

THE STUDY OF THE EFFECT OF PACKAGING OF THE PRODUCT ON CONSUMERS' WILLINGNESS TO BUY IN GUM INDUSTRY

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Abstract

Focusing is on the needs of consumers of basic essentials marketing trends. This study explored the needs of consumers and consumer behavior analysis and prioritizes the factors that affect the process of finding the market's major tasks (Moon, minor, translated by Ardestani, 2005). This study aimed to evaluate the impact of packaging of the product on consumer willingness to buy gum industry. The present study was carried out on a sample of students of Islamic Azad University of Qazvin, about 24,000 persons. Using a simple random sample of 400 questionnaires were distributed among the students finally 376 valid questionnaires were collected. Finally, the researcher concluded that the functional characteristics of the product packaging have an impact on the willingness of customers to purchase it.

Keywords: Packaging, Product, Consumers' Willingness, Gum Industry

Introduction:

Since consumers are the focal point of all marketing activities, successful marketing begins with understanding how and why consumers behave. The study on the factors that influence consumer behavior and evaluate the impact of these factors on the behavior of acquiring knowledge and understanding of consumer behavior will be only then will marketers be able to provide a product that is more adapted to the needs and wants of consumers in other words to provide products that "meet the factors influencing consumer behavior" and provide them maximum satisfaction. These are all issues that marketers argue that if there is to know about consumer buying decision process, able to advertising messages and marketing strategies that are designed to make a good impression on the consumer. Basically, the effect is very important in understanding consumer behavior; this concept reflects the fact that consumer behavior is adaptive, meaning that consumers are matched to the situations around them. (Samadi, 2007, 117) Increasing globalization has forced organizations to review and redefinition of the things that will help them create competitive advantage. In an environment where the bombardment of ads, promotions and discounts, weekly or even daily basis is the output of the production line integration and quality products with amazing experiences, the importance of packaging issues are more revealed. Rethinking mechanisms of attention and it introduces an undeniable necessity. (Shayang 2004) Contemporaneously witnessed renewed emphasis on provide quality service and products to our customers. Since the demands and needs of our customers changed over time, providing high quality services and products and in accordance with customer demands require continuous tracking and responding to the

changing needs of the market. Products with different forms, designs, and colors choose from when the customer does cold. Competitors to showcase their products, acquisition and surpassed many of his peers are turning to methods and tricks. One of the factors which maintain the package is superior to competitors and as a marketing tool and competition in a variety of communities that could affect customer purchases. Benefits package in addition to the maintenance of the product is the packaging is designed to stimulate consumer purchasing preferences of consumers are affected.

Entering the New Age redefinition problem of previous approaches to marketing and implementing new mechanisms for promoting sales and increasing the likelihood of events, shopping, necessity has doubled. In this day and age where human life is bombarded with advertising and training on the other hand, output quality integration of commercial companies experience tangible, important topics of packaging and its dimensions are not negligible. (Young, 2004) In this study, is researchers sought to understand the functional properties of the willingness of customers to buy the impact of packaging of the product?

Research Goals

The main objective of this study was to explore the consumer decision process when buying gum is the variables associated with the decision about purchasing a product such as functional and emotional attributes deals.

Secondary objectives are:

- 1 The effect of the functional characteristics of the customer's willingness to buy the packaging of the product.
- 2 The effect of the emotional characteristics of the customer's willingness to buy the packaging of the product.

The research hypotheses:

- (1) Functional properties of the customer's willingness to buy the packaging of the product impact.
- (2) Characteristics of packaging of the product emotional impact on the willingness of customers to purchase it. The purpose of this research, applied research, and the nature and method of study is a descriptive survey.

B) Data collection and data

In this study, data is needed to answer the main questions and secondary research, primary sources (questionnaire to obtain the views of consumers) and secondary sources (books, articles, reports and documents in this regard and Internet sources) is used.

C) The population

The population of young social drinkers more chewing so is elected from among the students of Azad University of Qazvin. According to statistics provided by the site Azad University of Qazvin, population is about 24,000 persons. The questionnaire will be distributed among students at the university. Using a simple random sample of 400 questionnaires were distributed among the students finally 376 valid questionnaires

D) Analysis of data

In this study, Pearson correlation and regression analysis was used to test hypotheses. Analyzing data and testing hypotheses using inferential statistical techniques, particularly confirmatory factor analysis and path analysis done for this technique "structural equation modeling" is used to test the hypotheses.

Data Analysis:

Functional properties of the customer’s willingness to buy have impact on the packaging of the product. Due to the path coefficient is positive and significant at the 95 percent confidence level, and $\beta = 0.73$, $t\text{-value} = 9.64$ and $\text{sig} < 0.05$, one can say that the reason for rejecting the assumption of a relationship between these two variables is not available, the two variables are related have a direct and significant at the 95 percent confidence level with each of these two variables increases, the other variable also increases Yabd.bh other words, the functional characteristics tend to explain 78% of variability.

Hypothesis 2:

The emotional characteristics of packaging of the product affects upon consumer willingness to buy. According to path coefficient is positive and significant at 95% and $\beta = 0.73$, $t\text{-value} = 9.64$ and $\text{sig} < 0.05$, one can say that the reason for rejecting the assumption of no correlation between the two variables and these two variables are significant at the 95% confidence level have a direct relationship with each of these two variables increases, the other also increases. In other words, the characteristics of emotional variables explained 81% of variability desire. Test hypotheses using the Pearson correlation test:

First hypothesis: the functional characteristics of the customer's willingness to buy the packaging of the product impact.

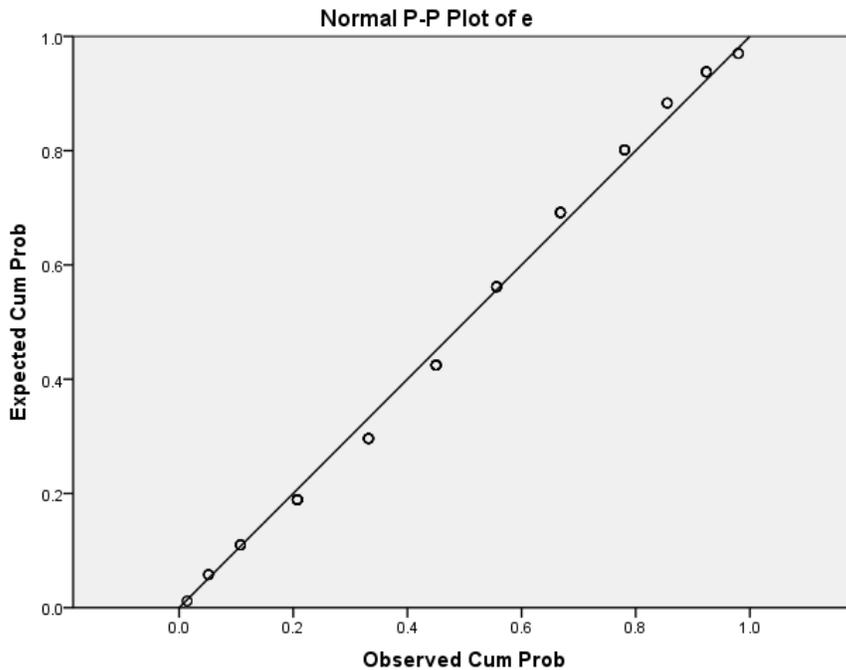


Figure 4-10 Chart pplot correlation test hypotheses related to the research Table 4-10 Pearson's correlation results for the first hypothesis

correlation coefficient	Conclusion	Error value	Significant level
0.429	Relationship exist	0.05	0.000

H0: There is no relationship between two variables

H1: There is a relationship between two variables

If the value is greater than the significance level of 0.05, the error is assumed to be zero, we conclude and if the value is less than the significance level of 0.05 assuming an error to conclude. Since the significance level of 0.000 and 0.05, the error is smaller than I assume one can conclude that there is a significant relationship between these two variables. The correlation coefficient is 0.429, indicating a positive correlation (positive) between performance and functional features you would like to purchase. The researcher's claim was confirmed.

4-6-2: Second hypothesis: the willingness of customers to buy the packaging of the product emotional characteristics impact.

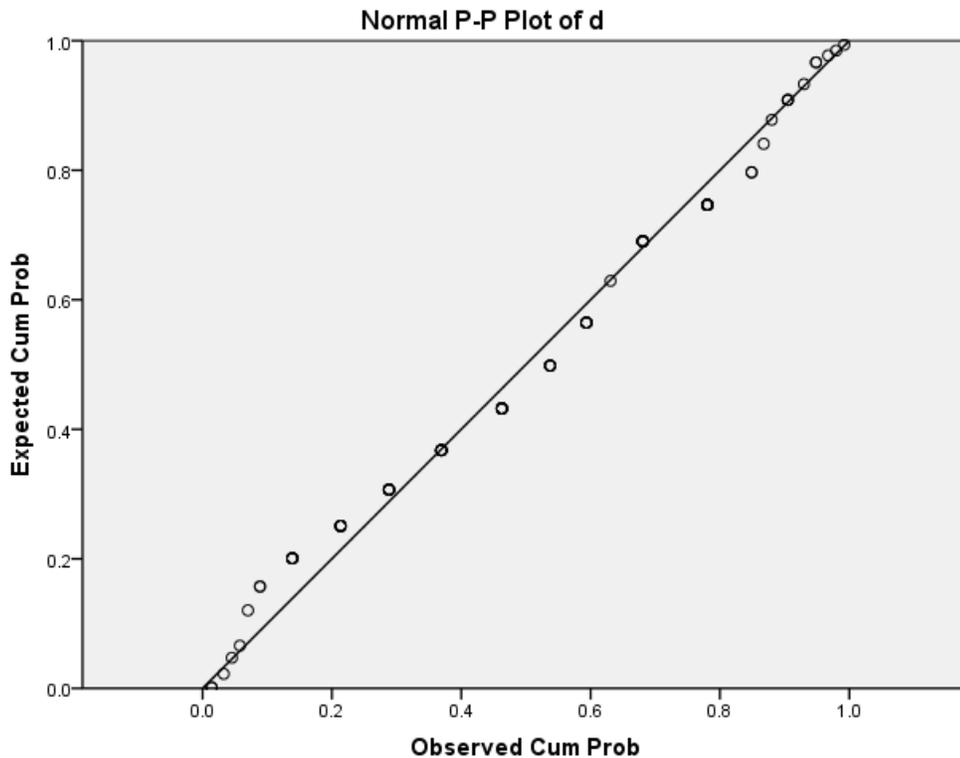


Figure 4-12 Chart pplot correlation test hypotheses related to the research

Table 4-11: Correlation results for the second hypothesis

correlation coefficient	Conclusion	Error value	Significant level
0.476	Relationship exist	0.05	000

A value of 0.05 is significantly greater than the null error to conclude if the value is less than the significance level of 0.05 assuming an error to conclude. Since the significance level of 0.000 and 0.05, the error is smaller than the default one to conclude, that there is a significant relationship between these two variables. The correlation coefficient is 0.476, indicating a positive correlation (positive) between sensory properties and packaging of the product is the customer's desire. The researcher's claim was confirmed.

Conclusions based on assumptions:

1-2-5 Hypothesis 1:

Functional properties of the customer's willingness to buy have impact on the packaging of the product. According to the correlation coefficient is positive and significant at the 95 percent confidence level, ($\beta = 0.78$, $t\text{-value} = 6.22$, $\text{Sig} < 0.05$) can be cause for rejection of the hypothesis that there is no relationship between these two variables and these two variables are significant at the 95% confidence level have a direct relationship with each of these two variables increases, the other also increases. In other words, changing the functional characteristics tend to explain 78% of variability. The result of the research results (Deng, 2009) is similar. The variable of loadings on the factor loadings 0.78 ranked third in term of importance. So you can get the consumers of this research do not pay much attention to the functional characteristics relationship between these two variables indicates what is said about the Iranian consumer behavior which is a function of sensitivity associated with chewing consumer does not apply.

2-2-5. Hypothesis 2:

The emotional characteristics of packaging of the product affects upon consumer willingness to buy. According to the correlation coefficient is positive and significant at the 95 percent confidence level, ($\beta = 0.81$, $t\text{-value} = 4.17$, $\text{Sig} < 0.05$) can be cause for rejection of the hypothesis that there is no relationship between these two variables and these two variables are significant at the 95 percent confidence level are in direct relationship and each of these two variables increases, the other also increases. In other words, the characteristics of emotional variables explained 81% of variability desire. Results show that target young consumers in this study were more attention to the apparent benefits of chewing gum product to demonstrate its functional benefits. These findings are consistent with the findings of the study by Marshall et al, 2006; Doizer et al, 2009 and 2006 corresponding to Van Hurley. 0.81 is the highest factor loadings on emotional characteristics between the coefficients is also first-rank importance into account.

5 Manageable proposals:

Given these results and the fact that most young people are doing the chewing gum product purchases, recommended gum manufacturers in the design and manufacture of container products, in addition to the visual characteristics of packaging (especially the shape, size, color), alongside other packaging components induce functional characteristics available in the following packaging, such as durable, water resistant of greater health and comfort meet accordance. Another suggestion is that reusable packaging company as one of the main features of each package considers and it can be concluded that when consumers buy food, more visual characteristics are carefully packaged and as stated earlier, functions are packed in next to their attention. This result confirms the effectiveness of the packaging at the point of purchase is instantaneous.

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