

# Investigating the Effective Factors in Packing Products Influencing the Consumer Purchasing Behavior and the Role of Consumer's Mental Structure Influencing on These Factors (Case Study: Dairy Industry)

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**Abstract**—Historically the main task of packing has been protecting goods, but today the task is extended and packing protects all values and is the main actor introducing brands, because a good packing that introduces the product and its own producer company is able to influence on customer mind using colors and shapes (direct connection) and provides guidance for customer to better and easier use of product (indirect connection) and communicates with the consumer and motivates him to buy the product. The Current study carried out with the aim of searching effective elements in packing influencing consumer purchasing behavior and also investigating the consumer's mental structure of the product affecting on these factors. Therefore, the current study in terms of purpose, application, method of data collection, description, identification of effective factors in scroll packing and in the area of investigating the consumer's mental structure effect, is a correlation type. The statistical society in this study includes all of the consumers of dairy productions who purchase these products from Shahrvand stores in Tehran city. The sampling in this study has been random based on the Cochran formula that accordingly the sample size is 196 people. The resulting data from questionnaires were analyzed using one-sample and correlation statistical tests. The test results indicate packing size importance, the information provided on package and the product brand as the effective factors in packing from the point view of consumer, while the factor of packing material has been trivial. Also according to the results obtained the consumer's mental structure of the product influences on package size, the information on the package and the product brand as the effective factors affecting consumer purchasing behavior.

**Keywords**— Packing, consumer's behavior. Mental structure, dairy industry.

## I. INTRODUCTION

One of the popular orientations in marketing science attracting the attention of many scholars, designers, producers and marketers is identification of consumer behavior and the effective factors in deciding on the choice of goods. Therefore, one of the most important tasks of marketers is to identify and determine the most important features effecting on consumer choice and to determine the coefficients of the limited and effective numbers of main utilities of buyers as well. This is while packing products as a mediator merged with marketing has a basic role in determining features of new products, is an

important factor in promotional campaigns, and a pricing pattern and a tool to create an impact on the shelves.

Accordingly, packaging condition in marketing significantly has turned into a channel using which the company is able to provide customers with the product information.

Payne (2005) believes that although packing seems unidirectional and simple in definition, it is practically a system, a concept and an action. In Payne's definition, packing is a system to reduce time, a concept to guarantee success and a technical and economical action. He also believes that the system which is able to reduce time, guarantee success and have technical and economical aspects is just included in science, art or an everlasting magician called packing. Today, packing is one the most effective marketing tools that may have a wonderful effect on customers' mind and their shopping experience, because in the current world, product packing has not been merely in charge of protecting and dividing but it has turned into a value added for goods.

Therefore denying the good packing role in the customer's decision making in shopping places seems impossible, because as an inappropriate packing may dissuade customers from buying or a medium packing may easily lose the game to rivals and get lost in store layout, a good packing is able to simplify decision making for customers or encourage customers to buy products by turning into a great innovative packing.

Some researches show that about one-third of the process of decision making to buy products is due to the appearance and packing goods and products. Colors, designs and generally the packing method may have a great role in customers' decision making. Also, packing may indicate some obligations and promises of brands to customers to provide an experience of quality and increase the ability of identification and durability in customers' mind putting a logo on the packages.

In the area of food industry, due to the significance and special sensitivity of this type of products, packing is one of the most sensitive and determinative stages of supply and

consumption of goods and may be the distinction factor between this product and products of other rivals and be somehow a competitive advantage. In other words, choosing an appropriate packing for foodstuff not only assures that the goods produced will be delivered to the desired destination perfectly, but also it provides product sales boom in the target markets satisfying the consumers. Therefore, in the present paper we will investigate the significance and the role of packing products influencing on consumer purchasing behavior in dairy industry.

## II. THEORETICAL FOUNDATIONS

Market trends and many other factors in today's markets are indicative of the growing importance of packaging as a powerful marketing tool. An overview of past studies about manufactured products shows that traditional analyzes focused solely on the product's intrinsic properties to meet the needs of today's moving markets is not enough and consumers are also affected by the external characteristics of the product. Studies have shown that the role of packaging as an intermediary in the marketing mix, in defining new product features, in propaganda campaigns, it serves as a pricing model and as a tool for effecting shelves, and the position of packaging in marketing is considerably one of the channels through which the company It can convert product information to customers (ter mizi, 522: 2002). Schwartz (1971), in his study, focused on packaging on the overall characteristics and role of packaging design. Van Sink (1996) focused on the impact of packaging on the consumption of products. Weil (1999) has studied packaging as a source of profitability. Caro et al. (1997) introduced packaging design as a factor in the perceptual process of customers. Sylvae and Spice (2004) emphasized the impact of packaging on consumer purchasing decisions with regard to two variables such as the level of purchase complexity and time pressures When purchasing food products they studied, and stated that the image factors of packaging, including the size, shape, color, type and information provided by the package, were important for making consumer purchasing decision-making.

Ahmed et al. (2012) examined the indexes of food packaging. Amibro and Villa (2006) in their study examined customer perceptions of packaging.

Rita (2009), The effect of packaging elements on consumer purchasing behavior can be highlighted. He concluded that packaging should be treated as one of the most valuable tools in today's marketing communications. This requires a more detailed analysis of its elements and the effect of these elements on consumer purchasing behavior, and the effect of packaging and its elements on consumer purchasing decisions can be obtained by analyzing elements separately exposed. Overall, research shows that packaging plays an important role in marketing, encouraging or even discouraging consumers from buying a product, especially at the time of purchase, or when the buyer is choosing between different brands of a product class, Plays Sahaphizadeh et al. (2015), in a study entitled "The Impact of Packing Dimensions on Customer Satisfaction and Mindfulness Concentration with an Emphasis on the Mediating Role of Their Attitude towards

Packaging," In this study, we studied the effects of packaging dimensions such as shape, attractiveness, color, insertion of product information on packaging, sex, size, and health issues on packaging customers. And found that there is a significant relationship between customer's attitude towards packaging and satisfaction and mental involvement of their purchase. Aghazard et al. (2011), in a study entitled "Investigating the effect of visual and informational dimensions on purchasing decision", found that two time pressure variables and level of enthusiasm affect consumer purchasing power. Woodcutting, in a paper entitled "Consumer Mindset and Purchasing Decision Making", using the Kappar & Laurent Model There is a significant relationship between the dimensions of consumer mental conflict, which includes interest in the product, value based on pleasure, symbolic value, importance of risk and the risk of risk. Soltani et al. (1396), in a research entitled "Identifying consumer decision making components from the perspective of product packaging and examining the impact of mental conflicts on these components in the industry" They concluded that the importance of packaging components, packaging information and product brand is confirmed, but according to the results of this study, the size element is not important as part of Sohan consumer purchasing decision making.

### 2-1. Packing

Pin (2005) suggests that packaging, although it looks simple in its definition, is, in reality, a concept and an action. In the pin definition, Packaging is a system for reducing time, a concept to guarantee the success and practicalities of technical and economic (Iman Khan, 1999: 11). He also believes that a system that can reduce time will guarantee success and have technical and economic aspects only in science, art, or a permanent magic called packaging. Thus, the science of packaging can be defined as follows: "A set of knowledgeable people who use techniques to exploit the hidden potential of the mysterious packaging of human beings."

According to some of the owners, military packaging is a composite that, with its protective role, also plays the role of communication culture or information and can play a role as a medium. Therefore, packaging as a method, in the transmission of product messages to customers, the identification of the goods to the buyer and, finally, the choice of the product by the consumer, and as a system, it creates a relationship between the manufacturer and the distributor and establishes a regular and reliable communication between the two and the consumer. Other reasons for the importance of finding the package in the current situation are the current pattern of buying and stepping up the stores to self-service (the buyer chooses the product itself). In such a situation when vendors play a lesser role in selling, and the task of transferring product information to the consumer is the packaging of the product, the plurality of different brands of each product and their intense competition can also wander the buyer more on the shelves. Therefore, considering the importance of packaging from different angles, the following objectives can be defined for product packaging:

1. Protection of the product and the consumer;
2. Providing the goods;
3. Providing consumer comfort;
4. A means for establishing customer relationship;
5. Revalued value;
6. Market sharing;
7. Identity for a product;
8. Expanding product life cycle;
9. Product distinction;
10. Assistance in retail operations;
11. More exploitation of potential markets;
12. Compared to the speed of production.

Silaway and Spice (2004) divided the package into two groups of elements: Visual elements: Visual elements are related to the emotional aspect of the consumer decision process, including graphic, color, shape and size. These categories of elements are related to the emotional aspect of consumer behavior and include the following dimensions:

*1. Package size:* The size, volume or dimensions of the packaging form a visual concept and introduces the specific identity of the consumer. For example, a small package has the elegance itself, and vice versa is a large and bulky package. (For a product that can be supplied in smaller sizes, such as a large container of consumables such as sweeteners, it leads the consumer from the consumer to the consumer and the consumer. Therefore, the designer should determine the size and size of a package, taking into account the same identity, in addition to considering the technical issues and the use of packets (ebrahimi, 89: 1394). Often, for different products with different levels of involvement, different sizes of packaging are requested by the customer. For example, for some low-level food products, such as unproductive (generic) products, price reductions through cost savings Due to packaging and promotion. Therefore, generic products are often packaged in large sizes. Consequently, the low price of generic products in large packages would be an attractive offer for customers (azizi, 38: 1392). *2. Packing type:* Packaging can be called a material application science. In most cases, the goods in the store shelves are known as packaging materials. And often, the product line and the packing process are determined according to its consumables.

In other words, materials used in one package affect all other factors and it changes. The raw material used in a package, in addition to its significant role in form and shape, contains a specific message of identity, quality, and price of the product. Who is their consumer? Since the materials used in one package, more than other items at a price, the durability of the product and the technology of packaging manufacturing is directly related, often this factor is most sensitive to the cost of the goods packed and its application to customers. A few chocolates in a fancy metal can, much more expensive than the same number of chocolates in a simple cellophane package. *B. Information elements:* Information elements are related to the cognitive aspect and include information provided and technology (Rahimnia, 90: 1391).

This information includes:

*1. Information on the package:* The packaging included in the package, although closely related to packaging, has its own

characteristics, which should be respected especially in international markets. Important factors to be addressed include: language, rules and regulations, and consumer information.

*2. Brand:* A brand or brand can be defined by the consumer's thoughts and his feelings about the brand (Ahmad Salam, 2017). Product packaging is the last chance to contact the product brand before purchasing it. The packaging attracts customers' attention and can increase or decrease the customer's satisfaction with consuming the product.

In fact, packaging is one of the most sensitive and determinant stages in the supply and use of goods, and can be a factor in the distinction between competitors and some kind of competitive advantage. Choosing the right food package will make sure that Exporting goods without any problems to the desired destination. Also, favorable packaging of goods and consumer satisfaction, it boosts product sales in target markets. Therefore, investment in the packaging sector can increase market share.

## 2-2. Consumer Behavior

The development of consumer behavior studies is the result of the turning of marketing philosophy from the trend of product and product to sales, customer orientation and then marketing.

Consumer behavior is an issue of importance in marketing science, which the clerical executives of this field have always warned of the unknown being aware of the consumer's mental process. According to Cutler, over the past few decades, fundamental changes have taken place in consumer and commercial markets. And in such a space, having an accurate understanding of consumers and their buying behavior has several advantages such as helping decision makers, developing a cognitive basis through analyzing consumer behavior, helping legislators and regulators set up rules for the purchase and sale of goods and services, and ultimately helping consumers make better decisions. Consumer behavior is a set of activities that are directly aimed at obtaining, consuming and disposing of goods and services, these activities include the decision process before and after these steps. Generally speaking, there are three perspectives on consumer behavior:

*1. Decision-making point:* In this perspective, consumers are rational decision-makers. This approach examines how consumers cope with a particular issue and during a series of steps they try to solve it logically. These include identifying the issue, researching, evaluating, selecting, and evaluating after the acquisition.

*2. Empirical point of view:* In this perspective, consumers, decision-makers are not entirely rational. They sometimes buy goods and services for entertainment, imagination, emotions and emotions. The roots of this viewpoint are in motivational psychology, sociology and anthropology (abbaspour, 65: 1390).

*3. Behavioral viewpoint:* In this view, environmental forces drive the consumption of the product to the point where they are purchasing a product without strong feelings or strong beliefs. Indeed, his purchase is due to the direct influence of

environmental forces, such as sales promotion tools, cultural norms, economic pressures, and so on. Peter (2004), while introducing a consumer analysis cycle, believes that marketers can assess consumer behavior based on all three parts of the analysis cycle.

These three factors interact with each other and affect each other, so knowing and understanding consumer behavior requires attention to all factors. Commodity, packaging, advertising, price, brand, store and are all physical and psychological stimuli that marketers use to influence their consumers.

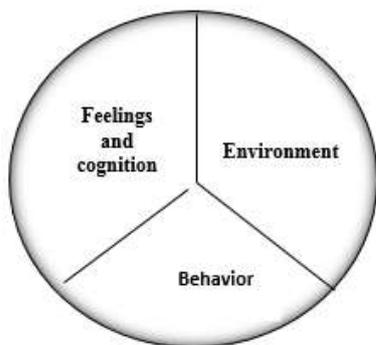


Chart 1: Consumer Consumption Cycle (Peter, 2004)

In other words, consumer behavior analysis is the basis for the formation of marketing strategies. Peter divides the consumer analysis cycle into three parts:

**1. Feeling and Cognition:** Feeling and recognizing refers to internal reactions that respond to events and events in the environment and to behaviors. The effects of factors on the formation of emotions and the recognition of consumers are different. Some "emotions" are excited, positive and arbitrary (love, pleasure, peace, etc.) And some negative and unnecessary (chastity, anger, fear, etc.). "Recognition" refers to the knowledge and intellectual processes that develop in response to environmental factors. Understanding involves the knowledge and beliefs of individuals that derives from their experiences and leads to the formation of attitudes and the

adoption of a variety of purchasing decisions. Some cognitive processes are self-conscious and some are unconscious.

**2. Behavior:** Behavior refers to the usual actions of consumers, such as watching a commercial message from a television, visiting a store or buying a product. The behavior is related to what the consumer actually does, while the sensation is related to the consumer's internal and emotional states.

**3 Environment:** Includes objects, places, goods and other people who affect the cognition, emotion and behavior of consumers. Examples of questions marketers ask about consumer awareness and environmental impact are:

- In which environment is the consumer's behavior examined?
- How does the environment affect the behavior, feelings and cognition of the consumer?
- How are the effects of culture on consumers evaluated?
- What impact does the social class have on consumers? And ...

**2-3. Consumer mental structure**

Certain cognitive tendencies, which are formed by distinct and distinct characteristics and different types, form the mental structure of individuals. Each mental structure is associated with different intellectual content and different types of information processing. Mentally structured, informative approach to people's tendency to collect and process related information Related to related issues A consumer who has a tendency to seek information at different stages of decision-making has an advisory mentality structure. The operator's mental structure is relevant to the consumer's tendency to focus on the action that occurs after the decision is taken and helps facilitate access to the goal. Both mental structures are goal oriented. Sometimes the consumer structure is experiential, without considering a specific purpose. Exploratory mental structure to the consumer's cognitive tendency to encounter new experiences. And satisfaction is his curiosity. Another type of mental structure is pleasure, those who are seeking pleasure and not knowing. Chart 2. Consumers' mental structure (Wind, 2006).

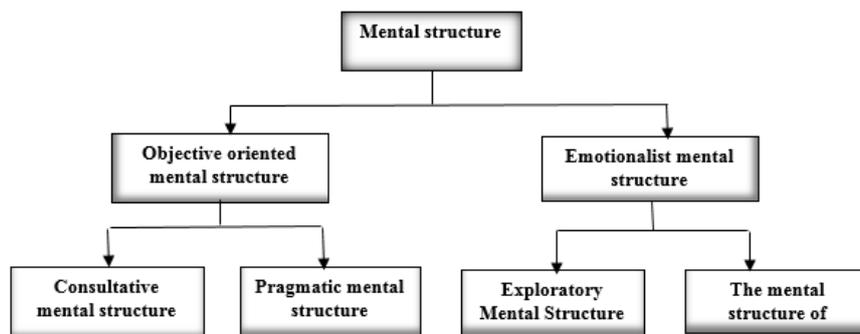


Chart 2. Consumers' mental structure (Wind, 2006).

Accordingly, individuals can alter their mental structure when faced with environmental factors. Maybe the consumer

begins an experience with the pleasurable mental structure and ultimately reaches a pragmatic mental structure.

III. RESEARCH HYPOTHESES

The present paper seeks to identify the effective factors of packaging on consumer purchasing behavior in dairy industry. Therefore, based on the historical background and the theoretical foundations in the previous sections, the hypotheses of this research are:

a. Main assumptions:

- 1) The size of the product packaging affects the behavior of the user.
- 2) The product packaging material affects the behavior of the product.
- 3) Information on product packaging affects the behavior of the user.

- 4) The product brand product affects the behavior of the product.

B. Sub-assumptions:

- 5) The consumer's perceptual structure affects the size of product packaging as part of consumer purchasing behavior.
- 6) The consumer's mental structure affects the sex of product packaging as part of consumer purchasing behavior.
- 7) The consumer's mental structure affects packaging information as a component of the purchasing-and-trade behavior.
- 8) The consumer's mental structure on the brand is affected by consumer purchasing behaviors.

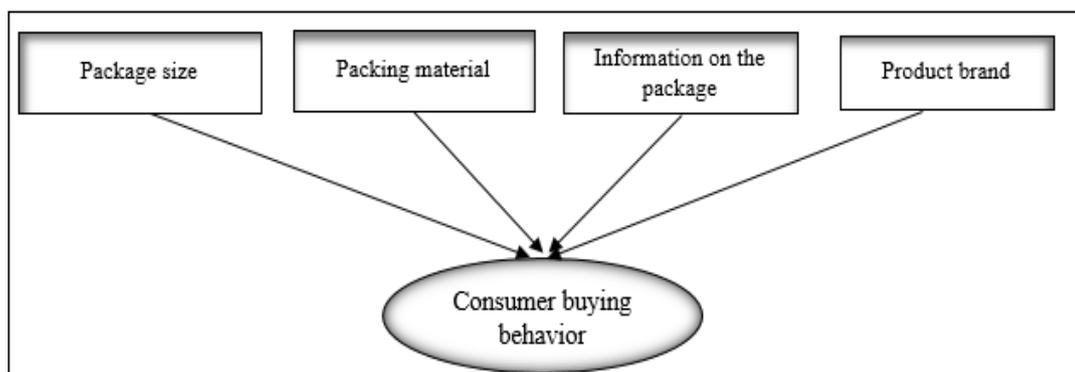


Chart 3. Conceptual Model

IV. RESEARCH METHOD

The present research is based on the purpose of the research as an applied research method. It is a descriptive-survey information gathering method and a type of continuity. The statistical population of this research is buyers of dairy products in Shahrvand stores in Tehran. According to the unlimited statistical society (more than 10,000 people), the sample size has been calculated using the Cochranian unlimited population size formula. Based on this, at a confidence level of 90%, a success rate of 0.5 and a permissible error of 0.06, the sample size was 196. The method of sampling in this research has been randomly encountered accordingly, according to the distribution of the members of the statistical society in different parts of the country and the lack of access to their area, a questionnaire was distributed randomly in different parts of the city. The research questionnaire was designed based on the variables of the model and using authoritative sources. In order to investigate the validity of the questionnaire, a questionnaire was used by the professors and the Cronbach's alpha test was used to test the reliability. Accordingly, the questionnaire was limited and distributed among the statistical population and the cronbach alpha of each variable was calculated. Cronbach's alpha for information variables on packaging, brand and consumer purchasing behavior were 0.739, 742, respectively. And 0.756. It should be noted that considering

the fact that two variables of size and type of packaging were not available for them because they had a single item, they could not measure Cronbach's alpha. Therefore, since Cronbach's alpha is all variables and the whole questionnaire is higher than 0.7 It can be said that the items are in good correlation and the questionnaire has sufficient reliability. To test the hypothesis of the research, T-test and correlation and analysis of data were performed using SPSS17 software.

V. FINDINGS OF THE RESEARCH

5-1. Descriptive Findings

The descriptive findings of the general characteristics of the respondents include gender, age, educational level and place of residence, as shown in the table below:

TABLE I. Demographic Criteria for Research.

Percent	Number	Demographic indicators	
46/42	91	Female	gender
53/57	105	Man	
5/6	11	Under 20 years old	Age
47/96	94	Between 20 and 30 years	
27/04	53	Between 30 and 40 years	
19/37	38	Older than 40 years	Education level
14/79	29	Under the diploma	
35/75	74	Diploma and diploma	
34/7	68	Bachelor	
12/75	25	Masters and higher	Residence area
13/66	65	North areas of Tehran	
36/13	72	Central regions of Tehran	
30/01	59	South areas of Tehran	

5-2. Test of Research Hypotheses

In this research, one to four t-test tests were used to test the hypotheses. Therefore, we consider two hypotheses zero and one. In the zero assumption, there is no significant difference between the mean of the effect of the size of the packaging, the packing material, the information on the packaging, and

the product brand with the assumed value of 3. And there is a significant difference in the assumption. Then, the results of the T-test are presented in the study of research hypotheses that the identified elements of product packaging are affected when consumers decide to buy.

TABLE II. T-test results to examine the main hypothesis and sub-fields.

Result	Average	Number	95% confidence level		Average difference	Effect You mean	Degrees of freedom	t	
			Bottom limit	upper line					
The hypothesis is rejected	2/63	196	-0/002	-/287	-0/136	-/031	195	-1/89	Packing material
The hypothesis is rejected	3/52	196	0/593	0/333	0/456	0/00	195	5/97	Package size
The hypothesis is rejected	3/81	189	1/002	0/788	0/906	0/00	195	14/61	Information on the package
The hypothesis is rejected	3/47	157	0/736	0/478	0/617	0/00	195	9/30	Brand products

Table II shows the results of the T-test in examining the research hypotheses that the identified elements of product packaging affect consumer purchasing behavior. All assumptions except packing hypothesis. Since the coefficient of significance is equal to 0.00 and less than 0.05, the upper and lower limits are not zero; Therefore, at the level of the sphere, 90% of the zero assumption is rejected, and the average effect of the packet elements is equal to or greater than the assumed value of 3; The proportional and varied size, the inclusion of the correct and complete information and the importance of the brand. The dairy product is one of the influential elements of product packaging on consumer purchasing behavior. Also, considering that the average importance of packaging is 2.63 and smaller than the assumed value of 3, we find that the different kind of packaging in consumer buying behavior is not important. In addition, the correlation test was used to study the role of the variable mental structure of the consumer on the effective factors of packaging in consumer purchasing behavior. Table III represents the results of the correlation test for five to eight hypotheses.

zero and the assumption is confirmed. Accordingly, the consumer's mindset structure with size and information on the packaging and product brand will affect the consumer buying behavior as effective packaging factors. Regarding the component of the package, given the fact that the coefficient of this element is 0.759 and greater than 0.05, this hypothesis is rejected. Therefore, it can be said that the consumer's mental structure on the packing material as part of His buying behavior is unaffected.

VI. DISCUSSION AND CONCLUSION

Simple storage can be considered as a clever and clever selection of materials used in the packaging of a product, in the sense that the packaging represents the product and represents the product. Which is in its heart and the purpose of doing it is to create a memorable and beautiful experience in the minds of the customer and value for those who have chosen a particular product. In this research, the importance of product packaging factors (size, gender, packaging and brand information) on consumer purchasing behavior and the effect of mental structure on these elements when buying dairy products were investigated. Based on the results in the case of dairy products in Shahrvand stores in Tehran, this importance was confirmed regarding elements such as size and information on packaging and product brand.

As noted in the research, packaging elements can play a significant role in advancing the goals of marketing communications and the success of companies. Also, based on the results of the component of the package gender, it is not important to influence the behavior of consumer purchases as a factor. Because it is believed by most consumers, given the importance of the health of dairy products and the need to use high quality materials in packaging these products. Also, monitoring of health-regulatory organizations in this regard, consumers consider this factor, except for the obligatory and obvious requirements that the manufacturer is required to observe.

According to the findings of the research, one can admit that in today's business world where opportunities and threats

TABLE III. Correlation test results.

Result	Meaningful effect	The correlation coefficient	Variable 2	Variable 1
proving a theory	0/018	0/148	brand	Consumer mental structure
Reject the hypothesis	0/759	0/014	Packing material	Consumer mental structure
proving a theory	0/032	0/129	Information on the package	Consumer mental structure
proving a theory	0/00	0/457	Package size	Consumer mental structure

Based on the results shown in table III, in all assumptions other than the hypothesis of the type of packaging, since the coefficient of significance is less than 0.05, the assumption is

are mixed, It is no longer possible to isolate packaging design concepts from the branding process and the marketing and marketing of a product. Therefore, the name and design that we choose for the product, the images and the overall composition of the information on the product packaging and the variety of packaging dimensions tailored to the consumer's needs are all part of the message that the package as a representative of the company gives the consumer. Therefore, the following suggestions are presented according to the results:

- Given that the brand has an important role in the behavior of consumers buying dairy products, manufacturers can be better known through their various methods, including promotion and promotion of their brand quality. - Manufacturers can provide positive information and important points (information such as ingredients and fat content, ensuring that Palm oil is not used in the product, health license number, the registration number as well as the legible insert of the date of manufacture and expiration, price and product weight) have influenced the buying behavior of the consumer when making consumer decisions about the product and has created more durability in his mind.

#### VII. RESEARCH RESTRICTIONS AND PROPOSALS FOR FUTURE RESEARCH

It is worth reminding that the limitations of this research were the scope of the investigation and the time and money limitation for data collection. In addition, it is always possible that other hidden factors in packaging also affect the purchasing behavior of consumers. Which has not been addressed in this study.

Also, due to the limitations of this research, the following suggestions will be made for future research:

- Investigating the role of packaging agents on the components of consumer purchasing behavior;

- The study of the impact of individual components of the consumer's mental structure on the product on the effective factors of product packaging;

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