AFFECTING FACTORS OF PACKAGING MILK PRODUCTION ON GUILAN CONSUMER BEHAVIOR

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Abstract
This study sought to investigate the effective factors of packaging dairy products and prioritizing these factors on consumer behavior in the Guilan Farhangian stores. In this study, according to the scope of this study, we discuss the effect of visual elements (shape, color, size) and information (tags) dairy products packaging on consumer behavior will be assessed. Present study, from the purpose sight is practical and from method sight is classified in descriptive – survey researchers. To evaluate the main hypotheses, is used regression and to ranking components of packaged dairy products is used the Friedman test. The results indicate that the visual elements of color and packaging and Information factors (the label) have a significance impact on consumer behavior, but size is not very effective in this study. However, packaging form and label components have the highest ranking among respondents.

Keyword: Consumer behavior, packaging, Dairy products.

1-Introduction
In the present world, market expansion and attract new customers or even keeping existing customers, is one of the important issue that makes many companies worry. Therefore due to the extreme competitive pressures, companies and organizations use different methods to promote sales and marketing. In order to convince consumers or force them to between different brand purchase their intend item. These companies by type of their activities, various methods such as high quality, reasonable price, good service, good behavior with customers and others can use to attract customers. One of the ways that companies have used for this purpose is using stylish and high quality packaging.(Ranjbarian, 2009) Packaged as one of the most important tools of marketing, can play an important role in creating sustainable competitive advantage and by applying the appropriate competitive strategies and use impact of such strategies on way of packing product, experience a Better performance (a higher proportion of sales) on the market.(Esmaeil Pour, 2001). Perhaps much time hasn’t pass from day that value of product packaging was 10% of item, until the day experts announced that it became 50% of the value of Product and even today the package value is 70% of item value. This process has progressed in a way that today suitable packaging is better than a qualified dealer. Thus, in designing appropriate packaging, we should concern from one side to study the properties and characteristics carefully and the other side making facilities. Packaging, in addition to transport and storage of the product, include several other duties, such as introduction, training and sale products content that its possible with Intelligently use of graphic art. Appropriate informing and create visual interest in a way that is consistent with the product. With using of colors, fonts, and of course, the fine
print can be guaranteed to be successful and sell more commercial goods. To achieve such result
is necessary that the graphic designer regard some aim and condition, that packaging in the term
of labeling be complete and effective, these conditions include:

Attention of the user and consumer
Remain package in memory
Interact with the content inside the package
Considering consumer tastes and culture (Iran Manesh, 2008)

Successful marketing begins with understanding why and how consumer behavior. Consumer
behavior including various psychological and social activities before and after the activities
related to the purchase and consumption. Answers to questions such as why people prefer a
certain product or name to others and how organization stake advantage of this for marketing,
and behavioral scientists are responsible for it.(Rosta and et al, 1997).Packaging important role
as one of the most important marketing tools for years it appears and today, main factor of
selling a product is packaging and various companies to increase their competitiveness in the
international market pay attention to it. Companies that want to achieve the customer, should
display their product as well in shelves, this issue is not just about toys it’s also is applied about
food to luxury vehicles. Ideal packaging is selected from the shelves quickly, speaks with
customer and at the momentprovides convincing information about the quality of the
product.(Lynx, 2002)

Many marketers, know packaging (packaging) along with other elements, elements composition
of marketing such price (price), product(product), place(place) and promotion , as The fifth
element of the marketing composition elements.(Cutler, 2011)

Market investigations show that, 70% of customers decide directly from point of seller, and
finally they buy. This is the point that importance of sale packaging will be proved more.
Because shelves are like an aid for make decision. (Nouraei, 2012)

Packaging, involves activities related to design and create the box or wrapper for a product.
Packaging recently has become a potential tool. A Packaging that has well-designed, for
consumer convenience and manufacturer has commercial value. Various factors help increasing
use of Packaging as a marketing tool such as:

1-Self-service
2-Comfort for the consumer
3-the company's mental images and brand
4-Opportunities for innovation (Cutler, 2011)

Packaging is the first media to identify and distinguish an id in growing market of
consumption goods. In other words, packaging provides specific image of id and helps to
communicate between customers and ID. In terms of aesthetics, attractive products causing a
positive assessment of products (Aref, 2011) Consumer packaging, plays an essential role in the
daily life people. Packaging, does not only protect the contents, success of packaging depends
on its ability to diagnosis and distinguishing. Visual and physical properties and characteristics
make it superior for mass of people. As can be seen in the world, Packaging must be according
to changing habits, consuming place and situations to dealing with new demands. (Iran Manesh,
2008)

Packaging and customer relationships is by many variables such as color, images, designs,
sizes, shapes, etc. (Kermaninejad, 2007) This packaging that makes the product. A good product,
with a medium packaging cannot have a good sale unless the buyer is faithful to it.
On the other hand an attractive package for a product that does not have good quality only frustrated customers. The package doesn’t have any benefit if it attracts people but fails to create a positive impact. (Firozian and et al., 2009)

2-Consumer behavior

Consumer behavior, as study units of purchase and transactions process that include defining acquisition, consumption and withdrawal of goods, services, experiences and idea. (Moon and colleagues, 2012)

Peter Drucker, one of the famous management scientist say that marketing mean do all the commercial of the final point that is consumer. Consumer behavior is including different psychological and social process that they are before and after related activity to purchase and consumption. In each act of buying, there is an important process of making decision that should be studied. Steps that buyer will pass to decide what goods and services should buy called purchase decision process. (Sarmad and et al., 1999) Berkman and Gilson (1981) know consumer behavior in activities that involve them to actual use of market various products that include goods, services ideas and stores environments.

2-1 Consumer buying decision process

In each act of buying, there is an important process of making decision that should be studied. Steps that buyer will pass to decide what goods and services should buy called purchase decision process. This process consists of five steps as shown in Figure 2-3

![Figure 2-3: Graphical representation of the consumer buying decision process]

- Identifying the issue (required)
  Problem recognition, the initial step in the purchase decision that is occurs with dramatic differences ideal and actual situations and forced the person to decide. In marketing, advertisers and retailers, Activate, consumer decision making process by showing shortcomings of rival product. At this stage, some marketers, friends and relatives, or other factors caused to consider about the need that we did not recognize. In other words, marketing in this stage it’s a kind of knowledge and skills of Stimulate needs. (Rostaandet, 2012)

2-2 Search for information

Assimilated consumer needed more information or not. If consumer desire is strong enough and satisfying product be Available, It possible that the consumer buys this product. In this case, the consumer stored needs in its memory or with considering this need start collecting information. (Cutler and Armstrong, 1998)

- Evaluating the solution
  Gathering information and exploring makes consumer issue more obvious and provide some factor for Customer. Purchasing standard for consumers is different and companies should know most important standards for judging the products and brands. Criteria may be objective (i.e., quality) or subjective (e.g., prestige and social status). (Rostaandet, 2012)
2-3- The decision purchase

The fourth step is decided to purchase that with investigate and find a specific range for solution, Consumer make his purchase decision. Sometimes this decision is very quick and evaluation phase does not follow solution directly. In immediate decision, in addition to the individual needs that is very important point, method and art of presenting product and even product packaging, putting package in customer sight situational factors are very important. It seems that all marketing activities and vendors in this stage will be done, because purchase has been done and as a result whole effort ends.(Rostaandet2012)

In the evaluation stage, different options for different brands for consumer would ratings and he decided to buy the product. Generally, the decision to purchase this basis that the best mark must be purchased. But actually put between two factors.

Purchase intent also may be affected by unforeseen circumstances. Purchase intent, according to factors such as expected family income, expected costs and expected benefits of the product formed. Unpredictable situational factors may change the consumer plan when the consumer wants to act. However, Purchase intent does not always lead to actual selection and purchase. These factors may lead to purchase behavior, but may not have any results.(Cutler and Armstrong, 1987)

2-4- After purchase behavior

In After purchase behavior, consumer after purchase the product compares it with his expectations. He may be satisfied or unsatisfied. If he is unsatisfied, marketers must consider whether this dissatisfaction is the result of inappropriate productshigh Expectations of consumer. Inappropriate product may necessary change in shape and design of it. High expectations of the consumer have to be discussed. Perhaps exaggerate in advertising and advertising company or vendor has created expectations.

2-5- Packaging

History of Packaging come back to days that human, after succeeding the production, think of a way to store and protect certain goods. Days that primitive to preserve and transport hunting meat, create wrapper of leaves and Pumpkin, hollow tree trunks, skin, bladder and intestines of animals were the most basic tools that human use them for this purpose. Still in old society, this tool is used like a wrapper. Woven Baskets by mats, jugs and wooden boxes are the first tools the humans made it with his hand in different materials to keep different material.(Kazem, 2003)

Packaging is one of the most important marketing tools in national and international dimensions. That has shown key role in increasing sales, reducing inventory and maximizing benefit of manufacturing firms. Firms to enhance their competitiveness in domestic and international markets, for many years are considering about packaging issue and use Design, graphics, colors, and apply the appropriate Packaging for increase their share in the competitive markets.(Khakbaz, 2005) Packaging task in terms of creating a relationship with the customer, encourage the customer to purchase, is among the tasks of marketing managers and it can be effective in taking common decision with production managers intaking appropriatemethod and attractive packaging and marketing. Investigation and researches of big companies in the field of marketing and sales promotion method shows that packaging has the most effective impact to attract customers and sales in domestic and foreign markets. Good packaging for a new product required making decisions in many cases. First task, in order to do this, create an image of the packaging. Purpose of thought of packing is to see how the packaging should be or what
should do for product? Making Decisions about packaging elements such as size, shape, material, color and commercial area, is the second thing that must be done. These elements must be integrated with each other properly to support the role of marketing and product strategy. Also Packaging should have fully compatible with advertising, price and product distribution. (Cutler, 2003) Experience has shown that producing of goods, with high quality, without a good Packaging can't strengthening competitive power and many users showed no willingness to buy goods. The product Packaging should including these features: design and shape of the package, design and color combinations, having the symptoms and issues such as expire date, instruction of use, place and storing and direction of use, product ingredients. Also, Packaging must simplify ability to transportation, handling and storing. Also Packaging should be protected and guarantee the health of content of their own. (Venus and Samarian, 2002) A lot of research has been done about the package that is mentioned in the table below:

<table>
<thead>
<tr>
<th>Results and conclusions</th>
<th>Methods</th>
<th>Project title</th>
<th>Researcher or researchers</th>
<th>year</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is Significant correlation between Packaging and market share of milk exist, size, material, label, and market share of milk</td>
<td>Field</td>
<td>Study the relationship between packaging and market share of milk (case study: study 5 brand of milk)</td>
<td>Saadikouch</td>
<td>1382</td>
</tr>
<tr>
<td>There is a significant relationship Between colors, designs, sizes, labels and packing materials and customer satisfaction according to gender and educational level</td>
<td>Field</td>
<td>Evaluate Effect of Packaging components (color, design, size, genres, material Packaging) on consumer satisfaction in meat products</td>
<td>Seyedhasan Samanabadi</td>
<td>1385</td>
</tr>
<tr>
<td>The results indicated that among the demographic variables, only age and educational status of the respondents were the most significant variables and from food product consumer view, all Packaging components (color, shape, size, type) have a very important impact on consumer behavior.</td>
<td>Field</td>
<td>Investigating the relationship between consumer behavior and food Packaging</td>
<td>Mahmoud Firozianand et al</td>
<td>2010</td>
</tr>
<tr>
<td>The results of research contain Lacking the role of intermediary between differentiation strategy and organizational performance. It happened when some factor such as design, color and Packaging mediated relationship between distinction strategy and component of their sells of organizational performance.</td>
<td>Descriptive - survey</td>
<td>Investigating effect of Porter's differentiation strategy on organizational performance through Packaging goods</td>
<td>Fariborz Rahimniaand et al</td>
<td>2010</td>
</tr>
<tr>
<td>The color and shape of the Packagingattests a tool to differentiate the product, and it’s also is introduction to Forming character. This study shows that Packaging products with perception related to id actually associated.</td>
<td>practical</td>
<td>Effect of Packaging picture ID on food products</td>
<td>Asgharefi and MahtabNekoyi</td>
<td>2010</td>
</tr>
</tbody>
</table>
The packaged that design gold, seem attractive to buyers. However, the results showed that gender and age of people do not affect the choice of packaged with golden ratio.

<table>
<thead>
<tr>
<th>Descriptive</th>
<th>Investigate the use of golden ratio in product packaging and its influence on buyer behavior</th>
<th>Davoodfeizi and Akbarsalahshur</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Descriptive</td>
<td>Effect of Packaging on consumer purchase decisions with respect to two variables: the complexity of the purchase and the time pressures during purchase food products</td>
<td>Silatvi and Spis</td>
<td>2004</td>
</tr>
</tbody>
</table>

In this study, the researchers attempted to classify the elements of packaging into two groups of images and information. Each of these factors themselves is made up of different components. According to proposed model, visual element of packaging include size, color, shape, packing and Information elements include are information on packaging, type of packaging (technology used in creating package).

Therefore, research increase the importance of the shape, color, size, label in Packaging as it mention in History of research. So, researcher plans to study impact of these factors to dairy Packaging on consumer behavior in Guilan.

3 - Theoretical framework (analytical model)
Silavyand Space (2004) attempted to classify the elements of packaging into two groups; image element and information element, that each of them made up different components. According to their model, image element of packaging include :size, shape and information element of packaging (labeling) include :information on packaging, type of packaging, (technology use in creating packaging) that have been considered as independent variables in this study. Consumer behavior based on the Vilky’s opinion (1994) is considered as a three-stage process (activities before purchase, during purchase activity, acting after purchase) (Firozian and et al 2010)

![Analytical model of research](image)

Figure 2: Analytical model of research (Firozian and et al, 2009), Journal of Management, Volume 1, Issue 3, p 134)

As can be seen in the chart above, selecting any of mentioned models, have been done according to objectives of research. Questions and hypotheses of this test are designed based on these models.
In order to achieve significant results.

4-Methods of data collection

In general, at each stage of the research different methods for data collection, analysis and result has been used. Actually, all of human knowledge can be found in books and libraries. Data collection method, in this research is field, that questionnaire for collecting information from consumer packaged dairy products, and distributed in cooperatives of Farhangian.

Methods of research

Regression method is used in this research that is Determine for influence of independent variables characteristics shape, color, size, label) packing dairy products on the dependent variable (consumer behavior). In this paper, in terms of objective is practical and in terms of descriptive method is survey. Its practical, Because, it has been done in the form of field studies, from buyers and consumers of dairy products, in field of influence of information factor and image of packaging dairy products on consumer behavior in Guilan and its descriptive – survey cause the Aim of it to understand the behavior of a society by referring to them.

4-1 Research hypotheses

Image and information factors of dairy packaging have an impact on consumer behavior.

Statistical population, selected sample and sampling

Statistical population, in this research includes all users and buyers of dairy products. But due to various practical and executive limitations as time and costs limit, a Consumers of Farhangian store in Guilan has been chosen as Statistical population.

These stores include:
- Central region of Guilan (cooperative Farhangian consumption of Rasht)
- West region of Guilan (cooperative Farhangian consumption of Masal)
- East region of Guilan (cooperative Farhangian consumption of Lajijan)
- North region Guilan (cooperative Farhangian consumption of Astara)

Including reasons for this choice, we can point to the establishment of dairy products in the store of Farhangian, Power and possibility of selecting greater products in such stores by shoppers, Possibility of Access to a larger number of buyers of dairy products in one place, Wide range of buyers of this store compare to other shop, most importantly the distribution of this the store in Guilan. In present research, for choosing the branch of store, the method of classified sampling has been used.

Accordingly, four stores are chosen: north of Guilan, Central region, east and West of Guilan.

In each of the stores, buyers of dairy products have been questioned by using non-random sampling. The number of samples has been determined 380 persons according to Morgan table. Therefore 400 questionnaires, among four stores in each store 100 questionnaires were distributed.

4-2 Analysis of data

In this study, data was collected and classify through questionnaires by using SPSS software and analyze with the use of regression at 95% confidence level, and to evaluate the research hypothesis and effects of image factor (shape, color, size) and information factor (tag) addressed dairy products and Milky on consumer behavior and also To determine priority and importance of each component of the packaging on consumer behavior the Friedman test was used.
5-Results and finding of this research
Consider that, in this research the analysis was based on the results of the calculations Spss software, Regression test is at 95% confidence level, and with considering that software, after calculating relevant coefficients, it provide a significant level (sig). So in results analyze, when ever significance level is greater than 5%, null hypothesis will be accepted. And naturally significance level less than 5% reject the null hypothesis. Therefore, the results of research related to each of the hypotheses compared with the literature in this research and the results of each case are analyzed briefly. Therefore, the information and visual factor of dairy packaging affects on consumer behavior in selection, use and give, and which is a subset of information factor, have most important effect after shape and color of the packaging of dairy products, which are a subset of visual features, and has an impact on consumer behavior but the size of the package in this study wasn’t affective so much And this may due to a lack of consumer satisfaction of size of the packaging in market That should be seriously investigated.

<table>
<thead>
<tr>
<th>Test result</th>
<th>A meaningful number(sig)</th>
<th>Variables under investigation</th>
<th>Packaging factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confirm the hypothesis, based on effects Shape of packaging on consumer behavior</td>
<td>0/000</td>
<td>Shape of packaging</td>
<td>Visual factor</td>
</tr>
<tr>
<td>Confirm the hypothesis, based on effects color of packaging on consumer behavior</td>
<td>0/000</td>
<td>Color of packaging</td>
<td></td>
</tr>
<tr>
<td>Reject the hypothesis based on size of packaging doesn’t have any effect on the consumer</td>
<td>0/775</td>
<td>Size of packaging</td>
<td></td>
</tr>
<tr>
<td>Confirm the hypothesis, based on effects label of packaging on consumer behavior</td>
<td>0/000</td>
<td>packaging Labels</td>
<td>Information factor</td>
</tr>
</tbody>
</table>

6-Suggestions
* Manufacturing firms and retailers used products, especially packed dairy products should always in a specific time period(for example 6 months), Take action to intended purpose such as age, gender, and … toward market analyze of product and change in market demographics. To make changes the weight of package when is necessary. Manufacturers should consider to this that the customer should determine the weight of the package and product. Not Production Company, Refused too big or too small packaging that use for product and just have cost and it’s better to use package to predict the need of consumer satisfaction and motivate him for re-purchase. Shopping administrators must plan purchase policy in a way that always available for all sizes of dairy production in the store refrigerator shelves, This may cause the consumer to cancel the purchase or may force the consumer purchased more than things that needed and eventually May cause decrease purchasing power and other problems. (That is important due to perishable dairy products.)

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6-1-Suggestions for future research
*investigate the relationship between packaging dairy products with quality and impact of it on consumer satisfaction
* doing some research about consumer culture of using for dairy products in the country.
* The effect of brand on consumer behavior in dairy products.
* Impact of other factor of marketing dairy products on consumer behavior.
* Evaluation of Green Packaging and its relationship to consumer behavior.

6-2-Limitations of the research
* Lack of cooperation and willingness of some consumers completing the questionnaires
* not paying attention and insignificant of subject of research by some respondents and More attention to price and quality. (Cause of increasing dairy products price, during study period).
* Consumers unsatisfied with the size of the package in the market

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