habits, consumer’s preferences, competition and satisfying needs are reflected in the company’s market orientation and the dynamic functions of business. Therefore, the development of complexity and superiority in management increase at the same time. The market orientation and innovation orientation should complement each other and encourages risk-taking and creativity, making employees feel less threatened when risking efforts into new areas (Zhang and Duan, 2010).

Moreover, employees capabilities such as skills, behaviour and human resource flexibility are associated with greater firm financial performance (Bhattacharya, Gibson, & Doty, 2005). Vela-Jiménez, Martínez-Sánchez, Pérez-Pérez, & Abella-Garcés (2014) also argue that company’s *“human resource flexibility constitutes a valuable organisational capability, specific to the firm and difficult to imitate that may generate sustainable competitive advantages and improve organisational efficiency”*

(p.218). The employees' knowledge, skills and abilities are significant to enhance company sales performance as well as innovative performance.

Alternatively, the marketing design strategy can distribute competitive advantages and company performance all of kind of organisations such as through social cultural, economic and environmental. The company strategic design is used as direction to identify innovative opportunities, evaluating new process techniques and as assistance to company decision making. The designer perceives packaging and produces added-value to products and services from evaluation of contemporary issues. Simultaneously, the designers are also aware of their social and environmental responsibilities while still maintaining the intention of making profit.

The designers and manufacturers must know the fact that the consumers 'needs' are not always 'special' but it must be 'genuine needs' to fit their human needs. The packaging must also liable to the other design issues as well such as manufacture, marketing and design aesthetics. These aspects involve social responsibility such as environmental issues, so that the designers consider the sustainable or green packaging and at the same time make the packaging look desirable as well.

Many efforts have been made by manufacturers and designers to meet consumer's expectations. The manufacturer's project product development failed in presenting new packaging to the consumers because there is lack of communication between manufacturer and consumer, and consequently did not meet consumer's needs and satisfaction level. Therefore, the design team needs to set a few approaches to make sure a better understanding of consumer's needs and desires in order to create an innovative packaging. The consumer needs keep changing parallel to the technological

advance and designers need to keep up with competitions by attracting consumers with innovative packaging.

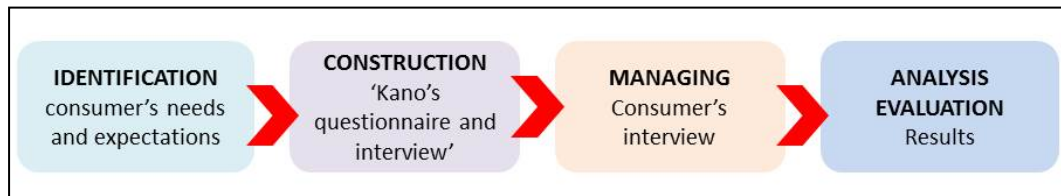


Figure 2.15 Kano's analysis theory stages by Matzler & Hinterhuber (1998)

According to Xu, Roger, Yang, & Helander (2009) to capture consumer's reaction towards product attribution, the designer constructed '*Kano's model theory*' through distributing a set of questions or conducting an individual interview as shown in Figure 2.15. Matzler and Hinterhuber (1998) also argue that Kano's model analysis is a business strategy in developing quality function positioning to produce new product which meets consumer's needs and satisfaction from consumer's point of view evaluation in comparison with other competitors. However, this analysis can be adapted to the developments of new packaging strategies of giftware design can be accomplished systematically to achieve in fulfilling consumer needs requirements, and to ensure the product or service is attractive and economical.

Matzler and Hinterhuber (1998) argue that to determine the consumer's product requirements using Kano's theory model analysis is by individual interviews. This method is to identify the problems and the consumer's prominent desires or expectations for a product features. The designer evaluates consumer's requirements and problems by conducting an individual interview and questionnaires on what consumer's expectations, the product usage and identifies what specific features they need on the product. The consumer's voice and point of view is a significant factor to

solve the problems and packaging's technical clarifications. This approach brings the designer closer to consumer's problem by comparing and determining other requirements for the packaging of product.

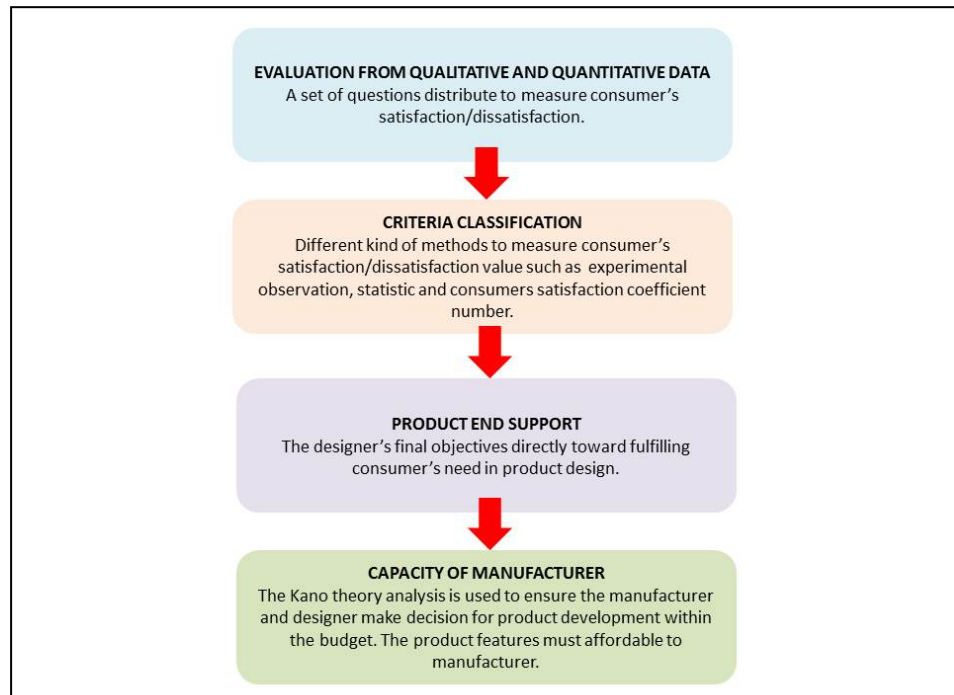


Figure 2.16 Kano's model critical review by Xu et al. (2009)

However, according to Xu et al. (2009), Kano's theory model can be categorised as tangible measures for product form of designation decision factor and it proposed quantitative methods to measure consumer's satisfaction and needs. Figure 2.16 shows there is continuous challenges for manufacturers to deal with consumer's satisfaction and to determine the product design problems in the market place. The packaging feature and final quality classification of product is made based on survey results from participants.

2.3.1 Packaging as marketing strategy tool

Today, the increasingly rapid changes in visually-oriented society forces designers and manufacturers to use the past as references to create an emotional value, simple reminiscence and technological assurance in creating a sophisticated product for consumers. The shape of packaging shape, the construction and its functions can determine whether product is successful or not. The visual appearances of a packaging play a significant factor to show the 'style' and first impression for the consumer's judgements. Consumer products not only reflect contemporary visual standards but they also reflect the other high-tech standards such as professional products through its packaging attributes.

The consumers experience '*delights*' by a 'design-inspired' product (Utterback et al., 2006). A product with simple, superficial and clear design of packaging attributes enhances the product's appearances and stand out more than other brand competitors. The software and services enhance the value of product where the consumer remembers the product's 'delight' experience, the packaging and the design aesthetics. According to Utterback et al. (2006), the 'design-inspired' product created by an innovative technology offers a product with good quality and at a low cost. A good quality product accomplished by the aspirations of elegance and excellence creates well-ordered and simple design of packaging. The rapid changes in product basic supplies lead the manufacturers and designers into creating good packaging that can be recycled to reduce wastes. Rundh (2013) argues that packaging is not only just a packaging, it is a process of human and form interaction where it can be used as communication channel, an ergonomic tool, a packed unit, a brand builder, an environmentalist, a piece of craftsmanship and a fun challenge for companies. Additionally, manufacturers, designers and marketers can embrace the 'design-inspired' value as company strategy

in order to understand in-depth problems that contribute to the long-term success of organisation (Beverland and Farrelly, 2011).

Meanwhile, Forsey (2013) states that the product form plays an significant element to allow consumer to define a product and its functions. The form of product differentiates the product design from art craft to a form with functions. Therefore, the functional attributes of packaging define its first impression of features and characteristics when the consumer sees and feels the product. Consumer products are designed with functional elements of packaging attributes and in in that way defines what kind or type of product it is.

Brand managers and designers should create reasonable facts and ideas to make the characteristics of packaging viable so as to encourage the consumer purchase decision making option. The advertisement and packaging of products must comprise significant information to draw the consumer's attention in their decision making towards the brand. The sense of brand's advertising can position the brand development in fulfilling both consumer's need and manufacturer's needs (Czerniawski and Maloney, 1999).

Thomson (2006) suggests that brand manager use celebrities as '*human brands*' to develop a strong brand promotion. This effort is to enhance the product's perceived value and equity by employing celebrities in branding techniques such as managing, trademarking and licensing using their names. The brand manager can use these celebrities to attract the consumer's attention and to help the brand to be noticeable compared to other competitors. Moreover, O'Mahony and Meenaghan (1998) state that to endorse a celebrity, the brand manager must ensure that the chosen celebrity gives great impact to the consumer's perceptions in selecting the product. In this context, the

celebrity must have a strong appeal consistent with the brand as the celebrity's media images and lifestyles will influence consumer's purchase intention.

Recently in popular culture, celebrities are often seen as the personification of beauty. Almost all top listed celebrities have ideal figures and attractive appearances. They are always on magazine covers and each of these celebrities captures media headlines and these characteristics are valuable for the purpose of brand advertisement. They are recognised due to their popularity to become ambassadors for brands.

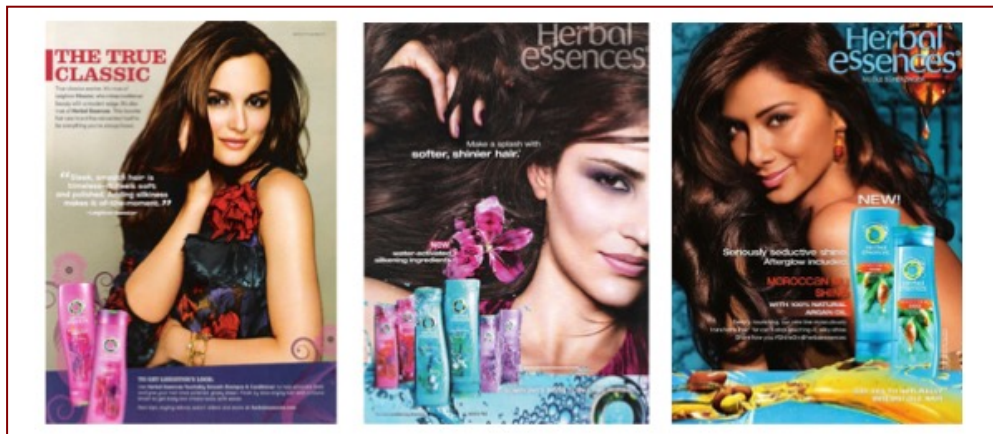


Figure 2.17 Herbal Essences using celebrities in advertising campaign

This is part of the marketing strategy for a company to be well established in the market and to reach the intended consumers. Figure 2.17 shows that the brand 'Herbal Essences' promotion of their product with striking and noticeable celebrity images. The brand also uses celebrities as brand ambassadors in their promotion campaign. Leighton Meester, Mischa Barton and Nicole Scherzinger are popular actresses and singer who become Herbal Essences' ambassadors to represent the new 'Herbal Essences' packaging.

- **Word of Mouth**

There are a number of studies indicating the significance of Word of Mouth (WOM) that can influence consumers. Sweeney, Soutar, & Mazzarol (2008) emphasise that word-of-mouth is a significant promotional tool because consumers share information about the product and their experiences using the product with each other. The product reviews about features, characteristics and qualities are shared in the social media and this will influence consumers' purchase decision and intention (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004).

Herr, Kardes, & Kim (1991) say that word-of-mouth communication can be influential in the consumer's purchasing potential for products. However, in the service context, the consumer's potential for purchasing are tangible and correlated with higher risk than are products because it is complex to evaluate before purchase (Herr et al., 1991). The consumers' perceptions towards the service or product's satisfaction can be generated in the event or specific conditions through word-of-mouth.

Wang, Yu, & Wei (2012) argue that the social media provide three conditions that encourage consumer socialisation among peers online;

- Blogs, instant messaging and social networking sites all provide communication tools that make the socialisation process easy and convenient.
- Interesting numbers of consumers visit social media websites to communicate with others and find information to help them make various consumption-related decisions.
- Social media facilitate education and information because they feature multitudes of friends or peers who act as socialisation agents and provide vast product information and evaluations quickly.

Word-of-mouth has an impact and significance in the market place that influences consumer behaviour and their buying decision. Personal experiences and others' experiences are significant in increasing initial knowledge and information about the product and effect on consumer decision- making process (Podnar and Javernik, 2012). Social media is also used to influence the performance of business which affect market perceptions of the company's offerings and generate loyal customers willing to pay a premium price for a trusted brand (Simoes, Singh, & Perin, 2015).

- **Viral**

Ho and Dempsey (2010) define viral marketing as a new marketing communication medium to influence consumer purchasing decision and motivation. Also, according to Ahmad, Vveinhardt, & Ahmed (2014), viral marketing involves frequent word-of-mouth communication. The positive and negative information from others' experiences on social media strongly builds consumer awareness about the product and affect their decision-making process.

Kotler and Keller (2016) explain that consumers pass the information about the product, services, audio or video to others through online media such as YouTube, Vimeo, Google Video, online advertisers. The interactive social media and website are significant in marketing for consumers to share their opinions with others about the product. Solomon (2013) states that website and social media are places for consumer to interact with each other and discuss about the products. Therefore, viral marketing is more effective in promoting the brand or product than the traditional advertising forms (Leskovec, Adamic, & Huberman, 2007).

According to De Bruyn & Lilien (2008), there are significant correlations between viral marketing and consumer behaviour effect on decision-making process at several phases:

- **Awareness stage.** The stage of consumer awareness depends on the first decision whether they open the email and its content. The brand's name on the sender recipient's name play a significant factor in building trust between the sender and receiver, and indirectly influencing consumer to open and read the message.
- **Interest stage.** Interest in product may develop after they have read the content and purpose of email such as the product or service information and offer which lead to consumer's making decision based on the receiver's experiences, needs, and preferences. The receiver then will investigate the cost and benefits of the products or services to them.
- **Final decision.** At this stage, after the receiver has analysed the cost and benefits, they will decide whether to buy or not the products or services. Therefore, the products or services information, the cost and perceived benefits are significant factors that the designers and marketers must consider when designing new products and services because they influence consumer purchase decision- making process.

According to Cheung, Xiao, & Liu, (2014), social media are an important predictors because they extend information of the product. The consumers are focused on stimulus information such as review rating, review volume as well as the quality of the product. Unfortunately, consumers with less experience and familiarity about a brand are less interested to process additional information. Hence, they tend to following others' actions and opinions in their purchase decisions. The positive online word-of-mouth communication would create a greater relationship between the consumer and the promoter to discuss about the product also to improve the consumer's trust and expectations towards the brand.

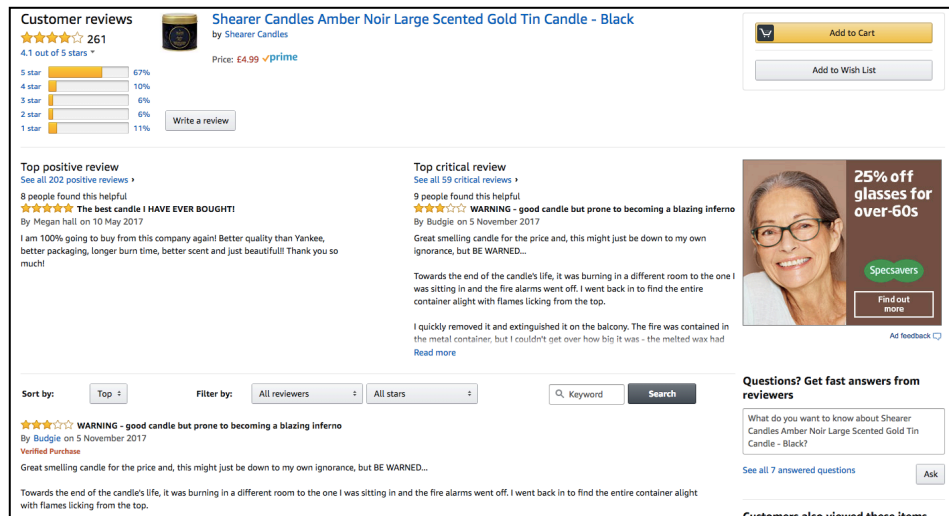


Figure 2.18 Consumer reviews about a product on the Internet

Subsequently, action-based social information and opinion-based social information have a strong impact on consumer purchasing decisions. However, it does not really influence consumers with a higher level of expertise in particular brand. The role of social information reduces the mental processing effort and the consumer has more confidence about the quality of product than opinion-based information such as from peer customer review. Additionally, the consumers spend large amount of time sharing product-related platforms experience in an online community. They have forums in social media and discuss or share their social comparative information with others.

2.3.2 Packaging as retailer/consumer communication value

The phenomenon of consumer's repetitive purchasing is very complex because of the influence of marketing strategies such as from advertising and word-of-mouth activity. In some cases, the probability of consumers being directed to purchase other brands is due to their observations and evaluations from the advertisement and also word-of-mouth which affect their beliefs, attitudes and repurchase purpose (Jacoby and

Chestnut, 1978). The consumption of communities providing forums and blogs also affects consumer behaviour when people share their opinions, recommendations and product's problems with each other.

According to Kotler and Keller (2016), the strong engagement between retailer and consumer impacts on the frequency the brands reaches in the consumer's mind. The frequent brand exposure increases consumer's awareness and causes the brand to be stronger in the market. Marketers must understand that unique messages of packaging in advertisement can attract consumer attention and maximise the impact on consumer purchase intention.

Advertisement is significant to businesses in producing consumer markets to influence consumer behaviour and communicate directly to promote product or service. Mass media is non-personal advertising where there is no individual selected to promote the product or service to consumers (Egan, 2007). He also states that advertising can have the power to inform, persuade and sell, and have the compassionate power in influencing consumer in favour of the specific brand.

Sales promotion strategies are extremely flexible instruments used by retailers, manufacturers and suppliers in marketing. Kotler & Keller (2016) define that sales promotion is a key ingredient in marketing campaign which consists of incentive tools designed to stimulate quicker and greater purchase of a particular product or service. There are two types of sales and promotion strategies as described by (Egan, 2007) for the marketers to promote and add value to their brand in the simplest way: (1) price promotion and (2) creative promotions (incentives).

However, the manufacturers use sales promotion to achieve three objectives by (Kotler and Keller, 2016):

- **For consumer:** to encourage frequent purchase, building trial among nonusers and attract switchers brand from other competitors' brands. The aim is for short-run sales impact and long-run brand equity effects.
- **For retailers:** persuade retailers to carry new items and more inventory, encourage off-season buying, encourage stocking related items, offsetting competitive promotions, brand building promotions and entering new retail outlets.
- **For sales force:** to encourage their support of new product or service, encourage more prospecting and stimulating off-season sales.

The sales strategies comprise money-off (coupons or at point-of-sale), bonus pack offers, bonus offer (buy one get one free), refunds, combined offers (buy product A get product B free of charge), sampling, premium and self-liquidating premiums, loyalty schemes and competitions. The sales promotion use is directed at consumer in order to gain consumer attention to buy the new product or service, to increase sales, to provide more attractive incentives than the competition and to help overcome stock imbalances (Egan, 2007). Additionally, Kotler and Keller (2016) contend that manufacturers also use premium (gifts), frequency programs (programs providing rewards), patronage awards (values in cash), free trials, product warranties and cross-promotions (using one brand to advertise another noncompeting brand).

According to Ogden-Barnes & Minahan (2015), sales and promotion strategies offer various benefits to consumers. For instance, consumers will be able to have better prices and savings of product, better value, novel brand engagement experiences, enjoyment,

education, stimulation and retail theatre. The manufacturers can use these strategies as their sales promotion tools to influence consumer purchase intention to buy the product. Ogden-Barnes & Minahan (2015) also state that consumers' intention can be attracted and will pay attention to products that have over-exposed deals, offers and specials deal.

Therefore, businesses should identify the characteristics of advertising to convey messages about the product or service creatively through packaging attributes in order to catch the attention and persuade consumers about its benefits.

2.3.3 Industrial and academia strategy

The continual evolution of market to date has affected companies to compete with each other. There are significant factors that impact upon the brand identity and positioning, such as consumer's target group for example age, gender, income, and education; the demographic trend and the competitors' behaviours. However, the companies must be aware of other factors that can affect sales and profits. Companies should use value chain as a tool for identifying packaging's key activities that creates value and costs in a specific business such as delivering process: choosing, providing and communicating superior value (Kotler & Keller, 2016).

Seeking the opportunities in the market on what consumers need and identifying their interest and adapted in packaging are the way to achieving profits. The marketers must be conscious of how to supply the product in quickly to consumers through packaging attributes, and present it in a superior way.

The strategies in marketing communication through packaging attributes should be developed to reach the target consumers and achieve whatever objectives in order to

stimulate desirable consumer's attention and their purchase intention. A tagline or slogan can stimulate consumers' desires using memorable phrases to sum up the significant features of the brand. The awareness, interest, relevance and convenience are the example objectives that marketers must acknowledge in order to identify the strategies with 5s (how, why, who, what, and where). According to Egan (2007), there are two fundamental aspects that the marketer and companies should be aware of:

- Direction: clearly defining what the communication needs to achieve and/or the problem needs to be solved.
- Inspiration: providing the creative team with context, purpose and focus in order to provide a robust starting point for the creative process to begin.

By examining the trends and conditions of marketplace, the consumers' wants and needs can be identified, therefore it is an opportunity for companies to offer new product or service to fulfil the satisfaction (Loudon and Bitta, 1993). The unique offering to specific target audience or group is one of the strategies to identify the consumer behaviour and fit with the companies' market mix such as product, price, place and promotion.

Furthermore, in the industry context, Luchs and Swan (2011) argue that product design development indicates a tactical domain of industrial design, which focuses on packaging 'form' and its attributes which focus on its functionality and capability in influencing consumer purchase intention. They emerge as an integrated practice fundamental to business strategy and market success. Therefore, Gera (2012) argues that *"in order for organisations to be able to employ knowledge strategically, they must be able to create the context for relevant knowledge to be accessible, transferable and*

usable also known as setting the right context or shared space or common place (virtual, physical, mental)” (p. 255).

However, there has been few knowledge transfer between academia and practitioners due to the inherent barriers in its creation, diffusion, adoption and utilisation by practitioners (Gera, 2012). Lockett, Kerr, & Robinson (2008) argue that knowledge transfer is a significant element of innovation driving competitive advantage in increasingly knowledge-driven economies. Lockett (2006) defines the knowledge transfer as *“the two way transfer of ideas, research results, expertise or skills between one party and another that enables the creation of new knowledge and its use in the development of innovative new products, processes and/or services, as well as the development and implementation of public policy”* (as cited in Lockett et al., 2008; p. 664). The dissemination and assimilation of knowledge will be strengthened with the engagement between business, government and public which provides wider knowledge transfer and the research community (Lockett et al., 2008).

Additionally, Ford and Davies (2012) state that the impact of sharing knowledge between Higher Education Institutions with the industry will enable the development of trust through mutual understanding and helps develop a common or shared language of identifying appropriate outcomes and values (Johnston, Robinson, & Lockett, 2010). The interaction for knowledge transfer and exchange between Higher Education Institutions provides greater attention on recognising ‘open innovation’ with the aim of stimulating future productivity, economic prosperity and competitive advantage (Johnston et al., 2010).

2.4 Purchase behaviour in Malaysian context

The various cultures of Malaysia play a significant role for business to produce packaging that reflects to all races' needs and desires at once. The increasing of consumer's awareness and concerns toward product packaging has become a significant factor for businesses to highlight before producing new packaging. In Malaysia, Latiff, Rezai, Mohamed, & Ayob (2016) state that the labelling of packaging is highly influential in changing consumer behaviour in Malaysia such as the 'halal' logo, the information of ingredients and label of nutrition. The consumer decision-making process for purchase also promotes competition in food quality which is influenced by labelling. Therefore, the marketers, designers and manufacturers should have in-depth insights of the factors that influence Malaysian consumers such as beliefs and thoughts, emotional state and behaviour in order to access their purchase decisions process as well as the purchase intention when selecting their products.

In the food industry context, the information on packaging is very useful in providing information and the quality of product because it builds consumers' confidence and trust in products brand name and quality (Latiff et al., 2016). The understanding of the process of family's decision-making in purchasing goods may vary depending on variables such as family status, household size and income, demographic and other factors are reflect on consumers' choices, consumer behaviour intentions and consumption attitude in Malaysia. Weng and Run (2013) state that the technique of sales promotional in Malaysia is different due to multicultural communities that shape Malaysian consumers are interested to utilitarian benefits as they feel when purchase it. The personal values and behavioural intention of Malaysian consumers are affected due to the process of lifestyle changes that creates Malaysian's looks for product value to them based on their assessment (Weng & Run, 2013).

Marketers in Malaysia use many promotional tools such as coupons, voucher, discounts and others to increase consumer awareness and build brand equity among consumers. The companies' sales performance are not only focusing on the appropriate segment of target market, but based on in-depth understanding of the attitudinal characteristics toward consumer's coupon redemption intention (Kitchen, Alwi, Che-Ha, & Lim, 2014). Kitchen et al. (2014) emphasised that the subjective norms, attitude and redemption behaviour are significant for marketers and manufacturers predicting actual consumer purchase behaviour. In order to increase positive perceived value from consumers, the marketers must use different promotional tools to create brand awareness and value consciousness towards the products or brands. Consumers in Malaysia now are highly conscious due to the demographic and psychological factors.

The Sixth Malaysia Plan was formulated by the Malaysian government to develop the country into a fully industrialised country by the year 2020 (Sixth Malaysia Plan, 2019). This industrialisation was aimed at to providing opportunity for the Malaysian public to become a progressive society oriented toward modern science and technology. The Sixth Malaysia Plan gives massive impact on the positive social and spiritual values and increases the sense of national pride and consciousness within the public. The government of Malaysia has encouraged local manufacturers to deliver products that are designed with some added values to fit Malaysian tastes and preferences in order to produce successful products.

The modernisation process through technology could be achieved without affecting certain preserved identities, inherited cultures and others. Therefore to preserve its unique cultural, religious and social complexity, it is significant for Malaysia to

delicately handle and nurture the issues (Awang, Soltani and Hajabbasi 2012). Awang et al. (2012) emphasised that it is important for designers, manufacturers and retailers to distinguish the favourable or unfavourable products that suit consumer's lifestyle. That depends on the quality and suitability of the products themselves. The in-depth understanding of consumer wants, requirements, preferences, desires, views and attitudes are significant for manufacturers and designers in developing and producing products that will fit with current Malaysian lifestyles and customs.

However, in the Eleventh Malaysia Plan, the Malaysia government focuses on the re-engineering economic growth for greater prosperity. Innovation is a key focus area in achieving the goal. The UReka and GIGIH, the two online programmes are *“to provide open innovation platforms where people were given opportunity to share ideas, seek expertise, form collaborative teams, attract funders and consumers as well as generate additional income through innovative and sustainable business models”* (as cited in Economic Planning Unit, 2015). The small and medium-size enterprises (SMEs) are a significant sector that transforms the economy of Malaysia. Therefore, in enhancing the innovative performance, the companies must focus on the consumer demands and emerging technologies in order to have successful, innovative ideas in promoting efficiency in implementations (Halim et al., 2015).

The emergence of technology also has massive impact on consumer behaviour. Today, the role of social media is significant in changing consumer behaviour in the Malaysian context. The marketers should realise that social media is a platform for businesses to make sales and enhance their brand's names in the marketplace. Malaysia has become increasingly urbanised and this development leads to a shift in consumer shopping behaviour which benefits modern, larger scale retail channel and convenience stores

(Muniady, Al-Mamun, Yukthamarani Permarupan, & Zainol, 2014). In the Malaysian context, the retailing development and transformations are constantly changing due to the existence of prudent business marketing strategy and the internet. Marketers and retailers should be aware of the latest trends and consumer behaviour which they could learn through social media.

The impact of globalisation and trends in Asia's market research is affected by several factors such as the market mass liberalisation, the technology impact and the rapidly changing methods of communication and distribution worldwide (Tan and Lui, 2002). The rapid global revolution in the business world has impacted Asian economies especially in Malaysia. Tan and Lui (2002) emphasised that globalisation impacted both consumers and marketing research agencies where the Internet become a significant tool for data collection based on the consumers' interests.

The Standard and Industrial Research Institute of Malaysia (SIRIM) of Malaysia has launched the Product Certification Program labelling program to achieve the objectives of environmental management. This program allows consumers to find information and identify environmentally friendly products. This program shows people in how to improve the environment and take initiative to encourage people to become more environment conscious. According to Rahbar and Abdul Wahid (2011), the correlation between consumer purchase behaviour and green marketing tools such as eco-label, eco-brand on product packaging are significant in Malaysia because it increases public knowledge about green products and, consequently, influences their purchase behaviour. The marketers and manufacturers use the eco-label concept to influence consumer purchase intention and behaviour by interacting frequently with consumers with environmental issues (Rahbar and Abdul Wahid, 2011).

Human population is increasing across the world. Therefore, consumptions also increase rapidly and this causes a major problem in terms of environmental degradation over the last decade (Chen and Chai, 2010). The increasing environmental pollution leads to a threatened and regression of flora and fauna. This has impact on society and environment. Therefore the government plays a significant role in preserving the environment which can evoke positive feeling and influence consumers to purchase green products (Chen and Chai, 2010). However, according to Joshi and Rahman (2015), consumer's environmental attitude does not necessarily lead to green purchasing even though they understand the seriousness of the environmental issues. Consumers' evaluation and judgement towards the product also depends on both ecological perspectives as well as product attributes (Joshi and Rahman, 2015). Alternatively, according to Ottman (1992), "*consumers accepted green products when their primary need for performance, quality, convenience, and affordability were met, and then they understood how a green product could help to environmental problems*" (as cited in Chen and Chai, 2010, p.29)

Alternatively, according to Perkmann et al. (2013), universities has a significant role in contemporary societies by educating large proportions of the population and generate knowledge. Perkmann et al. (2013) argue that the concept of academic engagement and its relationship with the concept of commercialisation is characterised by a few aspects; (1) academic engagement represents inter-organisational collaboration instances usually involving 'person-to-person' interactions that link universities and other organisations notably firms and (2) academics' goals are broader than narrow confines of conducting research for the sake of academic publishing and seek to generate some kind of utility for the non-academic partners. Therefore, the impact from collaboration

between academics' knowledge and industry practitioners enable 'knowledge transfer' of commercialisation where the academics' focus on various channels within the academic literature and the policy community (Perkmann et al., 2013).

2.4.1 Influencing consumer behaviour factors

In the Malaysian context, the high acceptance of shopping online is influenced by the consumer's intrinsic and extrinsic motivations (Mohd Suki, Ramayah and Mohd Suki 2008). The Internet has become popular and the population of internet is increasing which allows people to interact with each other and have easy access to information. According to Davis (1989), in order to predict consumer acceptance of technology, the marketers should determine the correlation between perceived usefulness, perceived ease of use and user acceptance of information technology. In this research, the researcher emphasised on the perceived usefulness that motivate consumers to purchase the products. Perceived usefulness is defined by Davis (1989) as "*the degree to which a person believes that using a particular system would enhance his or her job performance*" (p. 320).

Moreover, this is supported by Henderson & Divett (2003) where the perceived usefulness did contribute in predicting consumer behaviour after an intervention effect of perceived ease of use. Consumers believe that there are continuous positive accomplishment and advantages of using the system such as prizes, raises, promotions or extra bonuses. Mohd Suki et al. (2008) also emphasised in the Malaysian context, that the perceived usefulness has direct positive impact on consumer intention to shop online where there is greater variation of products on the internet than in traditional stores and it provides enough information of price, features and quality of product.

Moreover, online shopping helps consumer to save time searching for the perfect item as compared to traditional stores (Mohd Suki et al., 2008).

2.4.2 Packaging innovation and business in Malaysia

Rogers and Shoemaker (1971) stated that complexity is ‘the degree to which an innovation is perceived as relatively difficult to understand and use’ (as cited in Davis, 1989). The adoption of innovation can influence consumer perception of products or services perceived of use. The technology can enhance consumer perceptions and intentions to use the products or services by offering information such as price, specific features and the quality. The use of internet also strengthens the brand in influencing consumer purchase behaviour and may impact on their decision-making process.

Alternatively, Luchs and Swan (2011) state that; *‘product design has emerged from its historical position as referring to either the tactical domains of industrial design (focused primarily on product “form”) or engineering design (focused primarily on product “function”) to an integrated practice fundamental to firm strategy and market success’* (p. 327). In the conceptual model by Bloch (1995) (p. 59), ‘product design’ is perceived as the “physical form” where consumer responses focus on the design. Therefore, Luchs and Swan (2011) emphasise that product design process involved idea generation and screening that may or may not be based on consumer requirements or as an engineering design problems. The product design may see as problem solving task where the features or attributes represents the best solutions that fulfil consumers’ needs and technical capabilities (Luchs & Swan, 2011).

Rowley (1996) stated that the experience through online shopping is more interesting than shopping at traditional stores because they can access the information fast and

easily and the virtual guide in the websites help them to select the product and services. The shopping environment also plays a significant role in influencing purchase decision-making process. The cultural and social issues are correlated with shopping behaviour which bring a great consumer experience and creating an attractive shopping environment (Rowley, 1996).

Rowley (1996) highlighted that the internet is very significant for business to stay strong in the market place and enhance the business sales in many ways on the Internet: (1) enhance business communication, (2) enhance customer service and (3) effective sales support mechanism. Moreover, Welz (Internet World, June 1995) stressed that the internet replaced the 4Ps with other five important components: promotion, one-to-one contact, closing, transaction and fulfilment (Welz, 1995 cited in Rowley, 1996). This argument is supported by Ainin, Parveen, Moghavvemi, Jaafar, & Shuib (2015) who state that social media such as Facebook has significant positive impact on businesses performance, both financial and non-financial in Malaysia, in terms of increasing sales transactions, sales volume, sales enquires and the number of consumers. The internet also benefits the SME's because social media can improve direct interactions with consumers and consumers can access direct information through email or telephone (Ainin et al., 2015). Thus businesses can reduce cost of advertisements, promotions and campaigns using Facebook and it has great influence in building trust of the public towards the brands.

From an industrial perspective, the two-way communication between the companies and consumers is important in enhancing the business activity performances in terms of customer services, sharing information and product quality. Therefore, the social media play an important role for marketers and brand managers to allow them to be involved

and connected with consumers regularly and influence their conversation using different levels of marketing plan (Amichai-Hamburger, 2008).

2.5 Summary

In this chapter, based on the arguments and discussions above, it is clear that packaging attributes are significance in the process of changing consumer purchase intention behaviour (see p. 11). The process of decision making is influenced by packaging attributes that represents its efficiency, styles and characteristics that is able to fulfils consumer's demands. It also illustrates that other factors have impacted on consumer motivations, perceptions as well as their experiences. Consumers' motivation is influence by their perceptions towards the product and affects their purchasing behaviour. Therefore, it is significant for marketers and designers to understand the psychological process and their personal characteristics. The purchasing process comprises of selecting, purchasing, using and experiencing the packaging that can satisfy consumer's needs and desires.

The second part of this chapter is the understanding of consumer behaviour models that are significant in recognising and understanding the personal and specific factors that stimulate the characteristics of consumer in purchasing decision-making process. The aim of this research is to enhance awareness in businesses of packaging attributes and its influences factors in which marketers, designers and manufacturers must ensure the process of purchasing is not just purchase decision, but the understanding of problem or need recognition as well as the motivation that develop purchase intention. The Maslow's hierarchy needs illustrate human's physical and psychological needs, however, an alternative consumer behaviour theory in Asia by Schutte &

Ciarlante (1998) provides an essential of the impact of perceptions and judgements towards packaging underlying cultural dimensions.

The combination of packaging and digital media such as social media applications (Facebook, YouTube, website, online blogs/forum) allow consumers to discover, seek and share information about the brands and products which influence their purchase decision-making process. It is also a significant medium for companies to increase their brand's visibility and allows for direct interaction with consumers. Celebrity endorsements are effective marketing strategies to promote new products or influence consumers to purchase the products, as well as to achieve higher business profits. The celebrities can inspire consumer's confidence, enhance consumer's remembrance of the brand, and to capture the attention efficiently than a standard advertisement. Viral marketing plays a significant tool for companies to influence consumer's purchasing behaviour and decision-making process because social media are one of the most influential tools for companies to connect with consumers.

Moreover, looking at the phenomenon of consumer behaviour in the Malaysian context, technology influences the cultural orientation and communication style and impacts on consumer's consumptions. It is significant that marketers, designers and manufacturers understand that cultural distinctiveness can influence consumer preferences and intentions to purchase products. The transformation of technology has influenced consumer's consumptions and companies are able to produce more products that can satisfy consumer's needs and desires faster and cheaper than before.

The methodology used to achieve the research objectives and aims of research will be discussed in Chapter 3.

CHAPTER 3 RESEARCH METHODOLOGY

3.0 Introduction

This chapter describes the process of data collection for the research. It offers the details on methods that will be employed in obtaining data and information, why these methods will be employed, how the process of collecting data will be undertaken and who are the participants involved. This is one of the most critical chapters of this thesis where all the data and information will be collected to answer all the research objectives (RO) which later to form as the outcomes and conclusions as well as for the recommendations arising from research findings.

There are two sections of this chapter: (i) Section One: this section is to describe the types of research methods and why the methods are employed in the research and (ii) Section Two: this section is to describe how the data are collected in two phases; Phase One and Phase Two. Both sections are to provide detailed descriptions on the process of data collection undertaken as well as the methods employed.

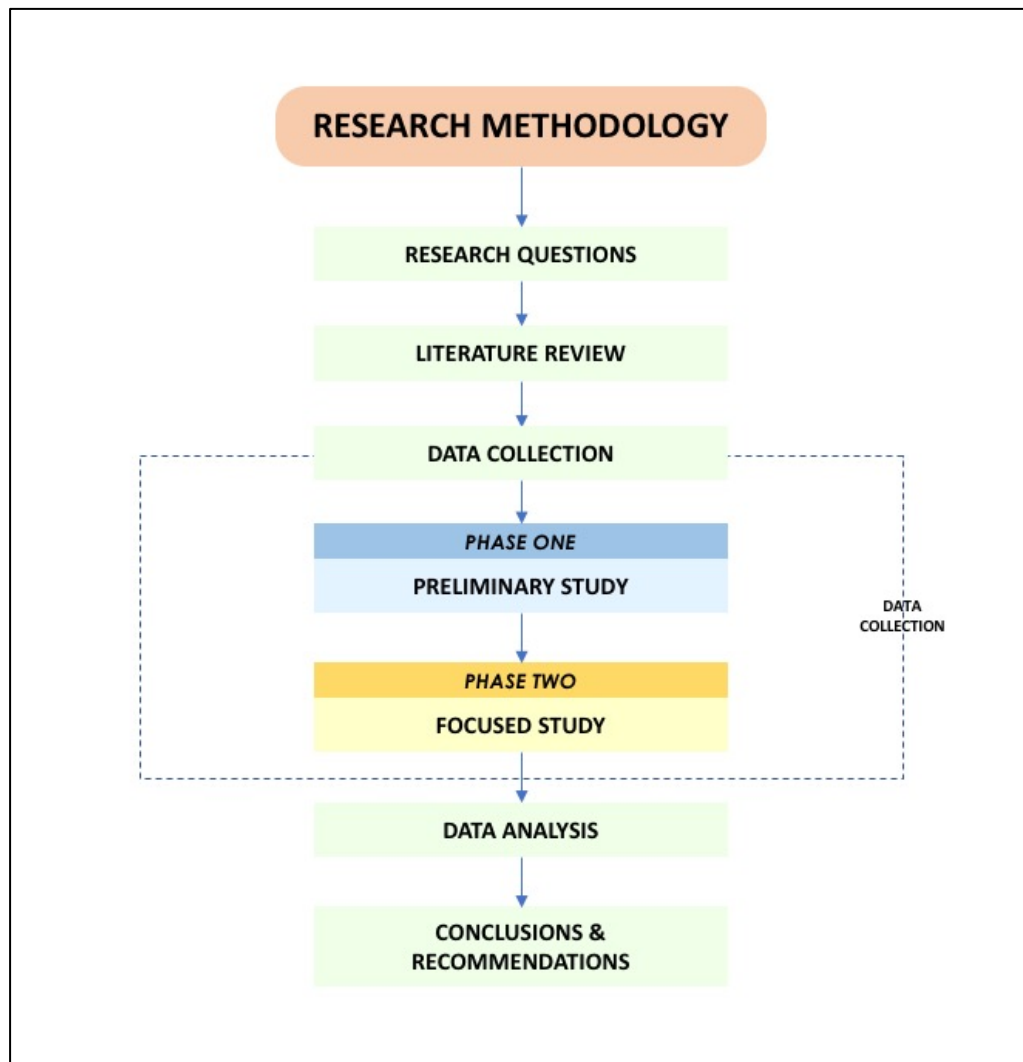


Figure 3.1 Process of methodology flow chart

Figure 3.1 shows the process of data collection which is divided into phases. Phase One is a preliminary research in order to answer research objective 1 (RO1) and research question 1 (RQ1). The methods of interview and focus groups will be undertaken in selected companies in the United Kingdom and Malaysia in obtaining relevant data and information between these two countries. Meanwhile the Phase Two is employed to obtain details of data and information with different types of respondents. The methods of semi-structured interviews, focus groups and experimental workshops will be employed to answer RQ2 and fulfil RO2 as well as to answer RQ3 and to fulfil RO3.

In the Phase One, the two primary and secondary research methods will be employed to examine consumer purchase decision-making process between the packaging attributes and its characteristics. It is critical to have appropriate research methods to gain empirical data to answer RQ1 from specific research instruments and procedures. Then, in the Phase Two, the research instruments applied are focus group discussions, workshop experiments and interviews to assess the value of packaging attributes that can elicit consumer purchase intention behaviour. All data will either confirm or reject RQ2 and RQ3 (see p.5).

In this research, a set of proposed recommendations will be developed based on the findings and outcomes that can be used by the industrial sector (industrial practitioners), academia, Design students and others who have interest in consumer purchase intention behaviour as well as who have interests in packaging.

3.1 Methodology

The aim of this research is to investigate the impact of packaging attributes and its characteristics that will change consumer's purchasing pattern. It is also one significant factor that motivates consumers to purchase the products or services. The engagement between consumers and packaging attributes is associated with the process of understanding the consumer's internal and external factors that can stimulate the intention to purchase the products. Moreover, this research will also involve the perspectives from the industry practitioners on how companies applying their marketing strategies can change consumer purchase intention behaviour in Malaysian context.

Research methodology is a strategy to solve specific research problems (Kumar, 1996). There are three main research approaches to collect primary and secondary information

as well as data. Those research approaches are qualitative, quantitative and mixed methods or by combining both qualitative and quantitative methods. The significance of understanding the methodology in research is to allow the researcher to acknowledge the strength and limitations of research to avoid threats to validity of research. It is essential for the researcher to understand the accurate research methods to investigate different phenomenon, individual, social and groups of people. It will also help to comprehend the data precisely to make sure that it is an accurate method to evaluate the quality of a measurement procedure. Therefore, in this research, the most appropriate approach is by employing qualitative research approach. Here are some of the fundamental characteristics of qualitative and quantitative research approaches.

Qualitative research approach involves the norm of human behaviour study when the researcher gathers and interprets data (Welman, Kruger, & Mitchell, 2005). ‘Qualitative’ research methods are used that involves the researcher to establish different investigations and study their effects to experience and observe human behaviour. Qualitative methods are useful in identifying intangible factors such as human psychology, anthropological studies in terms of institutions, beliefs, relationships and cultural semiotics (Mark, 2000). Qualitative research methods focus attention on words as a strategy of research in data collection and data analysis as compared to quantitative methods (Hammersley, 2013). According to Strauss and Corbin (1990), a qualitative research approach is also used to investigate possible antecedents and factors about which less has been recognised and explored. Creswell (2007) defines ‘qualitative’ research as “*an inquiry process of understanding based on distinct methodological traditions on inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyses words, reports details of informants, and conducts the study in a natural setting*” (p. 15).

Meanwhile a quantitative research approach is based on a logical or rational method to investigate subjective data using complex and structured methods to evaluate the research data objectives and to approve or disprove hypotheses. Quantitative data includes closed-ended information such as that found on attitude, behaviour, or performance instruments to answer research questions or to test hypotheses (Creswell and Clark, 2007). This method usually consists of a large number of respondents and issues and the result analysis is based on statistical significance (Welman et al., 2005). An individual's perspective is the most important for quantitative research for the researcher to understand and investigate the research issue. The researcher also needs to make sure to keep the data detached from the objective views.

Finally, a 'mixed-method' research approach is where these two qualitative and quantitative approaches are combined in the process of data collection. A mixed method research involves philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative approaches in many phases in the research process (Creswell & Clark, 2007, p. 5). This method focuses on collecting, analysing and mixing both methods in a single study and series of studies. It is employed to provide an in-depth understanding of the problem of research that will use both qualitative and quantitative methods. Ritchie & Ormston (2014) state that 'mixed-method' is;

A more effective way of combining quantitative and qualitative methods is to see them as equal but separate, suited to answering different questions about the same or related topics. This perspective is frequently embodied in applied social research, where projects often require measurement of some kind but also greater understanding of the nature or origins of an issue. Each of the two research

approaches is seen as providing a distinctive kind of evidence and, used together, they can offer a powerful resource to inform and illuminate policy or practice (p.40).

3.2 Section One: Research Design

Research design is employed to provide a framework for data collection and analysis to answer research questions (Bryman, 2001). According to Creswell (2014), research design consists of strategies, methods and worldviews. It is significant to determine the appropriate research methods and their potential to this research.

This research began with the literature review which deliberated information from various sources (see Figure 3.2). The discussion of the literature review is related to packaging, consumer behaviour and the challenges in relation to the research problems. Research problems were obtained after the researcher has reviewed previous literature sourced from books, journal articles or any relevant sources. Then, a recommendation is developed to determine the research questions. This conceptual framework discusses the influence of packaging attributes on consumer purchase behaviour.

This research employed qualitative research methods using three instruments which are interviews, focus groups and experimental workshops. These three instruments were used to explore how packaging attributes are involved in the process of consumer's purchasing intentions and expectations. For data collection, a set of questions was developed for interviews and focus groups, and a brief for experimental workshops.

Section One of this chapter determines whether to use and employ qualitative, quantitative or mixed methods and how they are appropriate to this research. The data

collections used in this research and methods of coding are discussed later in Section Two: Data Collection Process (p.109). An overall view of research methodology will explain and discuss the grounded theory methodology development such as development of focus group discussions, in-depth interviews and experimental workshops to illustrate phenomenology and consumer purchase intention behavioural change philosophy of the studies.

In this section of the data collection, the samples for interviews will be selected among industry practitioners and academic members. Then, the experimental workshops consisting of postgraduates and undergraduate Design students from an institution of higher learning in Malaysia. For the focus groups, the participants will be the existing or potential consumers based on selected demographics.

In Phase One, the preliminary research will be conducted to enhance the process of data collection before initiating Phase Two of the data collection process. Phase Two represents the final preparation for data collection which will be used more formatively to assist in the research progress in developing relevant lines of questioning as well as providing some conceptual clarification for the research design as well.

In order to conduct interviews, focus groups and experimental workshops, proper permission is required from Lancaster University Ethics Committee. It especially related to the issue of confidentiality of every respondent involved in this research. After obtaining the approval (17th May 2017), the requested lists of academic members will be taken from institutions of higher learning website based on information of their expertise in their discipline. Then, an official letter will be sent to each of the selected

academic members to inform about the research and the date that it would take place. Each letter clearly explains the objective of the research.

In addition, the academic members will be informed about the importance of the interview, the confidentiality of their responses and that the data would only be utilised for the purpose of the research. Once the interviews have been conducted, recorded and transcribed, the information then will be analysed and interpreted in order to produce the findings. In order to get a valid result, it is essential to observe the individual interaction involves reflexive interaction as disinclined to the environmental response when engage with social interaction in their activities such as language, gestures and object implications (Goulding, 2000).

3.2.1 Research Questions

According to Yin (2014), a research question is a significant component in defining the aims of empirical studies which start with a ‘how’ or ‘why’. The structure of research begins with a broad area of interest and research questions to help the researcher to focus on a specific research. Ritchie, Lewis, Nicholls, & Ormston (2014) state that there are a number of significance requirements that the research questions need to meet. The research questions should be:

- Clear, intelligible and unambiguous
- Focused, but not too narrow
- Capable of being researched through data collection: not questions which require the application of philosophy rather than of data
- Feasible, given the resources available
- Relevant and useful, whether to policy, practice or the development of social theory

- Informed by and connected to existing research, theory and need, with the potential to make an original contribution or to fill a gap
- Of at least some interest to the researcher

A further step is to develop questions for in-depth interviews and focus groups. These in-depth interviews and focus groups' questions are related with sharing research ideas behaviour which are based on the 'Bloch Decision Theory' model by (Bloch, 1995) and 'Consumer Decision Model' by Blackwell et al. (2005). The research questions are a significant phase in this research because they depict the significant part of the research study (Yin, 2014). This then allows the researcher to essentially focus on the issue and identify research methods that are relevant to the research questions. Meanwhile, Marshall and Rossman (1999) emphasise that the researcher will obtain personal theories or hunches developed throughout the systematic review of existing theory and research. The study therefore, becomes clearer about the intellectual challenge on how they want to describe, explain, and more comprehensive questions they intend to address (Mason, 2002). Lewis (2012) also states that the relationship between design, data and theory is a multi-directional one where design needs to be analysed as the study proceeds and new ideas developed.

3.2.2 Data Collection Process

This section further elaborates the significant process of collecting and measuring the variables information in response to the research questions. There are a variety of techniques that can be used in data collection. In this research however, it focuses on defining how the actual data research process uses a single research design; qualitative methods. Data collection is divided into two parts to gather information; primary data

(interviews, focus groups and experimental workshops) and secondary data (literature reviews).

In order to better understand the emergent issue of research, the data are collected in two phases: (1) Phase One: to fulfil RO1 and preliminary research is used to obtain RQ1; (2) Phase Two: to fulfil second RO2 and RO3 and to answer RQ2 and RQ3. There are three approaches that will be employed in this research such as interviews, focus group discussions and workshop experiment. Meanwhile, the secondary research data was collected through a reviewed and compressive literature review that comprised of four different research areas: packaging, consumer purchase intention behaviour, management and marketing and purchase behaviour in Malaysian context.

This research will be conducted in the United Kingdom and Malaysia with both participants drawn from both countries to acquire different point of view in terms of cultural differences. To determine what was considered the main cause of restrictions the interview participants were given questions concerning issues related to the development of company's design-driven innovation and consumer purchasing intention and their decision-making process. The significance to recognise influences that can cause the change in consumer's purchasing behaviour. The company must have a deep understanding of their target markets and consumer's consumptions in order to meet and satisfy consumer's needs and wants as well as stimulate their intention to purchase the products.

In order to develop in-depth understanding of the correlation between packaging and its attributes with consumer purchase behaviour, three research questions were developed to fulfil the research aims and objectives. Each research question will produce different

research themes from derived from the qualitative research process. This research will explore the variable factors identified in the literature review that affect decision-making process and influence purchase intention through packaging attributes. It also shows the detailed process of data collection of research.

Phase One will use in-depth interview and focus groups for data collection methods. The purpose of Phase One is to investigate how company in the United Kingdom uses packaging as an activity for marketing strategy to convey brand values and influence consumer purchase intention. Next, focus groups discussions will be used to explore the engagement between consumers and packaging and its attributes that influences purchasing decision-making and purchasing intention behaviour. The results from Phase One serve to gather different views and knowledge from companies, industrial practitioners and academics, as well as Design students in Malaysia that better match consumers' needs and expectations in a Malaysian context in Phase Two.

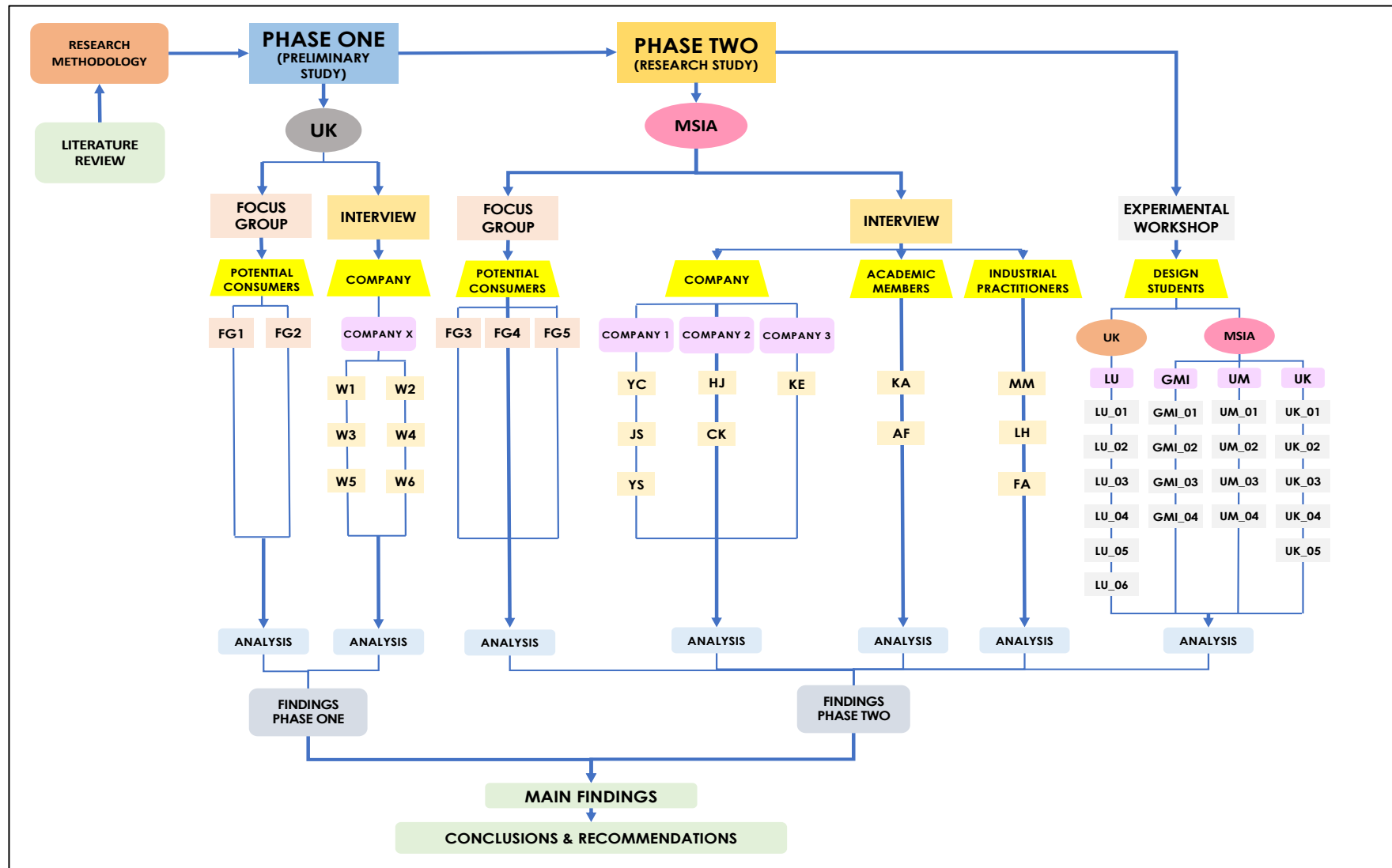


Figure 3.2 Detailed process of data collection of the research

Participants	Role	Organisations	Employees	Sectors	Date of interview
W1	Managing director	Private limited company	500	Product (consumer design, marketing, production, packaging)	26/05/17
W2	Sales manager	Private limited company	500	Sales, consumer research	26/05/17
W3	Senior marketing	Private limited company	500	Marketing, consumer design	26/05/17
W4	Senior designer	Private limited company	500	Product, website, packaging	26/05/17
W5	Designer	Private limited company	500	Product, website, packaging	26/05/17
W6	Senior production	Private limited company	500	Production, manufacturing and assembly	26/05/17
YC	Head of human resource	Private limited company	500	Product, design process, manufacturing and assembly, production	21/06/17
JS	Senior marketing	Private limited company	500	Product, packaging, marketing	21/06/17
YS	Head of marketing	Private limited company	500	Product, packaging, marketing	21/06/17
HJ	Managing director	Small medium enterprise	50	Product (consumer design, marketing, production, packaging)	23/06/17
CK	Senior marketing	Small medium enterprise	50	Product, packaging, marketing	23/06/17
KE	Manager	Small medium enterprise	40	Product (consumer design, marketing, production, packaging), human resource	26/06/17
AF	Industrial design lecturer	Private university	1000+	Product, design process, manufacturing and assembly, design fabrication and prototyping	18/07/17
KA	Product design lecturer	Public university	1000+	Product design, transport design, furniture design, 3D, ergonomics	19/07/17
MM	Managing director	Small medium enterprise	20	Fashion retail, packaging, marketing	17/07/17
LH	Designer	Small medium enterprise	20	Product, packaging, marketing	20/07/17
FA	Designer	Small medium enterprise	30	Product, packaging, website, marketing	25/07/17

Table 3.1 List of interview participants in Phase One and Phase Two

3.2.3 Interviews

Interview is a common qualitative method in the process of data collection. There are three types of approach to data collection such as structured, unstructured and semi-structured interviews (Creswell, 2008). In this research, semi-structured interview is used to achieve optimum use of interview time, and the interview guide serves to exploring the participants more systematically and comprehensively. This method involves face-to-face interview and generally focused to gain in-depth insight and understanding of the studied phenomenon (Ritchie & Lewis, 2003).

3.2.4 Focus groups

The rationale of using focus groups method was because it has a number of advantages. As emphasised by (Kitzinger & Barbour, 1999), focus groups enable the researcher to explore people's experiences, opinions, wishes, and concerns. In other words, focus groups are a way for the researcher to understand the social and behavioural conditions in response to the research questions.

In this research, the purpose of employing focus groups discussion is for the researcher to look at the range of opinions, perceptions, ideas or feelings people have about something like an issue, behaviour or idea. Moreover, the focus groups approach is used to provide insights into the area of concern that relates to people's changing behaviours and purchase motivations towards product brands. According to Krueger (2002), focus groups consist of '*a small number of participants in one group which each participant has opportunity to share diversity of perceptions*'. This method is appropriate to correlate the understanding from information based on the literature review with participants' perceptions and explanations. In the context of methodological debate as

a whether or not to recruit for homogeneity within a group, the mixture of backgrounds of people could be seen as relatively sharing common understanding and characteristics (as cited in Waterton and Wynne (2001).

From another perspective, focus groups are group in-depth interviews for the purpose of participants expressing their opinions on a specific set of open questions (Welman et al., 2005). Krueger and Casey (2015) emphasise the benefits of focus groups which allows for in-depth understanding of consumer's decision-making process, guide program, policy or service development, capture insights on behaviour and to provide insight on organisational concerns and issue as shown in Table 3.2.

However, there are advantages and disadvantages using the focus groups. According to Krueger & Casey (2015), the results from the focus groups may be biased due to a few factors: (1) the participants tend to intellectualise where they can portray themselves as thoughtful, rational and reflective individuals because not all behaviour is thoughtful and reflective and may be unthinking and unconscious, (2) focus groups do not tap into emotions because some participants are reluctant to share their feelings and (3) the participants may make up their answers because some of them have limited experience or no experience and can be embarrassing or reflect negativity on the individual..

THE USES OF FOCUS GROUPS	PURPOSES
Can help with decision-making	1. Gather information: (1) before a program (needs assessment, asset analysis, a climate survey, planning or pilot testing), (2) during a program (formative evaluation, process evaluation, feedback, monitoring or reporting) and (3) after a program (summative evaluation, outcome evaluation or just feedback).
Can guide program, policy, or service development	2. Used to gain understanding to see certain issues through the eyes and hearts of the target participants who will have to implement the program, policy or service (how do they think about it? How do they feel about it? What do they like/dislike about it?) 3. Used to pilot-test the prototypes created by the design experts. Potential users are asked to compare and contrast. 4. Used for evaluation.
Can help capture insights on behaviour	5. To discover how consumers change their behaviours: to try new product, to buy more product or to switch brands.
Can provide insights on organisational concerns and issues	6. To define consumer satisfactions, to gain insights on organisational development, to understand employee concerns, to provide insights of planning and goal settings, to provide consumer needs assessment, to develop and maintaining quality improvement and to identify the criteria needed for successful rules, laws or policies.

Table 3.2 The uses of focus groups by Krueger & Casey (2015)

Therefore, the researcher employed experiment as one of the methods of research in order to have better understanding of participants' perceptions and uncommon results from the focus groups. This approach also helps to identify the problem and solution based on the interactions of the participants.

3.2.5 Experimental Workshops

The ‘experimental design’ approach was employed in this research to investigate the packaging and its attributes of giftware design products variable factors that can influence consumer purchase intention behaviour. This approach uses drawing as experimental design to understand the significance of culture in packaging development. According to Van Meter (2001), the drawing method is “*a strategic process, the behaviour of producing a drawn external representation is believed to direct underlying cognitive processes responsible for task performance*” (as cited in Van Meter & Garner, 2005). This experimental workshop allows the researcher to observe and understand how young Design students use design elements to design a packaging through drawings. Later, the presentation after experiment is also to allow the researcher to explore the participants’ perceptions and beliefs as well as information that forms the major factors in influencing consumer behaviour.

The ‘experimental’ approach of this research applied visual imagery. According to Rose (2016), “*visual imagery is never innocent; it is always constructed through various practices, technologies and knowledges*” (p.32). Guillemin (2004) also supports the significance of this approach by stating that;

“Drawings are intricately bound up with power relations, social experiences, and technological interactions. The process of drawing, and, therefore, the process of meaning making, is thus informed by the sociotechnical world of the drawer” (p.275).

This approach is useful to provide the context of business marketing strategy in exploring how young designers use the elements into the packaging and its attributes that can influence consumer’s perceptions and fit into their lifestyles. The findings will

offer information on the exploration of how the appearance of packaging of giftware design can influence consumer purchase intention through the packaging and its attributes.

3.3 Section Two: Data collection Phases

3.3.1 Phase One: Preliminary research

In this research, Phase One is to answer the research question one (RQ1) and to fulfil research objective one (RO1). A preliminary research is designed and conducted to investigate and develop in-depth understanding of the impact of packaging attributes on consumer purchase intention that related to giftware design. This research is also to determine in depth the issues and problems that the company is currently facing. Frankland & Bloor (1999) state that preliminary research helps to narrow down on the specific issues with clear explanation of the focus of the research. In particular, this phase highlighted the need to explore in greater depth in how packaging attributes of giftware design can influence consumer purchase intention and their perceptions as well as to identify the variable factors that influence the purchase intention. The findings from Phase One (preliminary research) showed the need for further research into packaging attributes as adding value to consumer perception that related to giftware design within Malaysian context in Phase Two as shown in Figure 3.3.

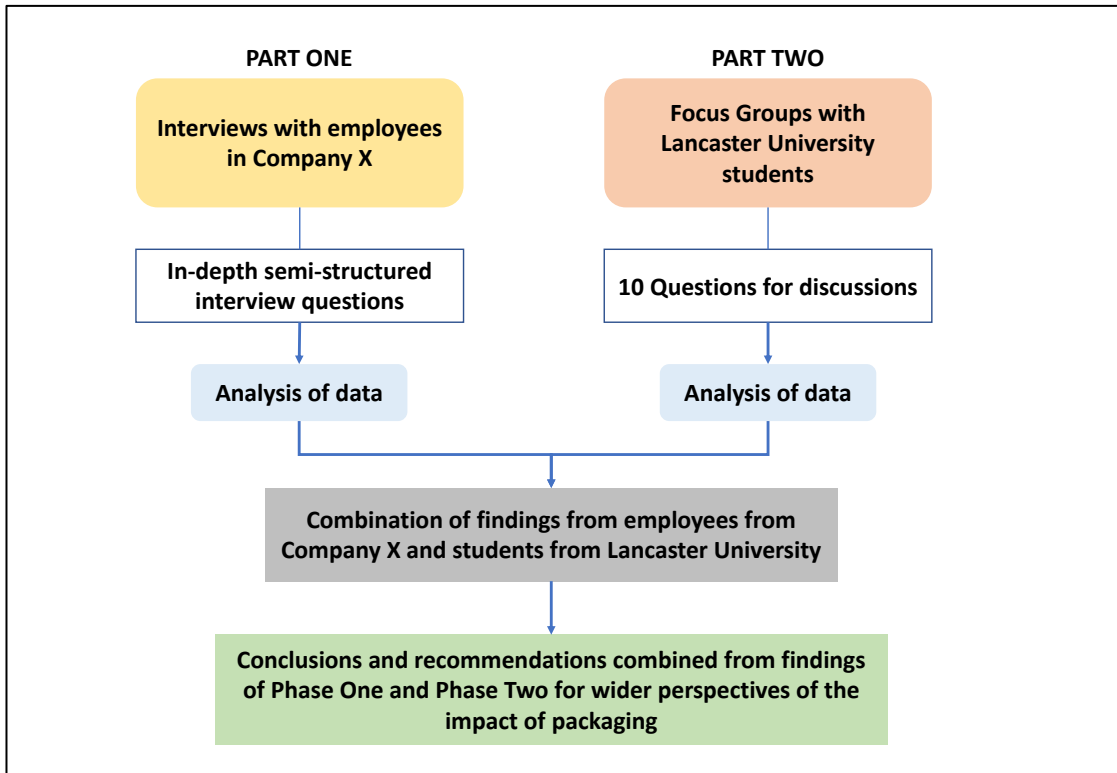


Figure 3.3 Phase One flow diagram

The aim of preliminary research to explore in-depth of giftware design can capture consumer purchase intention as well as to measure the use of packaging attributes of giftware as tools to influence consumer purchase intention. Focus groups and semi-structured interviews are employed in the process of data collection in the Phase One. First, the focus groups are conducted to explore consumers' responses to packaging characteristics and elements of giftware design that can influence their purchase intention. This approach is appropriate to gain in-depth understanding of the role of packaging and its attributes and consumers' interests in the real context. The participants are selected because they are the potential purchaser and focus groups are used to access knowledge, views and attitudes from different points of view. It is also to understand how consumers perceived value of product through its packaging and how it leads to the purchase intention. A total of twelve participants, aged between 21 to 36 years in Lancaster University, United Kingdom were selected and were divided

into two groups. This focus group discussion was to gain and determine how packaging is perceived by consumers between the variable factors that may influence their opinions, perceptions, feelings and thoughts.

Second, the semi-structured interviews used was to have in-depth insights into company management and marketing strategies as well as packaging innovations with particular significant questions and allow to address unstructured discussions and exchanges of different thoughts and opinions. A total of six participants were selected at one company in the United Kingdom. The purpose of this interview with company was to examine how company use packaging attributes as marketing tool to capture the intention of consumers and use aesthetic of giftware design packaging to stimulate a direct interaction to purchase intention. According to Creswell (2007), the interview guide comprises of central questions and many associated questions related to the central questions and improved further through preliminary testing of the interview guide.

The findings from these two approaches offered in-depth insights into the correlation between consumer purchase intention behaviour and packaging attributes. The samples and procedure details were discussed further. They illustrated how significant packaging attributes to consumer's perception and influence purchase intention by using two different ranges of products with different styles of design.

3.3.1.1 Sampling and identification of participants

This sample will be used for a preliminary interview and focus group discussions that consist of students from Lancaster University and one local company in the United Kingdom. The sample of Design students from Lancaster University was selected by using purposive sampling. Palinkas et al. (2015) state that "*purposely sampling is a*

technique widely used in qualitative research for the identification and selection of information-rich cases for the most effective use of limited resources” (p. 532). According to Patton (2015), in qualitative research, purposively sampling is widely used for the identification and selection of information-rich cases for the most effective use of limited resources.

Participants	Role	Gender	Job Descriptions	Background
W1	Managing director	Female	Product (consumer design, marketing, production, packaging)	British
W2	Sales manager	Male	Sales, consumer research	British
W3	Senior marketing	Female	Marketing, consumer design	British
W4	Senior designer	Female	Product, website, packaging	British
W5	Designer	Male	Product, website, packaging	British
W6	Senior production	Male	Production, manufacturing and assembly	British

Table 3.3 List of participants for interviews of Phase One

This sampling involves identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced a phenomenon of interest (Creswell and Clark, 2007). Moreover, *“in addition to knowledge and experience, Bernard (2002) and Spradley (1979) note the importance of availability and willingness to participate, and the ability to communicate experiences and opinions in an articulate, expressive and reflective manner”* (as cited in Palinkas et al., 2015).

For the interview, six participants were selected based on the level experience or expertise in the company. This interview participants included brand manager, designer and marketer to identify packaging factors used for manipulating consumer intention and perception. They are experts from the product industry sector and have deep

knowledge about opportunities and challenges of business. Moreover, they can help to provide knowledge of the organisational performance, culture and decision-making strategies within the business and management contexts.

Then, two focus groups were conducted for the preliminary research (see Table 3.4); (1) FG1 comprised two males, and four females of Lancaster University postgraduates and undergraduates' students with various ethnic backgrounds and (2) FG2 comprised three males and three females of Lancaster University postgraduates' spouse. In the context of the methodological debate as to whether or not to recruit for homogeneity within a group, according to Barbour & Kitzinger (1999), this group combination of ethnic mixture could be seen as a relatively safe group combination. Both FG1 and FG2 consisted of women and men who had some common understanding as they were all involved in groceries shopping, lived in a house and currently sharing commonality of experience (lived in own house/room, shopping). All participation for both interview and focus groups were voluntary and no reward was offered to the participants.

Participant	Gender	Background	Occupation	Age
FG1				
P1	Male	Asian	Postgraduate student	34
P2	Female	Asian	Undergraduate student	20
P3	Male	Asian	Postgraduate student	30
P4	Female	UAE	Postgraduate student	30
P5	Female	British	Undergraduate student	21
P6	Female	Asian	Postgraduate student	36
FG2				
B1	Male	Asian	Lecturer	31
B2	Female	Asian	Government officer	34
B3	Male	Asian	Self-employed	35
B4	Male	Asian	Teacher	30
B5	Female	British Asian	Housewife	30
B6	Female	Asian	Housewife	31

Table 3.4 Details of participants for focus groups of Phase One

3.3.1.2 Coding and content

Semi-structured interviews and focus groups approaches were the first step into understanding the research themes and keywords. The data was qualitative and textual, non-numerical and semi-structured. This was significant to examine the reflection and concerns of consumers comprehensively and critical explanations thoroughly on an individual's motivations, psychological inspirations and perceptions of the intention to purchase the product through packaging.

For the analysis, the researcher used conceptual codes to sections of the transcribed text based on themes to reach a consensus in the process of coding keywords. The analysis included both coding based on transcriptions from the focus groups and coding assisted by manual transcriptions and colour paper coding. The findings comprised a narrative presentation of the results from each of the focus group discussions, followed by a report on the questions according to common themes such as phrases, sentences or long exchanges between individual participants (see Appendices).

The process of coding began when the transcribed interview scripts such as phrases, sentences or long exchanges by each group was grouped into different colours. Then, the coloured scripts were cut out apart and sorted and placed together into relevant coding lists. The process of sorting was carried out manually on the A1 size paper using thematic analysis method.

i. Thematic analysis as research approach

According to Braun & Clarke (2006), "thematic analysis is a method is used for identifying, analysing and reporting patterns (themes) within data" (p.79). They also emphasised that this approach could minimise organisation and describe the data set of

data in more detail. However, Braun and Clarke (2006) the process of finding thematic coding is presented within ‘major’ analytic traditions, for instance grounded theory instead a particular approach in its own right. Moreover, thematic analysis must be considered a method in its own right (Braun and Clarke, 2006). Moreover, thematic analysis is used to provide clear links between themes and the aims of the research in order to guide the development of analytical claims and particularly relevant to this research.

From the list of common themes, the researcher presented the emerging themes and issues from the patterned response level within the data set. Data reviews documents and observations are included where applicable in the results. The summary concludes the report of findings of Phase One and previews in Figure 4.5 (see p.158).

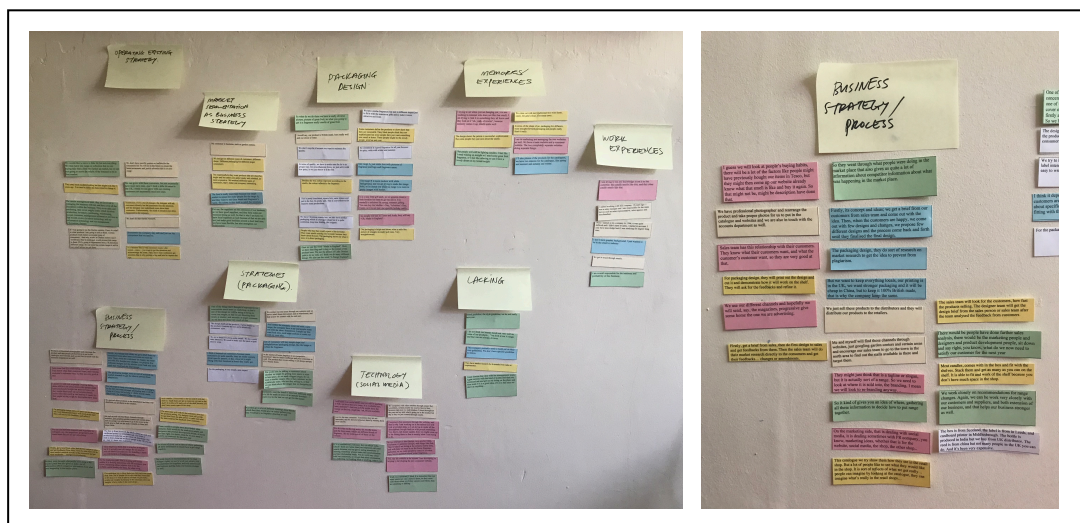


Figure 3.4 Process of coding using colour papers at Phase One

3.3.1.3 Data analysis

Furthermore, based on the preliminary research, there were 25 questions adapted in this semi-structured interview for the industrial participants as shown in Table 3.7 . The questions generally focused on company's management and marketing strategies. The structured interview for academic members and focus groups discussion was also shown in the Appendices (p.315). However, the questions for academic participants aimed at exploring the depth of knowledge from the academia in product design context. The structured questions for focus groups were used to assess consumer experience and perceptions involved in purchase decision-making process when they purchase or select the product. These questions are reflected in four main variables; (1) packaging attributes analysis, (2) physical and visual impact, (3) behavioural analysis, and (4) behaviour characteristics.

3.3.2 Phase Two: Focused research

The Phase Two of this research is significant in achieving the second (RO2) and third (RO3) research objectives. This phase is intended to assess in detail different knowledges, attitudes, perceptions and views from different types of participants as shown in Figure 3.5 Data collections of Phase Two. Further, the purpose of this phase is to investigate individual and business variables on the perceptions of packaging that influence consumer purchase intention behaviour. Therefore, the interviews, focus groups and experimental workshops were employed to obtain the data of this research. In order to obtain the appropriate or relevant data and information, the participants chosen were Design students, industry practitioners and academicians. The outcomes and findings of the research could be used for industrials, academia and non-academic and they can also benefit from the recommendations of research.

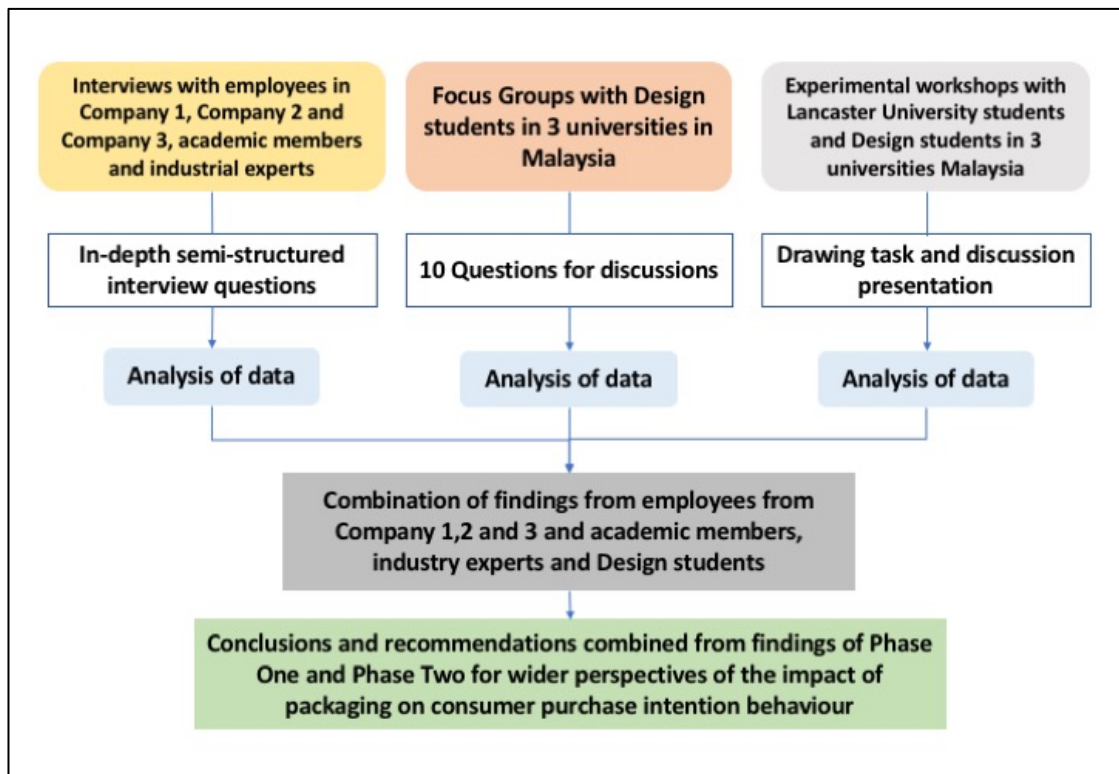


Figure 3.5 Data collections of Phase Two

Firstly, for the first interview session, a total of eleven semi-structured interviews were undertaken at three companies in Malaysia to explore company’s marketing strategies and activities in Malaysian context. These interviews were to obtain the employees’ perspectives and opinions toward the company’s management as well as marketing strategies. These interviews were to strengthen the data of how packaging attributes can evoke consumer’s emotional response and the purchase intention from certain cultures. It was also to provide details and perspectives of how companies integrate brand marketing strategy to influence consumer perceptions and innovation based on specific demographics.

In the second part of the interviews, there were five interviews undertaken to investigate the industrial and academicians’ perspectives to shared their perceptions of the impact of packaging to the success of business and products. The academicians were selected

to provide theories and views on business opportunities, strategies and factors that drive innovation. Moreover, they offer the dimension of design expectations of industry and the competencies of design graduates. These findings will contribute the economy and general society. The industrial participants were chosen to gain in-depth understanding of opportunities and challenges the companies face today. It was also to determine the competencies dimensions and investigating the packaging development on consumer behaviour.

Secondly, a total of 16 participants were involved and they divided into three focus groups. The purpose of focus groups were conducted to gain an insight into motivational factors of product attributes that affect consumers purchase intention and decision-making process. The purpose of the focus groups was to seek information from consumers in their consideration in selecting product and to investigate how they perceive packaging that influence their intention to purchase when they do shopping for groceries or personal items. Therefore, in order to obtain this information, the focus group was an ideal method to produce data and insights that could not be obtained from other research methods such as survey or interview. The moderator allowed participants to interact with each other to get more information and shared their experiences and opinions. The usefulness and validity of focus group data are affected by the extent to which participants feel comfortable about openly communicating their ideas, views or opinions. The participants were recruited by email invitations and the researcher briefly explained the purpose of the research project and followed by the distribution of participant information sheets (PIS) and consent forms. The design brief and interview questions were developed and distributed to participants by email.

Lastly, experimental workshops was conducted and this data were an additional source for analysis to strengthen the findings of the research. The purpose of the analysis of this method was used to gain insights and discover of how Design students which known as the young designers go about a design task and identifying the effectiveness of packaging attributes to elicit consumer purchase intention based on their insights on consumer's interests. The main reason the Design students were chosen was because they have new additional extension of ideas of design. It is because not all ideas are always from professionals, but the fresh ideas from young designers could also contribute to and blend in with current ideas. The analysis of this data was based on the drawing sketches to explore how young designers examined new ideas to create a product that can elicit consumer emotions based on packaging attributes.



Figure 3.6 Experimental workshops activities of Phase Two

This experimental workshop further defined the exploration in packaging and its benefit as well as in identifying possible strategies for promoting the products. Figure 3.6 shows the participants were asked to draw a packaging of a perfume bottle. Later, the

participants presented their drawing sketches to other participants to define the elements and reasons to influence consumer's intention and concerns. The following criteria for experimental workshop were as the design was entirely new and original, both functional and aesthetically pleasing and suitable for mass production and should be suitable for production in porcelain, glass, metal and other base materials (see Appendices, p.319).

3.3.2.1 Sampling and identification of participants

In Phase Two, the data were collected from semi-structured interviews, focus groups and experimental workshops in Malaysia. Firstly, focus groups were employed to determine the differences of motivation factors that influence consumer purchase intention of giftware design in Malaysian context. The participants for focus groups are the potential consumers sharing similar demographics characteristics. The purpose of focus groups are to allow the researcher to explore participants' experiences, perceptions, opinions, attitudes and other aspects towards the appearance of packaging specifically focused on giftware design distributed within Malaysian context. In this research, there were three focus groups discussions which included both men and women, and undergraduates and postgraduates' students from higher learning of institutions in Malaysia. A total of 16 students participated in this focus groups. These participants were selected based on certain demographics such as age, gender, ethnicity, and educational background. The participants were from University Teknologi Mara Shah Alam, University Teknologi Mara Kedah and University Teknologi Mara Melaka in Malaysia. All participants were asked to respond to a set of questions that would guide the research in order to seek information on participants' experiences and considerations when they shop for giftware or personal items. FG3, FG4 and FG5 represented consumers in the Malaysian context and who live in Malaysia and half of

participants are married and have families. FG2 was also provided valuable insights of how the direct interaction between packaging attributes of giftware design can influence the purchase intention in Malaysian context.

Before focus groups discussion could begin, the participants were informed about the purpose of the project and were provided an informed consent agreement. Each group discussion was held at their department in the university. They were moderated by the researcher and audiotaped for accurate transcriptions. The participants were asked five to ten questions and each focus group discussion lasted 45 to 60 minutes.

Participant	Gender	Background	Occupation	Age	Marital status
FG3					
C1	Female	Malaysian	Postgraduate	34	Married
C2	Female	Malaysian	Undergraduate	35	Married
C3	Male	Malaysian	Postgraduate	31	Married
C4	Male	Malaysian	Postgraduate	34	Married
C5	Female	Malaysian	Postgraduate	37	Married
FG4					
D1	Male	Malaysian	Undergraduate	18	Single
D2	Male	Malaysian	Undergraduate	21	Single
D3	Female	Malaysian	Undergraduate	19	Single
D4	Female	Malaysian	Undergraduate	21	Single
D5	Female	Malaysian	Undergraduate	23	Single
D6	Male	Malaysian	Undergraduate	22	Single
FG5					
U1	Male	Malaysian	Undergraduate	21	Single
U2	Male	Malaysian	Undergraduate	22	Single
U3	Female	Malaysian	Undergraduate	23	Married
U4	Female	Malaysian	Undergraduate	21	Single
U5	Female	Malaysian	Undergraduate	23	Single

Table 3.5 Participants for Focus Groups in Malaysia

Figure 5.5 illustrates there were eight products and the brand's name covered with a white label. The participants were asked for their opinions and perceptions about the product and packaging. The moderator asked 10 carefully selected questions on product, price, place and promotion and probed further as needed.

Lastly, the focus group questions were to assess the participants' perceptions of the packaging products, their benefits and positioning, and pricing, placement and promotional strategies. In addition, questions were asked on their experiences, preferences, and attitudes concerning the physical packaging attributes in general and point of sale in particular. In these focus group discussions, the participants talked about the packaging attributes that captured their attention and stimulated their purchase intention process based on a list of questions (see Appendices).

Secondly, for experimental workshops, there were conducted in Malaysia and United Kingdom to observe and explore users' specific objectives and needs in cross-cultural context. This workshop presented the research findings to answer the (RQ3) (p.5) 'How do the marketers and designers use packaging attributes of giftware design in purchasing decision process to employ long-term consumer purchasing behavioural change?' The researcher needed to make comparison by exploring and have in-depth understanding of users' expectations on how consumers choose their products in a straightforward manner. This experimental workshops was conducted to determine the significant characteristics such as goals, roles, behaviour, packaging attributes, needs, preferences, opinions, innovation and environmental context that could influence purchase intention in Malaysian context as well. In this phase, this method was employed to explore the values that were significant and believable to the target consumer throughout the process of product design development. The sampling selected was the Design students from Higher Education Institutions (HEI's); one institution in the United Kingdom and three institutions in Malaysia. These institutions were selected because they offer design courses ranging from certificate, diploma, and bachelor's degree to master levels. These institutions also represent the full range of institutions which offer contemporary practice of art and design education. Moreover,

the participants' demographics will allow for different views based on cultural elements that may influence the final design style of packaging.

A total of 85 participants took part in the experimental workshops held between June and July of 2017. Table 3.6 shown there were four groups which consisted of six groups of Design students from Lancaster University, United Kingdom, four groups of Design students from German Malaysia Institute (GMI), Malaysia, five groups of Design students from University Teknologi Mara (UiTM) Melaka, Malaysia and five groups of Design students from University Teknologi Mara (UiTM) Kedah, Malaysia. All students were familiar with packaging. At the end of the workshop, all students were to present their sketches for further discussions. The participants were asked to define the packaging of giftware design and discuss specific promotion strategies in highlighting the significant elements of the packaging attributes that can influence consumer perception and their purchase intention.

Group	University	Demographic	Date of Interview
LU_01 LU_02 LU_03 LU_04 LU_05 LU_06	Lancaster University, United Kingdom	24-30 years old; male and female; Masters design management students	07/07/17
GM_01 GM_02 GM_03 GM_04	German Malaysia Institute (GMI), Malaysia	18-23 years old; male and female; Diploma and Bachelor design students	17/07/17
UK_01 UK_01 UK_01 UK_01	University Teknologi Mara Kedah, Malaysia	18-23 years old; male and female; Diploma and Bachelor design students	22/06/17
UM_01 UM_01 UM_01 UM_01 UM_01	University Teknologi Mara Melaka, Malaysia	18-23 years old; male and female; Diploma and Bachelor design students	20/06/17

Table 3.6 Participants' for experimental workshops in Phase Two

Before experimental workshops began, the participants were informed about the purpose of the project and provided an informed consent agreement. Each group discussion was held at their department in the university. They were moderated by the researcher, audiotaped for an accurate transcription and photographed their drawings.

Lastly, the researcher conducted in-depth interviews with two academic members and three industry practitioners in Malaysia. The analysis of these interviews required an understanding of marketing strategy and information of how to influence consumer purchase behaviour and their intention from academia and industrial perspectives within Malaysian context. The interviews with two academic members were sufficient for the analysis because they are Product Design lecturers in local universities and they had considerable experience in product and packaging development in Malaysia.

The other three participants were industry practitioners (managers and designer) and the information gathered from these participants is reliable and provides valuable information of how they use strategy in their business to promote the product and make product desirable that fit with target consumers' needs as well as to influence consumer purchase intention that can be useful for industry practitioners in Malaysia.

This phase presents the emergent themes and fundamental issues that could support or otherwise the research proposition of the research. The researcher needed to explore how consumers perceived the product from the aesthetic form of packaging through their new idea development in the design process. Moreover, this research investigated the process of analysis and evaluation of packaging attributes to fulfil consumers' needs. The findings also provided the designers and practitioners with in-depth insights

of how packaging and its attributes triggered consumers' perceptions and purchase intentions.

3.3.2.2 Coding and content analysis

In Phase Two, the process of coding and content began when the researcher transcribed the in-depth interviews, focus groups discussions and experimental workshops are different than in Phase One. In this phase, the researcher used Microsoft Words' commenting feature to code text-based data and extract each comment into analysable contents to give the sense of the frequency of themes into columns. The process of coding comprises of identifying similar labels, comments or codes into similar categories. Firstly, the researcher read the entire transcript line by line of each participants' transcripts from the interviews, focus group discussions and experimental workshops and selected from first question of the topic discussed. Then, the researcher identified the relevant codes for the analysis coding line by line and the comment's label are consistent. For instance, the researcher used words to relevant description for line of participants' transcripts such as 'innovation', 'social media', 'technology' and 'strategy' to make it easier for extraction process. Then, the researcher find similar codes and classify under common themes such as 'social media and technology', 'personal and lifestyles' and 'market strategy and innovation'.

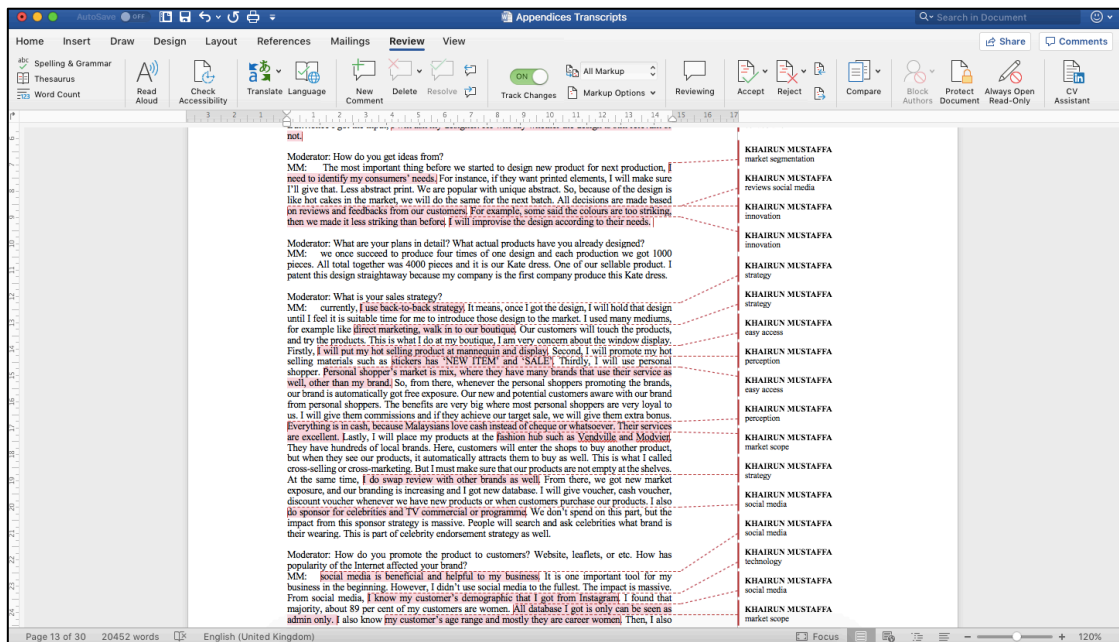


Figure 3.7 Extract keywords from interviews using Microsoft Words

Then, the researcher examined the first response and highlighted every comments, opinions and quotes that seemed relevant at first glance. If the highlighted comments, opinions and quotes answered the question, the researcher coded them into categories. The researcher placing all data into new columns in a new document for each interview sessions. Then, the researcher highlighted the topic in the transcripts and in the same colour to connect similar topics with other participants' responses. At this stage, the researcher used various colour to summarise all significant codes from comments, opinions and quotes from the interviews, focus groups and experimental workshops into the category system for the comparison results.

3.3.2.3 Data analysis preparing

This research involved companies in the UK and Malaysia to assess the outcomes of the research objectives of this research. The aim of assessment of interview questions

was to evaluate the process of the consumer and the company in fulfilling and satisfying consumer needs and desires such as the design attributes outcome, price, and location.

There are a number of variables measured such as:

- Consumer perceived design: the packaging attributes
- The marketing and design team process to achieve success of product; effective design strategy and support, stages of idea development, team consistency.
- Company’s strategy for success of product development such as management and consumer’s challenges.
- The contributions and impacts of academic research based on theories and practices for the success of company and products.

	No. of question	Question	Aim
General description about participant and what he/she does	1	Could you please tell me a little bit about yourself and how you have been working in this industry? Background – your name, position and responsibility, education and skills.	Determine the vision and mission of the company
	2	What your company does specifically? Can you briefly describe the kinds of products you produce? How long have you been doing this?	Determine the work aim and scope, background knowledge in the specific department in the company (marketing and design)
Detailed description about how they work	3	What do you do as managing director/marketing manager/designer for the company?	Determine the marketing and design team strategy of the company
Desk research	4	Would you like to introduce your working process of new product development in this company? Is it a fixed process or has it evolved over time?	Determine how the team developed product design to the targeted consumer
	5	Are there any particular skills, methods or techniques that you employ in your work?	
Analysis 1	6	Do you and your designer have the expertise to make a successful move outside the field of product design?	Determine how the team conducted market research and analysed target market
	7	How do you communicate (promote) your product? who is this promotion aimed at (customer, buyers, etc)?	
	8		

		How do you interact with these people and what are points of interaction?	
Analysis 2	9 10	How do you value your work? What do you value most in your work? What do you think it the most important aspect of your work: For you? For others?	Determine the team's passion in working
Analysis 3	11 12	In your view, how do you think your product is perceived By people in your community (leave for interviewee to define their 'community')? By people outside of your community? Do you think the kind of product you designed was perceived differently in the past? If so, what changes do you think have occurred to change people's perceptions?	Determine how the team assessed and evaluate the product success
Analysis 4	13	Current situation in local product industries? Demand? Markets and customers (domestic, export markets), styles and customer preferences (contemporary, modern, traditional) Reliability of the markets.	Determine the current situation product industry in Malaysia
Analysis 5	14 15	How big is your 'design' team? Are these designers now working exclusively on other products instead of your current products? What is your sales strategy?	Determine the team strategies most commonly used in relation to the targeted consumer purchase behaviour
Analysis 6	16 17 18	How does your products differ from other brands? Do you have any strategies to differentiate your product brands from your competitors? What makes the product unique and is there any specific features for each range of your products that you need to be address? E.g. packaging, colour, shape, scent, texture, usefulness, etc. How the consumers would use the product in terms of packaging and product of use. How do you get ideas from? How do you do your market research?	Determine how the team evaluate product design strategy for the company sales success
Analysis 7	19	How do you promote the product to customers? Website, leaflets, or etc. How has popularity of the Internet affected your brand?	Determine how the marketing team promoting the brand for product success
Analysis 8	20 21	What are you working on at the moment? (current work focus and interests). What are your plans in detail? What actual products have you already designed?	Determine the status of current project at completion.
Analysis 9	22	What do you hope to work on in the future? How do you see you work developing over time?	Determine how company sustain the company's achievement

		Would you like to keep it more or less the same, or change, or grow, etc?	
Idea development to solve problem/need	23	<p>What kind of effort do you think needs to be taken to sustain your practice (both personal and social levels)?</p> <p>What do you think are the most important aspects about your work that need to be sustained?</p> <p>What parts of your work could be changed or done in other ways (without damaging or devaluing the important aspects of what you do?)</p> <p>Are there aspects that you dislike or would prefer not to have to do?</p>	Determine how the team sustain their work of practice to achieve product success
Recommendation and suggestion	24 25	<p>If you can change anything in your product, what could it be? How many times do you need to change the design before release to the market?</p> <p>I think it's interesting that the more companies seem to have, the more sensitive we become aware with the products. Trends come and go. Some are good and will return, and some will leave you feeling embarrassed in the future. Some designers trying to focus on the fundamentals, which will always work. Where do you see your brand in five years' time?</p>	<p>Determine how the team wants to improve the product capability to fulfil consumer needs and wants</p> <p>Determine the future direction the company and team hold in five years' time</p>

Table 3.7 Aims of interview questions for industrial participants

3.4 Validity and reliability

The data collection of this research must take into full consideration the validity and reliability of research. Bryman, Teevan, & Bell (2009) state that reliability signifies *“whether the same results would be received if a particular measurement technique were administered several times to the same research subject”* (p. 22). Therefore, various approaches were used to obtain the data such as interviews, photographs and participation from participants of the same sample group to assure the consistency in observation in data collection of this research. According to Neuman (2007), the theory paradigms are uncertain, dissimilate and not directly observable. Therefore, the significance of this analysis is also to understand the phenomenon being studied and the content analysis of participants that reflect upon their professionalism about the issue. In addition, this research conducted preliminary research with Lancaster University students and spouses, the research can be evidently based on theoretical and practical considerations and ensure that the measurement considers empirical issues. Moreover, this enabled the researcher to address the research questions appropriately and to produce more comprehensive views of the phenomenon being studied. Leung (2015), emphasised that;

“validity in quality research means ‘appropriateness’ of the tools, processes and data. Whether the research question is valid for desired outcomes, the choice of methodology is appropriate for answering the research question. The design is valid for the methodology, the sampling and data analysis is appropriate, and finally the results and conclusions are valid for the sample and context” (p. 325).

For instance, reviewing semi-structured interview transcripts with codes allows for a deeper understanding of the phenomenon from the participants’ perceptions, attitude and opinions throughout the research. The use of coding in qualitative data analysis would identify the keywords and emergent themes from the multiple in-depth interview

transcripts of the industries, academic members and the students. The keywords then were categorised into several groups and divided into different themes in relation to the research questions.

3.5 Summary

This chapter clarifies the research instruments used in the data collection process to obtain data as a way to fulfil the research objectives of this research. The information obtained in this research will benefit packaging development and innovation in the industry in Malaysian context. The findings will also help industry practitioners and academia to solve the industry problems and market needs from the exchanging of knowledge between industry and academia. Next, Chapter 4 will discuss in detail the analyses and findings of the Phase One: preliminary research.

CHAPTER 4 PHASE ONE (PRELIMINARY RESEARCH)

4.0 Introduction

This preliminary research focuses on clarifying the research questions and to develop in-depth understanding of the impact of packaging attributes of giftware design on consumer purchase intention that related to giftware design using the information from; (1) literature view, (2) focus groups and (3) semi-structured interviews. This research was conducted to fulfil research objective one (RO1) to have in-depth insights of the issues presented as well as to correspond to research question (RQ1).

The chapter also discusses the findings of the preliminary research of the data collection. All theories, challenges and problems faced by participants, knowledge and practical skills, and experiences are presented to correspond to research question one (RQ1). This preliminary research was divided into two parts. In the Part One, this research employed semi-structured interviews at Company X in the United Kingdom. These interviews were with employees of Company X in order to have in-depth understandings of the company's vision, activity, strategy, process of making decisions of marketing in producing good packaging with excellent attributes to influence consumer purchase intention.

Then, in the Part Two, focus groups were conducted at Lancaster University in United Kingdom. The aim of these focus groups were to gain in-depth insights of consumers' interests, responses and how they perceived the giftware design product based on its packaging attributes and characteristics that influence the purchase intention as pointed

out in the literature review. The findings of the preliminary research will attempt to fulfil research objective one (RO1).

4.1 Part One: Semi-structured interviews

The aim of this interview is to gain insights of company strategy who are based in Cumbria, North West UK to packaging characteristics and its attributes of giftware design products. The selection of company was not random as it was selected to provide reliable and valid results on consumer's perceptions, attitude and expectations toward the packaging. The company has a strong brand name in the UK which is the largest manufacturer of home fragrances, primarily scented candles and reed diffusers.

In this section, the researcher needs to understand the designers and marketers' process of working practices. This research also looked at the terminology used by the case company and therefore, a preliminary research was adapted in this main phase of research to examine the company's current project in depth.

There were six employees selected from different departments; they were from administration, marketing, design and production departments. The interviews were to explore their responsibility and marketing strategies in attempting to influence consumer's purchase intention through packaging attributes and apprehensions and to explore how the company strategies helped to achieve new activities for development. The participation was voluntary and no reward was offered. The participants' categories are described in Table 3.3. The overview of findings of Phase One using semi-structured interviews are shown in Figure 4.1.

PHASE ONE PRELIMINARY STUDY		INTERVIEWS
<p>THEME: 4.1.1.1 Operating existing packaging strategy, market scope and proficiency</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Senior management team cover all the disciplines within business - Unable to focus a job specifically - Lack of knowledgeable employees - Refuse to improve business strategy - Refer back to 5-10 years ago business strategy - Unlikely to change strategy - Example: working on design for the past 5 years 	<p>THEME: 4.1.1.2 Market segmentation for packaging success</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Maintain market segmentation - Use feedbacks on packaging improvement - Refer Garden Centre as focus target market - Use British experience - British elements evoke consumer feelings and brand identity 	<p>THEME: 4.1.1.3 Purpose of social media and website</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Use to assess consumer behavior - Unlimited brand exposure - To assess feedbacks and reviews - Direct communication brand-consumer - To improve design strategy - To gain trust - Save time and cost
<p>THEME: 4.1.1.4 Assisting product consumption</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Packaging stimulate intention - Attributes attract attention and increase consumption - Build confidence - Deliver product characteristics - Attributes help to choose product - Example: image carries flavour/scent - Attributes makes easy to remember - Attributes distinguish target market group 	<p>THEME: 4.1.1.5 Product judgement and benefits</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Improve purchase experience - Engage consumers directly - Enhance product value - Attract consumers on shelf - Distinguish from other competitors - Enhance awareness - Create positive or negative judgements 	

Figure 4.1 Findings from interview of Phase One

4.1.1 Findings

4.1.1.1 Operating existing packaging strategy, market scope and proficiency

This research identified that the company was operating using 15-20 years of management strategies to maintain market strength. The management and the marketing strategies still used the last 15-20 years' strategies and made only slight changes in order to adapt with current trends and situations. Based on the interviews, the findings found

that the company did not have a systematic management system in promoting its products due to a lack of knowledgeable employees able to implement brand strategies. According to participant (W1), the senior management team managed all the disciplines within the business. She stated; *“The senior management team, they are involved in managing the business with me, and they cover all the disciplines within the business. They cover sales and marketing, they cover supply chain, which involves production, inventory, purchasing, warehousing, human resources, management information services so that would cover a lot about technology and our information technology and our management information, finance”*.

Participant (W1) also explained that the company had maintain their management performance and practices to sustain market strength and implemented few quality business operating standards due to the changing cultural shift in the market. She stated that; *“we can grow with these customer, but not necessarily have more new ones”*.

Meanwhile, one participant (W6) stated that; *“we don’t do that market research”*. On the other hand, participant (W4) also stated that the team had been working on design for the past five years. Therefore, it is imperative for the company to focus on brand to have better engagement with existing consumers because they believed in ensuring good relationship with existing consumers because of their loyalty with the brands. The company also strengthened the product proposition value by focusing on its functions and other values to consumers so that they will feel much value beyond the price they are paying.

The research finds that the company is able to sustain itself in the business due to loyal existing consumers rather than focusing on finding new consumers. Based on the results of the interview, it illustrated that consumer’s post-purchase experiences are significant

for the brand to associate with consumers' emotions. The participant believed that consumer's loyalty was significant for companies to succeed in the business.

4.1.1.2 Market segmentation for packaging success

It is clear that the findings showed companies should do significant market segmentation in order to maintain their success in business. This company have maintained its market segmentation for many years and focuses on the packaging and its attributes value as a significant component to sustain the business in the local market. Participant (W1) stated that; *“When we are talking on our ranges, licence, obviously key that we sell to Garden Centre... and we use the same fragrances in your home, so Garden Centre is the key channel of distributions for us”*.

In this case, it is clear the company has positioned its product-market scope and market segmentation as mentioned by participant (W2); *“My customer is business, such as garden centres”*. The garden centre is an effective strategy in composing market segments and all the relevant target markets are suitable with the marketing mix. The company required extremely little effort to engage the product through packaging attributes with consumers because of various opportunities for brand extension.

Therefore, the characteristics of the garden centres are consumers who share similar needs and desires are the key strategy for the company because the company can lower the cost of spending on market segmentation research. The consumers of garden centre shared common market segments such as age, gender, income, geographical area and buying behaviour. Additionally, the participant stated that the team must focus on the marketing mix to create an effective packaging and its attributes for specific group of consumers. For example, as stated by two participants (W1) and (W5), the company

focused on British elements on design of product packaging such as Lake District that symbolised the British product for consumers who want a British product. The company uses elements on the packaging to trigger consumer's attention as well as to fulfil specific target consumer's wants and needs. According to participant (W1); *"We use the picture of Lake District quite a lot as well, so I think we do many different things"*.

Moreover, the results showed that the image of Lake District on the packaging was used to stimulate consumer's feelings and to inform consumers of the company's identity which was British made. Participant (W5) stated that; *"We export 45% of what we produce here at our home in the Lake District to more than 40 countries"*.

This illustrated that the product style is a part of marketing strategy to focus at specific target segmentation in order to sell the product more effectively. Therefore, the packaging must comprise all characteristics that fit with specific target segments based on consumer's demographics and characteristics. This strategy can enhance consumer satisfaction by generating the enjoyment and pleasure feelings associated with their specific needs and desires.

4.1.1.3 Purpose of social media and website

All participants mostly emphasised that social media help the team to assess consumer's purchasing intention behaviour. Social websites such as Facebook, Twitter, Pinterest and blogs are significant media for them to assess consumers' evaluation of products or services. The participants agreed that on social media, consumers are sharing experiences, opinions and perceptions towards particular brands of product or service. They interact and exchange information with each other using the online reviews. The participants also stated that the online reviews in social media assisted them to identify

the problems and improved on the existing product or service into new product or service. One participant (W3) believed that social media was a platform for the company to promote the product or a new range of products through packaging attributes and she stated that; *“I will take it on social media and we will be pushing it, ‘Oh, we have this new range, it is available here, here, and here’. And our website might have the banner on the top, might say ‘oh, bloom available no’”*.

Additionally, the findings illustrated that the company’s website was a significant tool for the company to promote the brand directly using packaging of giftware design to retail consumers and trade consumers . Company A had two official websites; one was for the retail consumers and the second was specifically for trade consumers. These websites were managed separately. As one participant (W2) stated; *“We contact our end users through our websites and we have a retail shops downstairs and in Manchester, and that is how we contact with the end user”*. The retail website aimed at retail customers to increase sales, to gain new potential consumers, and to gain trust and trustworthiness of consumers towards the brands.

Moreover, the website was a powerful platform for the consumers to gain information about the products such as list of products ranges, the price and offers, the location and opening hours of the shops and the brand credibility. For the retail website, it was a good platform for the company to engage with international companies. The packaging of giftware design in the website play significant role in offering information about the credibility and quality of product as well as the website offers the process of manufacturing to services that could influence and attract the interests of local and international traders to invest in their company to produce giftware design products for their brands. According to participant (W3), she stated that; *“The two completely*

separate websites doing separate things. This one the website at the minute I am developing or helping to developing the new consumer website”.

However, in the case of the retail website, it was a significant platform for the company to engage with consumers effectively in the cost and time saving context. Moreover, the website could also empower the brands by illustrating the company’s credibility of selling products online. Due to the advance of technology in business, the website offered consumers to browse and the purchase the product that they wanted where packaging visually communicate to consumer and influence their intention. Packaging attributes can attract the attention and influence the decision-making process. Participant (W2) stated that packaging can evoke consumer’s feelings and it is significant for them to present the product properly to induced their perceptions and satisfactions feeling because they believed website was very convenient for consumers rather than purchasing at the physical shops. Participant (W2) emphasised that; *“We have professional photographer and rearrange the product and take proper photos for us to put in the catalogue and websites and we are also in touch with the accounts department as well”.*

All images of products were clustered according to different types of categories and packaging style in the website to avoid confusion. Email newsletter subscriptions was also used as one of the marketing strategies to enhance consumer brand awareness of the latest products, discounted items or season promotions.

Alternatively, the company also used email as a marketing strategy such as email subscriptions to existing consumers as a way to interact directly about the product they purchased and to conduct surveys regarding the existing products, updating on new

products or introduce new packaging. The employees believed that conducting surveys through email as a marketing strategy saved on time and cost. Additionally, the employees stated that they could track the trends and consumer preferences among different demographic groups in real-time insights through online survey. Moreover, due to the increasing use of the internet and engagement with email, the email marketing allowed marketers and designers to collect specific data and experiences about products from consumers easier, faster and more consistent (see p. 76).

4.1.1.4 Assisting product consumption

This research found that packaging attributes play a significant role in stimulating consumer purchase intention. From the website, the information about products such as the brand's name, the scent's flavour, the price and ingredients are also significant to influence consumers purchase intention. However, in order to keep up with the sales, visual images of the packaging of product also play a significant role in influencing consumer purchase intention. Most participants stated that consumers were attracted to more colourful and larger images in the website. Participants were attracted to suitable and clean images of the packaging attributes would influence them to purchase the product. Consumers were attracted to the images of packaging on the websites and perceived the images as attribute of the entire range of products. The visual images of products built confidence and trust toward the brand and form a strong consumption attitude. Two participants agreed that packaging could deliver specific brand images and product characteristics. One participant (W4) stated that; *“Different ranges for different type of shops. The Colony is for the supermarket, they want something cheerful, colourful, bold colours or top trendy. They design for different types of customers, different shops. Different packaging for different target consumers”*.

Meanwhile, participant (W5) also emphasised that; *“Our product is different, we use different glass, different tin, and sometimes the company stay safe and just use the component that they used to”*.

In retail shops, the images of packaging play a significant role in attracting consumers on the shelf. Therefore, the company employed a professional product photographer in order to have good quality photos of products. The background and environment of the visuals also played a significant role in stimulating and evoking memories. For example, if the candle was lavender scented, the image of lavender trees would represent the scent of the candle. Participant (W4) asserted that the visual images allowed consumers to imagine when they were using the products; *“It is because this is what customer wants. They don’t want confusion; get attention that is why picture is big and bold to capture the eye. Besides the wax colour represent according to the smells, the colour reflects to the smell”*.

The product information such as price, brand’s name and the scent’s name are significant elements to communicate indirectly through packaging attributes with consumer and would affect their perceptions and purchase attentions. The packaging attributes carry product information is also vital elements and key to sales success. People would repurchase the item based on the information of packaging of product that they remembered.

Moreover, this research identified that different styles of packaging and shaping were targeted at different markets. The company facilitated different strategic styling which aimed at different age groups of the target market in order to meet their brand preferences. Participant (W5) described the differences between range A and range B;

“Range A is more modern, with white background, with bold image and more stand out on the shelf meanwhile colony with pretty image and straightforward and design fit in with different categories. Range B is for traditional consumers and made in England is for new customers...”. The company had two target markets with different age ranges to suit with their two different product ranges, (1) Range A: aiming for regular customers aged between 35 to 60 and (2) Range B: aiming for young and middle aged consumers and new potential consumers between the age of 25 to 40 years old. The results illustrated that the company focusing on a specific target market was an effective marketing strategy to allow for wider business opportunities. The specifically identified target market provided benefits for the company as it had a clear insight of consumer’s needs and desires and thereby able to serve the right packaging.

4.1.1.5 Product judgements and benefits

The packaging elements such as size, colour, graphics, shape, materials, typography and texture play different roles in increasing the sales by engaging with consumers directly and improving the purchase experience. These elements can increase added value for the brand and helps the product to stand out in the shelves better than other competitors. The brand’s image and performances are indicated through the packaging as well and it critically influences consumer’s perception about the quality of the product brand preferences. The Managing Director emphasised that the company focused on the packaging to enhance the awareness and image of the brand. She stated that;

“The material we spare and we buy probably cost a bit more, and we probably spend a bit more money on the packaging because it is a different market place. We need to certainly for the fragrance to be a bit more sophisticated, you know... which we would selling through groceries. So, what do we do there we have a really obvious picture,

picture of great fruit, so what you gonna get is a fragrance really smells of great fruit”.
(W1)

This research also identified that the uniqueness of packaging can attract consumers to purchase the product and can increase positive judgements and cause consumers to unintentionally purchase the product.

Participant (W4) stated that; *“Customers recognised the smells from packaging, like lavender, orange, and strawberry...”*. This illustrated that the packaging that used flowers and fruits to represent the scents provided in the consumers the mindsets and thoughts back to the physical realm. Participant (W3) also stressed that the emotional connections between the packaging and consumers are most significant in influencing consumer to purchase the products. Participant (W3) also stated that; *“I am trying to link it to something they all know and they look at it “oh, yeah, of course”, because memory comes it up, smells quite well”*. The packaging could create an incredible consumer experience towards the product by manipulating their thoughts of the scent using the images on the packaging.

The findings also identified that the impact of packaging image to consumer intention was powerful. Therefore, the company engaged a professional photographer to capture the images for packaging, websites and catalogues. According to participant (W2); *“We have professional photographer and rearrange the product and take proper photos for us to put in the catalogue and websites...”*. Hence, the company gave critical attention to producing great packaging images because they gave a significant impact on manipulating consumer purchase intention. In this the research illustrates that the visual images of product is important in stimulating consumer judgements towards the quality

of the products. These positive and negative judgements towards the packaging attributes have substantial impact on the consumers' repurchase intentions.

4.2 Part Two: Focus groups

A total of two groups of Lancaster University students as shown in discussed their experiences of using the candles. They were interviewed based on their experiences using the candles at home and their characteristics backgrounds of using candles. It is significant in this discussion; all themes are discussed collectively. They talked about what they like and dislike in terms of form of packaging of giftware design product. They also talked about the trends in candle's packaging and how much influence they have on their final decision on which giftware design they finally chose.

FOCUS GROUPS	DEMOGRAPHICS	DATE OF INTERVIEW
FG1	21-36 years old; male and female; undergraduates and postgraduates Lancaster University students	22/05/17
FG2	30-35 years old; male and female; spouses of Lancaster University students	22/05/17

Table 4.1 Participants' demographics of focus groups (Phase One)

The participants were given a written introduction explaining the purpose of the focus group discussion which was to assess the responses obtained based on Company X's giftware products as shown in Figure 4.2. The discussion of Group 1 and Group 2 were conducted separately.



Figure 4.2 Company X's product ranges A and B

The participants were selected based on their recent home product's purchases. They were potential consumers. It is relevant to note that all participants have experiences using the candles. In recognition of commonality, the participants could anticipate some common identification of feeling among them and these men and women had a particular dynamic in relation to one another, consisting of a certain degree of purchase intention behaviour. Two focus group discussions have been analysed and there were five emergent themes obtained as shown in Figure 4.3.

PHASE ONE PRELIMINARY STUDY <i>FOCUS GROUPS</i>		
<p>THEME: 4.2.1.1 Packaging attributes arise the interests and concerns</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Packaging elicits intention - Functionality of packaging would give benefits to life and solve problem - Packaging able to convince product benefits - Packaging deliver the product functions - Purpose of uses relate with gender - Personal experience influence intention 	<p>THEME: 4.2.1.2 Packaging elicit emotion attachment</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Use packaging as interior decoration - Shape evokes excitement and curiosity - Unique shape as collectible items (hobby) - Attributes evokes good memories - Scent trigger personal experience 	<p>THEME: 4.2.1.3 Packaging influence product evaluation and enhance point of sale</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Consumer purchase familiar packaging - Prefer to purchase at retail shops - Price influence purchase intention - Brand's name on packaging symbolises product quality - Social media enhances decision-making process
<p>THEME: 4.2.1.4 Packaging attributes stimulate post-purchase emotions</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Packaging carries product expectations - Functionality, benefits, purposes and appearances - Packaging stimulate positive or negative first impression - Clear and bright image represent the scent - Attributes convey message and information - Colour catch attention and visualise product performance - Typography of packaging deliver product quality 	<p>THEME: 4.2.1.5 Culture and lifestyles influence purchase intention</p> <p><u>Codes</u></p> <ul style="list-style-type: none"> - Personality influence purchase intention and behavior - Lifestyles shape purchase motivation - Culture and lifestyle effect decision to purchase - Culture roles imply motivation based on personal achievements and interests - Cultural values effect purchase intention 	

Figure 4.3 Findings from focus groups of Phase Two

4.2.1 Findings

Below are the findings from the focus groups based on the participants' responses associated with packaging characteristics and the emergent themes in the participants' responses to the questions.

4.2.1.1 Packaging attributes arise the interests and concerns

The functionality of packaging has an impact on how consumer perceived product benefits. This has been mentioned by participants several times. This finding is supported by Lai (1995) who states that consumers seek product that they can perceive, appreciate and use as anticipated consumption activities to achieve personal values. The function of product packaging was the most often mentioned factor by the participants in both focus groups' discussions. The participants stated that the purpose of purchasing the product is because of its packaging's function that would give benefit to their lives and solve their problems.

Two participants (B2) and (P4) pointed out that the interest and purpose of purchasing the candles was because they emitted a pleasant sweet smell to remove after-cooking smell. Both participants are satisfied with the performance of the product and it accomplish their interest goals.

"After I finished cooking. This candle might be helpful to remove the after-cooking smell". (B2)

"If I am expecting someone, that's what we traditionally do. Sometimes maybe in the kitchen, after cooking or something, that's when I use the diffusers and makes everything better because obviously the kitchen in UK are not same in my home in UAE. Anyways, I used it to mask the cooking smell". (P4)

On the other hand, one participant (B4) indicated that;

"Frankly speaking... I don't buy candles just to have one at home. I buy candles for emergency case like blackout. But I bought the one straight cylinder tall one. Very cheap and not fragrance at all".

The packaging can stimulate the motive of purchasing candles was as a light source for emergency cases such as power failures. The purchase intention was motivated by convenience of use of the product and its packaging .

This shows that the packaging attributes have impact on the consumer purchase intention where they identified that the primary factor on why consumers purchase the products was because of its functions than appearance. It is significant that consumers evaluate a product through the packaging and its functions.

Consumer purchase intention and perception towards a packaging can be influenced by the gender and age factors because the purpose of purchasing product depends on the external factors that may have effect on their decision-making process. For instance, the candle product is connected to the household items, therefore the research shows that the candle product has more effect on the female participants as compared to male participants. The female participants shared the information about candles such as the quality, aesthetic values, scent and safety characteristics during the discussions. Two participants were concerned about the product's functionality, safety and quality which to them are significant before they purchase the product.

This confirmed that consumer's expectations towards a product through packaging attributes varied. It involves some considerations because each consumer has different concerns and emotional responses that relate the packaging to their personal experiences. For example, for participants (B1) and (B3) the concerns were focused on safety based on their personal experiences. In this case, the physical safety issue arises out of the fear of the danger of the flame produced. Thus, the consumer hesitated to purchase the candles because the packaging or product itself present risks to the

children, family and the property. Participant (B3) specifically expressed the anxiety of using candle because of the potentially dangerous consequence of fire burning the house. He stated that; *“I am also less familiar with the candle industry because I am using a regular plug-in diffuser and I find that using candle is much better smell but quite hassle because I am scared of burning the house”*.

Meanwhile, participant (B1) expressed his concerned; *“I buy it occasionally because I have small kids. For me it’s quite dangerous. But my wife sometimes bought it and we used it very careful”*.

The functionality of packaging also relates to participants’ personal and emotional experiences. The characteristic functionality of packaging is viewed by some participants as being beneficial and this view influences their decision-making process.

4.2.1.2 Packaging elicit emotion attachment

The attributes of packaging are the main aspects that stimulate consumer’s interest to purchase the product. The considerations of packaging functions, quality and motive of using the product are different. For example, one participant bought candles for emergency lighting purposes in case of power outages. On the other hand, participant (B6) considers purchasing the product based on emotional attachment which by looking at the visual image of packaging. The participant perceived the candles as having stylish design and used them as part of interior decoration. Participant (B6) stated that; *“I think it’s not because of how to hold this product, maybe you can make this product as home decorations. We will put these in our house and there is no attractive design that can be as house decoration”*.

Additionally, the research also found that the appearance of packaging have impact on consumer's purchase intention behaviour. The participant stated that the wife preferred to see and try the product at the retail store than selecting online for grocery and home furnishing products like candles. The emotion elicits excitement to open the package and smell the candle. For example, as participant (B2) stated that; *"I rather see the reviews and feedbacks about the brands before I decide go to shop and buy"*. Meanwhile, participant (P1) also mentioned; *"According to my own experience, accompany my wife, searching for this stuff, basically she didn't care so much about the design at all, she just open the bottle and smell it"*.

In this discussion, for one participant, she bought candles simply as a hobby since when she was young and she was more attracted to candles with unique-shapes. This statement was also supported by another participant who claimed that one of her friends also bought candles as part of her hobbies. Consumer experience evokes emotions in the consumer's mind created by the features of the packaging. This emotion in relation to the packaging attributes influences their purchasing decisions. Participant (P2) stated that; *"like once I went to Australia, they have like a koala bear candle and it is cute. I am more into the looks than the smell"*.

This argument is supported by Bloch (1995) who states that product design can relate to the psychological and behavioural states of consumer where the consumer associates or engages with the value of the product based on her personal experience. This argument can be related to packaging of product because consumers see a product through its packaging. Three participants mentioned that the fragrance of the candle can stimulate positive effect on consumer's feeling and this evokes some good memories. For instance, as stated by participant (P5); *"I would say, during winter because the*

weather is bad and you like to stay at home, you want something smell nice, having a good atmosphere because you'll be staying in the room a lot". Additionally, participant (P1) explained the effect the product had on her emotion and attitude; *"I need to rise up my mood to study and maybe some scent will help me to be more effective"*.

The findings also illustrated that the scent of candle can instantaneously trigger memories in an individual's experience. As stated by participant (B6), *"Good to have relaxing time and think some good memories before sleep"*.

The extrinsic and intrinsic attributes of packaging can be associated with emotions and personal experiences which is significant for a company to use as marketing strategy to influence consumer's purchase intention behaviour. Therefore, the designer should be aware of the elements that can evoke consumer's memory through the packaging attributes. The materials, colours and other attributes must be taken into consideration to stimulate consumer's purchase intention and to boost the sales.

4.2.1.3 Packaging influence product evaluation and enhance point of sale

In this discussion, there was ample findings that show familiarity of using candles and diffusers and the fear of risk by having candles at home. Two of the participants in the sample were interested in electrical diffuser than candles. However, some of the participants would prefer to purchase the products from familiar shops or retailers.

"I do usually shop for candles with my wife and I am familiar with Yankee candle brand and sometimes we went to Asda and I saw Asda's brand...George. But I know I am not so familiar..." (P3)

“I would prefer to find other brand than this brand like pick something up at IKEA. I rather to buy candles that specialised in making scents than just some candles”. (P5)

However, the research found that in the Malaysian context, packaging attributes are significant in contributing to the decision-making process. The brand’s name and the visual image of packaging were the most attractive attributes that caught the attention of the participants to actually observe and touch the products. All Malaysian participants would only choose and select the brands that they are familiar with because of their experience of the product’s quality and value. Two participants stated that they would purchase unfamiliar brand that have premium look and expensive in price because their perception towards cheaply priced products was it was a sign of low quality. One participant (B2) stated that; *“I think expensive product serves good quality”*. Meanwhile, another participant (B5) also emphasised that price influenced their judgements towards the quality of product; *“because usually I buy cheaper ones, they are not really meet my expectations. That’s why I go for pricey brands”*.

However, one participant (P3) stated that he is more cautious about a brand’s name and the money he spent on the product. The results showed that the purchase decision-making process can be manipulated by the brand’s name as well. He stated that; *“I am over more to brand cautions person, so I think that I trust more in brand”*. This showed that the brand’s name on packaging play role in carrying the quality of product that can manipulate consumer’s intention to purchase the product.

The research illustrated that social media can also influence the process of decision-making as when consumers seek the product information on the internet in the purchasing process. One participant (B2) stated that; *“sometimes, I Google the brand first on my phone and see the reviews because for me if you spend some money on*

expensive thing, you should know about the product". The findings showed that the significant of packaging attributes are significant in helping to make decision easier. Also, feedbacks from other consumers can help consumer to make decision and influence their purchase intention based on judgements towards the brands through packaging as well as the feedbacks from others.

4.2.1.4 Packaging attributes stimulate post-purchase emotions

Consumers' perceived product's appearances through packaging attributes can bring out the post-purchase emotions. The post-purchase emotions are evoked through expectations of the whole image of the packaging. This illustrates that the packaging attributes contain consumer expectations towards the product such as its functionality, benefits, purposes and appearances. The participant (P1) noticed that brand B's overall appearance was too cramped. Secondly, the type-setting for the brand's name was slender and small. This demonstrates that the product attributes stimulate participants' first impression of the benefits gained from the product. Participant (P1) expressed the disappointment in brand B when compared with brand A; *"I am more attracted to the range brand A in terms of packaging I think, brand A looks better and I think brand B is too crowded and the typography is too thin"*.



Figure 4.4 The company using images of fruits and flowers to depict the scents

The clear and bright images of close-up photos depicted the flavour of scented candles as shown in Figure 4.4. For brand B, there were eight scent flavours and each colour represents a specific scent. For instance, the company uses the images of fruits and flowers for the packaging to represent the product's scents such as the colour orange represents orange fruit, pink colour represents roses, purple colour for lavender and white linen for fresh linen. This feature showed that the packaging attributes can deliver the information such as smell and taste about the product through images on packaging that could inform the participants. The participants could save time in making decision on whether to purchase or not to purchase the product based on the images of packaging. Participant (P5) emphasised that the colour of packaging brand B caught her attention more and helped her to visualise the performance of the product; *“Brand B looks more natural because of the packaging, the colour, the pictures, I would immediately notice*

and I would probably think about buying it but not because of the scent but because of the colour. It looks nice and better”.

The elements such as colour and typography of packaging can motivate consumer post-purchase emotions and are normally associated with affective adjectives that relate to life experiences such as ‘modern’, ‘relaxed’, ‘classic’ and others. These attributes can manipulate consumer’s attention and shift them to focus on the quality of the message delivered about the product. According to Orth & Malkewitz (2008), typography can give some feature of naturalness, harmony and uniformity which influence consumer brand impressions. The participants’ conversations illustrated that typography of packaging has effects on consumer’s perception and judgement of the quality of the product:

P3: ” I think the wording is too small for brand A, less attractive and bit pale to me”.

P1: “Yes, I agreed that! I noticed brand B first on the shelves than brand A”.

P2: “Yes yes, I agreed. Typography wise. The name of brand A is on the downside though”.

Colour of packaging has impact on consumer’s perception and judgement toward products such as the quality and the flavour of the scent. Participant (P4) mentioned that; *“They look like lemony. You can guess. You don’t have to have a lemon but you can guess the smell”.* It is also illustrated that the packaging attributes can stimulate consumer to purchase the product which can be expressed through personal experiences as stated by participant (P5); *“For me brand B looks more natural because of the packaging, the colour, the pictures, I would immediately notice and I would probably think about buying it but not because of the scent but because of the colour. It looks nice and better”.*

4.2.1.5 Culture and lifestyles influence purchase intention

The participants' responses towards packaging and its attributes were different and the intention and focus also may vary. This research found that the consumer's way of life or personality influenced purchase intention. The intention can be correlated to the human everyday behaviour, characteristics and reactions. The reactions and feelings towards a packaging such as the feeling of pleasure, disappointment, attractiveness and repulsion evolve from the consumer's demographic, lifestyles, family life and personal backgrounds. The human perception, motivation and attitude influence consumer's motivation to focus on the problem and solution. This determines the consumers' responses towards the benefits of giftware design products through packaging attributes. One participant (B6) mentioned that:

“Well it depends on person I think... some people, they buy candles because their parents do have fragrance candles and light them up at home. But some people they go for trend. My friend share her experience using this brand, and I think I should have one, so I bought it without hesitation. But if you live in modern kind of lifestyle. You probably have fragrance candle in the house. But... I believe our culture does not really into this. It's rare to see house with fragrance candles lighten up”.

The analysis showed that the culture and lifestyles of the consumer have impact on her intention and motives while considering purchasing the candles. The decision involved consideration and the results of after-purchase. The feeling of satisfaction of purchasing the candles signifies that the participant purchase candles based on the benefits that can delivered. Alternatively, the familiarity with the product is different due to the cultural and individual differences. One participant (P4) from UAE stated that the decision to purchase candles was based on the need to eliminate after-cooking smell or when expecting guests at the house. The emotional responses related to purchase intention of the product was to have pleasure experience in the house.

“If I am expecting someone, that’s what we traditionally do. Sometimes maybe in the kitchen, after cooking or something, that’s when I use the diffusers and makes everything better because obviously, the kitchen in UK are not same in my home in UAE. Anyways, I used it to mask the cooking smell”.

However, the findings illustrated that the participants from Malaysia did not have the same motives and interests as participant (P4) purchased it to have a nice scent (pleasant purposes). Both participants (B6) and (B5) purchased the candles for emergency purposes as basic requirements for safety motivation. Participant (B6) discussed the consumer’s purchasing trends; *“But some people they go for trend. If you live in modern kind of lifestyle, probably you have fragrance candle in the house”.* This statement was also supported by the participant (B5), where she stated that; *“I don’t think having candles at home is something normal among Malaysians. We only have the normal candle like B4 said for emergency case. It’s easy to get at anywhere. The fragrance one we don’t really have at home. For me, for houses who have fragrance candles at home is practicing something luxury life. Not everyone bother to light up candles at home really. It’s the culture thing”.*

Culture and lifestyles are the external influences that have an effect on consumer’s purchasing preference, and how and when they purchase the products. Cultural context shapes an individual’s norms and attitudes as well as their purchasing patterns as emphasised by (Egan, 2007; Schutte & Ciarlante, 1998) (p. 43).

4.3 Discussion of findings

The overall findings in the research from Phase One show that packaging attributes affect on consumer purchase intention as shown in Figure 4.5. In the literature review, consumer motivation and behaviour based on Maslow's theory mentioned the hierarchy of consumer needs which includes the level of significance of human psychological and physical needs. Semi-structured interviews reflected in-depth insights of how consumers' experience with packaging attributes as marketing tools and examines their views of the process of how packaging influence their purchase intentions (Silayoi & Speece, 2004). This research was also to identify consumers' cognitive responses such as decision-making process and attention based on packaging visual attributes and product informational elements. The findings illustrated that the company used the fundamental requirements of home-fragranced products attributes such as colour, typography, graphics, shapes and also function, price and quality to influence consumer purchase intention and motivation.

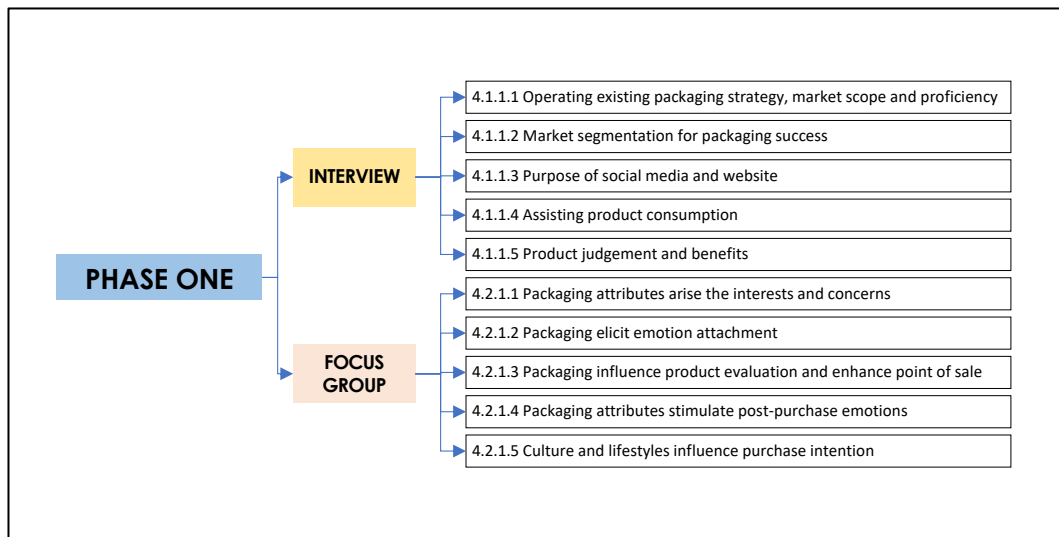


Figure 4.5 Emergent themes from Phase One

The findings concur with Aday & Yener (2014) where the product information and colour in packaging are significant to serve as cues of product-related information on consumers' perception and expectation. The influence of packaging and shapes of product also have powerful impact on participants' decision-making process and purchase behaviour. Therefore, it is significant that the marketer use the visually extrinsic elements such as shape as significant packaging attributes as marketing strategy to influence consumer product preferences and purchase behaviour as emphasised by Berkowitz (1987).

This preliminary research identified that consumer's perception that lower price indicated lower quality can be developed by promoting the brands in the social media by providing information about the products. It is important for the company to boost the marketing strategies by offering the new product from an innovation of aesthetic value context. Delivering information about the innovation of the product can fulfil consumer needs and improve their lives. Consequently, it can change the consumer's perception that a low price product can be a good value for money. The marketers need to be cognisant of product value propositions which have impact in improving the consumer's lives and, thus, can build their trust towards the brands.

In Part Two; the findings demonstrate that the social media were a significant platform that allowed companies to interact and give product information to consumers directly and immediately. Social media strengthened the customer service of companies and created brand trustworthiness with consumers. Moreover, the companies were able to use the social media as a significant marketing strategy to increase consumer brand awareness.

Today, the social media become are popular because people can access the internet and get information easily. It is a significant tool for companies to recognise consumer habits and the latest trends and manufacture products that fit with their lifestyles and needs. In order to accomplish that, the marketers should use the social media to understand the consumer's particular behaviour and seek the opportunities to develop their brand strategy. The companies can also engage with consumers to deal directly with problems that they face through customer service in the social media, thereby creating brand loyalty and trust. In this way consumers feel protected and valued when companies interact with them personally. The assistance and deliverance of information to fulfil the consumer's requirements through excellent customer service can enhance the brand's name and quality. At the same time it can boost sales and strengthen the position of the brands in the market.

The company also uses social media to communicate with the traders locally and globally to achieve success in international business. The trader website helps the companies to promote and offer the products directly with the local and international traders. It is significant for business strategy for the companies to reach out and engage with the international traders to foster the business growth and maintain the position in the market. The retail website is a significant medium for the company to increase brand awareness among the consumers in the most cost-effective way. All the promotions, offers, sales and introduction of new ranges of products can be done to reach consumers quickly in the social media through the company's retail website, Facebook, Twitter, Instagram and e-mail subscriptions.

Moreover, the descriptions and visual appearance of packaging are significant to gain consumer's attention and influence their purchase-intention behaviour. This research

shows that visual appearance of packaging attributes such as colours can also inspire consumers to purchase the products while product descriptions are useful as additional brand information to further motivate the consumer's purchase intention.

CHAPTER 5 PHASE TWO (FOCUSED RESEARCH)

5.0 Introduction

This chapter provides further understanding but with different perspectives on the topic of product attributes and the change in consumer behaviour. Phase Two was developed after Phase One of data collection process (preliminary research) using interviews, focus groups and experimental methods research, where four higher institutions were visited for focus groups interviews and experimental workshops. In-depth interviews were also conducted with two academic members and three industrial practitioners. This research was conducted to fulfil research objective two (RO2) and three (RO3) (p. **Error! Bookmark not defined.**).

Phase Two was undertaken after fulfilled RO1 and RQ1 in Phase One for allowing researcher to view the impact of packaging in giftware design in Malaysian context. This research will compare data on multiple perspectives; from academic and industry perspectives, Design students (potential designers) and potential consumers to highlighted relevant topics in relation to research question (RQ2) and (RQ3) as well as the relevant literature review. They will have further implications on the following qualitative data, such as the semi-structured interviews, focus groups and experimental workshops on how packaging attributes influences consumer purchase intention behaviour to narrow the research themes in the Phase Two of research.

The findings of Phase Two discussed in this chapter will be on knowledge of theory and practice from different perspectives from industrial practitioners as well as the academics. Responses from Design students and consumers were collected from focus groups and experiments in order to understand how packaging attributes could influence

and motivate consumer purchase behaviour. Finally, all theories, participants' challenges and problems, knowledge and practical skills, and experiences are presented in this chapter to achieve (RO2) and (RO3) as well as to answer to research question two (RQ2) and research question three (RQ3). The researcher used semi-structured interviews, focus groups and experimental workshops approaches between the months of May and September 2017 in the United Kingdom and Malaysia.

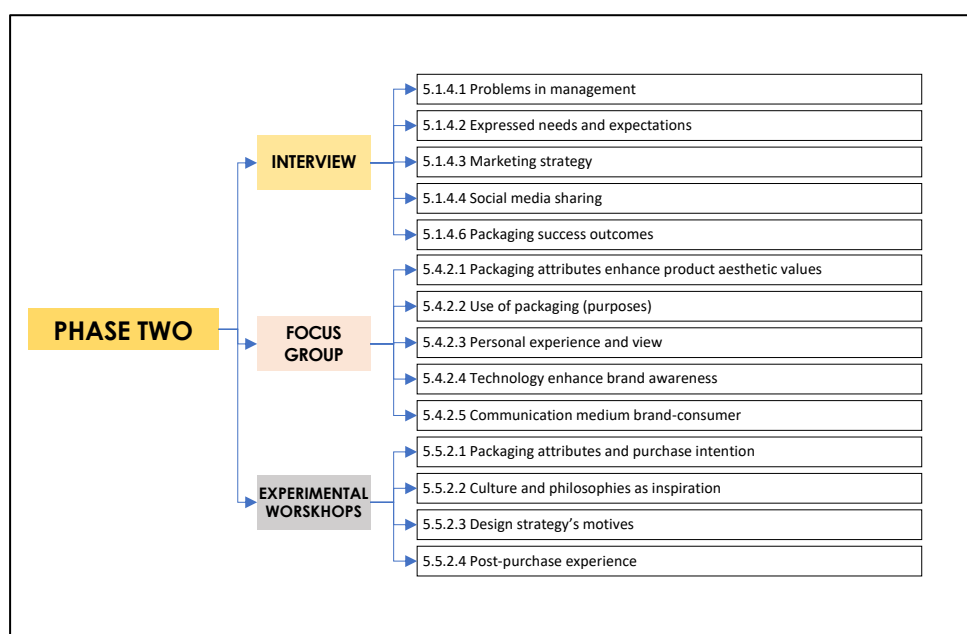


Figure 5.1 Emergent themes from Phase Two

5.1 Interviews with industrial companies.

Analysis: Company 1, Johor, Malaysia.

The participants of this research comprised of three employees from Company 1 at the main factory in Johor, Malaysia. The company was established in 1920 in Kuala Lumpur and moved to South Malaysia, Johor dealing in subsoil pipes. Later, the company expanded its business operation as a manufacturer of ceramic products selling sanitary ware (vitreous china and fire clay), tableware (earthenware, vitreous china, stoneware and fine china) and clay pipes (standard VCP's and jacking pipes).

The participants' age range was from 35 to 57 years old; two were females and one male. Participant (YC) had sixteen years of administrative experience in the company, while participant (JS) had over one year of experience. The other participant (YS) had four months of administrative experience only in the company. The main points outlined in the research were based on three different sets of questions covering packaging, consumer and company organisation. All participants' perspectives, experiences and views are presented in the research. The participation was voluntary and no reward was offered.

The participants' categories are described as follows:

- **YC:** head of human resource, male
- **JS:** senior marketing, female
- **YS:** head of marketing, female

Analysis: Company 2, Penang, Malaysia.

The company was a leading candle manufacturing company in Malaysia and it was highly committed towards innovation. It was originally established in the early 1949. The aim and mission of the company was to produce safer, sustainable and better quality products. The company offered a wide range of candles such as white fluted, column, pillar, votive, candle container and jar, birthday candles and festival candles.

In this semi-structured interview, the subjects of this research involved only two participants, both males and their age was 34 and 40 years old. Participant (HJ) mentioned he had worked for the company for 10 years since 2006 and he was now a manager of the company and responsible for everything about the company although

more focus was given on marketing, sales and production. The second participant (CK) had been working as a designer as well as marketing manager for the company since 2007. The main points outlined in the research were based on three different categories; packaging, consumer and company organisation. All participants' perspectives, experiences and views are presented in the research.

The participants' categories are described as follows:

- **HJ:** Manager, male
- **CK:** Senior marketing, male

Analysis: Company 3, Kuala Lumpur, Malaysia

The company started business in 1982 in the ceramic industry in Kuala Lumpur, Malaysia. The company was a small medium enterprise (SME) and it had 25 to 40 employees. The company paid close attention to produce quality products from the processing aspect from acquiring raw materials, to moulding, manufacturing, production, marketing, to fulfil consumer satisfaction. The company specialised in producing ceramic products such as fridge magnet tiles, mugs, vases, pen holder, container, ashtray, coin box, glass wares, plates, plaques, clocks and souvenirs (door gifts).

There was only one participant involved in this research who was a male of 63 years of age. Participant (KE) had been working in the company for 38 years and he was the company manager. The main points outlined in the research were based on three different question-based categories; product, consumer and company organisation. All participants' perspectives, experiences and views are presented in the research.

The participants' categories are described as follows:

- **KE:** Manager, male

5.2 Interview with Industry Practitioners

The interview with industry practitioners in Malaysia has produced some emergent themes which are discussed below as research findings. This section is to explore how the industry (designers, marketers, managers) determine what elements of packaging attributes influence consumer purchase behaviour. It illustrates the idea that organisations or companies maximise their strategies effectively through the interaction packaging attributes with consumers in order to satisfy their needs and demands.

The participants' categories are described as follows:

- **MM:** Managing director, female
- **LH:** Designer, male
- **FA:** Designer, male

5.3 Interview with Academics

There were two in-depth interviews conducted with different levels of academicians in Malaysia. Two Design lecturer were interviewed. The informed consent was obtained from each participant before the interviews. The interviews were tape-recorded and verbatim transcriptions were carried out.

The purpose of in-depth interview with academics in Malaysia was to understand how Industrial Design practice and knowledge was created, shared and disseminated

between academia and students in the marketing field such as courses and programmes aimed at industrial design practitioners in enhancing packaging innovation in industry in the Malaysian context. This approach stressed the validity of the research through having close access to the phenomenon under research.

The participants' categories are described as follows:

- **KA:** Product Design lecturer, male, public university
- **AF:** Industrial Design lecturer, male, private university

5.3.1 Findings

The findings from in-depth interviews with three companies, industry practitioners and academic members in Malaysia show five emergent themes and sub-themes were identified as shown in : (1) Problems in management, (2) expressed needs and expectations, (3) marketing strategy, (4) social media sharing, and (5) packaging success outcome. The discussion of these themes and sub-themes will be discussed as shown in Figure 5.2.

Based on three different question-based perspectives, the participants provided varied viewpoints regarding their influences in the design process for the purpose of establishing brand-driven innovation of the company. The participants also addressed common challenges in order to shape new ideas in creating packaging and process innovations. The interview questions were discussed in relation to product packaging of companies (Company 1, Company 2 and Company 3), industry practitioners and academic members.

PHASE TWO FOCUSED STUDY		INTERVIEWS
<p>THEME: 5.4.2.1 Problems in management</p> <p>Subtheme: Decision making process</p> <ul style="list-style-type: none"> - Lacking specific work skills - Lacking team-based knowledge - Multitasking jobs <p>Subtheme: brand-consumer relationship</p> <ul style="list-style-type: none"> - Less conduct market research testing - Lacking focus on packaging - Lacking focus brand image 	<p>THEME: 5.4.2.2 Expressed needs and expectations</p> <p>Subtheme: consumer needs</p> <ul style="list-style-type: none"> - Consumer choice - Packaging preferences <p>Subtheme: company expectations</p> <ul style="list-style-type: none"> - Brand identity <p>Subtheme: packaging specification</p> <ul style="list-style-type: none"> - Positive views of packaging attributes - Packaging led decision-making - Distinguish from competitors 	<p>THEME: 5.4.2.2 Marketing strategy</p> <ul style="list-style-type: none"> - Testing market research for NPD - Focus innovation - Personalised product <p>Subtheme: Accessibility of brand</p> <ul style="list-style-type: none"> - Exhibitions and showcases <p>Subtheme: Innovation, quality and exclusive</p> <ul style="list-style-type: none"> - Quality, functionality and long-term reliability - Brand recognition
<p>THEME: 5.4.2.4 Social media sharing</p> <p>Subtheme: brand promotion</p> <ul style="list-style-type: none"> - Build brand awareness - Enhance business sales - Enhance packaging innovation - Creative content on website 	<p>THEME: 5.4.2.5 Packaging success outcome</p> <p>Subtheme: Academic context</p> <ul style="list-style-type: none"> - Contribution academics' knowledge and engagement - Lacking industrial practices in education - Facilitate critical and creative thinking - Using technology <p>Subtheme: Industrial context</p> <ul style="list-style-type: none"> - Work experiences and design knowledge - Engagement designers and manufacturers - Focuses on consumer needs - Using technology 	

Figure 5.2 Themes and sub-themes outlines from interviews in Malaysia

5.3.1.1 Problems in management

The major theme was concerned with the systems of three companies to meet the company's goal. There were a number of issues and challenges that influence of company's decision making that impact on company's innovation, growth and success.

Decision-making process

The research found that all participants expressed that the longer they worked at the company, their management experiences, knowledge and resources also became greater

and mature in decision-making process. It was because their roles in the industry helped influence the value of the company's brand and vision to accomplish product innovation. However, due to lack of employees in the company, participants from all companies mentioned that the company is lacking of work skills and they had to cover all the disciplines and worked together in order to meet the company's goal.

Additionally, the findings illustrated that the all companies was facing the problem of skills gaps within the existing workforce due to lack of skilled workers. For instance, as participant mentioned that;

"We also have our own designer but sometime again for certain things it depends on the business solution, from our sales people in our areas and together we sit down we try to come out with majority idea. So, if the majority decided the outsource, then we outsource it" (YC, Company 1).

Therefore, for the efficiency of decision-making process, the company uses the existing employees to take on additional responsibilities. The lack of manpower problem caused them to bear greater responsibilities and higher expectations in the management and operational activities. The researcher found that due to the lack of specific team-based knowledge, meetings had to be held every week with all employees in order to overcome the rising performance issues and to establish plans to resolve the issue together. This is emphasised by participant;

"We are also do one item for Panasonic. Panasonic always called me, look at my order and so on, and then hey you product has defect, can I speak to you QC manager? I answered I am. And they are surprised. I said to them I also in charge in QC and production also. They are quite surprised because they use to have different people for different jobs. But here everything is going to be one person" (YC, Company 1).

The findings also illustrated that the company practised internal marketing research where it conducted surveys and product testing on its own employees. This practice,

however, produced insignificant results of market testing and did not accurately reflect the target consumer's needs and demands. The information collected from the internal market research could not discover and focus on the real issues. The company should instead concentrate on actual consumers' views on the brands. This was emphasised by participant, who stated that;

“Usually we are the testers. We are asking each other. We did for other products but not always but we are always keeping it confidential. We just ask our staffs for the end user experience” (YS, Company 1).

In terms of leadership all participants stated that the CEO of the company was play significant role in formulating strategies to develop new ideas. The CEO involved and worked with the team in order to accomplish the company's product innovation in terms of selecting materials for packaging, technologies and marketing strategy. In this research, it was found that due to lack of skills and ability, the team had limited success in to identifying problems regarding the company's performance such as lack of motivation, direction, priority setting and other related issues. Moreover, the employees did not have proper trainings to enhance their skills and bridge the knowledge gap in handling the management tasks. The results demonstrated that the company is lacking proper strategies in sampling real consumer need leading confusions in delivering products that would appeal to consumers. For instance, participant (KE) stated that he is handling the management task almost by himself;

“As a leader I handle for management and production. I also do the marketing. I am a superman, everything I have to do in the company”.

The results illustrated that the Company 2 was operating its business based on made-to-order than the normal sales and demands due to lack of skilled workers. For instance, both participants from Company 2 stated that the company survived in the competitive market because they performed well in fulfilling consumer's needs and demands. This

business strategy was called demand-driven business. The company manufactured products based on consumer's preferences and used technology to fulfil the customer's needs and preferences.

Lacking specific team-based knowledge was highlighted by the participants explained that the Company 2 was a family business and they had been selling the products since the 1940s and lack of focus on the design of packaging. They had not changed much in packaging as well as product form. However, due to a competitive industry, they mainly focused on innovation in the quality of product but less focus was given on the packaging. Participant (HJ) stated that his involvement in the industry started in 2006 and his background studies in electrical engineering was totally different from what he was doing now such as designing, marketing and production. The knowledge about business management such as marketing strategy, production and design was gained from his father and activities surrounding the business. Adaptation was significant for the company to maintain the relationship with other partnerships and existing consumers. Two participants (HJ) and (CK) stated that the organisation structure followed on the family legacy, changing schedules and it practised new routines according to situation. For example, as mentioned by participant;

"I am in charge in marketing department and at the same time I am also helping HJ to design the products and packaging" (CK, Company 2).

However, the interview results showed that the small number of employees in the company was able to determine critical issues and focus on solving the issues which gave advantages to the company even though they are lacking of team-based knowledge. The strategy of frequent meetings between the employees enabled identified problems to be dealt with quickly. The small group meeting could have more

efficient common understanding in problem solving as compared to a big group meeting. As participant mentioned;

“We have the meeting every week and we have research development. We discussed and even the box packaging we are changing it. You can see the comb without open the box. From time to time we develop it for better. We have the first generation box, the second one still in mock up process and we send it to our box makers” (YC, Company 1).

Meanwhile, participant emphasised;

“I have been in the industry since 2006. It is about 9 years. This is family business, my father set up this business and he wants to make sure that we keep the company alive for generations” (HJ, Company 2).

This result illustrated that the company did not focus on maximising quick profits, but the emphasis was on long-term objectives of maintaining the company’s survivability in the market for future generations.

The results illustrate that the employees were responsible and familiar with many parts of the business operations and work in different areas at the same time. The ability of workers to multitasking was a cost-effective strategy for the company and enhanced the productivity and effectiveness of the skills anticipated from the workers. Moreover, the various skills the employees possessed were able to help the company to provide solutions or ideas from different perspectives and, thereby, maximising the output. The participant was responsible for everything about the company but focused more on design, marketing, sales and production. Participant (KE) also added that he had worked in administration of the company focusing on sales and managing orders from consumers, suppliers and retailers.

Other participant also emphasised that he was responsibility in handling almost all marketing and production tasks in the company;

“I am responsible for everything especially in SME (Small Medium enterprises) but I am more focus on more marketing, sales, also production form. I look at all reports in the company” (HJ, Company 2).

The company must determine to what extend the products could create value and satisfy the consumers’ needs. As Porter (2004) emphasised ‘*industry structure determines who captures the value*’ (p.9). The employees must able to assess the competitive environment in the industry and have proper strategies to survive in the business. There was continuous engagement between the head manager and employees to discuss and determine rising issues and recognise the effective solutions from sales and manufacturing perspectives.

Brand-consumer relationship

In this case, the participant mentioned that some consumers preferred changes in products but other consumers see it as a means to an end. Therefore, the ‘test marketing’ strategy was very significant to introduce new products based on innovations in product form and packaging attributes. Moreover, it could be used as a platform for the company to identify consumers’ perspectives towards the products in the market. Consumers play a significant role for packaging market testing in determining whether the packaging would be accepted or rejected in the market. The information from consumers’ feedback and perceptions was significant before the company would start the mass production of the new product. One participant stated;

“We will make sure the design meet with our design preferences because we design based on customers’ feedbacks that we got from market research” (CK, Company 2).

The new packaging development process involved developing ideas from information undertaken from the market research. This process comprised of finding solutions to issues based on consumers' demands as well as on how to deliver the packaging to potential consumers. Participant also emphasised that;

“Normally we set the dateline like within one month. We give the feedback to R&D and they do the improvement later. We are also develop a card insert in the box, and when they buy the comb, we encourage them to fill up something about their experiences and give it back to us, either through email or post back to us. This is our free testimonial from the end users, and from there we will select few exciting testimonials and give them free comb. Same goes to our new packaging. This is our strategy” (JS, Company 1).

The result illustrated that the market research is significant in the process of introducing new product or packaging where the company must use information from consumers' perceptions and experiences to strategise on the company's future plans.

Participant stated that;

“In Malaysia, we don't have a lot of marketing research done. So, a lot of things we must gather information from a lot of customers like 'eh, why don't you sell something like this, it's sell able or why you just make that, it's really potential. So, we start by doing its feasibility, the cost, what is the market price of it, and if there is a profit, we see the volumes” (HJ, Company 2).

The results illustrated that the improvement of packaging should involve market testing besides other considerations such as quantity, price, technology and marketing strategy. Moreover, the feedbacks from existing and potential consumers are significant in producing an effective packaging, as well as to enhance innovative efficiency.

Participants (YC), (JS) and (HJ) stated that they believed packaging played a significant role in helping company to enhance company sales and the product added-value

innovation. They also stated that effective packaging not only was portrayed through its shape, functionality and structure only but the graphic, colour and typography also brought out the fundamental innovation of packaging. As mentioned by participant;

“The one that you saw just now is our first generation of box at home but we are coming out with the second generation where there is a window without having to open it. You can actually see the part of the comb inside. The shape of the window is the shape of the hair with curvy and we are going to something like that now” (YC, Company 1).

However, participants stated that the company had brand popularity in Malaysia but the brand’s value did not increase. Both participants emphasised that the company focused too much on the quality of product than external attributes such as the packaging. Additionally, the company had two other main products to promote; clay pipes and sanitary ware. These two main products; clay pipes and sanitary ware did not have appealing packaging attributes because the company was only focusing on the quality of the product. Therefore, for the tableware products, the company was also not fully aware of the need to focus on the packaging as it believed that the packaging aspects did not significantly enhance profit. As mentioned by participant;

“We are more concern about the functionality. Second, the durability” (YS, Company 1).

In this research, the researcher found that the Company 1 had an issue with packaging of the tableware products. Participants from Company 1 mentioned that the packaging looked out-dated and did not appeal to consumers. Thus, the company needs to rethink its packaging strategy without affecting their current market sales. From the researcher’s observation, the company did not focus on the packaging attributes because they did not have specific features to represent the brand. However, one participant stated that the packaging for tableware products was quite limited and they only produced specific packaging for special festive seasons such as for Chinese New Year

or Eid celebrations. They also catered for local retailers based on their demands. She stated that;

“Yes, we have special packaging for special occasion like Eid, Chinese New Year, Christmas... but we only produce it once in a while just to increase our sales. And it worked!” (JS, Company 1).

This illustrated that the company need to implement an action plan on packaging by focusing on packaging attributes such as the colour, logo, shape, typography and graphic images in order to enhance sales and as brand image for consumers. Otherwise, the company will still maintain the old plain brown box packaging style as it used to do in previous years. In terms of colour participant mentioned that;

“Actually this product is in the market already. For now is the black and white colour and the other one is pink and white and yellow and black. The yellow and black is exclusively for xxx to represent the company. The colour chosen are particularly careful selected to represent the company and symbolises the Chinese culture” (JS, Company 1).

Figure 5.3 illustrated that the colour was one of the significant packaging attributes to attract consumers to elicit emotional responses and influence consumer’s perceptions and enhance purchase intention towards the product.



Figure 5.3 Examples of packaging of Company 1

Based on the interview, this company branch specialised in tableware products, and all participants stated that the significant attributes of packaging they used in representing the brand's identity was a packaging style of having a hollow space that was part of the features of the box. The hollow space was to allow consumers to feel the material of the product, see the colour and design printed on the product. Other than that, the packaging was different from other product ranges. This style of packaging was part of the brand's identity as well as to differentiate from other competing brands.

From the interviews with the employees, the results show that the existing business strategy did not emphasise on the brand image due to low leadership skills. The role of marketing department in building and maintaining the brand value to consumers are lacking, and less focus was given on the brand value. It is essential for the company to

focus on the brand image because the participants believed that it represented consumer's perceptions, beliefs and expectations on the brand value and the image of the company. All participants mentioned that the company was had problem with image branding in packaging and it would probably not able to sustain market shares in the future.

The results illustrated that brand image can convey emotional attachment between the packaging and consumers based on their experiences when they purchase and use the product. However, the results also demonstrated that the company was able to establish itself really well in the market due to high quality products that it produced instead of the having a suitable brand image. As mentioned by participant;

“Basically, it is based on the client's requirement as well. That is why over these past few years, we do not own a marketing department. I think Company 1 has not advertising for many years and I didn't know that the toilet in my house is from Company 1, it's the opposite company of the road. They don't really do the advertising for the past few years. Basically, the company has celebrated 5th year last year and marketing is still new in the station” (YC, Company 1).

The results illustrated that, it is significant for the company to acknowledge that brand image or visual identity on packaging can attract consumer purchase intention. Moreover, the packaging carries the brand image that can communicate the uniqueness of the product and enable consumers to differentiate the brand effectively from other competitors. The logo and symbols of the brand on packaging represent the identity of the company, as well as serving as a powerful tool to promote the brand and to indirectly communicate with consumers.

5.3.1.2 Expressed needs and expectations

Consumer needs

The research illustrated that culture and values have impacts on growth and expansion of a company. Consistent communication between packaging with consumers is significant in order to enhance the company's sales performance. The participants stated that they did not only sell the products but also sold the consumer good services. It was one of the marketing strategies where to provide good services to cater to consumer's needs. Doing business internationally means dealing with people from different cultures and it is critical for the administrators to be aware of cultural challenges. The participants believed that by building a good relationship with consumers through packaging could draw the attention to purchase the products more. However, as pointed out by the participants, the dealing process with consumers was often a long and detailed interaction. All negotiations regarding product specifications and inquiries needed to be cleared before they finalised the purchase of products.

In the context of organisation, the results illustrated that it is significant that the culture within the organisation plays a crucial role in delivering excellent results to its performances in achieving targeted company goals. Employees' performances based on good attitude and behaviour in the work place can prevent internal conflicts from developing which, otherwise, could affect the packaging innovation processes to meet consumer needs. As participant (YS) stated;

"I think it depends on the culture though. I don't think the segmentation of the job can be done at here because look at the people we don't have so much options to run the position alone. It is good for me as well because I don't have to go to different person to deal with in the company!" (YS, Company 1).

In contrast, participant from Company 3 believed the success of packaging to meet consumer's needs by defining and identifying consumer requirement. The packaging image is significant to present the characteristics of target consumers and look attractive in order to meet the all needs on consumers in a market. Participant (KE) stated that the design of packaging and its attributes must contains all consumer's requirement before finalise to the next process, for instance;

“Let say, some customers they are afford to pay for the high budget, then the requirement is different, so we have budget to design special packaging for them. It depends on the budget as well. Some customers said they don't have budget on the packaging, so we only put the products in a plain white box. If they want special box, then we will made a special packaging. Sometimes, the customers came with the packaging design and sometimes our designer will do the design” (KE, Company 3).

Company expectations

The right packaging is able to enhance company's sale and brand awareness as emphasised by participants. Packaging and its attributes are also provide added value to product that can enhance the brand-consumer relationship. Participant (KE) from Company 3 enhance the product experience through the ease of use packaging along with its functionality. The product quality expectations can be evaluated by the impact of consumer perception while using the packaging, for instance;

“We don't need instructions how to lid up the candle, it's pretty much straightforward instructions. You don't have a user manual to look at before use it. But there are a safety instructions and safety reminder on the packaging. I think most of the customers they don't really look at it but as long as we mention it on the box that would be enough on the safety reminder.” (HJ, Company 2).

Most of the packaging was designed based on consumer's preferences and it depended on the budget as well. The company often produced white plain box for the packaging but emphasised on design such as shape, colour, typography, size and quality to fulfil

consumer needs and demands. For instance, participant explained the strategy the company used to influence consumer to purchase their products through shapes of packaging that symbolised and represented special events or occasions;

“Yes, we do care about the design. That is why we chose rectangle shape, it is easy to arrange, tidy and neat on the shelf” (KE, Company 3)

One participant highlighted the attributes of packaging such as the shapes enhance consumer perception towards the product quality that can influence the purchase intention;

“Usually the packaging that you saw with the hollow window. Usually customers want to touch and feel the texture because most of the time they will see the products on the display and then they buy it which already in the box. This window is basically to let them to see the design, the colour. It is because sometimes we have same design but with different colours” (YC, Company 1)

The results from the interview with participant (LH) also illustrated that the impact of a leader working together with employees enable the team to gain in-depth insights of consumers’ expectations towards packaging and the current trends for the packaging development. This collaboration based on varying member experiences enabled the team to understand consumers’ needs and demands thoroughly because of the contribution of different points of view.

In contrast, the interview illustrated that the ability of creating conducive design solutions was not only about having Design background but the passion of gaining knowledge and persistent research on current industry trends. Participant (MM) described the challenges she faced with having only Business studies bachelor degree and no Design background although she was always interested in Design. Fortunately, the relationship with local designers enabled her to get inspired and she constantly

sought expert advice to be relevant in the industry as well as to keep up with design strategies and trends. As a result, her brand was a success in Malaysia. Participant (MM) states that;

“Specifically, I don’t have Design qualification but I did in-depth observation with current trends and make friends with the designers. For example, with our local designer, Rico Rinaldi. In fact, he is the one who encouraged me to join Fashion Week Kuala Lumpur in 2013. In terms of trends, we see what we can do to generate more money and we must ensure that our idea is resellable. Other than that, I depends on MM’s demographic database, because our research got more detail because I follow the results from the demographic database. Whenever I launched and introduced new design, definitely sold out and became hot selling products”.

The results illustrated that emerging of SMEs in the industry had impact on the companies to create business opportunities and deliver better packaging for better products. Therefore, enough employees with work experience and skills and passion for the industry are factors that allow companies to have clearly defined objectives to cater for market niche and product specifications. The engagement of designers and manufacturers in new packaging development process achieve excellent packaging innovation to consumers. One participant (FA) stated that;

“Thinking of design process specifically depends on the clients or consumers’ needs because each client requires specific needs and we try to fulfil their needs based on our capabilities in terms of machinery, costing etc”.

Based on the findings the participant stated that in the industry, a designer often face problems with company managers in trying to implement changes on the design of packaging that met with their requirement. For instance, in the cost of manufacturing and types of materials used. Most manufacturers were not aware that packaging and its attributes could create value for consumers. Therefore, in the product development, the

manufacturer must understand that each attributes of packaging are significant and needed to be accomplished to meet consumer needs and enhance brand value.

Packaging specification

The relationship between packaging quality, functionality and long-term reliability and company success can strengthen the consumer loyalty towards the brand. By providing high quality packaging, the company is able to influence consumer's judgements thus leading to satisfying their needs and enhancing sales profit. Consumer experience of using the packaging can create brand loyalty once they are willingly to repurchase the product. Participant (HJ) mentioned; *“our customers are really care about functionality but not the appearance. As you can see our packaging is quite old fashion, so they don't really care about the appearances”*.

Meanwhile, the special characteristics of packaging can build trust and confidence of consumers to have repurchase interest. Participant (HJ) also added that the company's ability to identify the problems and provide solutions to fulfil consumer needs was the key to consumer satisfaction and brand loyalty as well as distinguish from other brand competitor; *“we usually use the black box and known as 'kotak hitam'. If you ask people 'kotak hitam', they will remember our candle”*.

In order to maintain the company's name in industry, the participants was focused on the mass production only if it fit with their business strategy. The Company 2 was known in producing candles to third world countries in Asia but not in the production of fancy candles design. Their target market was lower income to mid income family. Therefore, their specific characteristics of the candles were smokeless and non-drip

which suited their target consumers' needs. The candle should be able to burn well and safely.

Packaging is also a tool for the company to communicate with consumers about its brand and product. The participant noted that, "*the product must be cheap and good quality. People are always looking for good quality and cheap product*" (HJ).

The participant noticed that the packaging was less significant as compared to the quality of the product. However, the first impression of product is in packaging because it represents the product's quality and originality. The quality of product and packaging is significant to maintain the image of originality, to expand sales and to maintain its position in the Asian market for a long term. The participant noticed that the existing consumers use a specific term to describe the product. They called it 'black box'. The company always maintained its originality and brand identity by having the black colour as background of packaging in the market; a rectangular box with symbol of candle at the side of the box and a rectangular box shaped with the real image of a candle at the front of the packaging. The participant believed that consumers perceive the appearance of candles through the graphic image at the box.

Additionally, the results illustrated that locals are not particularly concerned about the 100% local content of the packaging, thus, the company normally focuses on the cost and quality of the packaging. It also showed that sustainability has always been a consideration in the manufacturing process. Previously, the participants used plastics for packaging and now they have changed by using recycled paper. The management was concerned about the environment and decided to choose non-toxic materials for the packaging while still able to maintain profit. Moreover, the company is heading towards

a more sustainable business with minimal impact on the environment while still able to expand its business into the global market and not only relying on markets in Asia.

On the other hand, from academic perspectives, participant (KA) stated that the simplicity in packaging can reduce the cost of manufacturing and also ensuring the packaging are easy to use. The engagement consumer has with packaging usage is significant in defining the success of packaging. A complicated design cannot ensure effective and successful design. Seeking simplicity in packaging is significant to determine the technological packaging adoption, as Burke (2013) states that the technical superiority does not define the adequacy of product but it should be easy to use and also practical within the consumer work practices and activities context. To enter the competitive market, the students must be able to understand the consumer value and have clearer insights of the strategy needed for packaging developments in the design process in order to build positive impressions towards the product. As participant (KA) stated; *“they want design that can be manufactured and functional, not only design concept”*.

This illustrated that the brand value can enhance consumer’s experience based on what they visually perceived through packaging once they purchased the product. The company must understand that packaging engagement with consumers has to succeed to fulfil consumer needs and wants, and thus to satisfy the consumer. Consumer facilitate product design proactively and generate innovation. The findings illustrated that design can be used in small medium-sized businesses (SMEs) as a medium to innovation. It is significant for companies and manufacturers to focus on packaging in order providing better solutions and better consumer/design experiences. Therefore, the company and manufacturer must recognise and select appropriate input from consumers

to facilitate the effective packaging development process. Due to the competitive markets, responding to consumer needs and demands has become more imperative for manufacturer to develop innovative packaging to succeed. Participant (MM) also emphasised that a good packaging was not based on the visual attraction only, but it must convey the personality of the brand which enhance emotional attachment into packaging. It is significant for the marketer and designer to produce innovative packaging to enhance emotional attachment between brand and consumers with logo and specific stories that can enhance brand loyalty. Participant stated that;

“Brand Zara is my inspiration where I get my design from and on top of that, our paper bag is sustainable, it can be recycled! For this Eid season, I will use custom paper bag, money envelopes and wrapper with MM logo. I found that our customers love to keep our paper bags as their personal collections even though they have so many our paper bags.”

The results illustrated that the strength of packaging is also determined by its visual appearances. Consumer perceptions and expectations are built from the visual appearances of the packaging that also stimulate the consumer’s purchase intention and decision-making process.

5.3.1.3 Marketing strategy

Malaysia is a multi-racial country with many festivals and cultural celebrations in a year. For instance, Eid Mubarak (celebrated by Malays), Chinese New Year (celebrated by Chinese), Diwali (celebrated by Indians) and Christmas (celebrated by Christians). The company took advantage of this by producing packaging based on the particular festival and celebrations in order to increase sales and based on consumer demands. For the festive seasons, the participants stated that they focused on the packaging by adding festive elements to attract local retailers to purchase the products. Participant mentioned that;

“A lot of people they give out the Eid Mubarak card but we don’t encourage people to give out the card because you spent few Ringgit and then they just throw it away after the festival ends. But if you give a mug, you can keep it for long time. I have Eid Mubarak mug for you to look at. It can be a gift for your friend and at the same time you can keep it” (KE, Company 3).

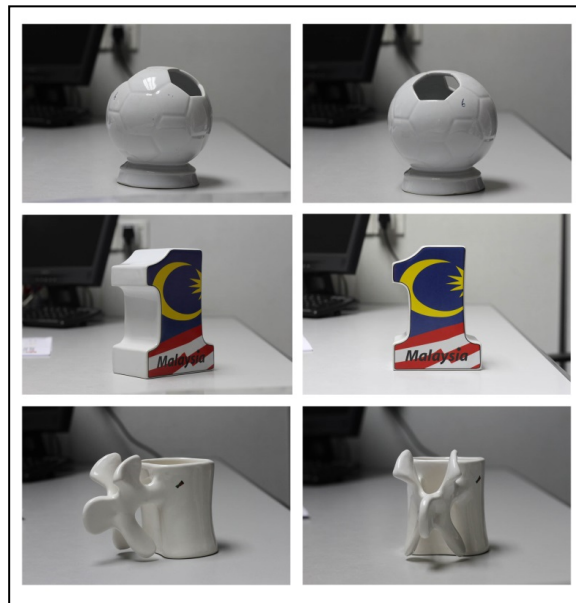


Figure 5.4 Examples of personalised products based on consumers’ requirements

For special festive seasons, the company saw them as opportunities to enhance brand awareness when people bought specific products as gifts. It was significant for the company to be responsive to consumer demands during the festive and holiday seasons. Therefore, the company may use the opportunity to engage and communicate with consumers to offer personalised packaging as shown in Figure 5.4. Participant mentioned that; *“we are also doing Christmas gifts. We have government customers as well from PDRM (The Royal Malaysia Police), they request our ceramics as memorial gifts” (KE, Company 3).*

The personalised aspects of packaging included attributes such as colour, typography, shape, graphic images and materials. Shape is significant in influencing consumer to purchase as seasonal gifts or as company appreciation gifts. The packaging should highlight significant elements for long-term business strategy because it created value and contributed a premium look to the brand. The emotional attachment between consumers and personalised packaging impacted their purchase intention due to the unique and memorable characteristics. The participant emphasised that the working process was flexible due to consumers' demands and needs; *“for example, one organisation requests us to do design a mug for the event, so we go to see the place and do everything for them”* (KE, Company 3).

In the competitive market, the participant stated that packaging's quality and differentiation are significant as their marketing strategy. Both participants stated that there were many companies that ran the same business. Therefore, the company needed to enhance the quality level of its packaging of product to meet consumer's needs and expectations. The results also demonstrated that the company always ensured that the ingredients and manufacturing processes could sustain the quality of end products as a business strategy.

Accessibility of brand

The participant stated that local and international exhibitions and showcases were extremely important ways to promote their brands, to improve consumer demands, to gain more consumers and, also to enhance brand awareness. The exhibitions were a platform for the business to connect and communicate with consumers and, also the consumers can interact with products or brands directly. This strategy can influence consumers to purchase the products through the experience of using and see the products first-hand.

However, participant (YC) mentioned that, the benefits of local and international exhibitions can provide the company with opportunities to promote the brand image and the products to a larger group of consumers as well as providing opportunities to make connections with other companies. The company started attending exhibitions to build brand awareness for consumers. As he stated;

“Basically, in the old days we do go to the exhibitions in Frankfurt, hotels, local fest like Martrade, and again every time most of inquires come it is always surprised me that we are they are looking for. Unfortunately, we are not that low market, that is why they find us. But since the introduction of empty dumpty in Europe, it seems like we find that a lot customers are coming over” (YC, Company 1).

Furthermore, the exhibitions and showcases were places for companies to meet and collaborate in order to expand the company’s marketing database and, thereby, helped maximise opportunities for business.

As mentioned by participant, *“normally, we introduce it in the exhibitions. We got special association called ‘premium and gifts association’. They have the exhibition in PWTC in Kuala Lumpur and we got many customers from there. It is one part of our advertisement instead of the websites”* (KE, Company 3).

From the interview, the research found that attending and participating in exhibitions were one of the important marketing strategies for the company to build direct relationship with consumers and know their expectations, as well as maximising business opportunities with clients. The participant mentioned that the exhibitions, showcases and other events enhanced the number of consumers and enabled them to focus and deliver on their business objectives. Also, potential consumers were able to communicate with the company face-to-face regarding the brand and products.

Furthermore, these events also strengthened and enhanced the company's brand awareness in the industry.

Based on the interview sessions, according to both participants (KA) and (AF), both participants also argued that local and private universities and colleges in Malaysia participated in the government mega projects and exhibitions to promote the industrial design courses to the public especially the parents and young students (secondary school). Both participants noted that these mega projects and exhibitions helped them to give information about industrial design courses and provide the students opportunities to explore the knowledge of industrial design, and not merely focusing on theory of art but also the aesthetics practices such as sketching techniques. The participants responded that it was the right approach to expose students to the course and disseminate the significance of industrial design to the public to establish design-based profession in the marketing and industrial context. One participant (KA) responded:

“I would say like Tanggam, MRM, PEREKA and World Industrial Design day. These mega projects in Malaysia are helped to raise awareness and increase the knowledge level of public about the Industrial Design... We know, Tanggam is to promote our Malaysian design to the international like Italy. FRIM is also held contest annually but recently there was not positive... I don't know what is really happening to them but twice in a year, they held contests. We are also having special organisations to promote our local industry to global. There are many benefits offered for us!”.

The results from the interviews illustrated that all participants supported that in the creative area, the industrial designer was a significant player in creating innovative packaging. The transformation of organisation towards innovation must be supported by industrial designer to fill the gap between mass production and functional packaging value. Moreover, facilitate critical and creative thinking, diverse perspective, evaluate

and make informed decisions can enhance student design skills to design innovative packaging that should meet consumer's wants and needs. The subjects in design should encourage students to think critically and creatively to make sure the packaging have beneficial impact on the consumer's everyday life. The subjects should emphasise a combination of creative thinking and skills with technical knowledge. In this way the students are exposed to specific tasks such as the processes to develop concepts in new packaging from analysing current issues, identifying target consumers, exploration and development of ideas, analysing the manufacturing cost and materials and evaluation of the final design.

Innovation, quality and exclusive

The participant stated that the company was aware of the impact of packaging to the environment as well. However, the participant mentioned that the packaging had not been improved since 10 to 15 years ago in order to maintain low cost of packaging materials and to keep up with the same suppliers. However, both participants stated that the corporation positively supported the innovation to use sustainable materials for the products and packaging to reduce impact on the environmental. Moreover, it could also be used as a strategy to influence consumer purchase decisions that the brand was environmentally friendly. Participant highlighted this;

"We are using organic materials for our products, the palm wax. Palm wax is 100% natural and it is alternative to paraffin based wax. Our packaging box is also biodegradable. We are using all sustainable sources. In Malaysia, palm trees our one of our biggest plantation, and we planted and managed really well to prevent destructions or harm the natural habitats" (CK, Company 2).

In terms of how the consumer perceived the value of the product through its packaging, one participant (HJ) stated that; *"Sometimes we import the materials. Sometimes the*

customers purchase the clay and then give to us. Then, we design and do the painting on them. I really concern about the product quality, also the quality of services we provide. We try to minimize the problems when dealing with the customers”. The results illustrated that the company paid particular attention to the quality of the packaging to influence consumer’s judgements as well as to gain brand loyalty. This illustrated that one of the significant marketing strategies is providing high quality packaging that the consumer can use for a long period of time. The length of duration of packaging use can create positive consumer judgements and benefits and cause consumers stay loyal to the brand. Innovation by the company is crucial to produce excellent packaging to avoid losing business to other competitors.

Another participant emphasised that offering service innovation as a company strategy was a way for the corporation to show that they had better understanding of consumer needs in developing and improving new and existing products and services in terms of social and environmental innovation;

“One of the reason why we are using the box packaging is because long time ago, we were using plastic for the packaging material. Then, we changed to box packaging. One of the reasons why we changed it is because we don’t want to clog the drain because some people they just throw away the packaging in the drain. So, when it’s raining, it always floods” (HJ, Company 2).

However, the results illustrate that although the packaging materials were recyclable, they still lacked focus on the packaging elements such as typography, colour, graphic image and other attributes that formed the marketing strategy to influence consumer purchase decision and purchase intention.

5.3.1.4 Social media sharing

Brand promotion

Participants agreed that Facebook was a platform for company to enhance credibility, gain more consumers and stimulate business growth. Due to the advance in technology and the impact of globalisation, the company used social media such as company website and Facebook business page to gain more consumers and enhance brand awareness. Therefore, one participant said they must update information about the products and service offers to allow consumers to search for their products in search engines using specific keywords. For instance, the search using keywords like ‘ceramic souvenir’, ‘cheap souvenir’, ‘ceramic gift Malaysia’ and ‘custom mug printing Malaysia’ would include the company in the list of business. Participant stated that;

“It depends on the customer requirement because we are available on the advertisement in the website and customer looking for us with their own budget. Let say, some customers they are afford to pay for the high budget, then the requirement is different, so we have budget to design special packaging for them. It depends on the budget as well” (KE, Company 3).

This result illustrated that website was becoming a significant retail medium for the company to directly communicate with consumers and to have in-depth understanding of their consumer needs and demands such as the budget estimation, product and packaging, style and quantity. The website was also a significant marketing tool for the company to offer the best deal and promotions. Moreover, the company was able to respond to all inquiries faster which could help consumers to make decisions easier based on their requirements and demands. The experience gathered from the website could also make the process of decision-making easier, which had impact on consumer’s level of trust towards the brands.

Furthermore, the use of coupons and markdown promotions are schemes to influence consumer's purchase behaviour and encouraged them to purchase the products continuously. However, participant (JS) stated that the website of Company 1 (tableware products) was shared with other group manufacturers such as clay pipes and sanitary ware. Therefore, all information about the tableware products was quite limited because the website was controlled by a designer from another department at the company's main ceramic centre. Furthermore, the website was only to provide consumers with information about the product ranges as interested consumers still needed to purchase the products at the local retail shops or supermarkets. For social media marketing, the company's administrators only used Facebook and YouTube to communicate with consumers in order to market their new product and to enhance sales.

The results illustrated that the company did not emphasise on its website as a promotion tool although one participant believed that an excellent company website could get more inquiries and would boost sales. Participant stated that;

"I could say that is our weakest link because number one our website is not interactive. I think the website no department manage it. so, we have people to update the website but again because we are good local companies, so we could update something sanitary factory but for other factory is different. So again, if you ask me what are my research. My research is that, because everybody goes to website to look for something. If you have a fantastic website, then I think we can get fantastic inquiries" (YS, Company 1).

To allow for greater customer engagement with the brand, the company used various social media such as Facebook and YouTube to connect with customers and encourage them to share their experiences in using the packaging and product. Based on the interviews, all participants agreed that social media was one of the company's greatest marketing strategies for product innovation and to build awareness about the brands. One participant emphasised that the use of social media and the website could build

brand awareness and to provide consumer information on how to use the product. As she stated;

“Some end-users the might don’t know what’s special about the comb. So, we use Facebook, websites and YouTube to tell them the advantage of using this comb” (JS, Company 1).

The use of social media and website has massive impact on attracting consumers’ interests to purchase the product. A participant stated that; *“Over the years, the wine customers know us. Elessi know us. Basically, in the ceramic industry in Malaysia they are not many, for tableware we are the only one left”* (YC, Company 1).

This illustrated that an effective website can influence consumer purchase decision-making process where it provides all information about the company’s products or brands. Therefore, it is significant for company to acknowledge the impact of website in stimulating consumer perception about value of the products through packaging. Additionally, due to the advance in technology, people can access the internet easily and faster. Thus, websites and other social media should be fully exploited to allow for better ways for consumers to access the information rather than going to the physical stores. This approach is more relevant if consumers do not have other options of purchasing the products or consumers do not have the time to visit the stores. The creative content and appealing packaging on social media pages and website can be used to improve the products leading to stronger brand loyalty of existing consumers, thereby, increasing the potential consumers’ purchase intentions to buy the products.

Participant stated that;

“It’s the first impressions that count because it reflects to our customers’ perceptions...” (CK, Company 2).

The consumers' perceptions and judgements based on information and images of packaging from the website are significant for the success of business because it is based on consumer's opinions about the products and offers made by the company. Participant highlighted that the website was not a medium to increase sales but it was a platform for company to collect information of potential consumers from inquiries or questions sent out to them;

"I only received all inquiries and orders through email and I contact them directly with the email given by them through the form they have to filled in on the website" (HJ, Company 2).

The results indicated that website enhances direct communication between company and consumers. The website also allows company to determine consumers' demands and provide services or inquiries immediately. Fast responses from company regarding inquiries can influence consumers' perceptions as well as nurture a deeper emotional engagement to the brand. Moreover, the positive experience from the interactions between company and consumers helped build good impressions on consumers and this will lead to better sales.

One participant stated that, technology was a significant tool for the brand to indirectly interact with consumers as well as to understand what consumer's wants and needs are. The social media is one of a medium to provide information of product, to promote, to analyse the consumer's demographics as well as their perceptions towards the brand.

Participant (MM) emphasised the significance of Facebook to business. She stated that;

"This is because I don't have Public Relation officer, so I have to do by myself, promoting my brands. So, whatever it is, I must have one person as representative. For social media, I am also in charge to handle this part, where I have to think the marketing strategy for the business to enhance the impact of social media to our sales and brand."

For example, like Facebook and Instagram. So, this part I will always discuss with my team, so we will work together, and brainstorm all ideas and we will work on it”.

This demonstrated that the technology allows the brand to communicate and interact with consumers directly and create positive purchasing experience. This method of business can enhance consumer satisfaction, build brand awareness and develop consumer trust towards the brands. It also provides consumers with access to product information easily and allows consumer to find their needs faster. Additionally, the findings illustrated that social media is a cost-effective marketing promotion and purchasing tool for online businesses without investing extra money.

Technology and cost efficiency also can create demand opportunities. Consumer preferences and operative efficiency will strengthen the position of the company in the market. In the competitive market, the use of technology and cutting on cost may enhance consumer brand loyalty. In the technology context, the companies are able to generate money as well as to produce the right packaging in response to consumer’s demands and needs. The influence of infrastructure of technology has impact on the company’s culture, competences and association. One participant (LH) stated that;

“Through website and Facebook. We have our existing customers and they are very loyal to our brand. Our customers are growing because of our high-quality products. People nowadays spending their time online, communicating with each other, socialising and searching stuffs. The internet helps a lot! A lot, I could say! People know us from the internet based on our market research. On Facebook, the reviews from our customers really helps us to gain more new customers. People trust the reviews though!”.

Alternatively, technology could also enhance consumer service. As one participant stated, consumer purchase behaviour could be influenced by the trend in selecting the product through packaging on the Internet. The findings illustrated that the trends seem

significant for the companies to predict consumer's expectations to achieve their desires and needs when the technology like internet was involved in the industry. In this case, consumers are significant to the business. Therefore, the companies must recognise the trends and the engagement between consumer and packaging as crucial in determining the success of business.

5.3.1.5 Packaging success outcomes

Academic context

Contribution of academics' knowledge and engagement with industry practitioners can enhance design research performance in the industry. The engagement of academics in contributing knowledge in industry can overcome the knowledge management gaps of organisational structural, packaging issues and human resource management practices. The interview with industrial practitioners show that there are barriers and challenges for industrial design practitioners due to lacking in knowledge of business and design strategies in enhancing the business orientation and performance in the market. The capability of academics enables them to apply the design thinking process and theoretical knowledge on the addressed issues and search for solutions with effective research-based strategies to economic and social benefits. There is an additional advantage for academics who have personal experience in the industry in order to provide students with various methods and skills in producing knowledge with different perspectives and interests. Both academic participants stated that they both have working experience in industry;

"I started with technical skills certificate in product design engineering, then I continue my study in diploma in Art and Design in Industrial Design, then I worked about 2 years in multimedia field" (AF).

“I began study in industrial design in automotive design... then in 2004 I applied to UiTM and I got offered for bachelor degree in industrial design and graduated in 2010. I worked as application specialist for solid thinking 3D for almost 2 years” (KA).

In Malaysia, the approach to Industrial Design education combines both theoretical and practical aspects. In the Industrial Design course, the students are potential young designers and industrial practitioners who must have social and culture knowledge as part of the learning process. Therefore, in this phenomenon, the contribution towards knowledge of the academics to the students is significant in order to produce students who comprehend the realistic expectations of the industry. The academics’ knowledge and personal industry experiences in utilising and developing the marketing practices can improve business management and opportunity. The results show that academic courses such as Industrial Design have massive impact on the industry and practices in the local industry. Participant (KA) explained:

“Before this, during my studies what I understand we have more focus on styling the design, the form but we always forgot the functions. Yes, I trained my students to have their design thinking, understand the design, form, styling and then later, I also focus on manufacturing process because from my experiences, worked as 3d specialist, in the industry, they are more focus on manufacturing. They want design that can be manufactured and functional, not only design concept. I emphasised this manufacture factors to my students, so that they can design a product can be possibly to manufacture”.

Collaboration between the academia and industry also enables students to have multiple perspectives on the skills, knowledge, theories, and practices to embrace the opportunities to work on innovative projects. For example, participant (AF) stated that;

“For our syllabus, firstly, to have optimisation in design, by the research has been done, by the functions that they must have solved, also the mechanical or manufacturing capabilities of it. We are talking about DFMA, design for manufacturing and assembly.

Of course, we have talked about manufactured for SME. Not focusing on the ergonomic only but the whole situation or the common factor of part of it”.

Designers upon rely on the academics’ knowledge in the exploration of ideas to produce packaging that fulfils consumer’s future needs, wants and desires. Academic publications and conferences are connections for academics and practitioners to exchange ideas and share common problems of the industry in Malaysia. This collaboration accelerates the packaging development and enables the industry practitioners to deliver innovative packaging for the benefits of the economy and society. Two participants noted that;

“I have read many journals but more on styling in Malaysia from our local manufacture, how they evolved from the first model to current model. At first, we like kind of struggling to find our identity, benchmark for our local products, then we can see our local designers, they have better understanding, better exposure about the international design. Now our design is up to par with the international styling” (KA).

Additionally, the collaboration between academia and industry in the conferences addresses particular issues and share in the dissemination of knowledge and solutions. For instance, the government provides a think tank or library for academics to conduct their research;

“In our government sector, we have set up a few called the think-tank or the library bank, we can find all academic journal publishing that related to the manufacturing and design process” (AF).

The collaboration and involvement between the academics and industrials can also help to improve the packaging industry in Malaysia. This view was supported by Perkmann et al. (2013) who states that the engagement of academics’ knowledge is ‘technology transfer’ where the academics who conducted research and publish the findings for the dissemination of new ideas. In essence, the academics would go and industry players

and seek the problems and challenges of packaging they faced and gain some insights of what is really happening in the local industry and come out with ideas and solutions.

Lacking of significance of industrial design practices in Malaysian of Higher Education Institutions are the issues that affected to packaging innovation in Malaysia. The Industrial Design course allows for substantial knowledge contribution to design practices in Malaysia. Firstly, the purpose of Industrial Design course does not merely focus on design of packaging per se, but students must also associate the packaging with people and their living culture. In other words, the students should know that they are producing and developing packaging that would enhance people's everyday life and to make it more efficient and pleasurable. Secondly, the Industrial Design approach does not just focus on the aesthetic value, but it also improves students' awareness skills to allow them to enhance their understanding of why and how they value the packaging in relation to the environment. It also allows them to focus on being consistent with emotional requirement of customers and the specific social purposes of the packaging. As participant (AF) emphasised;

"We have lots of design books in the market as well. So, when we are talking about knowledge, the students need to emphasise not only the design, but they must know the other factors too, for instance the manufacturing process. They must know the types of materials use, the cost, and everything. But...don't forget about the consumers. Who wants to buy the product if there are no consumers. That is why we need to know what consumers want, we need to study the market, the consumer needs..."

The students also evaluate the concept by describing and outlining as well as articulating the ideas by developing design and expressing its meaning through product design features and attributes (Bloch, 1995; Luchs & Swan, 2011). One participant (AF) highlighted the importance of facilitating critical and creative thinking in the process, he stated that; *"We try to implement to the students to have a better understanding in*

our local industry and how to develop a product within that context. It still in the academic driven but it is trying to fulfil the industry needs”.

The emerging demands and needs from consumers of quality and variations of packaging, created significant matter for academia to emphasise in engaging the research, industrial and technology needs to satisfy consumers using creative and critical thinking. The students must capture the consumer’s attention by focusing on the interests and innovative practices in solving the issues.

The results from the interview also illustrated that it is significant for the design students to excel in critical thinking skills in order to have better understanding of the issues and solve the issues from various perspectives. The participant emphasised that available technology could enhance the process of analysing and evaluating the issues faster and effectively in solving the issues. Moreover, other tools for learning such as design magazines and websites could provide creative solutions and new ideas for design students to solve critical issues. Participant (KA) stated that;

“Usually I ask my students, we need references. Nowadays there are many websites available to access about industrial design such as Coroflot, Core77 and many more. Search the references as much as they could find. These references are to stimulate their design understanding and design thinking in their mind. They can see the trend of design, they can also the future trends, future styling and technology”.

The interviews also found that by facilitating creative and critical thinking skills in design students will enable them to assess the strength and weaknesses in evaluating particular issues. Moreover, the findings concur with Perkmann et al. (2013) that the academic engagement with industry provides in-depth understanding of the essence of product design which influences the critical and creative development of perception, assessment and problem-solving competencies. This way will give positive impact on

future young designers who should be more prepared to solve problems efficiently, critically and creatively and in understanding the underlying structure of a good packaging.

The basic design process using high technology machineries such as the Computer Numerical Control (CNC) and rapid prototyping (RP) enable students to understand the product before manufacturing. The considerations in design process can influence their senses in designing, selecting appropriate materials, cost considerations and have future visions for the products or services to become reality. One participant (AF) stated that; *“How client see the product such as the level work of finishing, the level of how the product would be sell, how people would react in the environment to the product”*.

Using technology for learning and developing new packaging such as the Internet, R&D machines and prototyping machines are now fundamental aspects in the establishment of industrial design programmes. As stated by participant (KA);

“For technology aspect, currently our local and private universities and colleges, mostly they have many high-tech machineries for students to use, for instance, CNC, RP machine and everything. We can see our future is going to be better for industrial design”.

It is noteworthy to noted that the impact of technology such as the internet encourages design students in learning and exploring real-life phenomenon, current issues and trends, and to allow them to have a better understanding of the influence of social and environmental issues on society. These skills and practices enable students to be employed in future and his direct involvement in the industry will further improve his design skills, combined with effective marketing and other emotional skill required by

the industry. In general, all participants emphasised the importance of technology in developing new packaging.

An in-depth understanding about the design process and design ideas are significant to make sure the packaging has some local market demand with reasonable cost. As participant (AF) emphasised that; *“We called the ‘internet of thing’, we have seen, many shut down doing business especially in the social media is also effect on our industrial design or manufacturing selling of product”*.

Finally, the findings understand that from academic context, the collaboration between academic and industry has massive influence on the packaging success outcome, with many sources and references offered locally and globally where students should be able to diverse their perspectives to integrate and adapt various aspects available to develop a new packaging. This collaboration contributes to the industry in Malaysia through three ways; increase the packaging value, quality and functionality, engage with real timeframe and plan strategic frameworks in completion new packaging and designers must anticipate the future needs by adopting current and future factors.

Industrial context

Industry practitioners’ work experiences and Design study background enable to create conducive design solutions for packaging success outcome. The interview with industrial practitioners illustrated that the evidence of the participants with Design study background and work skill had impact on their perspectives in handling the design activities. The experience and knowledge of Design provided them with an understanding of possibilities and identifying challenges to solve existing issues and problems. Participant (FA) provided his knowledge in Design background and insights of his role in the institution as an engineering expert in product design;

“Hmm... Okay, basically, I am, you can call me as product design engineer, I have been in the industry since 2010 and...hmmm... I have been into production works such as for assembly, and part in fabrication. My role in GMI, I am the product design in engineering for doing things like co-station, CAD engineering, reverse engineering, fabrication automisation, and also delivering project. So, that is my scope of work here”.

Meanwhile, participant (LH) emphasised that having Design background helped to understand the design work that involved of designing, producing prototypes, design creativity and strategy as well as building a design company. The work experiences built the participant’s proficiency in design functionality and consumer preferences so as to produce new product or idea, or improvise on existing product using their design skills;

“I used all my knowledge I gained in the degree to design...from ideation, idea development, mock up and all. It helped me a lot and... plus my connection with clients, I gained few business strategies in industrial. It’s my passion and I really enjoying it” (LH).

Additionally, the participants agreed that the combination of various working experiences and skills enabled them to create different points of view of engaging design with consumer purchase intention behaviour and how companies solved issues as a team. These team collaborations and engagements of employees with multiple experiences and specific skills could develop a wider understanding of consumer purchase behaviour and attitude as well as packaging strategy. Participant (LH) emphasised that;

“Me and my friends always communicate with marketing sales department. We always have informal meetings just to update with each other. They have the data like customers’ feedbacks and all, and we need to make sure that we are working on the right path. It is harder to design something when you don’t know the issue, so it is important for us to update each other to prevent problems in the end”.

Meanwhile, one participant (MM) also stated that;

“The most important thing before we started to design new product for next production, I need to identify my consumers’ needs. For instance, if they want printed elements, I will make sure I’ll give that. Less abstract print. We are popular with unique abstract. So, because of the design is like hot cakes in the market, we will do the same for the next batch. All decisions are made based on reviews and feedbacks from our customers. For example, some said the colours are too striking, then we made it less striking than before. I will improvise the design according to their needs”.

The interview provides evidence that consumer’s experience while assessing the products through packaging is valuable for the company to improvise on the packaging. It is significant for the company to do market research to identify the problems based on reviews and feedbacks from consumers in order to produce packaging with the right design for consumers. The participants also provided insight into their values in the interview by explaining the significance of packaging attributes and features which must be meaningful. The company, then, must produce packaging that are able to fulfil the consumer’s needs and preferences that can influence purchase intention. All participants described that the company must understand how packaging can practically solve the problems in order to ensure that the design they provide have values and significant to consumers’ lives.

One participant (LH) mentioned the designers should takes both design and consumers seriously to develop new packaging. He stated that;

“Then, I will start do research to see the current trends of packaging design, product design and then try come out with some ideation. My mission is our products are satisfying our customer’s needs and demands and meet with their preferences. They want organic, chemical free products, sustainable packaging, no animal testing... We can’t design based on our preferences. Who wants to buy our products? Customers,

right? So, we follow their preferences... then, we asked opinions and feedbacks from our boss and other staffs in the meeting”.

The participant (LH) described the understanding of consumers’ needs and desires were significant to provide valuable packaging attributes with adequate functionality to meet consumers’ perceived need. Participant (LH) also emphasised that consumers’ purchasing need satisfaction was more critical than the company’s perception of consumer packaging preferences because the consumer was the one who paid for the products.

Moreover, participant (MM) emphasised that the design authenticity would enhance consumer’s perceptions and opinions of the packaging value and this would lead to long term customer satisfaction and loyalty. Participant stated that;

“I have my own packaging design. I used H&M and Zara as my personal reference for design. I have my own shopping bag as well. Unfortunately, there are so many vendors are copying our style. Besides that, I have also my own paper bag design. Usually, I don’t really think it is important for our business but then, I realised it is important for our customers carrying our brand’s name proudly at the street.”.

Meanwhile, another participant (LH) also suggested that by identifying the consumer’s problems and needs, the company was able to provide better solutions and better creation of packaging. The technology allows innovation in the design process that supports consumers’ needs and demands. He stated that;

“I can see now the trend of package design in our local industry has an improvement. The SMEs have great support from the government in improving our product industry meet with international quality standards like other Asian countries... our neighbour Singapore. The evolving of technology also improves our R&D towards the innovation process. The government also offers specialised training for the companies in Malaysia because we are still lacking in practice skills and awareness about the innovation stuffs.

I can see many companies are aware of the trends and have amazing package design in the market but some are not. I can see we are heading the positive path”.

As business strategy, the marketer and designer should identify the variable factors in the product design process that may affect business innovation such as the packaging attributes, services, development processes and delivery propositions. Moreover, the considerations of human, social and environmental values in packaging could also give strong influence on purchase consumptions and intention behaviour and strengthening consumer positive judgements towards the brand.

Moreover, participant (MM) asserted that the company should highlight their packaging as sustainable with customised packaging for special consumers. This strategy would help business in creating brand awareness through its uniqueness, thus have impact on consumers' intention to pay more attention on the brand. The company should focus on offering the product's uniqueness through packaging to the consumers to pushed the brand into premium category. The results illustrated that packaging can create meaningful experiences and allow consumers to associate with the brand through its attributes.

5.4 Focus Groups

5.4.1 Analysis

There were three groups of varying ages and educational background selected for this phase. The focus group discussions were held in June 2017 and there were 7 males and 9 females for a total of 16 participants. There were three groups and each group had five to six participants. The participants were asked to fill in the form about their demographic information such as age, gender and educational background before the

discussion. A copy of their own transcribed comments was given for them to review for accuracy for all participants for focus group discussion (see Appendices). This ensured content validity in reporting the participants' responses. The aim of focus group analysis was to observe and analyse the purchase intention behaviour among participants and their perceptions and decision-making process toward the product for the first time.



Figure 5.5 Eight products from different brands used for focus groups

Figure 5.5 shows the sample of different products that used to investigate the purchase intention that driving participants to induce a certain reason from different types of packaging. The participants' responses from the questions related to 'the reason that driving purchase intention' as shown in Appendix 6. Question 1 was asked of the level awareness of candle industry and their perceptions towards packaging of candle in Malaysia. Then, Question 2 to 10b focused on 'perceptions and process of decision-making in selecting product through packaging attributes'

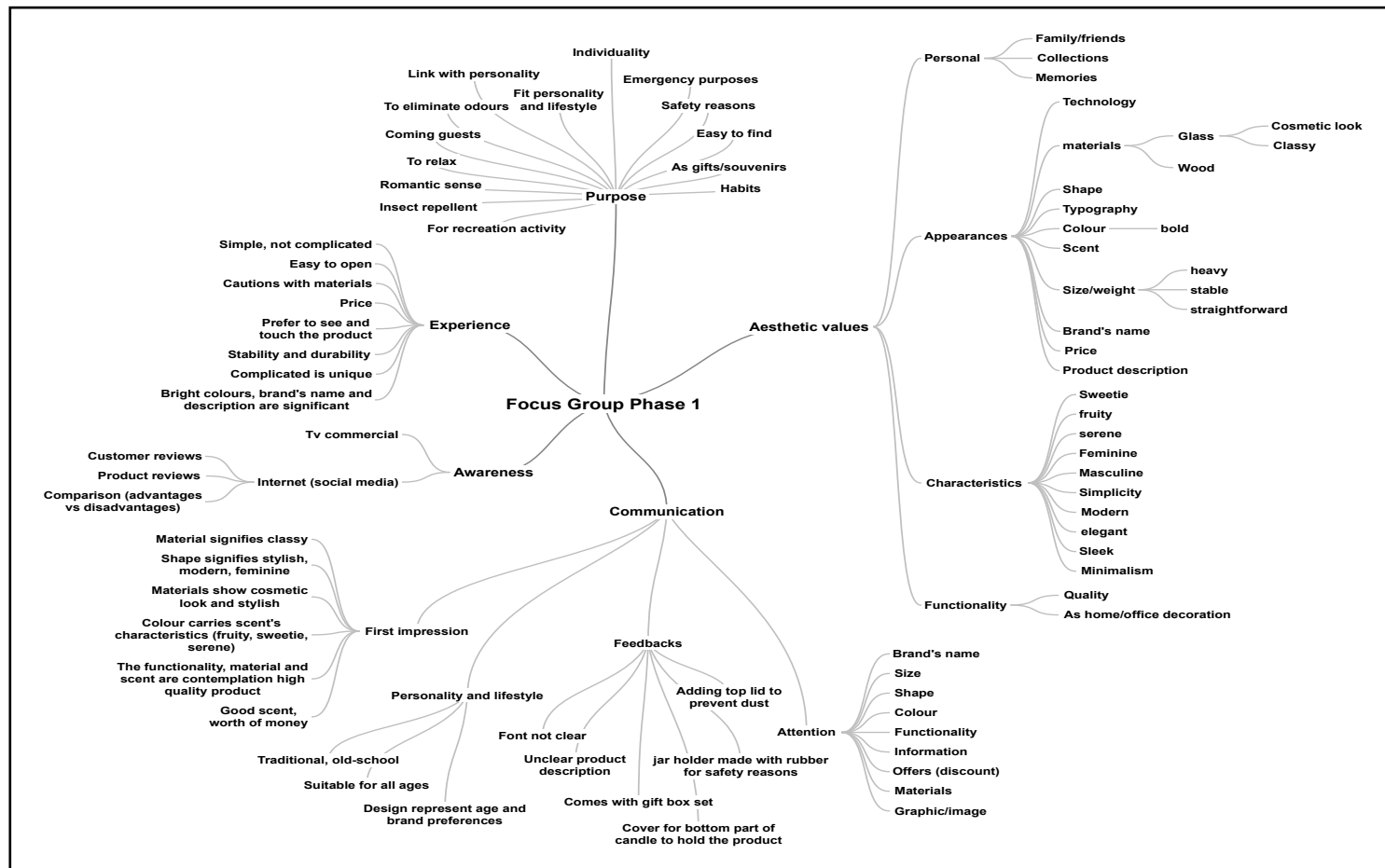


Figure 5.6 Analysis of participants' responses from focus groups

5.4.2 Findings

Below are the findings of focus group discussions based on the feedback regarding the consumers' perceptions and judgements towards packaging attributes. Figure 5.6 shows participants' responses from packaging attributes from 8 different brands and contains important themes and sub-themes gathered from the focus group discussions.

From the discussions, the results illustrate the strengths and weaknesses as well as the importance of packaging attributes on consumer purchase behaviour that could have high impact on business. Additionally, these focus groups also determined the impact of packaging attributes to influence consumers' perception and influence their purchase intention.

The emergent themes and sub-themes shown based on analysis of focus groups discussions of participants' perspectives and perceptions on packaging as shown in Figure 5.7. These results show five emergent themes identified in the discussions; (1) packaging attributes enhance product aesthetic values, (2) use of packaging (purposes), (3) personal experience and view, (4) enhance brand awareness and (5) communication medium brand-consumer.

PHASE TWO
FOCUSED STUDY

FOCUS GROUPS

<p>THEME: 5.4.2.1 Packaging attributes enhance product aesthetic values</p> <p><u>Subtheme: Personal experience and emotional attachment</u></p> <ul style="list-style-type: none"> - Will recommend to family and friends - Bought candles as a hobby - Can evoke memories - Associated with special festive seasons and emergency use <p><u>Subtheme: Product appearance/character</u></p> <ul style="list-style-type: none"> - Materials, shapes, colours symbolise individuality and lifestyle - Colour gives information about the types of fragrances, high quality - pot shaped, heavy, stable, straightforward, easy to understand <p><u>Subtheme: Enhance product characteristic/personality</u></p> <ul style="list-style-type: none"> - Shapes symbolises feminine, suitable for house decoration - Colour carries the fragrances' characteristics (sweetie, fruity, serene) - Shape signifies stylish, modern, feminine, masculine, simplicity <p><u>Subtheme: Functionality and practical</u></p> <ul style="list-style-type: none"> - Suitable for house or office decoration - As interior decoration - High quality, design shape, scent and safety in the process decision making 	<p>THEME: 5.4.2.2 Use of packaging (Purposes)</p> <p><u>Subtheme: Purpose of purchase</u></p> <ul style="list-style-type: none"> - Material shows cosmetic look and stylish design - Provided participant use it for recreation activity - Provided participant experience use it for insect repellent at restaurants - Safe to use <p><u>Subtheme: intention to purchase product</u></p> <ul style="list-style-type: none"> - Aware of recyclable materials - Easy to find (location-retail shop) - To eliminate cooking smell or bad odour, guest coming - Use to feel relax - As souvenir or collections - Have calm atmosphere - Romantic sense - Emergency purposes - For safety reason 	<p>THEME: 5.4.2.3 Personal experience and view</p> <p><u>Subtheme: Attributes influence intention</u></p> <ul style="list-style-type: none"> - top lid attached, easy to open and close - not missing easily - Complicated is unique - Material signifies classy - Shape signifies stylish, modern, feminine - Colour carries scent's characteristics - Good scent presents good quality - Money worth - Feeling satisfaction - Ease of use
<p>THEME: 5.4.2.4 Enhance brand awareness</p> <p><u>Subtheme: perception of Internet (social media)</u></p> <ul style="list-style-type: none"> - See reviews from other buyers, if more positive reviews, means good product <p><u>Subtheme: perception of TV commercial</u></p> <ul style="list-style-type: none"> - People remember product seen on television (in commercial advertisement) - Technology transforms packaging development (material, shape, sustainable) 	<p>THEME: 5.4.2.5 Communication medium brand-consumer</p> <p><u>Subtheme: first impression</u></p> <ul style="list-style-type: none"> - Image of packaging significant for first impression and market strategy <p><u>Subtheme: represent personality and lifestyle</u></p> <ul style="list-style-type: none"> - Personality influence purchase intention and behavior - Represents luxurious, modern and fit with specific lifestyle - elegant, stylish, clean, classiness, chic, posh - Design represents mature age choice preferences <p><u>Subtheme: feedbacks potentially influence intention</u></p> <ul style="list-style-type: none"> - participant suggested if candle comes with gift box set - provided product information such as weight, safety instructions, recycle logo etc) - In the jar to prevent damage easily <p><u>Subtheme: attract attention</u></p> <ul style="list-style-type: none"> - Image shows the candle's fragrance - Font (not clear, hard to differentiate brand name and product's name) - Price affordable - Colours shows the boldness - Material signifies the classy 	

Figure 5.7 Themes and sub-themes outlines from focus groups of Phase Two

5.4.2.1 Packaging attributes enhance product aesthetic values

Personal experience and emotional attachment

The focus groups provided evidence of how participants described their perceptions of product packaging and their first impression of design of the packaging. The attributes of packaging enhance product aesthetic values. All participants described their perceptions of product with particular packaging attributes which affect their feelings as well as purchase intention. For instance, participant (U2) stated; “*G, because it is colourful. It has lid and I will keep this candle as my personal collection. Or maybe as a gift to my mother for Mother’s Day present. Looks exclusive*”. Findings showed that packaging attributes gave exclusive and special feelings, and he felt delighted to purchase it as a gift or for his personal collections.

The participants also provided insights into the aesthetic values of the packaging by describing the product’s appearance using descriptive words such as chic, simple, exclusive and rich. The packaging attributes allowed the brand to communicate about the product’s characteristics and its identity to consumers. The discussions clearly show that consumer purchase intention was affected by the packaging’s shape, materials and colours, as well as their perception of the product’s elegance and high-class characteristics. For instance, participants discussed about the product through packaging attributes;

U3: I like D, simple. I don’t prefer fancy design.

U2: G. because it is colourful. It has lid and I will keep this candle as my personal collection. Or maybe as a gift to my mother for Mother’s Day present. Looks exclusive.

U1: I like A because I’m familiar with this brand. Always seen this brand. It looks chic and simple but very expensive.

U4: Hmm... I think H looks like a vase. Simple but very exclusive. I would buy this even though its expensive. Absolutely worth the money because of its quality.

U5: Brand G is very rich. Colourful. The scent is nice as well. The price is bit expensive but I think it's worth of money.

The colour, shape and material of packaging were the main reason the participant believed the product was attractive and influence their intention to purchase the product. One participant emphasised the concern about the attributes of packaging that could be overwhelming. One participant (P2) stated that; *"I will buy this brand A because it's beautiful. If I see the shape... and its material... I like this and I would buy it. It's okay if I want to try something new even though not a big fan of candles, so for me, if something looks nice, I'll buy it"*.

As well as noticing the product as pleasant, one participant expressed their perceptions and opinions of the product based on the packaging that would make them purchase the product.

D2: Oh OK... I'll do the comparison from my view. This is my opinions. I think A is bright and easy to understand...I mean...the fragrance's name. You can see the image represent the scent. It's floral scent because it shows picture of roses. It reminds me of strawberry soap... I bought a few years ago. It was pink colour and it has strawberry photo for the packaging.

Overall, the participants were aware that the packaging delivered information about the product. They claimed that the image in the packaging determined the characteristics of the product and symbolised a strong image of the brand. This showed that the packaging could also offer the product meaning and idea associated with its functionality. For example, a participant associated luxury and elegance with the materials of the product. This showed that packaging can develop a strong connection between consumers and

product where the style of packaging attributes is associated with specific meanings which can relate to consumers' experiences.

Product appearance/character

The character or appearance of product can be shown through its packaging attributes such as its materials and shape. For instance, participant (D1) highlighted both packaging material and shape provided some contemporary looks and seen as high quality product. This perception is depicted by the following comment;

“Yes... I second that... brand C is more luxury candles. The shape and smell also are symbolised chic and elegant. Do posh people has specific smell? Brand H also show premium look. I can see both brands are very high quality, nice smell and has urban look”.

Similarly, the attributes of packaging such as materials and the use of typography provide personality of brand and character that bring in a unique identity. For instance, participant (D3) commented, the element of gold for the materials and typography of packaging gives high-class appearance that capture the attention. Furthermore, the pink colour of candle represent feminine and sweet character to the product. Participant commented on packaging;

“ I'm not really familiar with candles but brand A... I could say it shows the feminine side. It has floral kind of scent, pink colour and sweet... I can see brand C shows some elegancy. Nice plated gold for the top lid to cover the candle and the material for candle is glass. The gold font for brand and fragrance's names are showing some posh element. Right? ”.

Participants' perceptions and judgements can be manipulated by the role of packaging attributes. Findings show that attributes of packaging such as materials, shapes and typography can communicate the character of product. Consumers also perceived

product appearance and its value such as product quality enhance brand awareness and purchase intention.

Enhance product characteristic/personality

The participants considered that packaging was the first thing that they noticed on the shelf. The bright and powerful colours in the packaging created product personality, appealing and memorable feelings in the participants' minds. It seemed that the packaging attributes other than colours can also cause the product to stand out by the use of shapes, materials, graphic images and typography. For instance, one participant (U2) expressed the perceptions toward the product through packaging that targeted at specific people such as young or older people and described the experience the reason to purchase the product;

"I love colourful like rainbow colours like this brand. The packaging is unique and the candle is colourful. I like brand G. Young people would love this multi-coloured product. Maybe for older people they love one colour. But I think this design follows the young and older people's tastes. Because it has woody materials for the lid. In my house, I have candles in every room except the toilet. When people come to my house, I would light the candle. It creates a lively and romantic setting. Romantic doesn't mean for couples only...sometimes you want to make sure your guests feel relaxed and welcomed at your house".

The participant (U2) above appeared attracted to the packaging's colour and correlated to his personal experiences as well as bringing out emotions and attitudes. In the discussions, colour influences an individual's moods and senses. In contrast, the participants expressed their perceptions on the packaging's characteristics or personality through its unique packaging attributes as souvenirs or part of personal hobby. The characteristics of packaging provide not only decorative items but as pleasant personal memories or reminders.

P5: Currently... the packaging is interesting, fancy and sometimes, I keep the packaging as my personal collections because it's pretty and unique.

P2: I'm sure our industry has improvement. I think it is better than before. More fancy and there are many types of materials and shapes now.

The results recommended the significance of packaging attributes in driving consumers' emotional connections with the product. This findings concur with Underwood & Klein (2002) who argue that packaging attributes are capable to transmit information about the brand as well as able to manipulate consumers' product judgements and perceptions.

The experiences of purchase decision process involved making choices, purchase and product use as the product stimulates interests and aspirations. The experiences are based on human personality traits that support their emotions when they describe or think about things to integrate with their social and cultural norms. For instance, some participants indicated that the purpose of purchasing the product was because they liked it and fit into their lifestyles due to the shape of packaging that represented luxurious and exquisite lifestyles. The participants also used adjectives to associate packaging personality with personal experience and persona characteristics such as 'classy', 'sophisticated' and 'elegant'. For instance, participant (P3) mentioned; *"packaging H looked woody style. It has sophisticated look and suitable for people who like to decorate their house or office"*.

Functionality and practical

All participants emphasised that packaging attributes can influence their perceptions and judgements of product towards its content. The participants explained that the packaging's visual aesthetics created value that could convey practical value to the product such as the quality and specialty of product through the packaging's whole

appearance. All focus groups' participants mentioned that the quality of product could be portrayed through its packaging attributes. Findings showed that the participants' perceptions and their purchase intention reflected the characteristics of packaging stimulated from the interaction between consumer and packaging. For instance, one participant (D2) highlighted the packaging attributes such as shapes, materials and illustration composition provided a clear idea to participants of the product and its intended consumer;

“I am attracted to the shape design, the materials, the product composition... If it's good quality product and the price is affordable, I would buy it. But for brand A I think people buy it because of its packaging quality. I also think that people would buy this product because of the brand as well!”

Findings showed that consumer's purchase intention can be influenced by the packaging innovation. Participants highlighted the functionality of packaging attributes attract their attention such as packaging protects the product from damage. The materials and shape of packaging seemed to be the main attraction which can relate to the functions of packaging that can drive the process of decision-making. One participant (D2) pointed out the care about quality and concern for the safety of the packaging;

“Frankly speaking.... Hmmm... I'm not really familiar with all brands except the brand A... but it's expensive though! My mom is the biggest fan of this brand. The packaging... Hmmm... A is made with glass. Can easily break, you know...it's very high risk! So, you need to be extra careful when use them but I'm very satisfied with the quality of material. Sturdy and stable...”

Additionally, packaging attributes also can develop participant's emotional perception towards the properties of the materials such as classy, elegant or exclusive due to the strength and flexibility of materials. This result supports Bloch (1995); Creusen and

Schoormans (2005); and Veryzer (1995) views that the appearance of product can influence consumers' perception of its aesthetic, functional and ergonomic values.

5.4.2.2 Use of packaging (purposes)

Purpose of packaging

Most participants emphasised that the process of decision-making and purchase intention were influenced by their personal choices and flexibilities. This demonstrates that the visual elements of packaging play a significant role in delivering messages to consumers which can affect their product preferences. The participants' evaluated the packaging attributes that correlated to their individual lives and experiences. The purpose of packaging can be enhanced by the attributes of packaging, as one participant (P3) stated that;

“Packaging H looked woody style. It has sophisticated look and suitable for people who like to decorate their house or office. It's not complicated, it has logo on top lid and then it has product description and instruction at the bottom of candle. Neat! I like minimalism!”

The participant above examined visually at the styles of packaging and correlated with his lifestyle. For example, the design composition of logo, product description as well as the instructions create an image of the product as clean and simple. The 'minimalism' concept is categorised by its simplified design. One participant (D5) mentioned;

“No... I don't have any... Hmm... I think all brands are fine to me. It just some design doesn't meet with my taste and I don't like it. Scent wise, all good but the D got too sweetie and floral. Too rosey”.

One participant (U1) explained the choice and the reason he purchased the product;

“The shape is okay. I like scented candles. I like light the candle and smell the scent. I love candle that comes with container, so I’m not scared if the candle the melted wax spreads all the way out to the edge of container”.

Participant (U1) described the safety of the product through its packaging attributes. He explained the shape of jar candles that could maintain the burnt wax in its jar and prevent the wax from melting out and possibly cause a fire or burns to the skin. His explanations and concerns were reflected based the packaging attributes. Findings showed that packaging is also able to establish consumer’s impressions and perceptions of the product. Moreover, participant (U1) acknowledged his product preferences were based on his expectations and motivations towards the features of the candle and its packaging attributes.

Intention to purchase product

The interaction between consumer and product is significant in creating the experiences using the product through its packaging attributes. It is because the packaging attributes can form consumer’s expected evaluation of the product. As can be seen in the participant’s response, the results show that future planning developed from the expectations that involved emotional responses. The emotional responses developed through the individual’s evaluation of its packaging benefits during consumption of the product. Moreover, the result also shows that emotional responses through the attributes of packaging could give positive or negative impressions and expectations towards the product.

Additionally, the other factor that enhanced the intention to purchase a product was the emotional benefits after experience using the product such as product disposability. The packaging attributes provide experience may influence consumer's decision whether to keep or dispose the packaging. In the discussion, participant (D5) believed the increasing amount of the packaging nowadays was recyclable and beneficial to the environment and aware of current packaging trends. Moreover, the attractive and creative packaging provided additional values that could enhance the intention to purchase the product. Participant (D5) stated that;

“Yes... hmmm I second that! Nice packaging can attract people more. I can see now we have more sustainable packaging. I noticed most packaging can be recycled. Plus... fancy fancy design. People got more creative and very competitive!”

The emotional attachment between consumer and packaging created a sense of satisfaction and influenced consumer's subsequent behavior and perception of the usefulness of the product in different situations. For instance, the extrinsic packaging attributes would fulfill consumer expectations and symbolic needs and this created positive or negative purchase evaluation such product disposition (recycle, in the garbage or keep for personal collections). Participant (U2) stated that; *“besides, the container can be recycled. It's nice to reuse as vase or container to keep small stuffs”*.

Participant (P3) emphasised environmental sustainability issue and that the current market seemed considering sustainability as packaging features due to consumer's awareness on the impact of sustainability.

“Currently, I also aware that the material of packaging can be recycled or not because we started to recycle items at home now”.

The discussion by participants recognised that sustainable packaging had become common and stressed by consumers as well as manufacturers. Moreover, another participant (U2) described his purchase journey and experience of using the packaging. The experience and involvement with the packaging influenced him to make a repurchase due to his satisfaction with the quality of the packaging. The participant also described of reusing the packaging as a vase or container creatively as a way to prevent waste as he commented;

“I have bought brand A once. It is expensive compared to other affordable candles in the market now. The price is depending on the candle burn-time and I think this one is affordable. Besides, the container can be recycled. It’s nice to reuse as vase or container to keep small stuffs. I like the design, its simple, and its smells nice, I’m satisfied. This candle can be used longer because I usually light the candle for 2 hours only. When my house smells nice, I put off the candle. I like to buy this candle because many people bought it. Number of consumers define the quality of product”.

The consumer’s intention to recycle could affect packaging. The individual’s culture of shared beliefs, practices, values and norms could become a factor on consumer’s perception and understanding of recycling behavior. The recycling behavior affected the characteristics of packaging and the awareness of recycling benefits which heavily influence consumer purchase intention. Additionally, the desirable and cost of packaging also have impacts on consumer emotions which led to the packaging being reused into other functions.

At the same time, the participant said that the shape of packaging could serve many different functions such as motivating consumers recycling behaviours as stated by participant (U2);

“It’s nice to reuse as vase or container to keep small stuffs. I like the design, its simple, and its smells nice, I’m satisfied. This candle can be used longer because I usually light

the candle for 2 hours only. When my house smells nice, I put off the candle. I like buy this candles because many people bought it. Number of consumers define the quality of product”.

The results also showed that packaging could influence consumer purchase intention behaviour to recycle or reuse the materials which at the same time, shaped their awareness of the advantages of recycling. Participant (P1) discussed the feelings when opening the packaging as he said;

“Because for me, not all complicated design have complicated method to open right? Sometimes complicated design is unique. But yeah...I think easy to use or open is important as well because some people love to keep the boxes, paper bags...”.

This finding concurs with other studies that show that packaging attributes communicate brand messages and information to consumers and influence their product perception and judgement (Silayoi & Speece, 2004). Moreover, packaging is used as a significant product component to facilitate consumers’ perception as well as their purchase intention. All participants in Focus Group 3 discussed about their concern for about the safety of their families and homes when using the packaging.

The participants expressed the concerns of health and safety of the packaging attributes such as packaging materials and their features. The materials can cause burn to the skin or the heat from melted wax can cause the jar or container to break without a proper candle holder which can present danger to people especially children. The discussions indicated that participants examined the essential factors and packaging benefits that impact on safety in the process of decision-making before purchase can be made. Participants commented on materials was generally safe to use or not, for instance;

U3: If for kids, this is dangerous. If you want to change location, I bet the jar is very hot. I suggest a candle holder to change the location when the candle is still burning.

U1: Yes, probably a candle handle to hold the candle. Probably rubber grip to jar and lids to prevent hand injuries.

The purchase intention is affected by the awareness and perceptions of safety of packaging. It is significant to note that some participants in all focus groups were concerned about the house and children's safety. The expectations about safety as well as demand for quality of packaging are clear in the purchasing decision-making process.

The findings showed that packaging is one of the tools that can communicate with consumers directly about the awareness of safety through its attributes. The information on labelling, materials and shape are significant in influencing consumer purchasing choices when they make the risk evaluation of product.

5.4.2.3 Personal experience and view

Attributes influence intention

The consumer experience from packaging attributes provides information on product evaluation and also influence emotions in the post-purchase phase of the packaging. The functionality of packaging develops value propositions to consumers and cultivated emotional connection between consumer and product. The positive feeling such as the enjoyment and satisfaction experienced using the packaging encourages consumers to consume the product again and initiates a repurchasing process. Participant (P5) mentioned;

"I have bought few candles from Brand A. The scents are very refreshing and long lasting. Their packaging is simple. Not complicated. I like simple product but has sophisticated look. It has brand's name signature at the top lid. I've seen other brands somewhere but I only buy brand A only because I have purchased it since 4 years ago. I've never try other brands yet".

Meanwhile, participant (D5) emphasised that the unique packaging attributes could influence consumer's minds and perceptions towards the product. The colour and shape could attract attention to the product. In contrast, participant (D2) described the product as of high quality through packaging attributes based on personal experience when purchasing and using the product. The visual appearances of packaging also can change the characteristics of product when the user engages with, understands the value of the products. The engagement between packaging attributes with evokes the feelings in consumers and enhances their trust towards the brand which leads to the purchase of the product. The purchase intention was developed through packaging materials, colours and shape.

D3: Oh... three words? Hmm... for me brand B is classic, fresh and ease.

D5: I would describe G by looking at this shape is... unique... colourful and daring! Something new to me.

D2: Based on my experience, I say this brand is very high quality product, easy to use and fresh.

Six participants from three focus groups mentioned that price was additional factor in their purchasing decision. They also stated that the packaging attributes formed their perceptions about the price in terms of the quality of the product. The results showed a high price was associated with the image of premium brands. Therefore, packaging plays a significant role to ensure the products desirability and thus, manipulating consumers' perception of product quality and value for money. Three of the participants indicated that their perceptions towards the quality of product were based on the visual appearances of the packaging and commented that they did not mind spending extra money on the product.

U1: I like A because I'm familiar with this brand. Always seen this brand. It looks chic and simple but very expensive.

U4: Hmm... I think H looks like a vase. Simple but very exclusive. I would buy this even though its expensive. Absolutely worth the money because if its quality.

U5: Brand G is very rich. Colourful. The scent is nice as well. The price is bit expensive but I think it's worth of money.

This demonstrates that consumers' preferences, decision-making process and purchase intention are influenced by the packaging attributes. The participants mentioned that they feel cheated to use products that did not fulfil their expectations. As one participant (D2) mentioned;

"Well...if I'm satisfied with the product, of course I will recommend this to my family or friends. Usually I would go for good quality products and familiar brands name. if the brand is unfamiliar to me, I google it first. Do some quick research on my phone about the brand..."

Packaging is a critical component of a product. Therefore, the quality of packaging is significant to maintain product quality as well as enhance consumer's confidence in brands. Some participants mentioned that the functionality of packaging caught their attention immediately. This result showed that packaging attributes are not only significant to influence consumer's perceptions, but also to build capacity for sales to create positive experience that can help sell an unfamiliar product to new purchasers.

Packaging provides additional aesthetic values to the appearance of product, but it should also have the 'ease of use' factor that would add exceptional consumer experience of the product's performance. The 'ease of use' factor gives additional emotional experience to consumers where it creates uniqueness and, thus, enhances the product image that should fulfil consumer needs. One participant was concerned about

the problem of opening a package. Participant (P2) commented about the top lid with handle that made it easier to open the packaging, for instance;

“Brand A looks funky and fruity... Brand B looks dull, simple. Brand C looks elegant because it has gold top for the lid with glass material but seems hard to open it”.

Two participants also expressed their perceptions about the packaging ‘ease of use’ factor where they expressed their concern about the materials used because they believed the glass was unsafe to move the candle around;

U5: I don’t like candle doesn’t comes in container. Normal candle is easily break.

U4: When candle comes in the glass or in jar like this, the edges of container is hot especially when you have small children, it’s kind of dangerous. I think ceramic material is much safer than glass. Ceramic can conduct heat quite good.

The ‘ease of use’ factor of packaging enhances the product involvement level. The higher interaction consumers with packaging during consuming experience, the higher the interest to repurchase the product. The repurchase process begins when the packaging attributes provide usefulness and practicality in the consumers’ lives. The findings showed that designers should also take into account packaging’s ease of use as well as its practicality which will enhance consumer experience and influence their repurchase behaviour.

5.4.2.4 Enhance brand awareness

Perception of internet (social media)

The role of packaging is significant in influencing consumer perception and their purchase intention in social media. The information about the products on the internet can be accessed in any country, thereby, creating uncomplicated shopping experience as well as decreasing the feeling of dissatisfaction. Participants (P2) and (P3)

commented that they utilised technology such as the Internet to search for product information in the Internet in the purchasing process. Participant (P3) described the process of decision-making before purchasing a product was faster when done online and it was convenient to collect product information on the Internet. This shows that the role of packaging attributes on the website was significant to enhance consumers' perceptions towards the quality of the product as well as increasing the purchase intention. Both participants indicated that the images of products through its packaging attributes could communicate quality of product and its value which could persuade the participant to purchase the product. Moreover, the visual attributes of packaging provides memorable brand experience which create lasting positive or negative impression towards the product.

P3: I think I will buy these candles at candle shop or souvenir shop or through online. For me, its easy to buy anything online because you just Google it and find the websites and buy straight away. Sometimes, you don't even know where to get the exact brands, so for me just search online. Its faster and more efficient. I don't use candles occasionally but if I see nice and beautiful candles, I will buy it just for my personal collections.

P2: Yes, online is easier. I always search product information online. Sometimes I search on Lazada to buy things. For this one, I will buy this brand A because it's beautiful. Maybe as gift for my parents or lecturer. Or for wedding gift. If I see the shape... and its material... I like this and I would buy it. It's okay if I want to try something new even though not a big fan of candles, so for me, if something looks nice, I'll buy it.

The focus group showed that participant (D2) searched for product information online to help him make a decision through reading information based on consumers' reviews and feedbacks. The participants accessed information regarding specific products to find whether they had best meet their needs in the decision-making process. The interaction between packaging and consumer enhanced his unconscious motivation to

fulfil the needs based on his personality. He also described that he judged product quality based on the reviews from consumers on the Internet as well as the price of the product. He explained that familiar brands and reasonable price are additional criteria of his purchasing decision-making, and he perceived that there would be a risk in purchasing unfamiliar brand as the product might not meet his expectations. The participant was influenced by the value of brands that offered benefits to consumers and fulfilled their personal interest. Findings showed that the correlation between the price and packaging on the Internet could lead consumer's to irrational purchasing decisions and their intention on product they do not initially plan to purchase. The price is a bonus that can also establish 'perceived value for the money' attitude on consumers in the selection process (Estelami, 2003).

Moreover, the participant (D5) emphasised that she reviewed product information in the Internet because it was convenient as well as providing faster choices. The participants also stated that the websites offered product recommendations and both participants preferred to use online shopping because it was convenient because they could hop and browse for every product in one place. One participant (D5) stated that;

"Hmm... at Metrojaya, IKEA or go online. On the website, you can choose the candles easily. I always search the information first before I buy. I always search the information first before I buy. Sometimes I search on the Facebook or Google search engine to find out about the brands or product that I am looking for".

Participant (D2) described that the information about the product use experiences in the reviews and feedbacks from other consumers on the Internet could enhance his confidence to purchase familiar or unfamiliar products. His purchase intention may be influenced by the positive or negative reviews from other consumers about the product. He described that it was a good strategy to have details of the product as well as

promotions that could affect his purchasing decision. Moreover, the participant expressed that the dynamics of normative influence from peers on the internet could motivate him to make faster decisions, and also influence his perceptions towards the content of the product through packaging as well, for instance he commented;

“Well...if I’m satisfied with the product, of course I will recommend this to my family or friends. Usually I would go for good quality products and familiar brands name. if the brand is unfamiliar to me, I google it first. Do some quick research on my phone about the brand. Because you know... so many good brands are in the market and sometimes, you never heard of it. People are talking about these brands on the Internet. For me it’s important to get the idea about the brand first then I’ll buy if the price is reasonable. I won’t buy unfamiliar brands and expensive. Very very risky for me I think”.

The results also show that two participants used reviews and feedbacks from other consumers on social media as product selection guidance. The participants stated that they would purchase a product with attractive packaging because they believed the brand offered high quality product. Meanwhile, some participants stated that the online experience could enhance the process of decision-making because of the information provided on the Internet. For instance, one participant (U4) stated that;

“The most important thing, if I want to buy this product, I would search this product on the Internet and go to the website if they have. I will search the product information before making decisions. usually I’ll do this if I purchase the product for the first-time”.

Based on the findings from focus group discussions, five participants of all the focus groups believed their perceptions and judgements were developed by the packaging that they saw on the Internet. Two participants, (P3) and (P2), expressed their view that the internet provided consumers access to hundreds of products which offered similar purposes. The information and visual packaging provided information about the product as well as reviews from others helped them in making purchase decisions.

Meanwhile, participant (U4) expressed her concern that packaging in Malaysia was still lacking in terms of understanding consumer's needs in the candle-making industry. These include in the area of packaging, marketing on the Internet and building awareness of local products. The participant believed that the engagement of manufacturer or retailers to market business online was an effective way to promote local brands. Therefore, the visual packaging attributes could depict stronger brand images for consumers online shopping experience. The product information was an additional value to catch consumer's purchase intention. For instance, participant (U4) commented;

“The most important thing, if I want to buy this product, I would search this product on the Internet and go to the website if they have. I will search the product information before making decisions. Usually I'll do this if I purchase the product for the first-time”.

The results showed that packaging could change consumer's perceptions and enhance purchase intention through better online shopping experience where consumers could evaluate the purchasing convenience and functionality of the product.

Perception of TV commercial

The finding also indicates that participant (D2) read information from the commercial and advertising messages on social media and television and it developed into a significantly memorable impact on purchasing activity. In the discussions, four participants described the packaging attributes as significant to deliver and exchange product information which allowed them to be aware of offers. The packaging also enhanced their understanding of product values through its attributes, functionality and features. Moreover, the packaging built first impression images and attracted

consumers' attention as well as triggered their emotional engagement to purchase it as (D2) and (D4) emphasised in the discussions;

"Yes...I kind of agreed with that. It's their first impression about product right. If you want Chinese fried rice, you have picture of Chinese fried rice... or if you want healthy drink made with dates or raisins something. You can see the image at packaging".

Additionally, participant (D2) commented of the impact of packaging attributes of product in TV commercial that can influence purchase intention;

"I'm not really familiar with packaging design in our industry because all I can see now it's the important value for the businesses here. Let say... hmmm... on TV, there are so many products in advertisement. You saw it once or twice on TV, and then when you go out somewhere, you noticed the product because you remember it. I can see the packaging especially our local products, they have so many fancy fancy image on it. Like curry puff, you can see curry puff image on the packaging. I can imagine the real product when I see the packaging. It really works because my mom easily change her mind and bought it".

Packaging is significant as stated by participants which could elevate the consumer's experience and communicate the product's purposes. Moreover, consumer's brand level awareness and product preferences can be influenced by the packaging appearance on social networks. The packaging provides critical and strong image of the brand that can elicit positive consumer's emotional responses towards the product as well as influence the attention through the online experience.

5.4.2.5 Communication medium brand-consumer

First impression

Consumer's shopping preferences and building first impression between consumer and brands are also based on the packaging and price reduction. In the discussions, two participants responded that they were attracted to brands which offered promotional

items, lower prices and well-designed package. This shows that first impression created brand loyalty through the appearance of packaging and additional factors such as the promotional sales. Both packaging and promotional sales use as a medium to stimulate consumer purchase intention because it creates positive first impressions towards the brand as well as enhance brand awareness in making purchase decisions. Participant (D3) stated;

“I think in terms of design wise, some brands need to reevaluate the design. For example, the composition of design. Some brands here I’m quite confused if they are from the same company. Also, I think it would be great if they have promotions like discounts or vouchers for customers. It would be an additional attraction to consumers like me. For me, it’s a bonus if I purchase products with discounts”.

The image of brand also carry by great packaging attributes and to distinguish from other competitors, as participant (D5) mentioned;

“It depends though. Sometimes the price trigger me most. Sometimes the shape. Sometimes the promotion discount or something”.

This shows that the marketers and designers should emphasise on specific market segments to focus on the factors that can add attractive attributes in the packaging to catch the target consumer’s attention. The packaging attributes should correspond to consumers’ expectations which can fit with their needs and lifestyles.

Represent personality and lifestyle

The findings showed that the packaging attributes and its characteristics have influence on consumer’s personality and lifestyles. The engagement of visual attributes of packaging such as colour, image, typography and shape can stimulate consumer’s expectations and interests. The findings concur with Underwood (2003) who emphasised that the product’s exterior appearances is significant in communicating

information or symbolism to consumers. Most participants in all focus groups commented the reasons why they liked the product as well as describing the packaging with words such as 'fresh'. Participant (U2) mentioned about a design that looked 'fresh'; *"I think design for C is like common shape. I like unique shape like design G. Looks fresh"*.

The personal interests such as hobbies and preferences have influence on perceptions of packaging attractiveness. One participant indicated that the design of packaging was considered as good in general with the shape giving a traditional and old-fashion look. The aesthetic values that reflect the packaging appearance affect consumer's perception and judgement with adjectives such as 'old-fashion', 'traditional', 'elegant', 'classy' and 'stylish'. Moreover, the overall product appearance through its packaging attributes also influence consumer's product classifications because a few participants stated the packaging form expectations ('suitable for all ages'), and characteristics ('look feminine, fruity'). One participant (D4) commented;

"I can see similar characteristics here, the font, the image show the fragrance scent, colour quite similar...white...white and pink... I mean they have bold colours like fruity sweetie kind of smell?"

Participant (P3) commented the attributes of packaging such as its shape and materials represent the luxury design, for instance;

"I will buy candles that comes with boxed. Sometimes, candle in a nice jar also can grab my attention as well. You know sometimes the packaging can express its luxury and specialty, right?"

This shows that the packaging carries the image of the consumer and relates to her behavior and lifestyles. The packaging's personality communicates its value and

influence consumer's purchase behaviour because the brand represents the consumer's personality (Aaker, 1997). Consumers perceive product image and purchase products that fit with their personality and motivation by satisfying their needs and goals. The results are broadly consistent with Maslow's theory that human purchase behaviour is deliberated by physiological factors in the selecting and decision-making process to fulfil their fundamental needs and goals (Hoyer & MacInnis, 2010).

Feedbacks potentially influence intention

The implications of technology on packaging have impact on how consumer perceived the product values which can influence their purchase decision-making process. The packaging enhances product value by explaining the benefits to consumers and boost up market impact. The results showed that the technology delivers the product value through feedbacks from consumers who has experienced using the product to potential consumers. For instance, the company uses a green and sustainable packaging to embrace public awareness about recycling and thereby reducing the impact on the environmental. Three participants stated that they were concerned and aware of the negative effects on the environment from the post-purchase activities. For example, one participant (P3) stated that;

"I think in our industry, the packaging industry is okay and some has distributed to global level. Currently, I also aware that the material of packaging can be recycled or not because we started to recycle items at home now".

Additionally, participant (D6) commented packaging attributes represent an impression on culture that may influence purchase intention. The labels and instructions of packaging communicate product information to consumers that provide great brand experience.

“British look maybe? Like English style. But this is made in Australia. I don’t really get it. Something is missing here but I don’t know because everything is here. They have the brand’s name...instruction, safety and everything. Hmmm... not sure about this”.

Attract attention

Packaging has enhanced the relationship between brand and consumers. The results showed that the participants were attracted and influenced by the physically visual attributes of the attributes when they selected the products. The packaging enhance the shopping experience as well as creating positive images in the consumer’s mind. Most participants agreed that materials could develop particular impression on the product’s style such as the feelings of elegance and exclusive. Participant (P3) described the packaging style, for instance;

“I like packaging C because it looked elegant! It is suitable as wedding gift, anniversary gift... so exclusive, I really like it! Packaging H looked woody style. It has sophisticated look and suitable for people who like to decorate their house or office”.

Meanwhile another participants commented on typography of brand and fragrance name symbolises of how consumers feel about the product. The typography style and colour represent the elegance and sophistication;

“Elegance and very stylish. The paper sticker here is clean. Not complicated. Brand’s and fragrance name is in gold font” (D4).

Moreover, technology has changed and improved the shopping experience where companies sell their products on websites and other social websites. Therefore, it is significant for company to produce an excellent packaging that could attract consumer’s attention. Additionally, colour of packaging gives the product stand out and catch consumer’s attention as well as motivate them to purchase the product. It is also, colour used to evoke emotions and thoughts that makes consumers feel appealing and

communicates the style of product such as sophisticated and simplicity. This shows the significance of colour which can attract the attention and develop emotional associations with consumers.

“In terms of packaging, I prefer packaging G because it symbolizes the natural look because the manufacturer used wood for the lid to represent their brands. The colour also eye-catching I think...uses blending technique to mix 2 different colours. I like it! Looks sophisticated and at the same time vibrant!” (P1).

The packaging features with visual images represent the aroma of candle inside. The image of aroma of candle illustrated on packaging provides the information of product that can enhance purchase intention. Participant (P3) highlighted the image on the packaging deliver the information and assist in making decision, for instance;

“The packaging for B is simple and clear. I know which fragrance I’m looking for because the image in the labeling is clear to represent the fragrance”.

All participants in both groups did comparison on the packaging by examining the differences between materials, colours and shapes and typography. The participants also stated that the evaluation of products was based on first impression, that was, how they first perceived the packaging would build their understanding of product’s attractiveness and quality. Additionally, the results also showed that technology is significant in shaping consumer’s product preferences. It also helps consumer to predict the quality and size through effective packaging.

5.5 Experimental Workshops

5.5.1 Analysis

These experimental workshops used 20 sketches from 19 groups as shown in Figure 5.8 illustrating the Designs students' products during the design process. The fundamental part of this research was to investigate how the Design students developed and produced sketches, how they considered the design brief criteria, how they analysed the sketches objectively by paying more attention to the main features of product packaging. The researcher focused on the type of manipulation attributes of packaging that could stimulate consumer purchase decision behaviour.

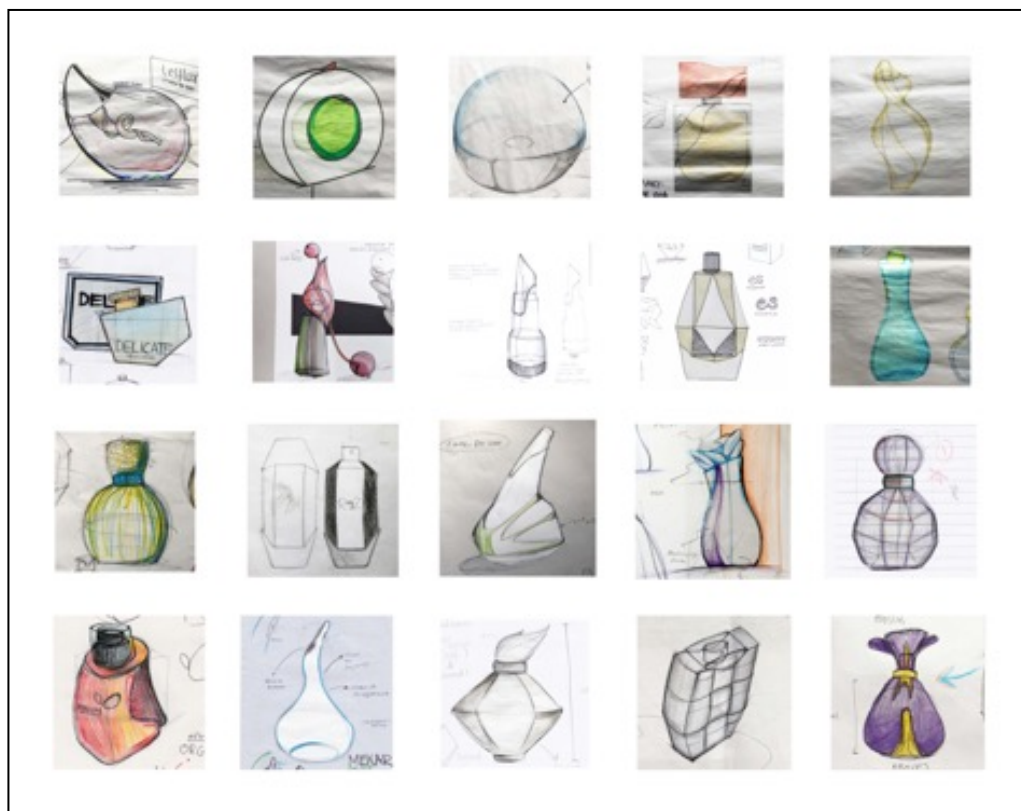


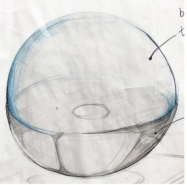


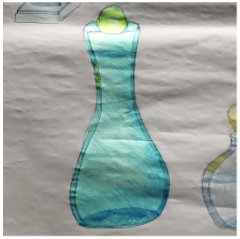

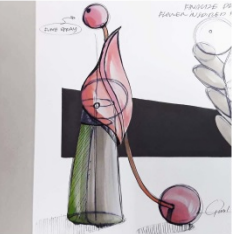



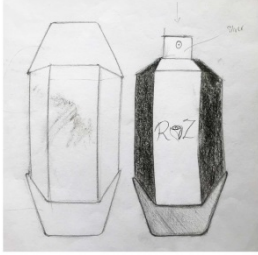



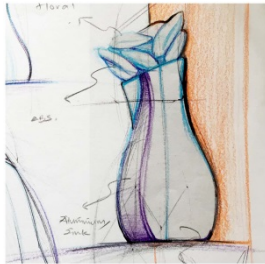
Figure 5.8 Drawings arising from the experimental workshops


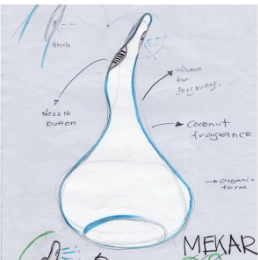
Group	Product	Participants' Quotes	Features
LU_01		<p>This is or product and it is called Leflux, means flow. This is like a normal bottle, you have top, body and inner tube inside the bottle.</p> <p>But this one is unique because you can design you own inner tube. When you see the perfume, you can refill the liquid, make your own smell and you can either have male or female scent. The form is like the lavender shape.</p> <p>It is because we personalised the tubes, and it suits with our tagline, the story in you because the tube represents your character and your perfume is different than others.</p> <p>We want to make it more sustainable. Its high quality so that's why you can use the perfume bottle many times. You can refill with different scent, different colour of liquid.</p> <p>About eighty pounds. The starting price is from eighty pounds and rises.</p>	<p>Brand, symbolism Characteristics</p> <p>Style, scent, shape, recyclable Target user</p> <p>style, symbolism</p> <p>Sustainable colour</p> <p>Price</p>
LU_02		<p>This is called Soul. hmmm...and the we decided to target couples because generally when you buy perfume women and men separated...but in the relationship, it works both way. So, we tried to combine the idea of romance and loving... like the reunion.</p> <p>And we just came out with the eminent circle shaped... and then the female one is inside the male one.</p> <p>The male one is clear and it's a fresh smell and its musk. And...the female one is smell like apple a fruits fragrance anyway... and it is green colour and both made up by glass. So, umph the female one is inside the male one reflects the colour of the whole perfume.</p> <p>When we are working the outer design, we thought of the typical saying that...I don't know the example... but like apple to apple, so we made the apple shape and make it more minimal. Umph, yes that is pretty much about it.</p> <p>It is because two perfumes together, it will be around 100 pounds, between 70 to 100.</p> <p>So, basically it is specifically for couples. They must be pretty much in love. It is suitable for Valentine's day.</p> <p>Ump... we did some sketches according to trends and it came up. It is quite interesting with the rounded shape though. And it is apple. There is careful consideration in selecting shape though. We tried to make it more architectural shape and more dramatic and stuffs. But rounded shape is pretty much straightforward and it represents the union. It is amazing if you can have a perfume and you can take the core out! It is not the same as square or rectangular shape. People will amaze with our shape because of the core. It's our philosophy. Being unique and elegant.</p>	<p>Brand, target user shape, symbolism</p> <p>Shape</p> <p>scents, colour</p> <p>materials</p> <p>style</p> <p>Price</p> <p>Target occasion</p> <p>Trend, philosophy</p> <p>Symbolism</p>
LU_03		<p>This perfume is suitable for someone who is elegant and have a good taste. This has gold and silver lining...</p> <p>This perfume is unique. You can wear it as necklace, and bring it to everywhere.</p> <p>We have a big one, it's like a crystal ball and it is 100ml, and the small one, for you to refill, its only 15ml. for the bottom part, it is the cover and hold the perfume stable, the top one is hold the liquid. Its two separate containers. I believe this is a strong proposition of perfume bottle.</p> <p>The price is hundred pounds.</p>	<p>Target users, style, colour</p> <p>Characteristics</p> <p>Shape, volume, refillable, ease of use, recyclable, unique,</p> <p>Price</p>

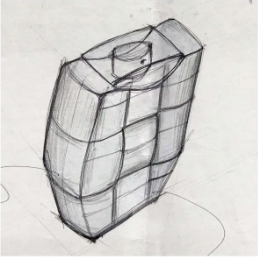
LU_04		<p>We're focusing more to traditional perfume bottle. We want to create the scent that represent the unisex. We decided to use nature and wood which reflecting what we are doing for our brand Legacy.</p> <p>The cap is made by entirely wood, the texture continues to the bottle. The actual texture of wood.</p> <p>We are targeting old people market, but we are looking at who are really interested in Legacy.</p> <p>Musky, oat, amber, maple extract and ginger, more to natural scent. We focused on the where we used because we are looking at the nature, the logo being embossed into the bottle in gold finished, we used different elements that we felt represents luxury, expensive one. Like a Chanel no 5. Classic shape and we are targeting older people, so our design is ergonomic, easy to hold because we thought that rounder shape more difficult to hold. This is very clean, simplicity...</p> <p>The price range is from middle to high end. It's really difficult to judge a bottle perfume because you cannot go to Jo Malone and expect for nine pounds right.</p>	<p>Materials, brand</p> <p>Texture</p> <p>Target market</p> <p>Scent</p> <p>Character, colour, materials</p> <p>Trend</p> <p>Shape</p> <p>Price</p>
LU_05		<p>I tried to establish what's important. We did some research recent brands in the market and we tried to access exactly what is the characteristics are made up basically.</p> <p>We found two different demographics, its either very geometric, straight lines which associate with elegance, which is very traditional modern.</p> <p>We found a lot of bottles, which either straight down geometric shape, with small bound or something to indicate the brands. Or feminine lines, which have style of shape of women. This one is for females. We tried to sketch out as many as we could, from boxy shapes to feminine shapes. Then, we assessed which one is reflected the most, by just looking at it, it shows the femininity.</p> <p>We came out with twisted glass, transparent, the liquid and the glass itself. It shows the elegance, very clean, and realistic and pure. It's more like more sculpture as its fragrance. Its shows the femininity and female targeted in embossed shapes.</p> <p>The top, you just pull it off. The top is made from metal. France has the produces the most glass products industry.</p> <p>I will sell this product for seventy pounds.</p>	<p>Trend</p> <p>Character, style</p> <p>Target user</p> <p>Symbolism</p> <p>Materials, colour</p> <p>Ease of use</p> <p>Price</p>
LU_06		<p>We chose Dawn as our perfume's name is because usually the dawn below the horizon and the sun is coming up and the sun is at the centre line. It reveals himself. The sun shows from the colour, yellow. The blue represents the sky.</p> <p>We chose this design is because the dawn is representing the daybreak, the first light of the day and it is fresh energy that everyone hopes for each day. We want to inspire people to wake up every morning and wishing something amazing to happen. We want to inspire the positive side of our users.</p> <p>Our perfume for female is fresh fruity smell and for the men is more to white musk.</p> <p>The price is between 60 to 90 pounds and its EDP!</p> <p>It is more with architectural thingy. The female perfume is more elongated to represent the women.</p>	<p>Brands, symbolism</p> <p>Colour</p> <p>Symbolism</p> <p>Target user, scent</p> <p>Price</p> <p>Shape</p>

GMI_01		<p>Our perfume is called Delicate and this perfume is for both males and females. It is suitable for unisex.</p> <p>Our brand represents pleasant scent and fine in texture, our brand is exclusive. The bottle is made by glass and the top lid is made with aluminium.</p> <p>The name of Delicate is engraved on the body of perfume which is symbolises the elegance of the brand's name and our product. The shape is geometric, and the colour is light blue. Symbolises the delicate.</p> <p>The box is made from cardboard and it is recyclable.</p> <p>Our perfume is affordable. We sell it 50ml for 250 Ringgit and 100ml is 380 Ringgit. So, people would think better they buy the 100ml!</p> <p>Our target user is people aged between 21 to 40 and they are career people. It's local brand, and the smell is great.</p>	<p>Brand, target user</p> <p>Scent, style, materials</p> <p>Texture</p> <p>Shape, colour</p> <p>Recyclable</p> <p>Price, volume</p> <p>Target user</p>
GMI_02		<p>This design is inspired by the tulip flowers. It inspires us because of its versatile with brilliant colour of flower and it is the best quality of flowers in the garden. It is like one of a kind. People adore tulips. It is fit with the contemporary design.</p> <p>Our brand called TooLips because it inspired by the tulips name and its fresh.</p> <p>The body of perfume bottle is made by glass, inspired by the craftsmanship with technology. It is tall and have curve shape like petals to create visual aesthetic of our products. You just squeeze this rounded shape to spray.</p> <p>The smell is musky, vanilla and marshmallow kind of scents.</p> <p>The price is around 190 ringgit for 50ml and 350 ringgit for 100ml. it lasts for few hours. Its moderate longevity.</p> <p>People would buy this perfume because it is more to floral kind of design. Nice to put on the table like decoration glass flower.</p> <p>For career women aged between 28 to 50. Women who love flowers, they will like this perfume!</p>	<p>brand, symbolism</p> <p>Trend</p> <p>brand</p> <p>material</p> <p>shape, colour, ease of use</p> <p>scent</p> <p>price, volume</p> <p>recyclable</p> <p>target user</p>
GMI_03		<p>Our perfume is called Inspiration, which is named after inspired by bamboo shoot. the iconic twin towers in Malaysia is inspired by bamboo shoot and so our perfume. We want to create something more to architectural inspired design.</p> <p>Our perfume is minimalism and tall. It is for men because of its shape, modern, minimalist, stylish and it is affordable. The price ranges between 150 ringgit to 180 ringgit for 80ml.</p> <p>because of this perfume is made for men, we chose woody scents with a muskier dry warm scents. We believed most women prefer their men wearing the woody scent! It is sophisticated.</p> <p>The colour for the top lid is white and body is light apple green. It is made from glass.</p> <p>We used simple mechanism, pull the lid and spray.</p> <p>Men aged 30 to 45 like that. Because it reflects the Malaysia's identity which is a common plant used in local. It conveys message young bamboo's root has strong foundation with its leaves unfurling one by one.</p>	<p>Brand, inspiration</p> <p>Trend</p> <p>Shape</p> <p>Price</p> <p>Target user, scent</p> <p>Colour, materials</p> <p>Ease of use</p> <p>Target user</p>

<p>GMI_04</p>		<p>This elegant and minimalist bottle perfume is called Intense. We chose INTENSE because it shows the target users of this perfume who are dynamic, active and strong.</p> <p>Our perfume bottle inspired by diamond shape and it has a crystal cut and you can see each plane represents the character of dynamic man. It's strong, fighter, active...successful. And the top lid is made by metal and its black colour.</p> <p>This is designed for men only, aged between 25 to 40.</p> <p>For the packaging, the box is simple, just a normal rectangular shaped box, but... the user would open the box and see another package in a black dust bag inside. They have to open need to discover the perfume. We put some luxury elements to make sure that they are spending extra money for the experience as well.</p> <p>The price for this perfume is 80ml for 320 Ringgit.</p> <p>It has woody musk smells to complement with the design and name of the perfume!</p>	<p>Brand characteristics</p> <p>inspiration</p> <p>material, colour</p> <p>target user</p> <p>ease of use</p> <p>volume, price</p> <p>scent</p>
<p>UM_01</p>		<p>So, this is the final...final design of the perfume bottles. So, as you can see we used ump shape like a simple and elegant.</p> <p>So, our target user is for the female age between 20 and 40 years old.</p> <p>Right this ah bottle ah for the volume is uh 100 millilitres.</p> <p>Around 150 to 100 Ringgit, OK. So, the material is ah we used ah glass and plastic. Glass is for the main body and for the plastic is for the cap.</p> <p>So... the price is ah we consider about the material and the um ah.... uh the technique for the making.</p> <p>OK as we can see our target user is for female maybe the colour is we use like hmmm... Like soft colour.</p> <p>OK, Alah online shop through Instagram... Maybe some perfume shops. Perhaps TESCO. Some Boutiques. Clothing boutiques. The perfume can be placed at the side.</p> <p>For example, if someone who uses it is a person who is very active in sports and perspires a lot.</p> <p>Sweet but strong. Sweet as candy la</p>	<p>Target user</p> <p>Volume</p> <p>Price, materials</p> <p>Colour</p> <p>Target place</p> <p>Target user</p> <p>Scent</p>
<p>UM_02</p>		<p>We have created that this is for unisex perfume and...</p> <p>They might not be able to afford something expensive. Sometimes, they have other commitments as well, so...this is like...this perfume is not too expensive, but it is affordable la.</p> <p>And I think it is suitable for age...not age la because like for successful people because it is elegant and the design is suitable for unisex.</p> <p>Ah...100miliiter for 100 Ringgit.</p> <p>No, it is not a bomb OK. It is not a grenade... Then... it is like a bit diamond like that and then we just made it taller.</p> <p>This one...the gold one but the shape, so when you open it, it closes</p>	<p>Target user</p> <p>Target user</p> <p>Volume, price</p> <p>Shape</p> <p>Ease of use</p>

		<p>The design is like this because we want it this way but we made it slightly larger as the perfume is meant for unisex</p> <p>It is like glass... There is glass. That one is glass. The cap is...plastic.</p>	Material
UM_03		<p>This is our final design. OK target user is for unisex... both female and male. 17 to 35 years old.</p> <p>OK ah Basically, this is our thumbnail. So, based on this thumbnail, we looked for the form and finalised it ah this is the data basic form that we had taken from the thumbnail, so we finalised it.</p> <p>And mostly the material we used are glass and plastic because our target users are ah teenagers between 17 to 25, so we used cheap and affordable materials ah for teenagers so our price is around 20 to 35 as our material is not very expensive so our target is to make it affordable la so that...</p> <p>As students these days like to look stylish but they do not have the money. So, ah our target is a perfume that looks expensive but is value for money.</p> <p>Reasonably priced and affordable..</p> <p>25 to 30 ringgit.</p> <p>We have made it in a way so that it is refillable</p> <p>You still have it. Mostly, students want to smell good and some of them do not even bathe. Must be those who oversleep and do not have the time!</p>	<p>Target user Target user</p> <p>Materials, target user Price</p> <p>Recyclable</p>
UM_04		<p>Our target users are females as this is a flower motif perfume. Ladies love a bit of flora... right.</p> <p>OK and the price ah is below 150. Ah yes above 100</p> <p>The top part is ABS or plastic and then for the...that is the cap. And then ah for the body, we used glass. And then for this small line, we used aluminium ah like metal la something like that. For adults 20 to 35 years old.</p> <p>So the color is just soft perhaps like sky blue.</p> <p>The body is like this. Just like a water bottle, the base of the bottle has three feet like a water bottle and is lightly curved. So when it is placed on a table, it is sturdy and does not topple over easily. And then the top of the bottle is plastic ah, and then the material looks like...</p> <p>It is transparent. Shiny like a diamond... more or less like that...</p> <p>And then just like our perfume...and then the perfume is glass...so when metal is incorporated it looks very eye-catching. But the metal used is not that much. Not much so it looks shiny.</p> <p>Yes...aluminium...if it is taller it will be more expensive, so this one is tall but slimmer.</p> <p>100 millilitre for this perfume. Lasting for 24 hours. Yes. Yes. Floral scent.</p>	<p>Target user</p> <p>Price</p> <p>Materials Target user</p> <p>Colour Style, shape Ease of use</p> <p>Characteristics</p> <p>Scent</p>

<p>UK_01</p>		<p>Usually teenagers yes. Usually those who are 15 will start worrying about body odour. When...when they were 8, they were not very concerned. Ah middle age ah 15 and above.</p> <p>During the high school years la. They have started worrying about body order starting from high school.</p> <p>As you can see he prefers a huge big box geometric design. And then females, it tends to have a curve. It has some feminine elements and based on perfume companies that we know such as Ralph Lauren, Burberry and others.</p> <p>The design is squarish, ummh half circular but they only manipulate the height and width but the design is the same. Ah how the male and female elements are incorporated, ah most of them will make it the shape of a diamond, but at the same time the shape is similar to a square or a circle.</p> <p>It is because our golden logo represents 'Harum' and 'romantic'. It contains both language, Malay and English. Harum means Fragrance, smells nice and matic is for romantic.</p> <p>Our target users are both males and females.</p> <p>Ah floral..ah but at the same time it has a bit of a spicy scent because males will choose a scent that is strong like something spicy</p>	<p>Design problems Target user</p> <p>Trend</p> <p>Shape</p> <p>Brand</p> <p>Target user</p> <p>Scent</p>
<p>UK_02</p>		<p>We are from a company by the name of 'Mekar' (Bloom). Why 'Mekar'? Because when You use our perfume, the scent will bloom in your heart. So, you will be our loyal customers...</p> <p>Our...perfume is unisex and we have produced two products in which is designed like a diamond. Both designs are based on nature. So, yours is like a diamond. This one the design is like a...turnip.</p> <p>Yes, because the design of our bottle is like a turnip. I guess only turnips, which are available in Malaysia, are quite well known.</p> <p>Our target users are middle end. Middle end. And the average age is around below 25 until 25. So, our target users are those who can afford to buy it la. He or she is...he or she is...not too rich...He or she is not... The price ranges from 95 to 150. 95 to 150. The price range la. 125ml</p> <p>Our packaging. Oh the colour for the diamond one is gold but black...because it is unisex right. Gold is like...it symbolizes like women. Black is for men. But if this one... OK for turnip...we have used a tropical fragrance la so that it appeals to unisex. We have used coconut fragrance. This one is vanilla.</p> <p>And then our packaging, it not the normal type that can be opened from the top. Ours is opened from the side. Pull the side to open it.</p> <p>They mixed it. Aha ha. Coconut is mixed with vanilla</p> <p>OK for the design, we have used organic form. Why organic form? Because users will be more comfortable if the design is ergonomic. So we will design it in such a way that it is grip friendly when spraying.</p> <p>Because our target users are those who can afford the product. Ah so we used material like for the box we used material as indicated in the project brief. So we used board and others, so we might lower the price of the material and not use expensive ones. Because this product is affordable for everyone.</p>	<p>Brand, symbolism</p> <p>Target use</p> <p>Shape</p> <p>Target user</p> <p>Price Volume Colour</p> <p>Scent, target user</p> <p>Ease of use</p> <p>Ease of use</p>

UK_03		<p>The name of our perfume... our product... perfume is 'Nyaman'...</p> <p>Nyaman... Nyaman because of weaving</p> <p>Ah OK and one more thing is that the shape is taken from an existing design. So the design is just squarish. Like this just a square. We took an existing design, Can those at the back see? It is a square. Then we changed it to this. This is inspired by a 'ketupat'.</p> <p>Why have we chosen 'ketupat'? It is because we want to maintain the identity...</p> <p>Yes Malay. To preserve the Malay identity. So...because most perfume...most of them are international perfume. So to preserve the Malay identity, we decided to make it like that. So the weaving and protruding texture of the 'ketupat' can be seen la. the material is glass...we have used glass...transparent. Everything is transparent.</p> <p>The colour is more to silver...umh because that colour looks elegant la. It is suitable for both females and males. Because our product is for both. Both males and females. The shape is also suitable for males and females.</p> <p>Can you see? Our target users are more to students. Students like us. Like all of us. The price is not necessarily student price la. Because students these days are lavish. Able to afford.</p> <p>No no no...they can buy a lot of make up. Expensive ones right. Why not buy expensive perfume. our target ah users are Malaysian students. Our target market is Malaysia.</p> <p>The price ranges from 120 to 170 Ringgit Malaysia.</p> <p>No la...if there is a carnival or other events, you can see students spending quite a lot of money right. They buy, buy and buy so why not buy this perfume. It does not matter as this is quality perfume, so we cannot sell it too cheap.</p> <p>The colour of 'ketupat' because the packaging is ah...dark grey. The colour of the packaging is dark grey.</p>	<p>Brands</p> <p>Symbolism</p> <p>Shape</p> <p>Identity</p> <p>Identity</p> <p>Characteristics</p> <p>Materials</p> <p>Colour, target user</p> <p>Target market</p> <p>Target market</p> <p>Price</p> <p>Colour</p>
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<p>UK_04</p>		<p>First of all, we would like to introduce the company's name which is Rosa-sinensis...</p> <p>Because our main subject matter is hibiscus. So, the scientific name of hibiscus is Rosa-sinensis. So that's why we chose that name to be our company's name.</p> <p>why has our company chosen hibiscus as the national flower, so because...OK let us look at the history. Before Tunku Abdul Rahman ah before the government selected hibiscus as the government flower...</p> <p>National flower. They...ah the Department of Agriculture...they had given seven options which were hibiscus, ylang ylang, jasmine,'cempaka' lotus, rose and 'tanjung'. However, Tunku Abdul Rahman, he selected hibiscus as our country's national flower.</p> <p>Ha...because hibiscus is known throughout the country. So umhh other countries have never used this flower as their national flower la. Ah and then umhhh our perfume is inspired by DKNY and Victoria Secret.</p> <p>Our target users are ah young...young adult ah Average 15 to 25 years old</p> <p>The choice of colour and scent is more to Y influence la... feminine la. Ha. That is who we have chosen purple...purple and other light colours hmmm...</p> <p>The price is according to the size of the bottle. Exact price is 80 ringgit. But based on the company's products, perfume, the range is around 50 to 100 ringgit. 50ml for 80 Ringgit. So if 100ml, more than 80 Ringgit.</p> <p>According to our research, purple is a feminine colour. It is a light colour. Not too rich...feminine colour...feminine colour just like your attire. Yes light colours. Colours like purple...pink...yellow...soft yellow...light blue</p>	<p>Brand</p> <p>Symbolism</p> <p>Symbolism</p> <p>Characteristics</p> <p>Trend</p> <p>Target user</p> <p>Scent, colour</p> <p>Price</p> <p>Volume</p>
<p>UK_05</p>		<p>Well, after we've been through our ideation based on the information we got from the internet... well, we chose this shape to show the feminine fragrance and this is aim for women only.</p> <p>It's not unisex perfume. Well, this perfume has fruity sweet kind of scent.</p> <p>This designed is like a diamond bulb that represents women is gorgeous and stand out under the diamond bulb. Well, it's like cherish and nourishing the beauty of women itself.</p> <p>Its pink colour with silver metal top lid. Its Eau de Parfum and we sell it 380 Ringgit for 85ml. worth of money and its smells great! Because... it's different scent which show some classy and sophistication and lasts very long time!</p> <p>The box is square shaped. The colour is light pink with diamond characteristics background and gold FEMINA logo embossed on the packaging.</p>	<p>Trend</p> <p>Target user</p> <p>Scent</p> <p>Symbolism</p> <p>Colour, material, price, volume</p> <p>Shape, brand</p>

Table 5.1 Results of 'perfume bottle' workshops

5.5.2 Findings

This workshop was an exploration on how significant packaging attributes are in influencing consumer purchase intention behaviour in order to answer RQ3 (p. 5). The following provides emergent themes and subthemes from experimental workshops exploring Design students' perceptions and beliefs towards packaging attributes in influencing consumer purchase intention behaviour shown in Figure 5.9. There are four emergent themes; (1) packaging attributes and purchase intention, (2) culture and philosophies as inspiration, (3) design strategy's motives and (4) post-purchase experience.

PHASE TWO FOCUSED STUDY		EXPERIMENTAL WORKSHOPS
<p>THEME: 5.5.2.1 Packaging attributes and purchase intention</p> <p>Subtheme: Shape</p> <ul style="list-style-type: none"> - Brand's name - Use as product symbolism - Explains the name of product - Represents consumer satisfaction - Use as product characteristics - Distinguish female and male product - Aim for specific target market - Symbolises ease of use <p>Subtheme: Materials</p> <ul style="list-style-type: none"> - Recyclable - present as sustainable product <p>Subtheme: Colour</p> <ul style="list-style-type: none"> - To enhance product experience - Has an emotional attachment - Convey information <p>Subtheme: Price</p> <ul style="list-style-type: none"> - Additional attributes equates high price with high quality - Low price with questionable quality - Represent the quality of product 	<p>THEME: 5.5.2.2 Culture and philosophies as inspiration</p> <p>Subtheme: Identity</p> <ul style="list-style-type: none"> - Able to portrayed Malaysian identity - Distinguish from international brands - Present national identity <p>Subtheme: Brand reinforcement</p> <ul style="list-style-type: none"> - Use attributes symbolise brand identity - Symbolic cue for romantic, national patriotism, personal life with nature 	<p>THEME: 5.5.2.3 Design strategy's motives</p> <p>Subtheme: Functionality, safety, convenience, communication</p> <ul style="list-style-type: none"> - Materials used can be recycle, refillable - Packaging easy to use - Perfect as gift - Follow with current trend - Use attributes to create uniqueness - Brand-consumer relationship
<p>THEME: 5.4.2.4 Post-purchase experience</p> <p>Subtheme: how packaging is used (or not)</p> <ul style="list-style-type: none"> - Liquid can refillable - To enhance sustainability awareness - Use to enhance innovation - Distinguish from other brands - Can use as personal accessories - Can use for other things or decoration (after use) 		

Figure 5.9 Themes and sub-themes outlines from experimental workshops in Malaysia

5.5.2.1 Packaging attributes and purchase intention

Shape

Findings highlighted that participants paid main attention to the packaging attributes such as shape to influence consumer purchase intention. Participants are focusing on the shape to signify the brand's identity or be inspired by the brand's name. The packaging form was significant to characterise the product and influences consumer's intention through its shape. All participants highlighted and classified the shape of product according to their particular subject matter such as organic or geometric shapes.

“It shows the elegance, very clean, and realistic and pure. It's more like more sculpture as its fragrance. Its shows the femininity and female targeted in embossed shapes”.

(LU_05)

There was a clear need of interaction between consumers and shape of packaging in manipulating their purchase decisions. The interaction between user and product started with the user's aesthetic responses in developing the product's appearance such as its characteristics and configuration (Veryzer, 1995). Purchase intention can be influenced by the shape of packaging as increasingly taking an interest on physical packaging attributes and how these attributes impacted on consumer's purchase decisions. For instance;

“When you see the perfume, you can refill the liquid, make your own smell and you can either have male or female scent. The form is like the lavender shape”. (LU_01)

Participants highlighted packaging shape as significant elements to elicit emotional response about the brand. Consumer's perception towards quality and value of product can be transmitted through shape. The characteristics or identity of brand symbolises

through its shape and distinguish from other competitors. Participant stated that; *“This is or product and it is called Leflux, means flow”* (LU_01).

This is a significant strategy for a successful packaging that meets with consumer needs and to stimulate positive views. As stated by a participant, *“This designed is like a diamond bulb that represents women are gorgeous and stand out under the diamond bulb. Well, it’s like cherish and nourishing the beauty of women itself”* (UK_05).

Findings showed that the shape of packaging influence how consumers perceive brand preferences. For instance, as highlighted from participant, feminine design would use significantly more curved lines to indicate the feminine nature of the product. Additionally, shape of packaging also provide information that packaging is ease to use that can influence consumer’s purchase intention. Consumer perceived packaging value on how easy to use, to hold and to keep which makes product looks more attractive and enhance brand loyalty. As participant stated;

“The body of perfume bottle is made by glass, inspired by the craftsmanship with technology. It is tall and have curve shape like petals to create visual aesthetic of our products. You just squeeze this rounded shape to spray” (GMI_02).

Thus, designers should think of the aesthetic dimensions of packaging attributes such as shape to align with consumer responses and the significance in influencing purchase intention.

Materials

Apart from the shape of the packaging, the materials was a significant factor in influencing consumer purchase intention. By focusing on specific materials, the

company could focus on identifying and fulfilling particular needs and examining specific needs in order to maximise quality of product and service offered to the target consumers.

“... we used cheap and affordable materials, for teenagers so our price is around 20 to 35 as our material is not very expensive, so our target is to make it affordable...”.
(UM_03)

The materials selection have impact on consumer purchase decision due to changing of consumer's innovation, lifestyles and values. Findings showed that participants believed the materials indicate of consumer's personality or lifestyle. For instance, participants believed consumers perceived packaging values through its materials as symbolic quality of product such as contemporary, prestige and others. For instance, participant emphasised the reason why they have chosen the materials;

“Our perfume bottle inspired by diamond shape and it has a crystal cut and you can see each plane represents the character of dynamic man. It's strong, fighter, active, successful” (GMI_04)

Additionally, materials also represent target consumer's personality;

“We want to create the scent that represent the unisex. We decided to use nature and wood which reflecting what we are doing for our brand Legacy” (LU_04).

The impressions and perceptions can be manipulated by packaging materials which reflects on how consumer perceived product values and influence their purchase intention.

Colour

Consumer's expectations and perceptions towards product can be influenced by the role of colour of packaging. Findings show that all participants emphasised the significance colour of packaging can enhance product appearance and fundamental aspect in influencing consumer's perception and their purchase intention. Additionally, colour is able to create emotional attachment between consumer and brand and composing an impulse judgement and impression towards the product. This acknowledgement of the potential packaging attributes emphasised the critical interaction of consumer and product and how the experience of colour based on target consumer's preference would appeal to consumers by evoking their emotions in the purchase decision process. Moreover, participants expressed that the various elements of packaging were associated with wider benefits to consumers where the design was about sharing their stories, emotions and personality. This approach was supported by Bloch (1995), who mentioned that the visual product appearance was a critical factor in shaping consumer's response. Supporting this position, for instance, the participants stated that; *"the shape is geometric, and the colour is light blue. Symbolises the delicate"* (GMI_01).

Colour of packaging also can be inspired specific target group of users to fit with their lifestyles, needs, gender, age and other factors as well. It passed all the information to the consumers.

"Okay as we can see our target user is for female maybe the colour is we use like hmmm... Like soft colour" (UM_01).

Findings highlighted that colour is able to convey message of brand to consumers and carry the meaning of colour of packaging that can attract attention and influence their

decision-making process. For instance, participants used colour to extend their target consumers by highlighting the product's trademark such as yellow symbolises the sun and blue symbolises the sky as participant stated; *"The sun shows from the colour, yellow. The blue represents the sky"* (LU_06).

Price

The emerging demands of product caused the companies and designers to be more sensitive about factors that may influence consumer purchase intention. The analysis through criteria has shown that price was a significant element to stimulate consumer's purchase intention and their perceptions towards the product. The packaging appearance reflected product's quality with pricing. The pricing strategy could improve consumer's perceptions towards the brand when they perceived the quality of the product. Participants responded:

"Its pink colour with silver metal top lid. Its Eau de Parfum and we sell it 380 Ringgits for 85ml. Worth of money and its smells great!" (UK_05)

Consumer perceived the benefits of product through the price. The purchase intention can be influenced through how consumer perceived the price that correlated with the quality of product. Moreover, price driving purchase intention when it fits with specific target consumers which create better connection between consumer and packaging. The price is an additional information that consumers purchase the product with confidence where price often associated with low or high quality of product.

5.5.2.2 Culture and philosophies as inspiration

Identity

Findings show the design inspiration source using the subject matter is quite significant in the implication for design because a majority of participants used subject matter to draw their visual ideas. The research has shown that participants from Malaysia ensured that their packaging portrayed Malaysian identity as their strategy to show originality representing local brands in business.

For instance, a few designs were inspired by Malaysia's national identities such as bamboo shoots, hibiscus and 'ketupat' to distinguish from international brands. Moreover, one participant mentioned the first Malaysia's prime minister Sir Tunku Abdul Rahman Putra Al-Haj, the Malaysia's Father of Independence to explain the reason they had chosen the design. The participant stated;

"Because our main subject matter is hibiscus. So, the scientific name of hibiscus is Rosa-sinensis. So that's why we chose that name to be our company's name... National flower. They...ah the Department of Agriculture... They had given seven options which were hibiscus, ylang ylang, jasmine, 'cempaka' lotus, rose and 'tanjung'. Besides, Tunku Abdul Rahman, he selected hibiscus as our country's national flower" (UK_04).

Meanwhile, the other participant also connected the design with a subject matter inspired by Malaysia's symbolic plant; *"Our perfume is called Inspiration, which is named after inspired by bamboo shoot. The iconic twin towers in Malaysia is inspired by bamboo shoot and so our perfume. We want to create something more to architectural inspired design"* (GMI_03).

Brand reinforcement

Traditions, culture and philosophies have implications on the aesthetic features that should be visible for consumer's first impression of the product. The results showed that the participants adopted culture and philosophies as inspirations for their packaging. Similarly, the participants in the United Kingdom adopted philosophies as inspiration for their product designs. Cultures and philosophies are significant to create a different and unique experience for the consumers. This approach would also attract local consumers by having specific symbolisms in the packaging attributes as indicated by participants from United Kingdom;

“We chose this design is because the dawn is representing the daybreak, the first light of the day and it is fresh energy that everyone hopes for each day. We want to inspire people to wake up every morning and wishing something amazing to happen. We want to inspire the positive side of our users” (LU_06).

Packaging also tends to communicate the brand message to consumers. For instance, participants highlighted the packaging is designed particularly for women and the shape of packaging inspired by tulip flowers to attract the attention by symbolises the best quality of other flowers.

“This design is inspired by the tulip flowers. It inspires us because of its versatile with brilliant colour of flower and it is the best quality of flowers in the garden” (GMI_02).

It is clear that identifying specific target market is significant for designers to produce a product that is able to fulfil consumer needs, and therefore they must carefully

understand the demographic factors and packaging attributes that can influence consumers brand choice to develop effective product strategies.

5.5.2.3 Design strategy's motives

Functionality, safety, convenience, communication

Culture and philosophies as inspiration for packaging attributes critically influence the stylistic features of the packaging as much as by its functionality, safety, convenience and role as brand-consumer communication. Company's design strategy's motives significantly focus on packaging's material selection, the design and the cost of packaging manufacturing that also influence the cost of product. The functionality of packaging was the most significance factor they must consider because they believed the functionality deliver product's quality would influence consumer's purchase intention and decision-making process. One participant responded, "*So, basically it is specifically for couples. They must be pretty much in love. It is suitable for Valentine's day*" (LU_02).

Creating pleasant consumer experience is always relevant for the company in a sense that the packaging should fulfil consumer's needs and expectations. The rising number of consumers engaging with technology has increased the expectations, needs and preferences for various products through trends. The technology such as social media can address the company of current trends and developing a good packaging which can strengthen the business in the market, boost sales and implement a basis for market segmentation. As one of the participants explained:

"We found a lot of bottles, which either straight down geometric shape, with small bound or something to indicate the brands. Or feminine lines, which have style of shape of women. This one is for females. We tried to sketch out as many as we could, from

boxy shapes to feminine shapes. Then, we assessed which one is reflected the most, by just looking at it, it shows the femininity” (LU_05).

The style in packaging illustrated the consumer’s personalities and it represented the sense of belonging. Participants highlighted the styles as significant elements of packaging to blend with other aspects such as its safety, convenience and functionality. Consumers perceived product value as created by first impressions through packaging attributes and this could also provide information about the product.

“This is called Soul. Hmmm... and then we decided to target couples because generally when you buy perfume women and men separated... but in the relationship, it works both way. So, we tried to combine the idea of romance and loving... like the reunion” (LU_02).

General social issues such as sustainability, recyclability, environmentally friendly packaging were addressed by participants in their business strategy on influencing consumer purchase intention. Findings showed that the participants’ descriptive evaluations of their packaging paid more attention and concern towards the material used, how packaging can be used, packaging trends and environmental issues as a significant factor that they must focus on influencing consumer purchase decisions. For instance, a participant mentioned;

“It is because we personalised the tubes, and it suits with our tagline, the story in you because the tube represents your character and your perfume is different than others. We want to make it more sustainable. Its high quality so that’s why you can use the perfume bottle many times. You can refill with different scent, different colour of liquid” (LU_01).

This is an acknowledgement of the main purpose of packaging was to enhance brand-consumer relationship and fulfil environmental goals, where participants addressed the

design based on engagement with innovation for sustainability. Additionally, it is significant for companies to comprise sustainable design in the product development process in order to ensure production efficiency to reduce environmental impacts.

The designer's decisions on packaging are significant because they can create substantial impact on consumer's lives. In order to make effective decisions and efficient packaging, the designer must gather as much information about the issues such as reducing the environmental impact, unique and attractive. By changing consumer purchase intention behaviour, the designers or companies could not only focus on packaging attributes, but also on functionality and creating positive emotional responses that can promote towards environmental sustainability.

5.5.2.4 Post-purchase experience

How packaging is used (or not)

Findings show that the aesthetic aspects of the packaging (shape, materials, colour and price), as well as other factors such as functionality, safety, convenience and communication are the criteria that the designers must take into account to create a new packaging.

The visual packaging attributes such as shape, materials, colour and price (additional attributes) are significant in developing a new product and makes for a sellable product. The category of product is the significant aspect that designers need to consider onto packaging before starting the design development process. This is supported by Malaviya & Sivakumar (1998) who state that the designers must take into serious consideration the category of product because it reflects individual differences among consumers and their impact on the attraction effect. Categorisation of product through

its packaging would also have significant implications for product segmentation, targeting and positioning strategies.

Packaging and consumer's post-purchase behaviour can be developed by the use of packaging attributes to suit consumers' personal and physical preference impacts on consumers' evaluations. The attributes of packaging can enhance loyalty and provide product values that can create a memorable experience. Consumer consumption and use of packaging will enhance if the packaging is able to define their sense of self that can enhance consumptions intention. For instance;

“But this one is unique because you can design you own inner tube. When you see the perfume, you can refill the liquid, make your own smell and you can either have male or female scent” LU_01.

Moreover, the influences of other factors such as packaging can be used as personal accessories or for decorations indicate that consumer would repurchase to its uniqueness and different than other brands. The participants highlighted of refillable can enhance sustainability awareness as well as packaging innovation. As participant LU_02 highlighted on packaging shape creates positive experience of after used through packaging attributes and deliver the packaging value that can influence consumers to repurchase the product.

“We tried to make it more architectural shape and more dramatic and stuffs. But rounded shape is pretty much straightforward and it represents the union. It is amazing if you can have a perfume and you can take the core out! It is not the same as square

or rectangular shape. People will amaze with our shape because of the core. It's our philosophy. Being unique and elegant” (LU_02).

Target consumer's preferences shaped the packaging appearance and its purposes to meet consumer's expectation when using the product. The performance of packaging can generate positive response that can enhance the feeling of satisfaction and brand experience. For instance, the appearance of packaging is able to distinguish from other brands and enhance emotional attachment where the participant make the packaging shape more attractive, easy to carry and lightweight which can be used as necklace;

“This perfume is unique. You can wear it as necklace, and bring it to everywhere”
(LU_03)

The appearance of packaging can evoke emotional engagement between consumer and product which also can enhance product value and brand loyalty. Additionally, packaging attributes can enhance consumer judgement towards the product that is unique

5.6 Discussions of findings

This chapter discussed the findings of Phase Two. Interviews, focus groups and experimental workshops in Phase Two illustrate significant emergent themes in the impact of packaging attributes on consumer purchasing behaviour to correspond research question 2 (RQ2) and research question three (RQ3). Phase Two explored the significance of packaging attributes from various perspectives; consumers, academic members, industrial practitioners as well as young designers. The main findings and recommendations of research will be discussed in Chapter 6 (p. 265).

The findings from interviews, focus groups and interviews were packaging appearance such as the visual attributes was significant to show the characteristics of product in influencing consumer purchase intention. The research revealed that packaging attributes enhance the retail performances because it stand out from other competitors as well as product value where it communicates directly with consumers (Rundh, 2009). For instance, the images on packaging as an intrinsic cue which communicate with consumers and attract consumer's attention by indicating the content and personalities of the product being offered, such as 'lavender scent', 'sweet smell' or 'luxury appearance'.

The perception and purchase intention are also highly influenced by material of packaging which revealed that a transparent and clear packaging provides the content of product is visible that could facilitate consumers' evaluations and judgements of the product. Moreover, this suggests that transparent packaging method can influence the speed of quality judgements of product and enhance the visual aesthetics as well as produce faster purchase intention. Furthermore, this finding provide the support the colour of packaging can be associated with personal experiences that match with expectations towards the product. For instance, bright colours can be associated with positive emotions such as 'lively', 'sweet', 'high quality' and 'feminine' or 'masculine'.

Exploring the choice of colour of packaging can significantly drive consumer's judgements in selecting and can manipulating consumer's judgement of fragrance and quality of product. Consumer's perception, behaviour and preferences are highly significant influences that could help designers to create products that conform to those preference in terms of product appearance and colour of packaging (Gatti et al., 2014).

The shape of packaging also reflects the product's specific characteristics such as 'stylish', 'modern', 'feminine' and 'masculine' and can influence consumer's product evaluations. The shape is able to reflect significant consumer product differences and to differentiate from the product from other competitors (S. J. Westerman et al., 2013). Additionally, packaging materials will influence consumer's responses. As some of the participants described the product was 'stylish', 'classy', 'contemporary' and 'fresh'.

The feature of materials also provides positive responses in terms of disposal behaviour, protection and durability. The packaging materials should be more durable, stable and recyclable. The materials used could stimulate negative responses if they are easy to break and dangerous for children. This may influence the purchase intention as well. Different packaging materials are perceived as different in their environmental impact (Fernqvist et al., 2015).

The emergent themes of Phase Two also indicated that the consumer's culture, background and experience influence in determining their responses and purchase considerations of products through packaging attributes. Participants described the product aesthetic through its packaging based on personal experiences and associated it with their culture and lifestyles. For instance, participants shared the factors of purchasing products based on their personal experiences as they described the benefits of using the product through packaging to other participants. The packaging characteristics provide specific meanings that could catch the attention and evoke feelings of consumers that they can relate to their personal characteristics. The symbolical meaning of objects allows a person to communicate their identity through the products, project image to others and express their social status that relate to their personal characteristics (Crilly et al., 2004). Furthermore, cultures and philosophies are

associated with the designer's source of inspiration for creating the product that may influence consumer's purchase behaviour. Findings showed that the visual appeal of packaging influence consumer's judgements and once associated to specific symbolic value can enhance their consumption behaviour. Generally, products hold symbolic value in reflecting the social groups to which the consumers belong (Crilly et al., 2004).

Another emerging theme was the implementation of technology in packaging development that strengthened new product development and innovation of the business. Optimising the use of technology as a business strategy enabled marketers and designers to acquire details consumer demographic database such as age, occupation, marital status, income, location and gender. Furthermore, the findings also showed that there was a positive impact from online retailing in the way that it enhanced the products' visibility and, consequently, business sales. In interviews with industry practitioners and companies, they felt that the website and social media applications such as Facebook and Instagram were significant to provide product information and to gain consumer's trust. Participants believed that many consumers preferred to purchase their products through online websites. Findings showed that packaging attributes such as colour and graphics were critical tool to convey product value and catch consumer's attention with outstanding colour and graphics on the screen. The implementation of technology to business strategy also allowed consumers and producers to share experiences and opinions about the product. The social media is now a new form of consumer socialisation tool and this has impact on company's decision making and thus marketing strategies (X. Wang et al., 2012).

Next, the emergent theme identified was the knowledge transfer process between industrial practitioners and academics to enhance innovation in packaging. Findings

from the interviews showed that the collaboration between industrial practitioners and academics' enhanced innovation and the understanding of the design-driven industry. Moreover, a deep appreciation of issues was significant for industry to quickly comprehend design problems and determine solutions to overcome the problems. The association of these disciplines help the company to optimise in developing the packaging to make it more inspirational and contemporary in order to fulfil the consumer's needs. The positive impact of knowledge sharing between the academia and industry enabled companies to strengthen towards higher value-added products (Johnston et al., 2010). The improvement of packaging in exploring different styles and shapes of products through a complete design development process can create greater company's productivity and quality.

The next emergent theme was packaging attributes would stimulate different consumer purchase decision process if consumer's packaging judgements changes. The attributes of packaging could stimulate consumer's decision making process in different ways. Therefore, findings showed that companies paid attention to specific attributes that represented the brand image to effective influence consumer's purchasing decisions. For instance, in focus group discussions, participants indicated that the purple colour represents lavender and pink colour was for roses without having to smell the products (see Appendices). Thus, changing the colour can influence the perceived odour of substances of the product (Gatti et al., 2014).

Lastly, packaging attributes and development enabled the success of products through innovation. Packaging is a creative marketing tool to enhance a product's added value and communication tool to convey brand value to consumers. From the managerial point of view, packaging will likely influence consumers to purchase the product before

it influences consumer behaviour (Wansink, 1996). Product positioning through packaging attributes such as colour, materials, shape and size is significant to differentiate from competitor's products and meet consumer needs. The other factors such as ease of use, value for money and safety enhance packaging sales that can influence consumer's judgement and strengthen brand loyalty. The extrinsic packaging attributes can create surrogate vindicators of product quality when the consumer has insufficient opportunity to evaluate the intrinsic attributes of a product (Underwood & Klein, 2002).

CHAPTER 6 CONCLUSIONS, LIMITATIONS AND FURTHER WORK

6.0 Conclusions

This chapter concludes the comprehensive conclusion and recommendations of research by linking the theoretical discussions with empirical findings. Additionally, research limitations, implications and further work are also discussed in this section. The overall purpose of this research was to investigate and determine the role of packaging and its attributes in forming consumer behaviour of purchase intention and perception of a product. Also, this research describes challenges, strategies and best practices focusing on packaging attributes. All data and information were obtained in two phases: (1) Phase One and (2) Phase Two. The preliminary research also explored and determined the challenges of three companies (small and medium size) in Malaysia.

The findings of this research indicate that packaging attributes is significant on influencing consumer's purchasing intention behaviour because it provides specific product value, enhances consumptions and builds brand awareness. The research also has shown how the role of packaging attributes are a highly significant tool for companies to meet consumers' preferences and enhance the brand experience. The interviews in Phase Two revealed how industry practitioners (designer, marketer and manager) acknowledged the significance of packaging attributes and described how the attributes led to greater sales as well as able to generate consumers' positive emotions towards the product. Furthermore, the industry practitioners also articulated their impressions that the characteristics and attributes of packaging such as its materials, the disposal method, price, colours, shapes and graphic compositions are strong sales

promotional tools and a medium for communication for the company to allow consumers to connect with the brand as well as informed choices.

Findings from focus groups in Phase One and Phase Two concluded that packaging attributes are able to catch the attention and elicit positive responses from consumers. The overall appearances of packaging are able to convey messages to consumers and offer a visual to show to reflect the content of product. Moreover, all participants recognised that packaging attributes could also stimulate their emotions and trigger a sense of confidence in their purchase of the product. The packaging attributes could also motivate consumer's purchase intention behaviour as it triggered their positive perception of the product based on the attractive packaging.

Alternatively, through the observations in experimental workshops in Phase Two, the participants focused on targeting consumers' characteristics and align them into packaging strategy by using specific elements that could relate to the consumers' interests, needs and desires. The specific elements carry the brand image which significant to the value of brand through packaging which directly communicate with consumers and has impact on their decision-making process. The consideration of applying visual styles to packaging attributes to reflect consumer's lifestyles is able to encourage consumers to purchase things where that they feel emotionally attached to. Findings from the experimental workshops also show that packaging attributes of giftware design can make consumers feel confident, rational and informed about the packaging that represents their values and emotions. It is significant to ensure that consumers have emotional association with product through its packaging attributes which can make have better influence on their satisfaction and loyalty as well as positive association with the product.

Furthermore, consumer's perception towards a product is also influenced by cultures and lifestyles based on research conducted in United Kingdom and Malaysia. The approach used was to examine issues from different perspectives and to acknowledge the significance of knowledge exchange of how consumers perceive product from packaging attributes. The product's recognitions through packaging attributes are perceived differently based on consumers' personal characteristics and lifestyles. Personal characteristics such as gender, age, occupation, income and lifestyle influence consumer's decision-making process (Kotler & Keller, 2016). The findings from experimental workshops also show that the participants acknowledge the significance of packaging attributes and its elements associated with symbolic meanings to communicate the appearance of product. Hence, the symbolic meaning portrayed by visual elements of packaging can have impact on consumer's purchase intention and their decision-making process.

Error! Reference source not found. illustrated the five themes identified in both Phase One in the Chapter 4 (p. 158) and Phase Two in the Chapter 5 (p. 259). The conclusions comprised the data from primary sources such as focus groups, experimental workshops and interviews with industrial practitioners and academia. Meanwhile, secondary data were from books, research articles or related information sources and criticisms related to the topic from experts. Overall, based on the findings in Chapters 4 and 5, the conclusions of research are summarised by outlining the implications of this research, describing the effect of packaging-design attributes on consumer purchasing behaviour as well as future considerations for research.

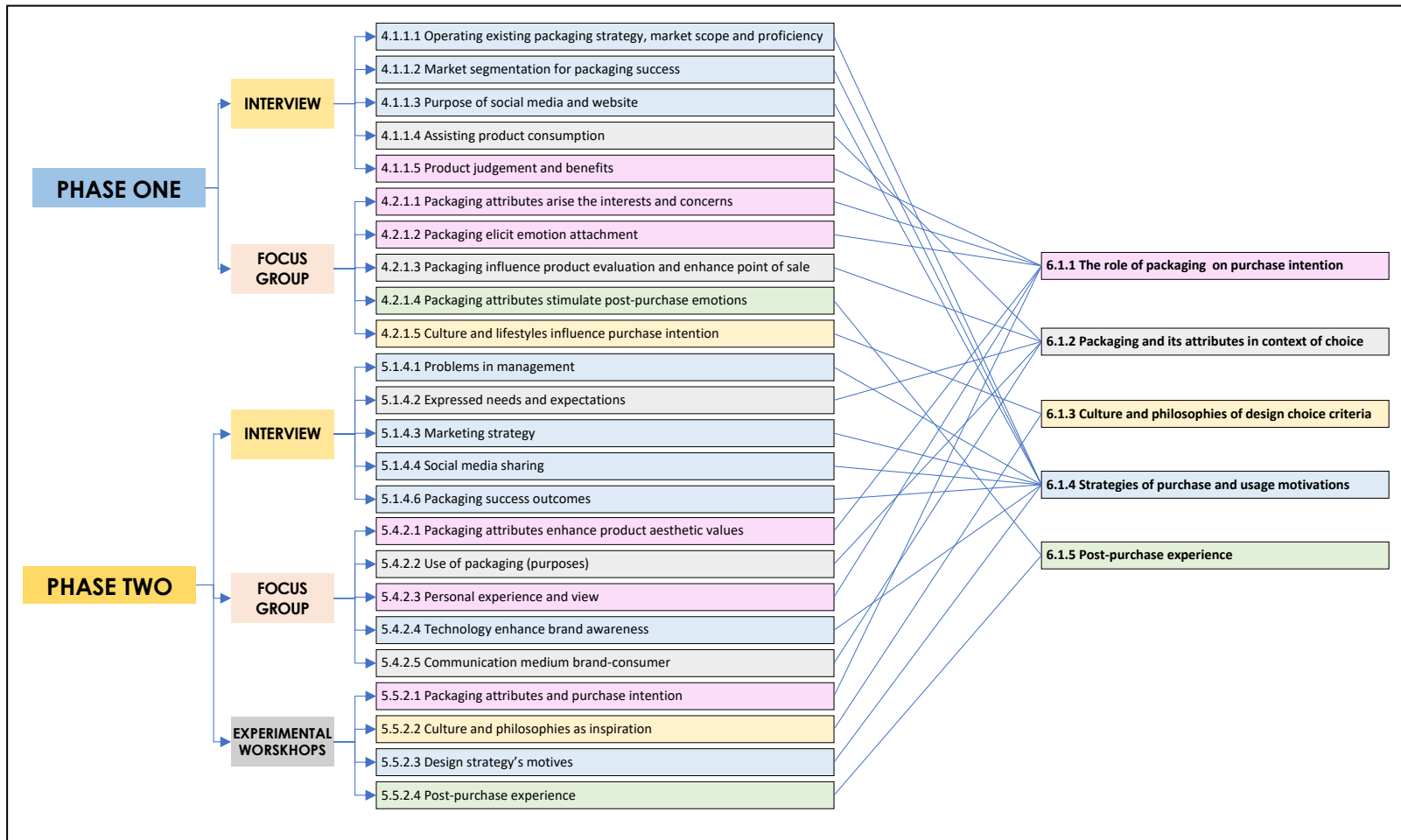


Figure 6.1 Key themes from findings from Phase One and Phase Two

6.1 Discussions of findings of research

The overview of research findings is as follows:

6.1.1 The role of packaging on purchase intention

The findings of the research indicate that the packaging and its attributes are significant in changing consumer's purchase intention behaviour. For instance, these findings build upon previous research focused on packaging attributes convey brand messages and information and influence consumer's perception (Olawepo and Ibojo 2015; Silayoi and Speece 2004; Wang 2013). Findings from this research provided answer to the research questions by extending knowledge and understanding of the impact of packaging attributes on consumer purchase intention behaviour. RQ1 explored what packaging attributes are contemplated to have an influence on consumer's purchasing-decision process and how these attributes provide specific values to consumers' perceptions. Findings from the analysis of Phase Two (focus groups and experimental workshops) showed that the composition of packaging attributes contains the emotional effects that can make consumers feel that the product is functional, practical and meaningful to their lives. This findings was also identified by (Holmes & Paswan, 2012). In the research, Holmes and Paswan (2012) presented direct interaction between packaging attributes with consumers have massive impact on influencing their purchase intention. however, this present research provided more insight into consumer responses and perceptions towards packaging attributes that conveys the specific aesthetic values of the product that affects their product preferences in Malaysian context. Moreover, this research is also represents the cultural elements transferred into style of packaging that that allows consumers to recognise and remember which has impact on their intention to purchase

the product. Thus, a strong and attractive packaging attributes are able to enhance positive brand image in the mind of consumers.

The packaging aesthetic values and its style can also strengthen the company's brand proposition in the market. Previous researches observed that packaging attributes play a critical role in enhancing positive consumer responses and has impact on their purchase intention (Piqueras-Fiszman & Spence, 2012). In support of this evidence, the findings showed that the overall appearances of packaging enable consumers to have positive impression and imagery of a good quality product. The participants in focus groups highlighted their concerns from their experiences and engagement with the product by going through packaging attributes. Good packaging attributes can convince their intention to purchase the product. The finding supports Veryzer (1993) who previously argued in the literature review that consumers overall perception on the entire visual appearance of product has impact on their aesthetic responses. On reflection, however this research was focused on packaging attributes to influence consumer purchase intention. These findings showed that the visual appearance of product is illustrated by the packaging attributes that symbolise specific meaning attached and experiences.

The findings clearly illustrate that the packaging must correctly target the right user and demographics. It is significant that the designers and marketers must recognise the significance of packaging attributes in the process of designing new product which is vital to meet consumer's requirements in the competitive market. Also, as stated by Kotler & Keller (2016) factors such as age, gender, ethnic, beliefs and income influence consumer's lifestyles and their purchase pattern. The findings showed that companies must recognise that the packaging fits with consumer brand preferences, characteristics,

lifestyles and inspires them to repurchase the product because packaging is a communication medium between the brand and consumers. The interviews with industry practitioners show that marketers and designers are aware of their target consumers' demographics before designing packaging appropriate to their consumers' lifestyles. Furthermore, the packaging attributes such as colours, typography, shape, materials and graphic images interact differently with different consumers as shown in the. Good packaging attributes can convey the quality of the product and, in turn, influence consumers' purchase intention to pay more. Moreover, a suitable packaging also can provide better quality of consumer shopping experience and build brand loyalty as supported by Nwankwo et al. (2014) who states that consumer perceptions of a product might be different based on demographics, and socio-economic and cultural factors. An effective packaging is able to serve specific target consumers with appropriate brand personalities that develops emotional satisfaction.

The findings from analysis in Phase One and Phase Two illustrated that the role of packaging attributes such as shape, colour, materials, typography and functional system are critical attributes to influence consumer purchase decision-making process. The participants focused on features of packaging convenience such as ease of use. For instance, participants focused on the how to operate the packaging instructions such as how to open and close after use, and the handling components when utilising the products. The impact of packaging attributes not only focus on the aesthetic value, but also its functionalities, ease of use and quality (Creusen, Veryzer, and Schoormans 2010). The participants also expressed their views of packaging materials that included safety issues as well (p. 224). As stated by Creusen et al. (2010) the amount of visual complexity influences consumer's perception towards the product values through its aesthetics, functionalities, quality and ease of use. The right packaging should be able

to develop consumer's trust towards the brand as well as motivate further repurchasing intention.

Marketers must recognise the product's perceived usefulness to let consumers believe that the products are capable of solving problems and is easier to operate (Davis, 1989). In this context, ease of use, design system and security are seen as carrying consumer's expectations leading to visual consistency towards packaging of product. These attributes are able to enhance the visibility of the product in order to attract consumer's attention and influence their purchase intention as well. According to the analysis from the focus groups in Phase One and Phase Two, participants articulated their interests in packaging safety. The factor of security or safety of product plays significant factor in consumer decision-making process where the participants expressed the risk of using product due to the materials used (see p. **Error! Bookmark not defined.**, p. 224).

In regard to RQ2, the question focused on why consumer experience have an effect on motivation and purchasing attitude through the packaging attributes. Findings showed that consumers feel the emotional experience from the packaging attributes such as its shape as the service, quality and safety which motivate them to purchase the product. The shape of the packaging covers dimensions such as the materials, typography, graphic images and colours. These attributes form the trademark or identity of the brand. Thus, a particular packaging is seen as symbolising the company or brand (Underwood, 2003). For instance, consumers remember and describe the packaging through its form of design such as rectangle, square, circle or hexagon shape. Another example is the images on the packaging such as roses, orange or lavender. The findings proved that consumers are likely to review the product appearance through its packaging form or shape to know further information about the product. The shapes of typography and

logo also play significant role in influencing consumer's purchase intention through their visual judgement towards the brand's quality. Also, these attributes benefit companies because they can distinguish a brand from its competitors that has similar products in the market. The product's success is are often tied with the company's performance variables such as market share, sales, quality, brand development, innovativeness, speed-to-market and profit (Luchs & Swan, 2011).

6.1.2 Packaging and its attributes in context of choice

Findings in in focus groups and experimental workshops show that participants felt that packaging attributes convey the purpose of product and the value of brand to consumers. The involvement between packaging and consumers could measure the overall judgements and utilisations which arise the interest to purchase the product. Consumer's choice is significantly influenced by packaging attributes that offer product values and its benefits. Consumer purchasing behaviour involves conscious consumption and involvement with packaging attributes.

Findings also found that, from industry perspective, the personal characteristics based on cultures and values also influence the consumer's purchase behaviour. The research by Schutte and Ciarlante (1998) demonstrated similar findings where participants' purchase behaviour are different due to the influence from social cultures and individual values. Cultures and values are significant factors to influence consumer purchase intention behaviour and in turn companies' packaging innovation, as the manufacturers and marketers are able to define particular and acceptable pattern of consumer behaviour through their values, norms, behaviour, ritual, symbols and myths (Egan, 2007). These findings from the focus groups and experimental workshops show that the participants' observation of the packaging can reflect their cultural norms and values.

For instance, participants' responded to the packaging based on their personal experiences that came from their lifestyles, family life and demographics. The purchase intention of consumers is based on the benefits and risks of the purchase. The interaction of culture and consumption context as influences on consumer value perceptions Overby, Woodruff, and Gardial (2005), however these findings and supporting literature review highlight consumer's evaluations are based on their desires and their beliefs, needs and motives that involve specific situations. For instance, participants described the product value from visual packaging attributes such as colours, aesthetic, images and shape as high quality, sophisticated, or dull (see p.320). The packaging attributes can attract their attention through the meaning of product which enhances their confidence to use it in the product. Culture influences a consumer value beliefs and the meaning of a product's desired end-states in the context of consumption (Overby et al., 2005). Therefore, for companies, the cultural differences are a significant factor in their marketing strategy in identifying consumer needs so as to use the right packaging attributes based on specific consumer needs and desires as signals of product quality (Dawar & Parker, 1994). The influential factors of culture, sub-culture and social class should also be a focus for the marketers to recognise the demographic characteristics and determine consumers' purchase consumption pattern. This is to avoid companies designing that do not follow legal specifications.

Moreover, consumer's purchase behaviour is influence by some factors such as personal and the economic condition. For personal factors, an individual's lifestyle, age, profession and salary will have impact on purchase motivation, interest and values. Thus, marketers could use these factors to influence consumer's perception and judgement towards the product (Kotler & Keller, 2016). Interestingly, these findings proved that the participants correlate their journey and personal factors in determining

what product to purchase through the attributes of packaging that can fulfil the needs in the decision-making process (as detailed in Section 5.4.2.3, p. 224). Findings showed that the process of consumer's purchase decision and shopping experience influence their perceived value from the packaging attributes of the product.

Furthermore, findings show that the involvement between consumers and product creates a consumption situation where packaging attributes could give benefits and meaningful feelings for particular purposes. Participants described that packaging can influence them to purchase the product in various situation and time, as in the interaction and exchange between consumer's feelings, thoughts and actions with product (Peter & Olson, 2008). Furthermore, in terms of the use of packaging, consumers purchase products to satisfy their psychological needs such as for pleasure and inspiration. The benefits received from the product does influence the consumption situation based on the experience perceived from its attributes at any situation. The positive or negative experience perceived from packaging attributes can maximise the consumer's involvement with the product. The purchase and consumption behaviour are stimulated by the consumer's psychological interests and feelings (Foxall, 1990). The purchase decision-making process is also affected by consumer preferences and desires towards the product relevant to the situation. These findings support earlier studies by Chiu, Hsieh, Li & Lee (2005) that consumer's consumption experiences and purposes are significant to create positive long-term relationship with the product.

6.1.3 Culture and philosophies of design choice criteria

The uniqueness of Malaysia with a multi-racial cultural and religion has impact on design principle and inspiration in packaging development. Findings in Phase One and Two showed that the elements of culture used a promotion tool to enhance the emotional

attachment between the brand and consumers. Design students emphasised that the culture value as design inspiration in packaging can affect consumer's mind and purchase intention attitude. Findings Section 5.5.2.2 showed the elements of culture play significant tool in packaging attributes as communication medium to stimulate positive perceived value and enhance emotional experience. Ackerman and Tellis (2001) concluded cultural orientation have impact on actual shopping process, not only the meaning of product after acquisition. This has impact on their purchase intention to purchase the product where the culture elements emphasise the brand personality and identity across markets. Findings from experimental workshops also showed that the visual attributes of packaging that inspired by the elements of culture are able to capture instant attention and provide the value of brand exclusivity.

However, findings from focus groups in Phase One showed that consumer's responses and feelings towards packaging develop from the their demographic, lifestyles, family life and personal backgrounds. The culture elements that inspired the attributes of packaging can influence the purchase intention by offering the purpose of product and the benefit that can delivered. The human perception, motivation and attitude influence consumer's motivation to focus on the problem and solution. From experimental workshops, Design student emphasised packaging attributes such as its shape, colour and materials have culture and philosophy aesthetics provide the meaning and purposes of product that can fulfil consumer needs and preferences (see p.253). Additionally, the cultural elements of packaging attributes provide the specific meaning and functions to consumers.

6.1.4 Strategies of purchase and usage motivations

Packaging attributes are essentially representing the brand value and communicate the value to consumers. However, without the employees' skills and knowledge, companies won't be able to become innovative. Findings showed that employees' performances are significant in determining the success of business (see Section 5.3.1.1, p.168). The analysis of the interviews with companies described that in order to run the business effectively with correct business strategies, the company must recognise the employees' capabilities and delegate suitable tasks to optimise on business success and productivity (see Section 5.1 and 4.1.1.1). The key to company innovation is skilled employees who are able to engage and support innovation by managing suitable work skills. The employees will be able to focus on the job responsibility and provide an effective performance. The company must understand the objectives of product development and identify the right employees in order to reach the stated objectives of the company (Baxter, 1995). This approach will give positive impact on the employee's performance in management and flexibility in engaging their roles to improve the company's design-driven innovation. Proper training and development programs for employees could gain strong and committed teams to achieve a high standard of quality and productivity. The employees' ideas and perspectives are essential for business productivity and efficiency. Skilled employees are able to analyse the problems and provide solutions by focusing on the consumer's product preferences and purchasing habits. Designers with skills and knowledge are capable in creating packaging with useful characteristics.

Focusing on company's human resource flexibility also allows the company to obtain and adapt the employees' knowledge, skills and abilities in order to improve business performance as well as performance in innovation (Bhattacharya et al., 2005). Findings showed that a company's success lies in the management as well as the company's

capability in paying attention to the packaging. It is significant for company to generate knowledge and competences of employees to produce the right proportion of packaging to meet consumer needs and enhance perception towards the brand's quality. Nevertheless, the findings also show that management structure and practices have different styles of leadership in different countries. Alternatively, findings in Malaysia showed that the challenges that the companies faced was in lacking specific team-based knowledge to deliver strategy and product innovation in the industry (see Section 5.3.1.1). The employees need to take additional responsibilities and lack of skills and ability can cause communication gap, unrealistic workload and less opportunities of design development.

Furthermore, the company's expectations and mission influence employees' performances and capabilities and conducive workplace culture could help employees to achieve the company's goals towards product innovation. However, the continuous problem not enough specific team-based knowledge can lead to poor organisation and cause business to fail to innovate. However, findings from Phase One showed that there are different and contrasting approaches in management in the United Kingdom in terms of communication and organisational hierarchy (see Section 4.1.1.1). If employed correctly, the cultural and personal differences will have positive impact on the organisation's perspectives and behaviour, innovation and customer service.

Additionally, findings showed that the packaging attributes can influence consumer's purchase intention by the use of technology. The findings from in-depth interviews with industry practitioners and companies indicate that social media play a significant role in enhancing the packaging, brand awareness and influence consumer's purchase decision-making process. The technology is useful to businesses because it facilitates

communication between the brands and consumers in a way that companies use consumers as the brands' storytellers and brand ambassadors (Booth & Matic, 2011). Through technology, consumers are able to use the social media to gain, experience and share information about the product with others that can motivate their intention to purchase the product. The social media is a medium to satisfy consumers that create awareness that needs exist (Solomon, 2013). The findings also showed that technology allows consumers to access information easily and faster with the mobile device becoming a necessity in life (see p.5.4.2.4). Participants explained that the Internet and social media networks such as Google, Facebook, Instagram, YouTube and other social networks are easily accessed through mobile devices. Moreover, based on analyses from the interviews with industry practitioners, the technology have massive benefit for companies in order to create brand awareness by providing valuable information and promotion of the product to all ages and demographics. Moreover, the social media also provide details of consumer's demographic analysis such as the age, gender, ethnicity, income and occupation. This is beneficial to companies because they could understand in-depth the brand's audiences as well serving as a medium to connect positively with consumer and to reach out to potential consumers cheaply.

The company's website and business page are the most effective approach for social media marketing where consumers interact with packaging directly and encourage the purchase intention. There are many opportunities of market exposure that could be found in the website where consumers can compare the products offered easier and faster from multiple sources in a single online portal. Participants also described the significance of online reviews and feedbacks from other consumers that help in their decision-making process. Moreover, the packaging attributes provide additional values to the product, as product reviews about features, characteristics and qualities that are

being shared can influence consumer's purchase decision and intention (Hennig-Thurau et al., 2004). Consumers also help engage and build the brand trust by giving online reviews as well as the visual appearance of packaging attributes on website that will convince other consumers to purchase the product. The potential of purchasing are tangible and correlated with higher risk but can be influenced by communication of word-of-mouth (Herr et al., 1991).

Company website also enhances business sales and profits. It is significant that packaging attributes are able to gain consumer's attention as online shopping experience is more interesting than shopping at the stores because consumers can access product information easily (Rowley, 1996). All information about the company profile, the products and services that the company offers can be displayed in the websites, thus improving the company's image in the industry. Based on the interviews with industry practitioners, the website can create the value of consumer's deep understanding of product because of the availability of information about the brand and product shared with them. The findings are supported by Ainin et al. (2015) who state that the Internet can enhance the relationship between consumer and company because consumers can access information directly.

Additionally, the findings indicated that the role of institution of learning in design is significant in contributing new ideas and knowledges based on the design research frameworks (see Section 5.3.1.5). The results of interviews with academic and industry practitioners provided answer to RQ3. The knowledge transfer from the academia provides an intimate connection with the industry on the innovation of product and transformation and development of packaging. Moreover, from the analysis of interview with academics, research publications in design and journals facilitate the

growth of packaging innovation and development. The findings are supported by Gera (2012), who explains that it is significant for businesses to source all possible knowledge from outside *“into a process of explication, scrutiny and transformation of ‘collective tacit knowledge’ into prototype process, product or service”* (p.255).

The participants also emphasised that the collaboration between industry practitioner and academia is crucial in strengthening the efforts in solving the problems of packaging. The findings from the interviews also found that the involvement between practitioner from the industry and academia allows for the focus on design as part of the solution (see p.198). The knowledge sharing between institutions of higher learning and industry enables companies to strengthen in the direction of knowledge flows as companies start to compete on ‘added value’ over ‘cost’ (Johnston et al., 2010).

From another perspective, innovation in the industry brings out the millennial community. Therefore, the technology is a key determinant to a successful new packaging development. The use of technology as the learning tool allows students to engage with creative learning activities and develops their critical thinking in analysing, interpreting and evaluating problems. The emergence of digital technologies as well as practices and services have increased the development of creative industries and creative employment of the economy (Fleischmann & Daniel, 2015). In the interview, participants expressed the feeling that an early implementation of using various media will strengthen the students’ research base and the engagement with innovation and focus will allow for competent industry practices (see p.198).

The collaboration between academic and industry is crucial as the engagement between business, government and public (wider society) and the research community will

strengthen the dissemination and assimilation of knowledge (Lockett et al., 2008). The ability of industry practitioners and academia to extend knowledge together using technology will minimise risks and maximise the benefits of product design offered to consumers. Product design has emerged from focusing on form and function to an integrated practice fundamental to business strategy and market success (Luchs & Swan, 2011). Moreover, this collaboration also strengthens research and development and innovation in the packaging industry.

6.1.5 Post-purchase experience

Findings 4.2.1.4 showed that consumer's responses towards packaging and its attributes has impact on post-purchase behaviour. Product experience through packaging attributes such as the satisfied or unsatisfied feeling enhances brand loyalty and purchase preferences. These findings indicated that the attributes such as materials, graphic image, typography, colours and shapes provide product information and its benefits that enhance consumer's confidence to repurchase the product as from previous research, Silayoi and Speece (2004) emphasised it is significant for companies to evoke consumer's emotional responses through visual packaging attributes for low involvement product. The packaging delivers the quality of product such as the images of packaging convey information such as smell and taste as well as visualise the product performance. Additionally, typography and colours also symbolise the quality and characteristics of product such as exclusive or simplicity that gives impact to purchase decision-making process.

Additionally, findings from experimental workshops (see Section 5.5.2.4) showed that combining of packaging attributes such as colours, materials, shapes, graphic images and typography provide useful information which enhances consumer's confidence to

make decision before purchase the product. These findings supports the finding of Consumer decision Model by Blackwell (as detailed in section 2.2.4.3). In this model, the process of consumer decision making process is driven by an interaction between processed stimuli inputs, environmental and individual variables, so that they will pay more attention to the packaging details that relate to their values, needs and goals. The feeling of satisfaction and pleasurable experience the packaging than other competitor products enhance the post-purchase behaviour where high involvement behaviour involved in the decision process. Silayoi and Speece (2004) explored the high involvement consumer tend to make continuously purchase and leveraging brand loyalty strongly, for instance, consumer will defer to make purchase if their favourite brand is unavailable and will go to another store.

The visual packaging attributes communicate a purpose of how packaging can solve consumer needs that has impact on consumer perceived value and evoke the satisfaction feeling after purchase it. The first impression is significant to stimulate positive decision making process and to attract the attention to purchase the product. The visual appearance of packaging form can stimulate the post-purchase behaviour, for instance its materials, whether it can be recycled or sturdy and its shape, either can be used as home decoration or for other matters.

6.2 Recommendations for further research

The research therefore makes the following recommendations:

Packaging attributes determine consumer purchase intention and choices. It is recommended that the companies should focus on the packaging attributes because it carries the branding and front-line interaction of consumer with the product. The role of packaging attributes is significant in the process of new product which provides wider consumer-product interaction opportunities and product offering. Packaging defines consumer product preferences and is a significant key to business success. Consumer's first impression of the product through its packaging attributes is crucial to catch the consumer's attention as well as to enhance the emotional experience. Moreover, an effective packaging attributes can influence consumer purchase intention and builds consumer trust. It is clear that the consequences of a poor packaging will have a strong impact on business sales and reputations. It is essential for companies to identify some appropriate standards to packaging attributes and implement standards packaging appropriately for better marketing and enhance sales of product. Furthermore, the designers must acknowledge the impacts of all attributes to consumers are different. Therefore, the designers and marketers should give attention to consumers' demographic variables and opinions through interviews or focus groups to prevent an unsuccessful packaging.

Implementation individual characteristics on packaging attributes as design strategy. The other recommendation of this research is to assure that packaging attributes that can contribute to consumers' expectations about a product's quality, taste and value, which can enhance consumer's consumption experience. The marketers need to know the constant changes in consumer demands and the trends to deliver appropriate packaging that can be associated with consumer's individual characteristics and how the attributes interact with the essence of brand such as 'sweet taste' and 'sophisticated look'. Personal factors, culture and belief differences and social class factors could

change the consumers' brand perceptions and product consumption that meet with demands and needs. It is significant for managers, marketers and designers to understand that specific packaging attributes could effectively motivate consumer to purchase their products.

Leverage culture and inspiration in design with critical thinking. The development aesthetic design of packaging can enhance by complementing with culture and philosophies elements into it. The value of culture in the attributes of packaging such as its shapes and colours can enhance the unique and aesthetic of product that can attract the local consumer's attention in the Malaysian context. The elements of culture of packaging attributes create the originality of local brand identity and represent the whole visual appearance of product.

Additionally, the culture and philosophies elements adding specific visual and informational cues that can enhance the interaction between consumer and brands where consumer perceived the uniqueness and attractiveness of the packaging. The packaging attributes such as colour can communicate to consumers of specific meaning and symbolism of product such as exclusive, warm, sensational and healthy. It is also, colour can provide specific cultural significance, for instance, participants mentioned red colour represents the Chinese culture and special occasion. This research recommended that designers to transfer the cultural elements into packaging and its attributes to provide specific meanings and pleasurable feelings that can influence consumer purchase intention. It is also, the cultural elements can distinguish from other competitors and make stand out on shelf.

The industry-academia knowledge transfer and using technology should commence with the emerging issues in the industry. The government should also support the industry-academia knowledge transfer by acknowledging the role of institutions of higher learning for packaging development and innovation. The collaboration of industry-academia allows for knowledge sharing to enhance understanding of consumers' needs, and providing greater quality design ideas of packaging to achieve a successful business innovation. The government must focus on how academic knowledge is disseminating and adopted within the industry. The industry-academia knowledge transfer should be practiced to maximise opportunities in order to face the business challenges for social and economic benefits. Companies are not paying enough attention to business innovation face a great risk of failure. Findings also showed that packaging innovation correlated with company's innovative marketing strategy, performances, processes and techniques. It is also recommended that the companies should focus and implementing innovative management such as the administrative and strategic departments within company. The companies must recognise that recruiting skilled employees and providing training programmes can improve performance of sales, reduce expenses and survival guarantee. Moreover, highly skilled and trained employees are the greatest strategic asset to businesses where they could provide many benefits in improving innovation productivity, quality or output and to fulfil consumer's needs and expectations. The packaging innovation failure is normally due to typical lack of organisation knowledge in adaptability and innovation competencies in response to consumer purchase intention behavioural change and trends. Globalisation of the world has created a great consumer preferences and market competition in the packaging industry. The research findings show that digitisation packaging value in trading products or services can enhance consumer's perception towards the brand value. It is recommended that the companies should utilise

the technology as a communication tool to reach larger audience of consumers and faster. It is recommended that the manager and marketers to acknowledge the significant of technology as business strategy which can also serve as a tool to influence consumer intention and their decision-making process. Social media applications such as Facebook, Instagram and business websites are major marketing tools in a packaging's marketing strategy to create brand awareness, to promote the product and to enhance communication between companies and consumers.

Enhance design and experience. The aesthetic value of packaging attributes is significant in influencing consumer purchase intention through the emotional attachment behind the meaning of packaging and when using the packaging. This research recommended that designers must utilise design to evoke emotion. For instance, the consideration of choosing the materials, colours, shapes, typography and graphic images provides aesthetic experience between the consumer and packaging. Packaging attributes provides the story and specific meaning that can evoke consumer's emotion, for instance, its materials that either can be recycled or use as home decoration or its shapes that either symbolise specific occasions or something related to personal experiences. A memorable and unique design of packaging can enhance brand experience and provide better information to consumers of the benefits when they purchase the product.

This research also recommended that managers and marketers must take opportunities to use technology to build insights and connect with consumers by deliver more appropriate and enhance visual packaging and promotions to consumers. Moreover, the company must be aware of the benefits of consumers' opinions and experiences on product's reviews and the impact of visual appearance of packaging on social media

can enhance brand loyalty and influence potential consumers to purchase the products. The content of consumer's feedbacks and reviews of the products enhance the engagement between the brand and consumer based on the information shared by others.

6.3 Contributions to knowledge

This research provides a contribution toward enhancing theoretical knowledge regarding the impact of packaging and its attributes to consumer purchase intention behaviour as well as the decision-making process in Malaysian context. This research provides a set of definitions through examples and analysis of research frameworks to discuss the critical packaging attributes on forming consumer perceptions and purchase intention behaviour in various contexts; as from industry practitioner, industry, education and academic design research perspectives. This research is also concerned with the existing issues of packaging attributes that establishing consumer's specific perception towards product in the Malaysian context. Multi-cultural country like Malaysia which consisting various beliefs, behaviours and attitudes, therefore companies in Malaysia must understand the cultural values and consumption style of Malaysian consumers based on the findings of the research which provides a guide for marketers and designers to accomplish an efficient marketing and design strategies of giftware design packaging to the target market consumers.

Findings from Phase Two provide unique perspectives of the effects from the internal and external factors can forming the purchase intention in the Malaysian context. For instance, the research confirmed that Design students in Malaysia engage with national symbolism and identity in the process of packaging ideation as its role to influence the perception and as a driver to motivate consumer to purchase the product. Packaging

attributes are also vehicle communication between the brand and consumers that carry the brand identity and equity in order to stimulate consumer's high involvement purchase-decisions. Furthermore, the research also concerned with investigating company's marketing strategies of using packaging to allow for the long-term success of business in Malaysia. Weng and Run (2013) look at the Malaysian consumers' purchase behaviour and purchase satisfaction example. The factors that the marketers and companies need to consider such as consumer's religious belief, gender, language and lifestyle can be adapted to the attributes of packaging which can enhance consumer's interest and impressions as well as paying more attention towards the product.

Additionally, comparative studies both in the UK and Malaysia in Phase Two were to explore the similarities and differences of variable factors such as physiological, cultural and social experiences influence purchase intention and perceptions through packaging attributes across two different countries. The individualistic characteristics, habits and values are different and must be accounted in order to understand consumer demands. The research developed upon the work of Schutte & Ciarlante, (1998) shown in Figure 2.10 in the analysis provides deeper understanding of how Asian consumers' needs and motivations are different in the Malaysian motivation context. The three motivations that are different than Western such as 'affiliation', 'admiration' and 'safety' needs are engage in stimulate the purchase intention behaviour. Furthermore, the cross-cultural knowledge motivate consumer particular behaviour in the decision-making process of why and when they purchase the product such as gift for others, self-gift (collectible items) or connected to personal experience. Packaging is not only the graphic image but the other visual attributes of giftware design such as materials, shapes, typography and colours to develop pleasant experience and memory

recollection that embedded in a specific social and cultural context. This research that industry focuses on age, lifestyles and beliefs to fulfil the 'need gaps' for rural area in Malaysia. The comparison studies between Asian and Western on Schutte and Ciarlante (1998) see Figure 2.10 provide information on how cultures affects purchase behaviour and attitude. This research also provides detailed and holistic view of Malaysia's market opportunities by focusing largely on individualistic characteristics such as age, gender, income, education background, lifestyle, attitude and values that influence the purchase intention motivations. This research provides a better understanding of the implementation of packaging innovation as communication brand tool and a brand value creator for consumer to engage and invest in the product.

It is also, this research expanded the knowledge focuses specifically regarding the attitude and motivation of Malaysian consumers to company in Malaysia. The findings of this research has provided insights into benefits and challenges for a company in establishing long-term business-consumer relationship by integrating significant packaging attributes as brand's marketing strategy and new product development innovation. In Phase Two, data was collected through semi-structured interviews, focus groups and experimental workshops that provided a critical understanding of identifying internal management challenges are good measure to efficiency of packaging and its quality in Malaysia that will bring improvement to industries product-marketing strategies. The use of packaging attributes as a tool for business and new product development innovation can enhance future design strategies for the company as well as the companies can adopt the findings as a reference point to manage the strategic issues to achieve their stated business goals. Malaysian consumers' purchase satisfaction and patterns as well as behavioural intention towards consumer products

are different due to heterogeneous community which consist of multi-racial society (Weng & Run, 2013).

Moreover, one of the contributions of this research present a comprehensive analytic review of data on the impact of knowledge transfer between industry-academia that will be of interest and assistance to packaging development in Malaysian context. The evidence from interviews in Phase Two with three companies, industrial practitioners and academic members in Malaysia has addressed there was a lack of focusing on packaging attributes capabilities and strategy as well as identify issues within organisational structure which lead to loss of productivity. Similar to Perkmann et al. (2013), the results suggest that the involvement of knowledge transfer industry-academia offers sufficient approaches in bridging gaps of highlighting the significance of packaging attributes to company innovation and the ability of attributes to deliver the benefits of product to consumers efficiently. It is also, the knowledge transfer leverages understanding of critical issues within an organisation which enable companies to improve by solving the issues and determine the business objectives to meet business goals. In addition to the impact of packaging to consumer's purchase intention, the factors such as cultural, social, personal (experience, attitude, motivations) and psychological (social and culture) influencing the purchase intention behaviour must also take into considerations. The significance of knowledge transfer between industry-academia for the packaging development and innovation by initiated to address the companies' issues that facing and sharing among government agencies. In the academia, the academics continually gather data and information of current issues and to inform the research outcomes through research-based publications. Therefore, the exploration and knowledge transfer from the academia have shown a better understanding of marketing and management strategy planning as proved in the

findings (see Section 6.1.4). The combination of industry knowledge acquired by the industry experts such as in industry, technical and marketing field of interest has been able to fulfil the industry needs. Therefore, this collaboration of industry-academia has considerable impact on people's lives and provides benefits to the economy through the research and development and innovation conducted. The awareness of packaging attributes from different cultural factors contributes to a better diversity of empowering consumer's attention and choice that lead to the purchase intention within Malaysian population and assists in identifying factors contributing to cross-cultural research.

6.4 Limitations of research

This section considered the overall limitations of the research. It is noteworthy to assert the methodological constraints. First, the limitation was the size and composition of sample. This research used a qualitative method approach with semi-structured interviews, focus groups and experimental workshops for data collections. The total number of subjects; 17 participants for interviews, 28 participants of five focus groups and 85 participants for four experimental workshops were relatively small, and geographically limited to the United Kingdom and Malaysia that may not reflect the population of United Kingdom and Malaysia. In this research, the enrolment of participants and companies were voluntary and they had the right to withdraw or refuse from participating. Moreover, some companies were unable to provide detailed feedbacks due to confidentiality issues. For future studies, the number of subjects could be expanded in scope to further improve the reliability of results, for example having at least 10 to 12 participants in one focus groups to improve the accuracy of data.

Secondly, the limitation of this research was its research design. The research method used was qualitative in nature which involved interviews, focus groups and

experimental workshops. These methods were limited to cover different disciplines and differences in sample sets. The participants from focus groups provided limited information. The researcher considered adopting the mixed-method approach in Section **Error! Reference source not found.** but had to abandon the idea due to time constrain. It may have been possible to use the survey method to provide a wider and broader understanding of the studied phenomenon. The research in qualitative method was interpretive in nature and the research analysis could be considered subjective. Future researchers can use mixed-methods to assess the significant packaging attributes variables and consumer's motivation that articulate that influence consumers in their purchase intention while doing shopping. The combination of qualitative and quantitative approaches would allow potential researchers to measure consumer behaviour and influences through packaging attributes testing and observation of purchase intention behaviour when selecting product through packaging.

Thirdly, the restriction to access research data was a limitation to this research as this research involved companies with different areas of expertise. Some companies did not allow the researcher to take materials because they believed that may offer benefit and be used by competitors. The companies gave permission to take photos of their products only. For instance, the companies did not permit the researcher to have their full ranges of product. Therefore, the researcher used different products from various brands for focus groups in exploring packaging ideas, speculations, and influence in the opinions from others. The aim of this research was to explore and investigate the direct interactions between user and packaging attributes, and as such the focus of research was upon the direct interaction of user towards packaging attributes rather than the testing of companies' packaging strategy and capabilities for testing packaging in influencing user's purchasing intention.

Finally, the research had constraint of time in trying to expand the size of samples to be collected and in attempting a more in-depth understanding of the studied phenomenon. Although the research had to be completed within a given time frame, the researcher was able to conduct interviews, focus groups and experimental workshops within the limited time frame to address the research questions. The researcher recognised four limitations but these limitations did not significantly affected the findings of research. This research provides a wider understanding of the impact of packaging attributes on consumer purchase-intention behaviour using various methods and approaches that academics and industry practitioners are able to use in the future.

7.0 Bibliography

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8.0 Appendices

Appendix 1 Information Sheets

Participant information sheet
(Industrials/Academics)

Project Research Title: The Correlations of Product Design Elements and Characteristics Towards People's Buying Power.

You are invited to participate in a study that will investigate on significant views of how product can fulfil the consumers with similar need and apprehensions.

My name is **Khairun Nisa Mustaffa Halabi** and I am conducting this research as a PhD Design student in the Lancaster Institute of the Contemporary Art (LICA) at Lancaster University, Lancaster, United Kingdom.

Please take time to read the following information carefully before you decided whether or not you wish to take part.

What is the study about?

This study is for the researcher's PhD study, which aims to find out the impact of packaging design elements on the consumer behaviour. It aims to understand the current situation in product industry in Malaysia by carrying out primary and secondary research. The first phase of primary research is needed in order to confirm or redirect the findings from the literature review with more specific information to check the influence product packaging on consumer purchase intentions and gain insight and information from experts in industry/academics to examine the issues in Malaysia.

Why have I been invited?

You have been invited because you have been identified as an expert in the field of packaging design industry in one of the following roles: designer, manager, producer, buyer, and/or expert (academic or industry). I believe that you can provide insight into this field and, as such, your views will be valuable to the development of this research project and understanding the issues and benefits of packaging design to industry development.

What will I be asked to do if I take part?

I would like to interview you and ask a series of questions that explore how packaging elements impact on consumer purchase decisions. This will be a semi-structured interview where I will ask a series of set questions and follow these up with additional questions in response to your answers. I am willing to visit you at your place of work or another convenient location, as you prefer. The interview will take approximately 45 minutes. As part of this process I would ask your permission to audio the interview solely for the purpose of this research project (see Participant Consent Form). I would also use the data from the interview, with your permission, for use in academic publications, conference presentations. You can withdraw from the study before the interview begins and without having to give a reason if you choose not to be audio recorded, you still can participate and I will make written notes during the interview.

What are the possible benefits from taking part?

Taking part in this study will allow you to share your experiences and expertise in product industries. Your insight will contribute to our understanding of packaging design significance in future. I am willing to share my research findings with you and keep you informed as the project develops. You will be invited to project exhibitions or follow up workshops.

Do I have to take part?

No, it's completely upto you to decide whether you want or not to participate in this research. Your participation is voluntary and you are free to withdraw before the interview begins, without giving any reason. Feel free to discuss any concerns you may have with me.

What if I change my mind?

You are free to withdraw before the interview begins. In line with research practices at Lancaster, if you withdraw within two weeks after your participation, your data will be destroyed and not used in this study. You may withdraw after this time but your data may still be used in this study as it may already have been anonymised and/or analysed and/or pooled together with other people's data.

What are the possible disadvantages and risks of taking part?

It is unlikely that there will be any major disadvantages to taking part. It is only 45 minutes of your time for an interview. As I will be asking about your experience and views on the product industry, you may disclose your experiences and knowledge. But your personal information will be treated as confidential and will be anonymised if you choose to remain anonymous.

Will my data be identifiable?

Access to the audio and visual data is restricted to me and my PhD supervisors. The only other person who will have access to the data is me and my supervisor, Dr David Hands who will listen to the recordings and a typed transcript of your interview. I would like to quote you in this study and address your name and profession. However, at your request I will keep all personal information about you (e.g. your name and other information about you that can identify you) confidential, it will not share with others. I will anonymise transcripts of audio recordings and hard copies of any data. This means that I will remove any personal information. Each participant's interview will be labelled with date and number, so if any of interviewees wants to withdraw, I will recognise it to remove.

How will my data be stored?

Your data will be stored in encrypted files and on password-protected computers. Access to this data is restricted to the researcher and his supervisors. Any identifiable data (including recordings of participants' voices) will be deleted from the recorder as quickly as possible, i.e. after the data has been transferred to a secure university server via a password protected PC. In the meantime the recorder will be stored securely in a locked cupboard at the university. If you prefer, I will anonymise the transcript of interview and label it with code. The data can be gathered by manual written notes. The written notes or any form of hard copies will be disposed after the data transferred into password protected computer. In accordance with University guidelines, I will keep the data securely for ten years after the end of study then will be deleted permanently.

How will I use the information you have shared with me and what will happen to the results of the research study?

I will use the data you have shared with the research team for academic purposes only. This will include a) my doctoral research thesis, b) publications e.g. books, journal articles and c) presentations e.g. at exhibition or academic conferences or to inform policy-makers about our study. When writing up the findings from this study, I would like to reproduce some of the views and ideas you shared with us. However, at your request, I will only use anonymised quotes (e.g. from our interview with you), so that although I use your exact words, you cannot be identified in my publications.

Who has reviewed the project?

This study has been reviewed and approved by members of the Faculty of Arts and Social Sciences and Lancaster Management School's Research Ethics Committee.

What if I have a question or concern?

If you have any queries or if you are unhappy with anything concerning your participation in the study, please contact myself:

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If you have any concerns or complaints that you wish to discuss with a person who is not directly involved in the research, you can also contact:

Head of Department: **Frank Dawes.** Lancaster Institute for the Contemporary Arts (LICA), The LICA Building, Lancaster University, Lancaster LA1 4YW, United Kingdom
Contact No : +44 (0)1524 593246
Email : f.dawes@lancaster.ac.uk

Thank you for considering your participation in this project.

Participant information sheet (Focus Groups)

Project Research Title: The Correlations of Product Design Elements and Characteristics Towards People's Buying Power.

You are invited to participate in a study that will investigate on significant views of how product can fulfil the consumers with similar need and apprehensions.

My name is **Khairun Nisa Mustaffa Halabi** and I am conducting this research as a PhD Design student in the Lancaster Institute of the Contemporary Art (LICA) at Lancaster University, Lancaster, United Kingdom.

Please take time to read the following information carefully before you decided whether or not you wish to take part.

What is the study about?

This study is for the researcher's PhD study, which aims to find out the impact of packaging design elements on the consumer behaviour. It aims to understand the current situation in product industry in Malaysia by carrying out primary and secondary research. The first phase of primary research is needed in order to confirm or redirect the findings from the literature review with more specific information to check the influence product packaging on consumer purchase intentions and gain insight and information from buyer to examine the issues in Malaysia.

Why have I been invited?

You have been invited to this focus group because you have been identified as an expert in the field of packaging design industry in one of the following roles: buyer. I believe that you can provide insight into this field and, as such, your views will be valuable to the development of this research project and understanding the issues and benefits of packaging design to industry development.

What will I be asked to do if I take part?

I would like to ask you and other participants a series of questions that explore how packaging elements impact on consumer purchase decisions. This will be a focus group where I will ask a series of set questions and follow these up with additional questions in response to your and others' answers. I am also will ask you and other participants to draw the outer packaging of fragrance bottle that should describe the inspiration of your idea at the end of the discussions.

A focus group is a discussion involving people with something in common, in this case all the people in the group have experience in purchasing groceries/personal items in supermarkets/shops. The purpose of these groups is to allow the researcher to explore from participants how they choose products and what information shoppers seek when purchasing groceries/personal items in supermarkets/shops. The group is informal in style with participants talking to each other and to the researcher. There will be an opportunity to try out a small range of products. There will be a maximum of six to eight participants in the focus group. I am willing to visit you and other participant at any convenient location in your university (such as classroom, studio, meeting room in faculty, etc.), as you and other participants prefer. The focus group will take approximately 45 minutes. As part of this process I would ask your permission to audio the discussion and photographs of your drawing solely for the purpose of this research project (see Participant Consent Form). I would also use the data from the focus group discussion and photographs of drawing, with your permission, for use in academic publications, conference presentations. You can withdraw from the study before the focus group begins but you cannot withdraw after the focus group discussion taken place.

What are the possible benefits from taking part?

Taking part in this study will allow you and other participants to share experiences in making decisions of selecting and purchasing products. You and others' insights will contribute to our understanding of packaging elements significance in future. I am willing to share my research findings with you and other participants, and keep you informed as the project develops. You will be invited to project exhibitions or follow up workshops.

Do I have to take part?

No, It's completely upto you to decide whether you want or not to participate in this research. Your participation is voluntary and you are free to withdraw **before** the focus group begins, without giving any reason. However, you **cannot** withdraw after the focus group taken place. Feel free to discuss any concerns you may have with me.

What if I change my mind?

You are free to withdraw before the focus group begins but you cannot withdraw after taking part in the focus group. After the focus group, the data will be included in the study. The rationale for this is that it is difficult and often impossible to take out data from one specific participant when this has already been anonymised or pooled together with other people's data.

What are the possible disadvantages and risks of taking part?

It is unlikely that there will be any major disadvantages to taking part. It is only 45 minutes of your time for focus group discussion. As I will be asking about your experience and views on the product industry, you may disclose your experiences and knowledge with other participants as well. But your personal information will be treated as confidential and will be anonymised if you choose to remain anonymous.

Will my data be identifiable?

Access to the audio and visual data is restricted to me and my PhD supervisors. The only other person who will have access to the data is me and my supervisor, Dr David Hands who will listen to the recordings and a typed transcript of your discussion. I would like to quote you in this study and address your name and profession. However, at your request I will keep all personal information about you (e.g. your name and other information about you that can identify you) confidential, it will not share with others. I will anonymise transcripts of audio recordings and hard copies of any data. This means that I will remove any personal information. Each participant will be labelled with date and number.

How will my data be stored?

Your data will be stored in e encrypted files and on password-protected computers. Access to this data is restricted to the researcher and his supervisors. Any identifiable data (including recordings of participants' voices) will be deleted from the recorder as quickly as possible, i.e. after the data has been transferred to a secure university server via a password protected PC. In the meantime the recorder will be stored securely in a locked cupboard at the university. If you prefer, I will anonymise the transcript of focus group and label it with code. The data can be gathered by manual written notes. The written notes or any form of hard copies will be disposed after the data transferred into password protected computer. In accordance with University guidelines, I will keep the data securely for ten years after the end of study then will be deleted permanently.

How will I use the information you have shared with me and what will happen to the results of the research study?

I will use the data you have shared with the research team for academic purposes only. This will include a) my doctoral research thesis, b) publications e.g. books, journal articles and c) presentations e.g. at exhibition or academic conferences or to inform policy-makers about our study. When writing up the findings from this study, I would like to reproduce some of the views and ideas you shared with us. However, at your request, I will only use anonymised quotes (e.g. from our focus group with you), so that although I use your exact words, you cannot be identified in my publications.

Who has reviewed the project?

This study has been reviewed and approved by members of the Faculty of Arts and Social Sciences and Lancaster Management School's Research Ethics Committee.

What if I have a question or concern?

If you have any queries or if you are unhappy with anything concerning your participation in the study, please contact myself:

Khairun Nisa Mustaffa Halabi
Lancaster Institute for the Contemporary Arts (LICA),
Lancaster University, Lancaster, United Kingdom.
Contact No : +44 (0)7589686289
Email : n.mustaffa@lancaster.ac.uk

Supervisor:
Dr. David Hands.
Supervisor.
Lancaster Institute for the Contemporary Arts (LICA),
Lancaster University, Lancaster, United Kingdom.
Contact No : +44 (0)1524510816
Email : d.j.hands@lancaster.ac.uk

If you have any concerns or complaints that you wish to discuss with a person who is not directly involved in the research, you can also contact:

Head of Department: **Frank Dawes.** Lancaster Institute for the Contemporary Arts (LICA), The LICA Building, Lancaster University, Lancaster LA1 4YW, United Kingdom
Contact No : +44 (0)1524 593246
Email : f.dawes@lancaster.ac.uk

Appendix 2 Consent Form (Interview, Focus Groups and Experimental Workshops)

CONSENT FORM

Project Research Title:

THE IMPACT OF GIFTWARE DESIGN AND ITS PACKAGING ATTRIBUTES ON CONSUMER PURCHASING INTENTION BEHAVIOUR IN MALAYSIAN CONTEXT

Name of Researchers: KHAIRUN NISA BINTI MUSTAFFA HALABI

Email: n.mustaffa@lancaster.ac.uk

Please tick each box as appropriate:

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.
2. I understand that my participation is voluntary and that I am free to withdraw before the interview without giving any reason. If I withdraw within TWO weeks of my participation in this study, my data will be deleted and not used.
3. I understand that any information given by me may be used in PhD thesis, future reports, academic articles, publications or presentations by the researcher.
4. I agree that my interview can be audio-recorded and transcribed and that data will be protected on encrypted devices and kept secure.
5. I agree to written notes being made during my interview and to these being typed up and securely stored on encrypted devices.
6. I understand that my practice and/or my products might be photographed.
7. I agree for myself and my practice to be photographed, still and moving, for use in any publications, presentations, websites or any other outcomes of this research.
8. I understand that data will be kept according to University guidelines for a minimum of 10 years after the end of the study (2019) and then destroyed.
9. I agree to take part in the above study.

Optional Statements:

On behalf of my company, I agree that the researcher may use my corporation's data for future research and understand that any such use of identifiable data would be reviewed and approved by a research ethics committee (In such cases, as with this project, data would/would not be identifiable in any report).

Name of Participant

Date

Signature

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

Signature of Researcher _____ Date _____

One copy of this form will be given to the participant and the original kept in the files of the researcher at Lancaster University

Interview Guide

Time: 45 - 60 minutes

Mode: Face to face

1. Tell me a little bit about yourself and how you have been working in this industry?
Background – Participant’s name, position and responsibility, education and skills.
2. What does your company does specifically?
3. What do you do as managing director/marketing manager/designer for the company?
4. Would you like to introduce your working process of new product development in this company?
5. Do you and your designer have the expertise to make a successful move outside the field of product design?
6. How big is your ‘design’ team? Are these designers now working exclusively on other products instead of your current products?
7. What are your plans in detail? What actual products have you already designed?
8. What is your sales strategy?
9. How does your products differ from other brands? Do you have any strategies to differentiate your product brands from your competitors?
What makes the product unique and is there any specific features for each range of your products that you need to be address? For example, packaging design, colour, shape, scent, texture, usefulness, etc.
10. How consumers would use the product in terms of packaging and product of use.
11. If you can change anything in your product, what could it be? How many times do you need to change the design before release to the market?
12. How do you get ideas from? How do you do your market research?
13. How do you promote the product to customers? Website, leaflets, or etc.
14. How has popularity of the Internet affected your brand?
15. I think it’s interesting that the more companies seem to have, the more sensitive we become aware with the products. Trends come and go. Some are good and will return, and some will leave you feeling embarrassed in the future. Some designers trying to focus on the fundamentals, which will always work. Where do you see your brand in five years’ time?

Appendix 3 Letter of Invitation

LETTER OF INVITATION

Project Research Title:
THE IMPACT OF GIFTWARE DESIGN AND ITS PACKAGING ATTRIBUTES ON CONSUMER PURCHASING INTENTION BEHAVIOUR IN MALAYSIAN CONTEXT

Name of Researchers: KHAIRUN NISA BINTI MUSTAFFA HALABI
Email: n.mustaffa@lancaster.ac.uk

Dear Sir/Madam,

I'm Khairun Nisa Mustaffa Halabi, a Ph.D student from Lancaster Institute for the Contemporary Arts (LICA), Lancaster University, United Kingdom. I am conducting a research for my PhD studies entitled: The Impact of Giftware Design and its Packaging Attributes on Consumer Purchasing Intention Behaviour in Malaysian Context. The project will examine the packaging design contribution towards industrial practices in Malaysia.

I am writing to you to ask if you would agree to a short interview (ca. 45 minutes) about your work.

This letter provides information about the project. Before you decide to participate, it is important for you to understand why the project is being done and what it will involve. Please read the attached Participant Information Sheet. The Consent Form which need to be sign upon our meeting if you decide to participate, is also attached for your guidance.

If you have any further questions, please email me for clarification. If you would like to participate or want to clarify anything in person before making a decision, I am happy to help you and i can arrange to meet at your convenience.

Yours faithfully,

Khairun Nisa

Khairun Nisa Mustaffa Halabi
Email: n.mustaffa@lancaster.ac.uk
Phone: +447589686289
Lancaster Institute for the Contemporary Arts (LICA)
Lancaster University. United Kingdom.

Appendix 4 Interview guides (Interview and Focus Groups)

INTERVIEW GUIDE

Project Research Title:
THE IMPACT OF GIFTWARE DESIGN AND ITS PACKAGING ATTRIBUTES ON CONSUMER PURCHASING INTENTION BEHAVIOUR IN MALAYSIAN CONTEXT

QUESTIONS (primarily for Producers– to be adapted for supporters and buyers)

General description about yourself and what you do

1. Could you please tell me a little bit about yourself and how you have been working in this industry?
Background – your name, position and responsibility, education and skills.
2. What your company does specifically?
Can you briefly describe the kinds of products you produce?
How long have you been doing this?

Detailed description about how you work

3. What do you do as managing director/marketing manager/designer for the company?
4. Would you like to introduce your working process of new product development in this company?
Is it a fixed process or has it evolved over time?
Are there any particular skills, methods or techniques that you employ in your work?
5. Do you and your designer have the expertise to make a successful move outside the field of product design?
How do you communicate (promote) your product? who is this promotion aimed at (customer, buyers, etc)?
How do you interact with these people and what are points of interaction?

Perception of your work

a. PERSONAL LEVEL

6. How do you value your work? What do you value most in your work?
7. What do you think it the most important aspect of your work:
For you?
For others?

b. COMMUNITY/SOCIAL LEVEL

8. In your view, how do you think your product is perceived
 - a. By people in your community (leave for interviewee to define their 'community')?
 - b. By people outside of your community?
9. Do you think the kind of product you designed was perceived differently in the past? If so, what changes do you think have occurred to change people's perceptions?

Issues and constrain

10. Current situation in local product industries?
Demand? Markets and customers (domestic, export markets)
Styles and customer preferences (contemporary, modern, traditional)
Reliability of the markets
11. How big is your 'design' team? Are these designers now working exclusively on other products instead of your current products?
12. What is your sales strategy?
13. How does your products differ from other brands? Do you have any strategies to differentiate your product brands from your competitors?

What makes the product unique and is there any specific features for each range of your products that you need to be address? E.g. packaging design, colour, shape, scent, texture, usefulness, etc. How the consumers would use the product in terms of packaging and product of use.

1. How do you get ideas from? How do you do your market research?
2. How do you promote the product to customers? Website, leaflets, or etc. How has popularity of the Internet affected your brand?

Future direction

3. What are you working on at the moment? (current work focus and interests).
What are your plans in detail? What actual products have you already designed?
4. What do you hope to work on in the future?
How do you see you work developing over time?
Would you like to keep it more or less the same, or change, or grow, etc?
5. What kind of effort do you think needs to be taken to sustain your practice (both personal and social levels)?
What do you think are the most important aspects about your work that need to be sustained?
What parts of your work could be changed or done in other ways (without damaging or devaluing the important aspects of what you do?)
Are there aspects that you dislike or would prefer not to have to do?
6. If you can change anything in your product, what could it be? How many times do you need to change the design before release to the market?
7. I think it's interesting that the more companies seem to have, the more sensitive we become aware with the products. Trends come and go. Some are good and will return, and some will leave you feeling embarrassed in the future. Some designers trying to focus on the fundamentals, which will always work. Where do you see your brand in five years' time?

INTERVIEW GUIDE

Project Research Title:
THE IMPACT OF GIFTWARE DESIGN AND ITS PACKAGING ATTRIBUTES ON CONSUMER PURCHASING INTENTION BEHAVIOUR IN MALAYSIAN CONTEXT

QUESTIONS (primarily for academic members)

General description about yourself and what you do

1. Could you please tell me a little bit about yourself and how you have been working in this discipline? Background – your name, position and responsibility, education and skills.
2. How did you discover you had a talent for design?

Detailed description about how you work

3. You have started this journey years ago, how much has the product design industry changed since then?
4. You have written quite a few papers about the field of design. Why do you make this kind of effort? How do you gather the information? What the impact on this discipline?

Perception of your work

a. PERSONAL LEVEL

5. As a design lecturer and designer, what does in the mind while designing any new product? any consideration in terms of packaging or anything? Please explain the branding process from an academic's point of view.
6. What do you think it the most important aspect of your work:
For you?
For others?

b. COMMUNITY/SOCIAL LEVEL

7. Packaging design has the potential shift from one space to the next, for example from sales driven fast styles to having a social agenda that supports, say a sustainable producer as long as this fits in with a desirable narrative. What are the styles and consumer preferences that are popular or trending in the market now?

Issues and constrain

8. Current situation in local product industries?
Demand? Markets and customers (domestic, export markets)
Styles and customer preferences (contemporary, modern, traditional)
Reliability of the markets.

Future direction

9. What does a product designer now have that he or she didn't 10-20 years ago?
10. What lessons have you learned in your career? And how have they changed the way you approach design today?
11. What do you see local industry doing in ten years' time?

INTERVIEW GUIDE

Project Research Title:

THE IMPACT OF GIFTWARE DESIGN AND ITS PACKAGING ATTRIBUTES ON CONSUMER PURCHASING INTENTION BEHAVIOUR IN MALAYSIAN CONTEXT

QUESTIONS (primarily for ask about the products)

1. What kinds of packaging design do you see going on our industry?
2. Can you please tell me how familiar are you with the products? (on the table, there are candles with variety of brands – but the researcher cover up the brand's name and logo, in this study the participants will be observing the packaging design only).
3. Just looking at the products, what do you think? When you do see this product range, what is the first thing that comes to mind?
4. What do you like the most about this product range?
5. What three words would you describe the product?
6. What specific features of the product impressed you?
7. Tell me about where, when, and how you use these products? What makes you buy these products?
8. Tell me about the packaging design. Do you feel the packaging design would save you a lot of effort?
9. If you could only change one thing about this (product range) what would you change, and what's the main reason that one thing needs changing? What features of the product disappointed you?
10. If you could add any feature to our products/services, what would it be? How likely would you be to recommend this product to a family member or friend?

Appendix 5 Design Brief for Experimental Workshops

DESIGN BRIEF FOR FOCUS GROUP (Design student participant)

1. The purpose of this project is to investigate packaging designs that inform latent purchasing motivations to both male and female consumers. Your design must focus upon fragrance bottles; the outer packaging and brand strap-line should describe the inspiration of your idea. As you are thinking about the design, keep in mind that the design is sophisticated, modern with sleek elegance and pure form with absence of decorative detail with particular emphasis on clean lines. Be imaginative, have fun throughout this short task.

Participants are free to choose any subject for their product concepts as long as there is a connection to the high-street retailing environment. I will assess all product concepts with the following criteria:

- **Design** – entirely new and original creations, both functional and aesthetically pleasing and suitable for mass production.
- **Material** – the main material for packaging is cardboard but combinations which include other fine materials are also allowed. The perfume bottle design should be suitable for production in porcelain, glass, metal and other base materials.
- **Technology** – the use of innovative technology to improve product functionality is also welcomed **It should have wide customer appeal, aimed at both male and female consumers**

2. The design should be presented in 3D and the image should clearly show the shape, appearance and purpose of the bottle form, as well as their dimensions, materials and finishing of the surfaces.

*As you develop your ideas, attention to detail is very important. Think about the colour, how it changes for each audience (i.e. black for males; yellow for females etc as an example). Pay particular attention to the embossing of the logo and decorative detail of the outer packaging; plus, how does it look for each particular audience.

Duration of the project: 20 Minutes



Appendix 6 Focus Groups' Responses Example

Question	Focus Group 3	Focus group 4	Focus group 5
1. What kinds of packaging design do you see going on our industry?	<ul style="list-style-type: none"> -Conscious local brands success internationally -Exposure to various packaging design -Aware of recyclable materials -Positive improvement in packaging aesthetic elements -Brand conscious 	<ul style="list-style-type: none"> -Aware of packaging design development (material, image) -Image of packaging significant for first impression and market strategy -Portraying real image of product at packaging -People remember product seen on television (in commercial advertisement) -Technology transforms packaging development (material, shape, sustainable) -Can evoke memories 	<ul style="list-style-type: none"> -Conscious of current trends -Aware local people use same product -Provided experience using product -Associated with special festive seasons and emergency use
2. There are candles with variety of brands – the participants will only describe the candle according to the number sticker at the side candle bottle/container, in this study the you will be observing the packaging design only. Can you please tell me how familiar are you with the products?	<ul style="list-style-type: none"> -Not familiar with some brands -Provided participants with packaging design descriptions -Familiar with brand because of quality -Provided participants with opinions of each design of packaging with human personality -materials, shapes, colours symbolise individuality and lifestyle -Conscious of materials associated with personality and fit with lifestyles -Bought with emergency purposes -Safety reason 	<ul style="list-style-type: none"> -provided participants with product appearances descriptions of each brand -image shows the candle's fragrance -shape, material, typography, colour, scent and fragrance name show product characteristics: femininity, elegance, luxurious, urban, premium -material shows cosmetic look and stylish design -colour carries the fragrances' characteristics (sweetie, fruity, serene) 	<ul style="list-style-type: none"> -Emergency purposes only -Provided participant use it for recreation activity -Provided participant experience use it for insect repellent at restaurants -Buy familiar brand only -Make air smell wonderful in the house and office
3. Just looking at the products, what do you think? When you do see this product range, what is the first thing that comes to mind for A,B,C,D,E, F, G and H.	<ul style="list-style-type: none"> -Shape signifies stylish, modern, feminine, masculine, simplicity -Colours shows the boldness, -Suitable for house decoration -Graphic, colour and shape gives first impression -Material signifies the classy 	<ul style="list-style-type: none"> -brand A: pot shaped, heavy, stable, straightforward, easy to understand. -brand B: jar with top lid, convenient to use (prevent dust trap inside after use), easy to understand, confused with typography (brand's name is unclear) -brand C: elegant, stylish, clean, classiness, chic, posh. -brand D: colour gives information about the types of fragrances, high quality, suitable for interior decoration -brand E: poor shape, not attractive, low quality -brand F: appealing, stylish, simple, bold, attractive -brand G: colourful, attractive, elegant, up-to-date, contemporary (combination of glass and wood material) -brand H: simplicity, nice, elegant, sophisticated 	<ul style="list-style-type: none"> -Shape represents modernity, dullness, boring, futuristic, unique -Safety reasons -As house decoration -Material signifies contemporary, fresh -Considering colour, shape and graphic image -Contemplating high quality (scent, material, functionality)

4. What do you like the most?	<ul style="list-style-type: none"> -Suitable for house or office decoration -As interior decoration -Design represents mature age choice preferences 	<ul style="list-style-type: none"> -participants stated good quality, appearance of products such as functionality, colour, shape, materials, brand's name and image captured their attentions. 	<ul style="list-style-type: none"> -Simplicity and not complicated -Colourful -The Scent (provided participant memories and experiences from previous moments) -Minimalist represent exclusiveness -Good scent, worth of money
5. what three words would you describe the product you like the most?	<ul style="list-style-type: none"> -Modern, minimalism, elegant -Clean, simple, mature -Simple, modern, elegant -Elegant, sleek modern 	<ul style="list-style-type: none"> -classic, fresh, easy to use -unique, colourful -high quality, easy to use and fresh -easy to understand -elegant, stylish -contemporary 	<ul style="list-style-type: none"> -Exclusive, modern, simple -Modern, elegant, eye-catching -Simple, modern, suitable for all ages -Traditional, old-school and suitable for all ages -Colourful, modern, trendy
6. What specific features of the product impressed you the most?	<ul style="list-style-type: none"> -Material (glass and wood), aluminium gold gives premium look -Brand's name -Shape of product -Description -Functionality (the lid), as decoration -Price (affordable) 		N/A
7. Tell me about where, when and how do you use this product? What makes you buy this product?	<ul style="list-style-type: none"> -Easy to find (location-retail shop) -To eliminate cooking smell or bad odour, guest coming -Use to feel relax -As souvenir or collections 	<ul style="list-style-type: none"> -participants provided location information of retail shop (AEON, Parkson, Metrojaya, IKEA) -to get rid bad odour and cooking smell -to help relax and have calm atmosphere 	<ul style="list-style-type: none"> -Romantic sense -For relaxing -Always buy scented candle -As gift
8. Tell me about the packaging design. Do you feel the packaging design would save you a lot of effort? What is the most important you must see at the packaging?	<ul style="list-style-type: none"> -Simple, not complicated, easy to open, otherwise will tear the packaging -must extra careful with glass (easy to break) -Price (expensive but nice, it's okay), but (expensive and no quality, not okay) -Hollow part (can see and touch the product inside), not prefer packaging has been opened -Stable and durability -Complicated is unique. -Bright colour, brand's name and product description is important 	<ul style="list-style-type: none"> -easy to use, simple instructions -not messy, clean and safe -recyclable 	<ul style="list-style-type: none"> -Straightforward packaging, participant prefers no box -Highlighted the importance of brand's name -Simple box but have hollow or transparent part to see the product inside. -Complicated box costly because complicated mould -Product represent the brand. No need box for packaging
9. If you could only change one thing about this (product range) what would you change, and what's the main reason that one thing needs changing? What features of the product disappointed you? How likely would you be to recommend this	<ul style="list-style-type: none"> -Font (not clear, hard to differentiate brand name and product's name. -Highlight product description (unclear) -Clear graphic picture 	<ul style="list-style-type: none"> -top lid attached, easy to open and close (not missing easily) -provided product information such as weight, safety instructions, recycle logo etc) -participant suggested if candle comes with gift box set -few participants suggested brand A and B looks slightly identical, need to have identity (confused) 	<ul style="list-style-type: none"> -Participant prefers candle in the jar to prevent candle damage easily -Material safety, if use glass will harm the children (hot surface) -Glass can break easily, it's dangerous for children -Safety reason

product to a family member or friend?			<ul style="list-style-type: none"> -Participant suggested cover for lid and bottom part to hold the product -Suggest rubber material for jar holder
10a. If you want to buy something, what packaging features trigger your attention the most?	<ul style="list-style-type: none"> -Brand's name -Size -Shape -Colour -Functionality 	<ul style="list-style-type: none"> -shape -material -product information -price -offers (discounts) 	<ul style="list-style-type: none"> -Colourful and unique packaging -Colour can influence different target age -Shapes symbolises feminine, suitable for house decoration -Simplicity -Graphic image on the product -Represents luxurious, modern and fit with specific lifestyle -Participant suggested lid to cover the candle after use for safety reasons (getting burn or from children)
10b. Do you recommend to family and friends? Tell me about where, when and how do you use this product? What makes you buy this product?		<ul style="list-style-type: none"> -recommend because of good quality, reasonable price -do research for unfamiliar brand -one participant prefer electric diffuser due to safety reasons 	<ul style="list-style-type: none"> -Satisfied with all products. Will recommend to family and friends -See reviews from other buyers, if more positive reviews, means good product -Agreed all products have advantages and disadvantages. Buy product that suits with current lifestyles, contemporary and unique -Less candle industry in Malaysia, need some improvement. High quality, contemporary design and functionality are significant -Recommend to family and friends after experience using it -High quality, design shape, scent and safety are important factors in the process decision making

Appendix 7 Interviews (Phase Two) Thematic Chart Example

Participant Company Job title	1.1 Problems in management	1.2 Expressed needs and expectations	1.3 Marketing strategy	1.4 Social media sharing	1.5 Packaging success outcomes
YC Company 1 Head of human resource	<ol style="list-style-type: none"> 1. Feeling lacking of work-skills effect decision-making process 2. Facing skills gap cause additional responsibilities at work 3. Multitasking rising performance to solve problems 4. Lacking focus on packaging but believe packaging conveys brand identity, packaging innovation and increase sales 	<ol style="list-style-type: none"> 1. Attributes of packaging enhance perceptions towards product quality 	<ol style="list-style-type: none"> 1. Exhibitions and expo provide opportunity to build brand awareness and expand brand to internationally 2. Expand connections with international and local brands and have direct interactions with consumers/clients 	<ol style="list-style-type: none"> 1. Social media and website attract more consumers to purchase product, enhance perceived value and believe internet is faster to deliver the information and build brand loyalty 2. Feeling website build first impression about the brand, communicate with consumers directly and give positive impression about the service provided 	
JS Company 1 Senior marketing	<ol style="list-style-type: none"> 1. Believe packaging is important but lacking skills in improving design in packaging aspects to capture attention and enhance sales 2. Feeling lacking focus on packaging, company still using outdated packaging but only redesign for special occasions/events to gain profit 3. Starting to change/improve packaging colour, typography and shape to enhance sales 			<ol style="list-style-type: none"> 1. Allow company to offer best deal and promotions to consumers and respond to inquiries faster 2. Feeling website is outdated and lacking focus on to promote the brand. Received mostly inquiries about product rather than consumer make purchase on website due to website shared with other group manufacturers 	<ol style="list-style-type: none"> 1. Use social media like Facebook and YouTube to enhance brand awareness and provide information about product and launching new product
YS Company 1 Head of marketing	<ol style="list-style-type: none"> 1. Lack of knowledge makes frequent meetings with others to identify problems 2. Conducting market research within employees provide insignificant results of market testing and not accurately reflect to consumer needs and demands 	<ol style="list-style-type: none"> 1. Culture shape consumer product preferences and choice and focus on packaging to represent the brand to fulfil the needs 	<ol style="list-style-type: none"> 1. New strategy in business is using recyclable materials for packaging to show innovation in the brand, lacking focus on other attributes of packaging 	<ol style="list-style-type: none"> 1. Only use Facebook and YouTube as medium to promote the brand, instruction to use and for consumers to provide reviews and feedbacks 	
HJ Company 2 Manager	<ol style="list-style-type: none"> 1. Conduct family legacy, only hire few employees to run the business 2. Frequent meetings enable to identify problems quickly 3. Maintaining business strategy, emphasise long-term objectives to maintain in the market for future generations 	<ol style="list-style-type: none"> 1. Packaging attributes added value to product and enhance product experience through packaging functions, convey brand/product information 2. Functions of packaging enhance brand loyalty and create positive judgement of product quality and enhance repurchase behaviour 	<ol style="list-style-type: none"> 1. Highlight packaging is sustainable that can enhance consumer perceived value and gain brand loyalty 2. Providing high quality packaging can build brand trust and consumer would repurchase when they 		

	<p>4. Handle almost all work which able to multitasking, cost-effective strategy for company</p> <p>5. Employee able to handle work in different areas at the same time</p> <p>6. Use consumers' feedbacks and reviews as business strategy to improve packaging innovation</p>	<p>3. Colour evoke emotional attachment between consumer and brand. People remember colour of packaging when they want to repurchase the product</p>	<p>believed brand is high quality and fulfil their needs</p>		
<p>CK Company 2 Senior marketing</p>	<p>1. Operating business from family business and focus on existing consumers only, lack of focus on new consumers</p> <p>2. Only improve quality of packaging due to consumer demands due to family legacy</p> <p>3. Testing market to get information from consumer before start mass production of new product</p>	<p>1. Feeling packaging fulfil the needs and product expectations and use colour as brand identity, so that consumers remember it when they do shopping for the product. Feeling colour can enhance brand loyalty</p>	<p>1. Feeling packaging innovation using sustainable materials can influence purchase intention by highlight their packaging is environmentally friendly</p>		
<p>KE Company 3 Manager</p>	<p>1. CEO handle everything in business, lack of skills and not have proper skills</p> <p>2. Business strategy operating from past years, not improving.</p> <p>3. Less focus on packaging, only focus on quality material of product</p>	<p>1. Believe personalised packaging based on consumers' preferences can enhance more sales and meet all consumers' requirements</p> <p>2. Rectangular shape attract more attention, fit on shelf nicely and neatly</p>	<p>1. Personalised packaging for special occasions/events evoke emotional attachment to brand and enhance brand awareness and stimulate repurchase behaviour</p> <p>2. Feeling consumers attracted to packaging that has value and gives premium look such as its uniqueness and memorable characteristics</p>	<p>1. Website as communication medium for company to consumers, provide best visual packaging of product to convince to purchase the product</p> <p>2. Use keywords in search engines to allow consumer reach website easily and faster, feeling keywords can enhance brand awareness</p>	
<p>MM Managing director</p>		<p>1. Follow trends to cater consumer's current needs and frequent meeting with designer and marketer as well as other colleagues to update latest trends and current consumer purchase behaviour</p> <p>2. Depends demographic database to cater consumer needs and preferences</p>	<p>1. Using recyclable materials for packaging to provide positive perception towards brand, also ensure quality of packaging is excellent because consumers like to keep as personal collections and believe consumer carry the brand when they hold the packaging around in the shop after purchase</p>	<p>1. Technology allow brand communicate and interact with consumer directly through Facebook, feeling social media help building brand awareness and enhance consumer satisfaction, cost effective without spending extra money</p>	
<p>LH Designer</p>				<p>1. Technology create demand opportunity and able to generate money because company can enhance consumer service, company can use social media to predict consumer expectations and offer packaging that fit their needs and preferences</p>	<p>2. Believed working with different people with different work skills can have multiple experiences and specific skills could develop wider understanding of problems and design strategy</p>
<p>FA Designer</p>		<p>1. Companies believed engagement of designers in new packaging development</p>			<p>1. Feeling work experiences and design study background enable to create</p>

		process provide excellent packaging innovation that met with consumer requirements			conductive design solutions for packaging success outcome, believe the understanding of issues and identifying problems more critical 2.
KA Product design lecturer		1. Packaging ease of use and visual appearance can enhance product value and stimulate purchase intention and decision-making process	2. Government mega projects and exhibitions promote the industrial design course and provide opportunity to expose the current issues and creating innovative packaging and functional packaging value		3. Believe academic knowledge with industry experience is a bonus to have different perspectives and interests to improve packaging industry and enhance business orientation and performance in market 4. Academic publications and conferences can share common issues between academics and industry practitioners to exchange ideas, to deliver innovative packaging for economy and society benefits
AF Industrial design lecturer					1. Believed Design students are potential young designers and could comprehend the realistic expectations of the packaging industry 2. Academic courses such as industrial design have massive impact to industry and collaboration between academia and industry enable have multiple perspectives on skills, knowledge, theories and practices 3. Focusing on packaging innovation to make more pleasurable and efficient and consistent with emotional requirement like social purposes; sustainable 4. Academic knowledge allow industry practitioners to focus on being consistent with emotional requirement and specific purposes of packaging