Impact of Packaging on Brand Experience.

(A study on Food industry in Mianwali Pakistan)

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ABSTRACT: *The purpose of this study is to investigate the impact of packaging on brand experience in Food (Biscuits) industry in Mianwali (Pakistan). This Study Sample Consist of 130 respondents (Graduate students) in Mianwali (Pakistan) from university. In this study regression techniques were applied for data analysis. The findings show the positive impact of packaging on brand experience. So this study suggests to Food Manufacturing companies that they focused on Product packaging through which they can get the brand loyalty.*

KEY WORDS: *Packaging, Brand experience, Regression, Correltion.*

I. INTRODUCTION:

Consumer's life style is changing day by day so the role of packaging is also changing. It is observed that packaging is playing the role as one of the element of marketing mix that is promotion. A good packaging attracts the customers to purchase product. Packaging plays a role of vehicle of communication for transmitting symbolism. It is also important for understanding the brand and gives valuable information about product. An effective packaging sometimes gives more promotional impact and increase sales of the company. Brand experience focus on each aspects of the product trial, and on all levels of product engagement.

In this study two variables. Independent variable is packaging. Packaging is the technology of protecting products for distribution, storage, sale and use. Package of product can be carton or wrapper which protects the product from damage or leakage. If the packaging of the product will be good and attractive, it will automatically attract the consumers. Dependent variable is Brand Experience. By brand we mean name, term, symbol, sign or combination of all these that represent a seller and differentiate the product from competitors. Experience means familiarity with a skill or field of knowledge acquired over a time period for actual practice and which has resulted in superior understanding. A brand experience is a brand's action perceived by a person. Every interaction between an individual and a tangible or intangible brand are fact can be seen as a brand experience. Such interaction might be the opening of a bottle of lemonade, the visit of a website or branch as well as a glimpse on a billboard in the public space.

Numerous studies have been conducted to find the relationship of packaging and brand experience. Topoyan and Bulut (2008) concluded that packaging has positive affect on brand experience. Better packaging positively influences customer satisfaction. Kuvykaite (2009) described that packaging elements have positive affect on consumers purchase decision. Packaging elements have ultimate effect on consumer choice.
This research paper serves the purpose of acknowledging the need and importance of packaging on brand experience of Biscuits in Mianwali, and to find wether the packaging really effects the brand experience and customer satisfaction etc.

II. LITERATURE REVIEW:

Orth and Malkewitz. (2006) explore that packaging design as resource for the construction of brand identity. This study takes Wine packaging design elements (shapes, finishes, size, images, color and typography) as independent variables and Brand impressions & purchase intention as dependent variables. Questionnaires were distributed among 160 respondents. Mean, standard deviation, regression techniques were applied for results. This study results show that the positive affect of brand personality and brand identity. Brakus et al. (2009) focused on brand experience and it's affects on brand loyalty. This study focused on four dimensions including sensory, affective, intellectual, and behavioral.150 consumers (ranging in age from 15 to 56 years) were interviewed. Chi-square method was applied. Satisfaction and loyalty are directly affected by brand experience but loyalty is affected at higher level than satisfaction.

Taleghani et al(2011) investigate that service quality and customer satisfaction in new enterprise of Iran effected by the brand dimension. This study state dependent variable is repurchasing intention and independent variables are brand experience and service quality. They distribute 258 questionnaires in Tehran and Iran.This study applied Factor Analysis, Correlation, Chi_Square and LM (LaGrange Multiplier) tests. Brand experience and service quality has positive relationship. Ramesh Venkat (2007) study the impact of customer experience on satisfaction, brand image and loyalty: a study in business to business content. This study examine dependent variable loyalty and brand image and independent variable attribute satisfaction, attribute importance and customer experience. They distributed 140 questionnaires. Partial least square method and average variance extracted were applied.

Hassan and Khan (2009) describe the impact of packaging characteristics on consumer brand preference .This study describe independent variable package characteristics (size of package, shape of package, safety of product ,shelf life of product, convenience storage, convenience of use ,extra use of package and package attractiveness,) and dependent variable consumer brand preferences. The sample size was 117. Optimal scaling categorical regression method was used for results. This study concluded that packaging characteristics has positive relation with consumers brand preference in edible oils. Walter et al. (2013) examined that the impact of brad experience on customer satisfaction and brand loyalty. This study used product (BMW) to verify the findings of Brakus et al (2009). Brand experience (sensory, affective, intellectual and behavioral) as independent factor and Brand personality (ruggedness, competence, sophistication, exciting and sincerity) was taken as dependent factor. There were 57 respondents to this study. Correlation and regression techniques were used for data analysis. Findings of this study showed positive results of brand experience on brand personality.

Gilanina and Mousavian. (2012) investigating and analyzing the impact of brand image in Iran. In this study advertising, customer satisfaction and innovation as independent variable and brand image as dependent variable. This study was distributed 250 questionnaires among respondent. To find the results multiple regression and correlation techniques were used. This study that brand image has a positive relation on customer's satisfaction .Sahin et al.(2012) examined the effect of brand experience and services quality repurchased intentions. In this study there were brand experience and service quality as independent variables and repurchase intention was dependent variable. 258 questionnaires were distributed among respondents. Structural equation method was applied for finding results. This study showed positive effect of brand experience and service quality on repurchase intention. Sondoh Jr et al.(2007) study the effect of brand image on overall satisfaction and loyalty intention in the context of colour cosmetics. There were brand image benefits (functional, symbolic, social experiential, appearance enhances) as independent variables and overall satisfaction, loyalty intention as dependent variable. Questionnaires were distributed among 97 respondents. This study used frequency analysis, regression analysis, factor analysis and reliability analysis to find the results. This study concluded that brand image has positive relation with customer satisfaction and loyalty. Topoyan and Bulut (2008) focus on packaging value of cosmetics products from the view point of customers. This study state packaging value (pack), functional value (funct), perceived quality (qual.), brand value (brand), price value (price) as independent variables and brand loyalty as dependent variable. 450 questionnaires were distributed. Structural model analysis test was applied. This study shows that better packaging designs positively influence customer satisfaction.

Kuvykaite et al.(2009) describe the impact of package element of consumer's purchase decision. In this study independent variable was elements of package: visual (graphic, colour, size, form and material) verbal (product information, procedure, country of origin and brand) and dependent variable was consumer purchase decision. Questionnaires were distributed among 200 respondents. The technique of non-probability sampling was used for results. Packaging elements have positive effect on consumer purchase decision. Francois Durrieu (2009) examines the impact of brand identity on labeling. This study state brand identity (physical brand, brand culture, brand personality, brand relationship, brand reflection and self image) and brand association as independent variable and labeling as dependent variable. The sample size is 25. Factorial correspondent analysis method was used for results. This study shows positive impact of brand identity on labeling.

Theoretical Framework:

| PACKAGING | ⟶ | BRAND EXPERIENCE |
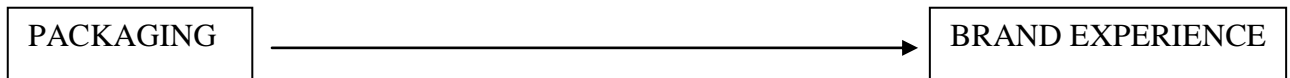
Hypotheses:
H1: Packaging has significant positive affect on Brand Experience.
Ho: Packaging has insignificant negative affect on Brand Experience.

III.   METHODOLOGY:

This study is a cross sectional study in which data was collected once across a population through sampling. The sample size was 130. The sample size was small for the kind of study intended but time and financial resources constraints made it imperative to restrict the sample to that size. A total of 118 respondents out of 130 respondents completed and returned with useable data reflecting a response rate of 90.77%. From gender perspective total of 118 respondents 5o% respondents were females and 50% respondents were males.

IV.   RESEARCH INSTRUMENTS:

The questionnaire contained two sections. The first section contains questions regarding personal information of the respondents, while in second section, the respondents were asked to express their perceptions regarding the study variables. The instrument contained pertinent questions regarding the study variables which have been addressed through 20 statements to which the respondents have been asked to express their judgments using a five point Likert scale ranging from strongly disagree (1) to strongly agree (5). Packaging has been measured by 15 items. Brand Experience has been measured by 5 items. Reliability score (Caron Bach's alpha) of Packaging is 0.574 and of Brand Experience is 0.649 Data is collected through self administered Questionnaire comprises questions related to Packaging and Brand Experience. Demographic section covers questions related to age, gender and education etc. Respondents were facilitated during questionnaire filling process for correct data acquisition. Few filled questionnaire were rejected because of double entry, keeping questions blank and other problems. Quantitative technique was used to analyze data. Statistical Package for Social Sciences (SPSS-16) employed for data analysis. Descriptive frequencies, mean, average, correlation, regression Techniques a reapplied to analyze the data.

V.   RESULTS
Table 1.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286[a]	.082	.074	.54634

a.   Predictors: (Constant), meanpackaging
b.

The above Table 1.1 depicts model summary of regression analysis between independent variable Packaging and a dependent variable namely B.E. The table shows that value of R is .286; value of R square is .082 which indicates that 8.20% variation cause by independent variable Packaging on B. Experience dependent variable, the value of adjusted R square is .074 and the value of standard error of the estimate is .54634. Positivity and significance of all values shows that model summary is also significant and therefore gives a logical support to the study model.

Table 1.2

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.088	1	3.088	10.346	.002[a]
	Residual	34.624	116	.298		
	Total	37.713	117			

a. Predictors: (Constant), meanpackaging

b. Dependent Variable: meanBExperince

The above Table 1.2 depicts ANOVA (Analysis of Variance) of regression analysis between independent variable Packaging and a dependent variable namely B.E. On one hand table shows that in regression, the value of sum of squares is 3.088, the value of DF is 1, the value of mean square is 3.088. The value of F is 10.346 at the significance level is .002 which shows that this study model is fit. On the other hand in residual, the value of sum of squares is 34.624, the value DF is 116 and the value of mean square is .298.

Table 1.3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.463	.322		4.548	.000
	meanpackaging	.462	.144	.286	3.217	.002

a. Dependent Variable: meanBExperince

The above table 1.3 depicts coefficient of regression analysis between independent variable Packaging and a dependent variable namely B. E. The table shows that in constant, the value of B is 1.463, the value of standard error is .322, the value of t is 4.548, and the significance value is .000. In Packaging the value of B is .462, the value of standard error is .144, the value of Beta is .286, the value of t is 3.217., and the significance value is .002. It further shows that independent variable is Packaging.

VI.   CONCLUSION:

The aim of this study has been to examine the impact of Packaging on brand experience in Mianwali. The Alternative hypothesis states that there is significant positive relationship between Packaging and Brand experience. As we see in the ANOVA Table that the significance level is 0.002 which show that our alternative hypotheses are accepted and null hypotheses are rejected. Data was collected through questionnaires; the analysis showed that there is positive effect of packaging on brand experience. As we see in the ANOVA Table that the significance level is 0.002 which show that our alternative hypotheses are accepted and null hypotheses are rejected. So it is concluded that Packaging positively effect Brand Experience. The Food companies need to focus on packaging style thorough which they can create loyalty of their brands in customer mind and increase the profitability or performance of company.

VII.   LIMITATIONS:

Firstly data has been collected through questionnaire; cross sectional nature of the study is the major limitation. Second, we have assumed only Packaging though many other factors too invariably accounts Brand experience including Quality, brand name etc. Caution should be made that findings of this preliminary study should not be generalized to the larger population due to its small sample size. A bigger sample would be needed to represent the general population. Further research is necessary to explore deeper into the causes of packaging and its effect on brand experience on Biscuits in Mianwali.

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