

IMPACT OF LABEL INFORMATION AND TYPOGRAPHY IN PACKAGING DESIGN ON CONSUMER BEHAVIOUR IN THE LENS OF KANO'S ATTRACTIVE QUALITY THEORY

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ABSTRACT

Product packaging is any container or enclosed; encompassing the physical appearance, including graphical and structural elements design such as color, label, size, shape and etc. that a product by it will be offered to the market for sale or by which necessary information about the product is transmitted to the consumer. It is an integral part of the product and makes it more flexible, more secure and easier to use. Packaging is one of the tools that can severely affect consumer satisfaction because it is a powerful tool to attract the attention of consumers, their preferences, and ultimate tool in their understanding that influences their purchasing decisions through an outstanding packaging design.

As a communication tool, label information and its typography are one of the graphic elements in packaging design that should be determined by considering the consumers' preferences. Valuing the consumer preferences are very important because they affect the consumer satisfaction.

Consumer preferences are influenced by demographic factors. Demographic factors are about population features such as age, educational level, household size and etc. These factors are very important, because consumer preferences, needs and wants often change with demographic variables.

In the present study due to the importance of label information and its typography in package design, the researcher deals to the identification and classification of customer preferences towards the label information and its typography. This is done with the intention of designers updating to better understanding of consumer preferences in relation the label information and its typography. Achieving this goal obtained by considering to the consumers' demographic factors and also by using Kano's attractive quality theory and

Kendall's tau test. The study findings shows a variety of consumer preferences in case of label information, typography and its impact on consumers' satisfaction or dissatisfaction.

KEYWORDS: *DEMOGRAPHIC FACTORS, PACKAGING DESIGN, LABEL INFORMATION & TYPOGRAPHY, CONSUMER PREFERENCE, KANO'S ATTRACTIVE QUALITY THEORY*

1. Introduction:

This is a study of labels information and typography design on the rice packaging as a means for market sale of rice as a commodity preferred by consumers in Tehran, Republic of Iran. The research is focused on finding scientific and feasible measures for understanding the consumers' preferences towards the labels information and typography design on rice package.

Communication of information is one of the core functions of the packaging (Saeed R. et al. 2013). Labels are one of the informative elements and one of the most important features of product packaging that should be considered in the packaging design (Ares&Deliza a, b 2010). In fact, product label provides the necessary information to consumers (Mutsikiwa, Marumbwa & Mudondo 2013).

One survey on food labeling found that 90 percent of respondents agreed that nutritional information panels should be laid out in the same way for all food products so that they are easy to be understood quickly (Mitchell & Papavassiliou 1999, as cited in Silayoi & Speece 2007). Product label is defined as "any products over which a retailer [has] exercised total sourcing and market control" (Intel 2005, as cited in Wells, Farley&Armstrong 2007). Dobson & Yadav (2012) argue that consumers have become increasingly reliant on packaging carrying a variety of forms of information on labels.

Estiri M. et al (2010) posit that informational packaging elements are a critical factor in the consumer decision-making process solely because they communicate specific messages and relay certain information about the product, the manufacturer and to the consumers. Informational elements such as nutritional information and food label are increasingly becoming important in influencing consumers' purchase behavior (Silayoi&Speece 2004; Ares&Deliza a, b 2010; Rusko, Heiniö&Korhonen 2011; Kunle&Ganiyu 2013). The Label may be a simple tag which is attached to the product or the good. It is a graphic which is elaborately designed and is a part of the package (Jalali&Modrek 2012; FasialKhan A. &FasialKhan M. 2013).

Product labels are sources of information designed to attract consumers' attention, to communicate a message that will motivate consumption (Silayoi&Speece 2004; Goncalves 2008; Ares&Deliza a, b 2010; Butkeviciene, Stravinskiene& Rutelione 2008). Dantas M. et al (2011) argue that the importance of product labels at the time of purchase are associated by paying special attention to packaging design (color, format, presentation), followed by nutritional information, an expiration date, price, and brand. The growing importance of informational packaging has been necessitated by the increased consumer education, health consciousness and the need to communicate unique potent messages about the actual product, production process, material compositions, and expected nutritional gains among others (Mutsikiwa, Marumbwa&Mudondo 2013; karimi, Mahdieh&Rahmani 2013). Food labeling is one type of information where pre-packaged food marketers communicate to their consumers (Oghojafor, Ladipo&Nwagwu 2012). Umberger et al. (2003, as cited in Mutsikiwa, Marumbwa&Mudondo 2013), explain that in the eyes of the consumer food labels signify food safety, quality and hygiene. Usually, a label carries the brand name, the name and address of the producer or distributor, information about the product's characteristics, ingredients and serving size, pictures, information related to recommended uses, cooking instructions, instructions for proper disposal and shelf-life date. In fact, many consumers feel that it is important to consider information on the package in order to compare the quality and value (Karimi, Mahdieh& Rahmani 2013). The most important informational elements in the present study include: Cooking instructions, Maintenance instructions, Nutritional values, Manufacturer information, Production date and expiration date and Weight information.

In packaging design, typography is used as the central element on packages, and the result if used effectively can be quite astonishing (Saka 2011). In designing the product package knowing typography-the art and technique of arranging type in order to make language visible, is important to ensure that the packaging look professional in order to compete particularly in the food business (Mutsikiwa&Marumbwa 2013). Words and text on packaging create the written message on packages. The choice of words and typography is an essential part of creating package communication. The most important typography attributes in the present study include: Variation in package font and Ease of reading.

The content of the text, languages used and ease of comprehension are part of package communication and affect how the written messages are interpreted (Mutsikiwa et al. 2013).

Hence, Nayyar's (2012) believe that Words and typography are the most important factor to attract consumers and product selection after colors and shapes. Typography encompasses several different variables, e.g. the font type and variety of font types, font size, color contrast, empty space around the text, location of the text, etc. Even a simple change of the font type of the package text can change the packaging communication substantially and affect product positioning (Lyytikäinen & Riikonen 1998, as cited in Mutsikiwa, Marumbwa & Mudondo 2013). Dantas M. et al (2011) believe that Font size is very important, because it attracts customer attention and can confusion or misleads buyers with information in buying. According to Deliya & Parmar (2012), the font style of Packaging grabs customer attraction. Successful companies have best practices of the font styles. They hire specialist in composing which create mind blowing and attractive font styles. The attractive package has innovative font style. So we can say that there is a relation between font style and buying behavior.

Mitchell & Papavassiliou (1999, as cited in Mutsikiwa, Marumbwa & Mudondo 2013), argue that 90% of consumers prefer to have nutritional information presented in the same way for food products to ensure easy readability. Sauvage (1996, as cited in Kushe Shekhar & Raveendran 2013), identified that carefully chosen typography was important for readability. Also, Rusko, Heiniö & Korhonen (2011) argue that there is a large amount of information that is presented in a confined space, which is essential for its legible to be considered for consumers. Furthermore, Variawa (2010) adds that all necessary information must be clearly visible or implied through the design. Small font size and dense writing styles of the labels often lead to poor readability (Variawa 2010; Karimi, Mahdiah & Rahmani 2013). One way consumers reduce this clutter and paradox of choice is by narrowing down choice sets (Variawa 2010). The readability of the text is a remarkable factor possibly causing everyday challenges to the end users, especially among elderly people. Therefore, it is very important to pay attention to typographic variables in package design (Mutsikiwa, Marumbwa & Mudondo 2013). Mutsikiwa & Marumbwa (2013) also emphasized that legibility and readability of the product package are critical concepts of the product typography mostly because, when products are displayed on the shelf, the rationale for package typography is to reduce the time spent looking for the particular brand, by ensuring that the consumer easily locates, identify and notices their preferred brand.

Hence, given the importance of labels and typography, the designer must have a deep understanding of consumer preferences. Consumer preferences are influenced by demographic factors. Demographic factors (sometimes called personal factors) are about population features (Dadras, 2015). According to Aloomaa & Lawan (2013), demographic factors are key factors affecting consumer buying behavior.

Demographic characteristics play an important role in the consumer's purchasing decision process and can cause deviations from general patterns of consumer decision making (Vilčeková & Sabo, 2013). Therefore, marketers need detailed information about the demographic characteristics of consumers so that they can have a better understanding of their behavior and preferences (Vilčeková & Sabo, 2013). Accordingly, due to the significant variations, marketers and designers must adapt the package and package design to the consumer's preferences and needs, as well as the visual perception and satisfaction with an actual product (Vani et al., 2010). The most important population features in the study include: age, gender, marital status, family size, education level and income level.

1.1. The Theory of Attractive Quality

Inspired by Herzberg's M-H theory in behavioral science, Kano and his coworkers developed the theory of attractive quality. The theory of attractive quality is useful to better understand different aspects of how customers evaluate a product or offering (Gustafsson 1998). Over the past two decades, this theory has gained exposure and acceptance through articles in various marketing, quality, and operations management journals. The theory of attractive quality has been applied in strategic thinking, business planning, and product development to demonstrate lessons learned in innovation, competitive- ness, and product compliance (Watson 2003). According to Kano (2001), the theory of attractive quality originated because of the lack of explanatory power of a one-dimensional recognition of quality. For instance, people are satisfied if the packaging of rice has cooking instructions and dissatisfied if the packaging does not have cooking instructions. For a quality attribute such as religious symbols & images, people are not satisfied if the package does not religious symbols & images, but they are very dissatisfied if it does. To understand the role of quality attributes, Kano et al. (1984) present a model that evaluates patterns of quality, based on customers' satisfaction with specific quality attributes and their degree of sufficiency. On the horizontal axis in the Kano diagram (Fig1) the physical sufficiency of a certain quality attribute is displayed. The vertical axis shows satisfaction with a certain quality attribute (Kano et al.

1984). The theory explains how the relationship between the degree of sufficiency and customer satisfaction with a quality attribute can be classified into five categories of perceived quality. According to Kano et al. (1984), their ideas are similar to quality theories suggested by Mizuno and Ishikawa. But instead of only providing general concepts and nomenclature, Kano and his coworkers provide a methodology to use.

The categories of perceived quality are:

Attractive quality. Attractive quality attributes can be described as a surprise and delight attributes; they provide satisfaction when achieved fully, but do not cause dissatisfaction when not fulfilled (Kano et al. 1984). These are attributes that are not normally expected, for example, a maintenance instructions on a package of rice showing the better storage of the rice. Since these types of quality attributes often unexpectedly delight customers, they are often unspoken. An example of this is W. Edwards Deming's rather bantered statement: "The customer never asked Mr. Edison for a light bulb" (Watson 2003). Researchers have emphasized the importance of attractive quality creation (Kano 2001) since this dimension has been somewhat neglected by quality specialists, who have tended to focus on how to eliminate things gone wrong (Kano 2001). In a similar sense, Cole (2001) suggests that the understanding of continuous improvement should be widened to continuous innovation and include concepts such as exploration and discontinuous innovation.

One-dimensional quality. One-dimensional quality attributes result in satisfaction when fulfilled and dissatisfaction when not fulfilled (Kano et al. 1984). These attributes are spoken and are those with which companies compete (Gustafsson 1998). For example, designing "Nutritional values" as an informational element on rice package label is likely to result in customer satisfaction, but if there is not, it is likely that the customer will feel misled, which results in dissatisfaction.

Must-be quality. Must-be quality attributes are taken for granted when fulfilled, but result in dissatisfaction when not fulfilled (Kano et al. 1984). For example, consumers are dissatisfied when "Ease of reading" is not on the package, but when it's designed on package the result is not increased customer satisfaction. Since customers expect these attributes and views them as basic, it is unlikely that they are going to tell the company about them when asked about quality attributes. They assume that companies understand these product design fundamentals (Watson 2003).

Indifferent quality. Indifferent quality refers to aspects that are neither good nor bad, and, consequently, they do not result in either customer satisfaction or customer dissatisfaction.

Reverse quality. Reverse quality refers to a high degree of achievement resulting in dissatisfaction (and vice versa, a low degree of achievement resulting in satisfaction) and to the fact that not all customers are alike.

2. Material and Methods

2.1 Study location

This study was conducted in three shopping centers in Tehran. Shopping centers include: Shahrvand Shopping Centers, Refah Shopping Centers and Hyper Star Markets.

2.2 Population and Sample

Data were collected through a questionnaire that was implemented in person through interviews with 600 consumers to randomly chosen ages 20 to 65 at the place where they buy rice and asking them about their experiences of packaging in everyday commodities. The sample was calculated according to the Cochran formula.

$$n = \frac{Z^2 pqN}{d^2(N-1) + Z^2 pq}$$

N = Statistical population size = 8,500,000

Z = Confidence Level= 95%

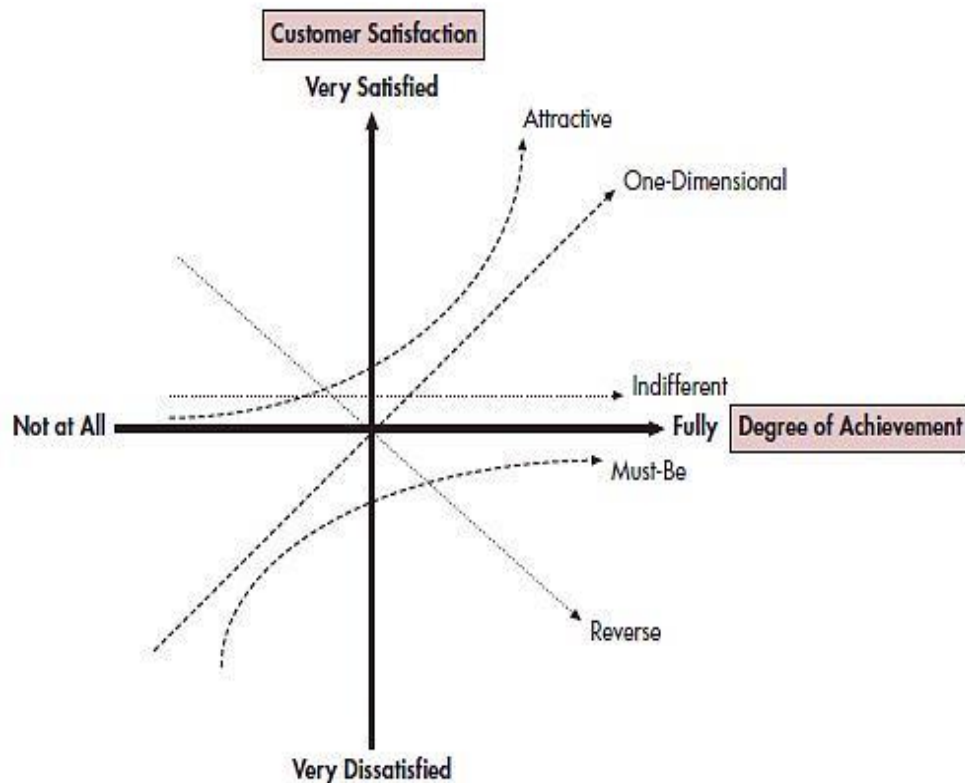
p = Ratio of a trait in the population = 50%

q = Percentage of those without that trait in the population (q = 1-p)

d = Acceptable margin of error = 4%

n = Sample size = 600

Figure 1 An Overview of the Theory of Attractive Quality.



2.3 Questionnaire

The questionnaire was divided into two parts: background questions (gender, age, education, and so on). Kano pair questions. In addition to the questionnaire, a letter that explained the purpose of the survey was included. The Kano questionnaire contained pairs of customer requirement questions (Berger et al. 1993; Kano et al. 1984). Each question had two parts:

- “How do you feel if that feature is present in the product?” (This is the functional form of the question.)
- “How do you feel if that feature is not present in the product?” (This is the dysfunctional form of the question.) (Berger et al. 1993).

Each part of the question, the customer could answer chosen one of five alternatives exemplified in (Fig 2). According to Berger et al. (1993), the wording of the alternatives is the most critical choice made in the Kano methodology. The chosen wording of the alternatives adapted from Berger et al. (1993) (that is, “I like it that way,” “It must be that way,” “I am neutral,” “I can live with it that way,” “I dislike it that way”) is similar to the Japanese version suggested by Kano et al. (1984).

The classification of attributes described previously is made based on the pair questions. Each quality attributes can be classified into one of the six categories shown in (Fig 3).

The category “questionable” contains skeptical answers, and it is debatable whether the respondent has understood the question (Kano et al. 1984). It was suggested by Berger et al. (1993) that cells 2-2 and 4-4 in the Kano evaluation table be changed from “I” to “Q,” since they believe, for example, that a requirement that is rated as must-be functional cannot simultaneously be rated as must-be dysfunctional. Lee and Newcomb (1997) classify five combinations of the 25 options as questionable (cell 1-1, 1-2, 2-1, 2-2, and 5-5).

In the last section of the questionnaire, the quality of all the attributes identified and classified, then by using Kendall tau to test its effect on customer satisfaction and buying decisions are evaluated.

Figure 2 A pair of Consumer Requirement Questions in a Kano Questionnaire

How do you feel if “Cooking instructions” are presented on the label of the rice package?	1. I like it that way. 2. It must be that way. 3. I am neutral. 4. I can live with it that way. 5. I dislike it that way.
How do you feel if “Cooking instructions” are NOT presented on the label of the rice package?	1. I like it that way. 2. It must be that way. 3. I am neutral. 4. I can live with it that way. 5. I dislike it that way.

Figure 3 Kano Evaluation Table (adapted from Berger et al. (1993)).

Quality attributes → ↓	Dysfunction				
	1. like	2. must - be	3. neutral	4. live with	5. dislike

Function	1. like	<i>Q</i>	<i>A</i>	<i>A</i>	<i>A</i>	<i>O</i>
	2. must - be	<i>R</i>	<i>I</i>	<i>I</i>	<i>I</i>	<i>M</i>
	3. neutral	<i>R</i>	<i>I</i>	<i>I</i>	<i>I</i>	<i>M</i>
	4. live with	<i>R</i>	<i>I</i>	<i>I</i>	<i>I</i>	<i>M</i>
	5. dislike	<i>R</i>	<i>R</i>	<i>R</i>	<i>R</i>	<i>M</i>

A: Attractive

O: One-dimensional

M: Must-be

I: Indifferent

R: Revers

Q: Questionable

Result and discussion

The first part of the analysis was concerned with classifying the religious symbols & image quality attributes according to the theory of attractive quality. Each quality attribute was classified according to the evaluation table into either attractive (A), one-dimensional (O), must-be (M), indifferent (I), reverse (R), or questionable (Q). Lee and Newcomb (1997) introduced two measurements to aid in the classification of quality attributes: category strength and total strength. Category strength is defined as the percent difference of the highest category above the next-highest category. Total strength is defined as the total percentage of attractive, one-dimensional, and must-be responses.

A calculation of an average (better and worse), without losing the quality dimension's attractive, one-dimensional, and must-be attributes, was performed as suggested by Berger et al. (1993). These averages state whether customer satisfaction can be increased by meeting a certain quality attribute or whether fulfilling this quality attribute merely prevents the customer from being dissatisfied (Berger et al. 1993).

$$B = \frac{A + O}{A + O + M + I} W = \frac{O + M}{A + O + M + I}$$

The positive better numbers indicate that customer satisfaction will increase by providing a quality attribute and the negative worse numbers indicate that customer satisfaction will decrease by not providing a quality attribute (Berger et al. 1993). The maximum value of better and worse is 1. The closer the value is to 1, the greater the influence on customer

satisfaction. A value of about 0 signifies that a certain quality attribute has little influence on customer satisfaction (Matzler et al. 1996).

In the analysis, a Kano variable containing the classification of quality attributes was used as a dependent variable, while the demographic variables, such as gender, age, and family, were used as independent variables. The below table 1 shows an overview of the useful information on labels and attractive typography quality attributes of packaging design. Furthermore, table 2 shows the correlation between demographic factors with the useful information on labels and attractive typography quality attributes as a graphical design elements based on Kendall's tau test.

Table 1. An Overview of the Useful Information on Labels and Attractive Typography Quality Attributes in Packaging Design

Quality Attributes	Classification	Classification	Classification	Classification	Better	Worse
	Category strength	agreement	Total strength	agreement		
		Category strength		Total strength		
Useful information on label	Must-be	252.49%	-	-		
Cooking instructions	-	-	Indifferent	30.84%	0.47	0.37
Maintenance instructions	-	-	Must-be	31.5%	0.39	0.54
Nutritional values	-	-	Must-be	37%	0.39	0.60
Manufacturer information	-	-	Must-be	49.5%	0.31	0.72
Production date and expiration date	-	-	Must-be	57.16%	0.26	0.79
Weight information	-	-	Must-be	60%	0.27	0.82
Attractive typography	Indifferent	59.6%	-	-		
Variation in package font	-	-	Indifferent	36.5%	0.50	0.34
Ease of reading	-	-	Must-be	35.2%	0.40	0.61

Table 2. An Overview of Kendall's tau Correlation Coefficient Between Demographic Factors and Useful information on Labels and Attractive Typography in Packaging Design.

Graphical Elements	Demographic Factors											
	Age		Gender		HH size		Educational level		Income level		Marital status	
Cooking instructions	.033	.093	.073*	.052	-.021	.043	-.031	.040	-.028	.028	.015	.077*
Maintenance instructions	.010	.051	.124	.026	.020	.053	-.039	.066*	-.042	.070*	-.067*	.037
Nutritional values	.036	.041	.140	-.076*	.008	-.007	-.070*	.075*	-.101	-.002	-.036	.083*
Manufacturer information	-.013	.062	.016	.081*	-.053	.021	-.021	.062	-.054	-.001	-.041	.077*
Production date and expiration date	.025	.033	.024	.016	-.090	.007	-.077*	.180	-.052	.022	.001	.011
Weight information	-.057	.132	.093*	-.040	-.025	-.021	.033	.140	-.031	.058	-.046	.094
Variation in package font	.101	.044	.059	.061	-.021	.020	.051	-.103	.006	-.024	.067*	.021
Ease of reading	-.001	.144	.004	-.003	.004	.073*	-.035	.057	-.017	-.029	-.058	.046

* Correlation is significant at the 0.05 level (1-tailed).

The Kendall's tau findings, describes the significant correlation between demographic factors with religious symbols & images for rice packaging design as follows:

Gender vs. Label. Female consumers prefer to design "Cooking instructions" and "Weight information" on the rice package label, but their preference about "Manufacturer information" is negative. Male consumers prefer to design "Nutritional values" on the rice package.

Educational Level vs. Label. Consumers in higher educational level have a negative preference to the "Maintenance instructions" on rice package label. This negative preference is also same for consumers in lower educational level in case of "Production date and expiration date". However, consumers in both educational level prefer to design the "Nutritional values" on rice package label as a importance informational element.

Income Level vs. Label. Consumers at higher income levels do not prefer to design the "Maintenance instructions" on label as a useful information in the rice packaging design.

There are not significant correlation between "Useful information on label" and consumers demographic factors.

Household size vs. Typography. Consumers in larger households do not prefer to “Ease of reading” attributes as a attractive typography element.

Marital Status vs. Typography. Married consumers preferences is significant to “Variation in package font” as a attractive typography element.

There are not more significant correlation between “Typography” and consumers demographic factors in the rice packaging design.

Conclusion:

In today's competitive market packaging design is a tool that enables consumers to identify some of the iconic landmarks that differentiate the product from competitors. As a result, it's the key component of successful sales. Consequently, with the changes in demographic factors, packaging designers must have update knowledge of consumer preferences to provide the product properly and influence consumer satisfaction. In this regard, communication of information is one of the core functions of the packaging. This issue highlights the importance of information in the label product packaging and its typography. In fact, product labels and its typography are sources of information designed to attract consumers' attention, to communicate a message that will motivate consumption. Accordingly, in addition to identifying consumer's preferences toward the label information and typography in rice packaging design, the author was able to measure the correlation between demographic factors and consumer's preferences by using Kendall's tau statistical test.

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Author Profile



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