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# Exploring Packaging Design Case: Bakery

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Laurea University of Applied Sciences

## Exploring Packaging Design Case: Bakery

Tao Li  
Restaurant Entrepreneurship  
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### Exploring Packaging Design Case: Bakery

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With markets becoming global, today's new trend on home-made business in China is bakeries, for people who insist on quality and novelty products. However, the market starts getting similar as competitors are baking similar products. This brings out the challenge on effectively drawing customers' attention and leading into a unique brand experience. Our partner company Angelluna's coffee & bakery is a home-made bakery that offers high quality products, but the lack of knowledge on packaging and branding has caused a divergence between perceived value and price. The purpose of the thesis aims to research for understandings of packaging design and how to improve packaging for brand values. The goal of the thesis is to provide Angelluna's coffee & bakery insights, suggestions, and examples on choosing better packages to make the value of its baking products weigh better.

Packaging provides a surface upon which to communicate information about the product and the brand. It performs more than simply containing a product, and it can have a great impact in differentiating and ultimately achieving the goals of a brand. The thesis explores packaging design in four major aspects: packaging convenience, packaging cost, branded packaging communication and customer needs. With the selected contemporary packaging design examples throughout the thesis, it emphasises not only the primary function of packaging aslo the importance of attributes and experience in packaging.

The practical part starts with participant observation to understand the issue the partner company has, and an illustration of the project development framework. With a customer-oriented marketing theory of packaging design being said in previous chapters, the practical part introduces the business environment of China and the products of the partner company. Based on Energizer Pyramid and observational research, the author suggests a packaging specification that could be applied in partner company. The project further develops when visiting a well-known finnish bakery for qualitative interviewing. The interview better explains the current packaging norm in the finnish market and the details of that branded bakery's packaging. Meanwhile, customer surveys are given to partner company's customers, with an analysis of reflecting problems and customer voices. The overview of Angelluna's coffee & bakery's packaging features in the marketplace is illustrated in a product competitive analysis among competitive to assess its own strengths and weakness. The thesis uses both qualitative and quantitative search methods for all the development tasks carried above.

As a result of the development study, It is suggested that Angelluna's coffee & bakery could adopt the use of simple and foldable boxes (figure 30) with crafted copywriting to improve the bakery's brand value, especially for smaller portion of the desserts. From the analysis of customer surveys, It is worthy paying attention to use firm structured boxes with right dimension and viewable side(s), and to improve current graphics. The graphics in a modern trend can be as simple as plain words or even stickers. The graphics and motif has to match the whole branding promise the business wants to deliver.

Keywords: Packaging Design, Entrepreneurship, Customer Needs

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## 1 Introduction

For entrepreneurs who have been thinking of having own brands, or just began to be curious in marketing, or even wondering what entrepreneurial spirit is. The following thesis will embrace you with a “package design” beginning. Packaging provides a surface upon which to communicate information about the product and the brand, it is an essential element of product branding (Ambrose & Harris 2011, 11). Packaging design is one of the key elements of a marketing strategy for a product as it is the visual face that will be promoted, recognised and sought out by the consumer (Ambrose & Harris 2011, 16). This thesis explores package design with the original marketing mix: product, price, promotion and place in a more customer-oriented way.

Starting of the theory part, the package design explores four major aspects in a marketing mix: convenience, cost, communication and customer needs. It first accents on the importance of packaging convenience and what it means in today's economy. Then discuss the packaging materials, its functionality and costs, also considerations in today's environment. The third aspect introduces the design and creation of packaging as a part of the product branding process. Packaging design is produced to communicate directly to the target audience and establish connection. This chapter also talks different approaches when creating branded packaging in order to highlight its qualities, characteristics and attributes. The fourth aspect tries to remind businesses the importance of customers' needs, and where does customer satisfaction come from. The thesis further illustrates interesting products to show the added values of packaging through attributes and experience. And the comprehensive concept of quality is explained at Chapter Four.

The partner of the thesis is Angelluna's coffee & bakery, one of emergent business formats in China: the home-made bakery. The home-made reputation first started as “Si Fang Cai”, which means sophisticated and unusual dishes from home kitchens and famous chefs. It represents the passion for high quality gourmet food. With markets becoming more global, today's new trends on home-made are bakeries, for people who insist on quality and novelty products. However, the market starts getting similar as competitors are baking similar products.

Angelluna's coffee & bakery is a home-made bakery in Qingdao, China. Its main products include cakes, desserts, and coffee. Most of the customers are returned customers. Delivering is a major sales channel. Not long time ago, the business has gone through a decline in sales. The owner found the decline was caused by the perception between the value and price. Even though the products are made from expensive ingredients and exquisite crafting, it seems customers are expecting a better packaging experience. Angelluna's coffee & bakery realises in order for her business to keep profitable in the market place, she needs to put

more efforts on her own brand. The author supposes this could be improved by packaging design, both functionally and communicatively.

The purpose of the thesis aims to research for understandings of packaging design and provide insights Angelluna's coffee & bakery on how to improve its packaging for brand values. The practical part interviews with an established Finnish bakery talking about its packaging, then conducts customer surveys on partner's packaging. A list of product competitiveness analysis is provided for further suggestions. The study is based on the theories of packaging design, branding, customer needs and customer satisfaction. The goal of the thesis is to provide Angelluna's coffee & bakery insights, suggestions, and examples on choosing better packages to make the value of its baking products weigh better.

## 2 Package Design

Packaging works within what is known as the marketing mix, a collection of activities to maximise product awareness and sales. The marketing mix comprises 'four Ps': product, price, promotion and place. The packaging, synthesises the four components into the visual 'face' of a brand and brings together the physical characteristics of the product, its pricing strategy, how it will be promoted and where it will be sold. (Ambrose & Harris 2011, 16.)

Packaging design can thus be viewed in four different ways: as a means of protecting the product (which can form part of the product experience); as a contributor to product cost; as a canvas on which to promote the product's attributes and benefits; and as a dispensing aid in the place of sale and for final consumption (Ambrose & Harris 2011, 16).

Professor Robert F. Lauterborn (Ambrose & Harris 2011, 16), a pioneer of Integrated Marketing Communication, developed 'four Cs' instead of 'four Ps' (figure 1), advanced by marketing guru Philip Kotler. This classification reflects a more customer-oriented marketing and emphasises the need for marketing to be focused entirely on the consumer.



Figure 1: The 'four Cs' of packaging design (Ambrose & Harris 2011, 16)

Packaging design straddles many disciplines; at its core, it is concerned with aligning and unifying the various areas contained within the marketing mix (Ambrose & Harris 2011, 16).

### 2.1 Packaging Convenience

A number of consumer goods and packaging industry related reports published by various trade associations and consultants stress the importance of packaging, especially in the context of usage convenience. According to these studies, the convenient use of packaging is one of the key marketing drivers as busier lifestyles, smaller household units and a general lack of time have changed consumption habits (Draskovic 2010, 267-268).

Convenience packaging is not merely about preserving and protecting the product. Consumers want conveniently packaged food products that can be quickly made into meals while maintain the quality and freshness. This can be observed in supermarkets with microwavable products, salad kits, zippered pouches. Another recent trend on convenience packaging is to provide a smaller/single serve portions. Financial times reported (2017), according to government statistics compiled by consultancy Euromonitor, China's population of adults living alone has grown 16 percent since 2012 to reach 77m and food companies are now targeting at China's single economy.

A successful example of convenience packaging design is Butter! Butter !(figure 2). The idea is to package butter in a very convenient single-serve way with a wooden spoon lid. The solid spoon is used to spread the butter and does away the need to carry additional cutlery. (Seth 2010.)



Figure 2: Four flavoured butter spoon (Seth 2010)

A research study conducted by Olsson and Györei (2002) indicated that packaging related to convenience at the point of purchase could increase sales. Consequently, convenience is considered as one of the essential functions of packaging, in addition to marketing and logistical functions (Prendergast and Pitt, 1996; Smith and Taylor, 2004; Robertson, 2006).

Ergonomics refers to the science of designing packaging to fit or facilitate human interactions with a product during consumption of it, and to a lesser extent to make for better ease of handling of a product as it travels through the distribution chain. Ergonomic design results in a product that is comfortable to use and that is unlikely to give rise to any cause of accident, injury or discomfort, such as the occurrence of repetitive strain injury. (Ambrose & Harris 2011, 142.)

Ergonomics therefore relates to how people interact with physical objects and seeks to improve the design of products in order to make such interactions more comfortable and to optimise both health and productivity (Ambrose & Harris 2011, 142).

In terms of packaging, designers frequently apply ergonomic principles in order to produce a more harmonious interaction between products and the human body. The presence of handles die-cut out of cartons of 12-packs of beer makes them much easier to hold; and washing detergents that have moulded hand grips with grooves for the user's fingers provides another



good example of how ergonomics may be put to good use in packaging design. (Ambrose & Harris 2011, 142.)

## 2.2 Packaging Cost

The form of a package is concerned with developing an appropriate shape and use of the necessary materials that will result in the physical functionality required at a cost that is acceptable. Decision will also need to be taken at this stage about the weight of materials, as different choices will add to or reduce shipping costs, will affect the feel of the product in terms of the tactile sensation given by its materials and finish, and will also impact upon the ergonomics of the finished package in terms of how easy it is to handle, hold and use. (Ambrose & Harris 2011, 138.)

The first consideration that needs to be made when selecting packaging materials concerns their ability to successfully contain the product. The materials guide on this page highlights some basic considerations about the appropriate use of materials and looks at their particular strengths, weaknesses, costs and the ease with which surface graphics can be applied to them. (Ambrose & Harris 2011, 165.)

For example, aluminium is strong container for liquids, high protection, printable and recyclable, but involves energy-intensive production and has limited shaping ability. PVC or LDPE (low-density polyethylene) films are lightweight, transparent and low cost; but may be easy to tear and is difficult to print and recycle. Generally used to package food. Wood is the original packaging material, and is used to crate large items for shipping and also for creating presentation boxes, as for wine. It can be heat-branded with graphics and readily takes paper labels. Paper bags are lightweight, low cost and easy to print and recycle; but they are also easy to tear and have limited shape capability. Plastic bags are lightweight, low cost and easy to print; but easy to tear (depending upon film thickness) and with limited shape capability. Falling out of favour due to environmental impact and consumers' failure to recycle. Paper wraps items of any shape, is lightweight with excellent print surface; is low cost, recyclable; but easy to tear and lacks strength. Cardboard is strong, high protection, excellent print surface, lightweight, low cost and recyclable, but with limited shape production. Glass is strong container for liquids, easy to mould, high protection, takes shrink-wrap labels, recyclable; but energy-intensive production, limited printing ability, harmful if broken. (Ambrose & Harris 2011, 165.)

Packaging is something physical that is produced from a wide range of raw materials, and so its production and disposal will have important environmental considerations, too. Consumers and manufacturers are increasingly concerned with the environmental impact of their actions. This has resulted in pressure on designers to rethink packaging design in order to

minimise its environmental impact, while ensuring that it is still performing its protective and communication functions. (Ambrose & Harris 2011, 186.)

The sustainable packaging process (figure 3) looks at the raw material used, at where they come from, and at how they will be disposed of at the end of the packaging's useful life. This process includes an evaluation of the 'carbon footprint' that the product will create. Once the size of the carbon footprint has been evaluated, a strategy can then be devised to successfully reduce it. This may be achieved by increasing the amount of different materials or components employed to create the packaging, to make it easier to recycle or less harmful to dispose of. (Ambrose & Harris 2011, 186)

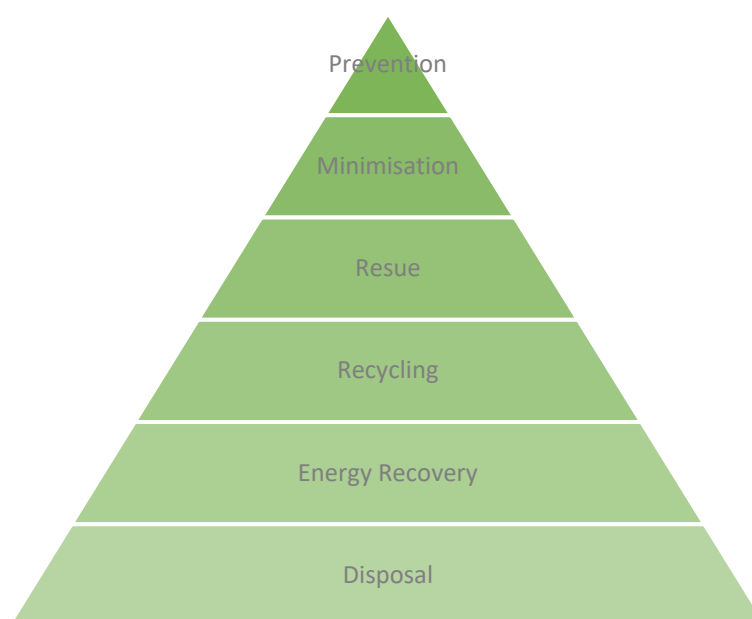


Figure 3: The waste hierarchy diagram

The waste hierarchy diagram describes the most and least preferable options (from top to bottom) for dealing with waste that routinely arises from product packaging (Ambrose & Harris 2011, 187). The term 'waste hierarchy' refers to waste management strategies based on the application of 'the three R's — reduce, reuse and recycle. The most desirable design strategy is to aim to reduce material usage, then to reuse materials and thirdly to recycle materials. At the very bottom of the hierarchy is the disposal of materials. This hierarchy can guide the decision-making process when creating sustainable packaging, in terms of materials' use, the size of container used and son on. (Ambrose & Harris 2011, 186.)



Figure 4: Eco cake box (Jamesdysonaward 2017)

A reddot award winner has proposed a birthday cake packaging (figure 4) that can be torn off to use as plates and forks to play a part in saving natural resources and reducing waste. Eco Cake Box is made by cardboard pressing forming and line pressing process, it is convenient to fold flat cardboard into a box. Cutting line, the punch hole needle arranged in a straight line, punch through small holes or indentation form tooth lines, it is convenient to tear off the plates and forks from the cake box. (Jamesdysonaward 2017)

### 2.3 Branded Packaging Communication

It could be argued that packaging is part of the overall graphic communications mix for many brands; and that the brand manifests through advertising, marketing, public relations and online viral communications. As such, packaging becomes merely another way of usefully communicating a brand's values to consumers. (Ambrose & Harris 2011, 14.)

Packaging design extends beyond creating a container within which to place a product (a task that is relatively straightforward), to produce something that communicates directly to the target audience and so establishes a positive connection. Successful packaging requires consideration of two main factors in this context: audiences and sectors. (Ambrose & Harris 2011, 20.)

The first step to successful packaging design is to identify the main audience that the design will appeal to. Motivational sales speaker and training consultant Mark Hunter, believes that instead of creating packaging that strives to continually compete for new customers, the focus of packaging designers should really be on the 20 per cent of clients who represent the

best customers and therefore the most reliable ongoing opportunity. (Ambrose & Harris 2011, 20.)

The market for products is comprised of discrete sectors, such as food and cosmetics, each of which have different needs, demands, sizes and conditions for which different products have accordingly been developed. Within these various market sectors, there are sector cues that a designer needs to become familiar with, which define or suggest where the parameters of audience expectations lie in relation to a particular product category. (Ambrose & Harris 2011, 22.)

The existence and power of sector cues frequently results in shared aesthetics being adopted within the same product categories, which then become a common visual currency for the presentation of competing products within the marketplace. Therefore, innovative packaging design often has to strike a balance between fitting in and standing out from the generally accepted norms and cues present in a given product sector. (Ambrose & Harris 2011, 22.)

Within a given sector, the packaging of a brand has two distinct functions: these can be referred to as its purpose (figure 5) and its intent (figure 6). Packaging is designed to contain a specific volume or measure of a product, to store it without contamination throughout the transportation process and during its in-store display, to facilitate its easy and efficient handling and stacking, to preserve product qualities for a defined period of time (that is, to ensure that a product remains fresh and does not deteriorate) and to ensure that it is protected against numerous forms of damage, such as moisture, heat, bumps, the impact of being dropped. (Ambrose & Harris 2011, 26.)

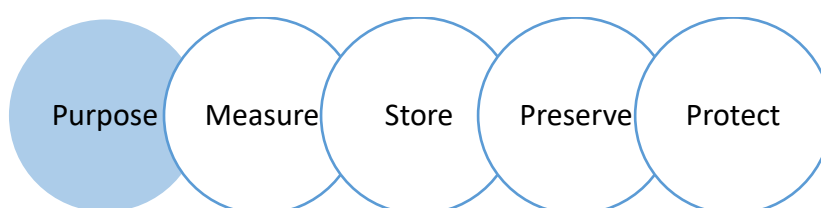


Figure 5: Purpose: Is driven by the primary, practical elements of packaging design.

Packaging does not necessarily need to be loud or garish, but it must communicate quickly and clearly to the target audience for which it is intended (Ambrose & Harris 2011, 28).

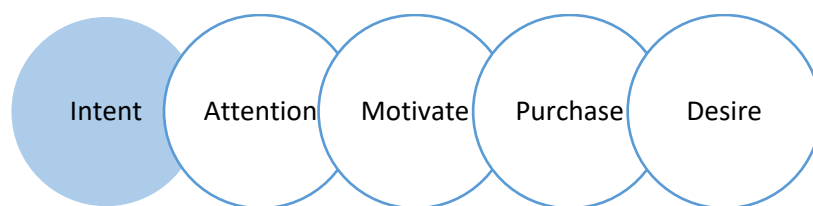


Figure 6: Intent is driven by the emotional facts that lead us to make a purchase

Branded packaging is concerned with captivating an audience. Within retail environments, a package needs to grab the attention of potential buyers and rapidly communicate various brand values. Its stated ability to successfully satisfy certain needs will lead consumers to view the product favourably and motivate them towards its purchase.

### 2.3.1 Branding, language and colour

Branding comes from the active verb, 'to brand'. Branding comprises all the activities that an organization undertakes to bring their brands and products into the minds of consumers, giving these brands and products the ability to actively participate in the marketplace. (Tongereren 2013,105.)

In certain product categories, for example bottled water, branding is the main differentiating factor between competing products. For a brand to be successful, the qualities it projects have to be credible and permeate through the entire packaging design, including the outer container, the inner container, the graphics, the quality of materials and so on. (Ambrose & Harris 2011, 102.)

There has to be a real spark between a product and a user, one that deeply rooted in the minds and hearts of people. When this happens, people are strongly devote to a brand. For this to happen, the brand has to bind consumers to its personality and fulfil the promise made by the brand. The brand has to have something that makes a lasting impression and is truly distinctive, something that people want to tell others about. (Tongereren 2013,108.)

Language is used to communicate ideas succinctly, a fact that package design exploits to inform potential customers of why they should purchase a given product (Ambrose & Harris 2011, 104). Rick Braithwaite of Sandstrom Design once said " perhaps the most noticeable trend in packaging is the humanization of the product. Graphics, type, colors, and copy all are seeking to engage the consumer in dialog rather than acting as brand billboards. Simplicity and honesty are refreshing and effective. Cute and fancy will always work in niche markets like preserves and novelty soap, but timeline type and non-boastful copy has become the norm and is more effective. We're always tried to use copy to engage consumers in the pur-

chase decision, and think it will continue to be a powerful marketing tool." (Hargreaves 2004, 29.)

Copy can also be used to give products that all-important sense of provenance (a key recent trend in food packaging), or an idea of the food or drink in question's origin. Tamara Williams, creative director at Parker Williams, suggests: "I'm obsessive about the words on packs: the trend in packaging language is now really to explain the taste of things: where the tomatoes were grown, for example. Things are being broken down to a much more conversational level now, and that's because consumers are wiser about these things. Communication is so important. The labeling on products is a lot cleaner and clearer than it used to be, and that's entirely necessary. There's a demand from consumers to have that information on the front of the pack to enable them to make decisions quicker." (Hargreaves 2004, 31.)

Colour is an essential part of branding and establishing the brand statement. Colour decisions have to take into account the colours used by competitors and whether the aim is to fit in or stand out. The power of the colour is important for brand recognition as consumers often use it as a short cut when purchasing products; they will often look for a familiar red and yellow bottle, for example, rather than read the labels of products on the shelf. It is for this reason that 'me-too' brands often feature labels in similar colours to the market leader in order to benefit from such familiar associations. (Ambrose & Harris 2011, 107.)

The effective use of colour in packaging design can be a highly involved decision due to the various connotations, associations and messages that colours can send out. Colour meanings are wide and varied and, perhaps most significantly, they are also culturally dependent. Certain packaging colours refer to particular tastes or qualities, with pink and red indicating sweetness for example, while white and blue suggest purity and refinement. The colour green typically refers to mint flavouring or organic produces, while to attract attention to 'new' or 'improved' products or formulas, designers frequently use red and yellow. (Ambrose & Harris 2011, 107.)

### 2.3.2 Surface graphics

Typography is essentially descriptive; that can easily explain to someone what the product is, or what its core values are. Typography is often treated as image, being manipulated and altered to create graphic effect. (Ambrose & Harris 2011, 148.)



Figure 7: Maple syrup (Lovelypackage 2011)

The packaging of Maple Syrup (figure 7) comes in different intensity grades. The numbers denote how strong or weak a grade of maple syrup is. The bottle is one typically used to package hand crafted maple syrup yet the typography is modern simple and classic - It's not a sales pitch, just pure unaltered product. (Lovelypackage 2011.)

Photography fulfils many communication functions as part of packaging design; from the basic role of providing information, such as showing what a product looks like or how it can be used, to being much more sophisticated and conveying feelings that help to create the visual brand identity (Ambrose & Harris 2011, 150).

Historically, products with a physical form that are not inherently interesting or self-explanatory (such as washing powder), have made great use of illustration to convey ideas about their characteristics. Illustration provides an invaluable 'public face' for products, and is a technique that is able to both decorate (make desirable) and inform, in a way that other disciplines, such as photography, cannot. (Ambrose & Harris 2011, 155.)

#### 2.4 Customer Needs

One of the best ways to learn about customers is to spend time with them for the real insights from real people: powerful, emotional and memorable (Fisk 2009, 144). But sometimes it can be blinded by the amount of information and intimidated by the need to respect every aspect

of what every customer says. Energizer pyramids (figure 8) are a simple way to reflect what matters most rationally and emotionally to real customers. In some ways they are a reinterpretation of Maslow's hierarchy of needs but in a more simple and useful way. They are described as following: essentials are absolute prerequisites for any brand to deliver in their eyes, both hygiene factors (such as safety and security) but also basic expectations. Enablers practically helps them to do more, which might be offered by some brands but not others and became part of a rational trade-off against brands and price. Such as, faster delivery, 24-hour support, range of colour options. Energizers might seem small and trivial but can emotionally make a big difference. It can be what gives the communication a buzz that will spread or the service a twist that makes customers smile and tell their friends. (Fisk 2009, 150-151.)

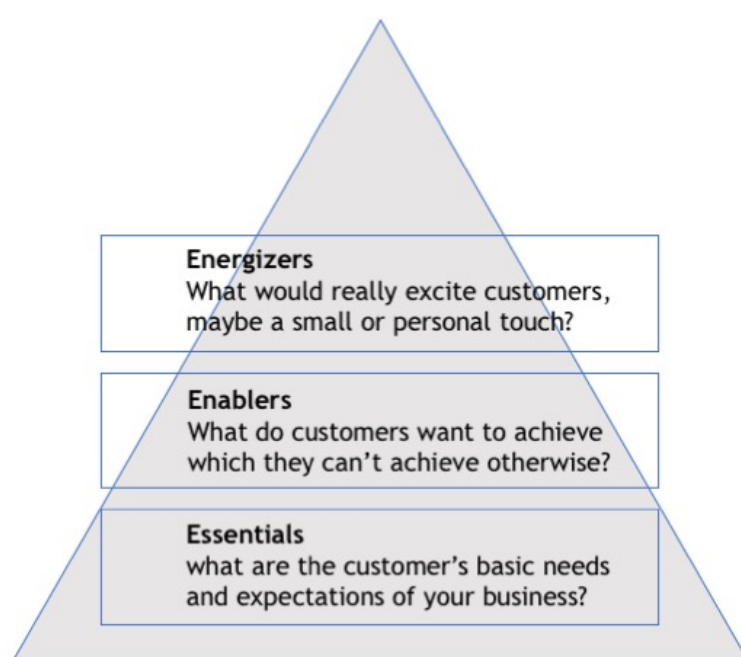


Figure 8: Energizer Pyramid: What really turns customers on (Fisk 2009, 151)

It might be a good idea to first satisfy the absolute prerequisites before the subsequent layer of needs becomes relevant. The approach of psychology and consumer behavioral analysis is based on the assumption that satisfaction is a mental condition of the customer. The performance evaluation of a provided product or service (or some of their characteristics) is quite subjective and for this reason it should be linked with some comparison standards. (Grigoriadis & Siskos 2010, 43-44.) Several comparison standards (table 1) are used by customers at different consumption stages, such as pre-purchase, purchase, use and disposal. It might lead to different satisfaction judgement. If the perceived product or service fulfills or exceeds the standard of comparison it is based on, customer satisfaction arises. A service that falls short



in comparison to expectations leads to dissatisfaction (Raab, Ajami, Gargeya & Goddard 2008, 61).

<i>Expectations: they represent how the customer believes the product/service will perform.</i>
<i>Ideals: they represent how the customer wishes the product/service would perform.</i>
<i>Competitors: the performance of competitors in the same product/service category may be adopted by customers as a standard for comparison.</i>
<i>Other product categories: products or services in completely different categories may also provide comparison standards for customers.</i>
<i>Marketer promises: they refer to promises that were made by the salesperson, the product/service advertisement, the company spokesperson, or some other form of corporate communication.</i>
<i>Industry norms: they are related to a "model" or average performance level developed by customers with considerable experience in a product category (across companies and brands) or access to industry standards.</i>

Table 1: Different comparison standards

In terms of packaging design, the packaging should align the identity of the product with a fair degree of promise. That shall be certainly achieved after the first purchase, first touch or first use. This satisfaction will lead into a better customer relationship and retention.

## 2.5 Protection, attributes and experience

The primary role that packaging serves is to protect the product that it carries. Products need protecting from light, moisture, heat, cold, insects, mould, acids, oils, handling, transportation and other environmental hazards. A single-use product will only need protecting once, whereas multi-use products need to consider the products' longer life. Protection considerations also take into account various consumer needs and the changing nature of the retail experience. Traditionally, people bought local, fresh produce and went to the grocery store, butcher's or baker's with a basket to put their goods in. Products had very little protective packaging. (Ambrose & Harris 2011, 121.)

Nowadays, most people shop in supermarkets that have extensive distribution chains and bring products from far and wide around the globe. Products are packaged to protect them from the logistics chain and to facilitate in-store handling and display. As a consequence, we now commonly buy fruit and meat in Styrofoam trays that are covered with cling film. (Ambrose & Harris 2011, 121.)

Protection is a primary packaging function but it is usually a product's attributes that we buy into, rather than how well it is protected. A product has many different attributes, including the quality and source of its ingredients or materials, the quality of its design and manufacture, its longevity and robustness, its style or aesthetic qualities, its cost, its size and so on. The packaging that a product is contained in can also be viewed as one of its attributes, as this may be attractive, unattractive, light, heavy, recyclable, non-recyclable and so on. (Ambrose & Harris 2011, 124.)

Branded packaging seeks to reflect the positive and desirable qualities of the product via the packaging materials. The choice of materials helps to create and define the user experience, such as by providing smooth or tactile surfaces to interact with, or different things to pull, tug or hold. (Ambrose & Harris 2011, 124.)

Creating an interesting or memorable packaging experience can add value to a brand and help with its positioning in the mind of a consumer. The quality of this experience can enhance and further the brand characteristics of a product. At the very least, the packaging experience should be consistent with the branding and not detract from it. For example, if a product is being positioned as exclusive or luxurious, it should have packaging that reinforces this. Perfume packaging attempts to do this through the use of glass bottles, rather than plastic ones, formed in intricate shapes that create a physical experience for the user when they are handled. (Ambrose & Harris 2011, 126.)

The student project, "Selling Quebec" (figure 9), Michelle Malrechauffe designed a package of biscuits and a maple syrup bottle to accompany them. Cookies perforated in the center enable the integration of the cylindrical vial containing the syrup. It is suggested to pour syrup onto the biscuits enhancing the experience of teatime (Packaginguqam 2016).

Packaging designed to promote the province of Quebec. It contains products from the maple, a typical tree of this province, including syrup, the most recognised one. Cookie's shapes are like rings or "anneaux" in French, made with maple butter and sugar. The maple sap is collected from the tree and then converted to maple syrup, that's why the tube that contains it is just in the centre of the packaging which reminds the trunk of a maple tree (Packaginguqam 2016).



Figure 9: Selling Quebec (Packaginguqam 2016)

## 2.6 Quality of Packaging Design

The initial impression of the quality of the item or the actual moment of interaction with the product or service is termed “perceived quality” (also called dynamic quality by some philosophers). This is essentially an instant judgment about a product or service’s overall excellence. The later ability to describe the quality of the product or service in measurable terms is called “objective quality” (also called static quality by some philosophers). This aspect of quality refers to the technical excellence of the product or service. Whenever someone organizes a company or designs a product or delivers a service, they are creating an artifact that will interact with others in hopes of stimulating their satisfaction. When this interaction stimulates a strong sense of well-being, it is described as quality. (Kenyon & Sen 2015, 51.)

The customer’s perceptions are shaped by various elements of his/her environment and past experiences. Thus, quality exists at the aggregate intersection of these dimensions and perceptions. If the perceived quality of an item is unique in definition to the individual experiencing it, then the quality is dynamic (figure 10).

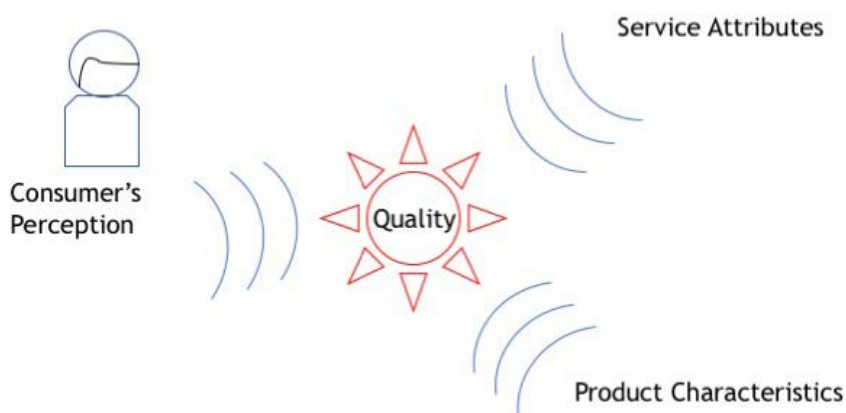


Figure 10: Dynamic quality

In order to maximize the customer’s perception of that quality, designers must plan it, organize for its delivery, implement and execute the plan with a focus on maximizing the quality experience, and delivering the product or service in a state that assures the desired customer reaction. To accomplish this, a set of static specifications (figure 11) must be created that describe the product characteristics or service attributes which will elicit the same perception from the widest cross-section of customer’s possible. (Kenyon & Sen 2015, 53.)

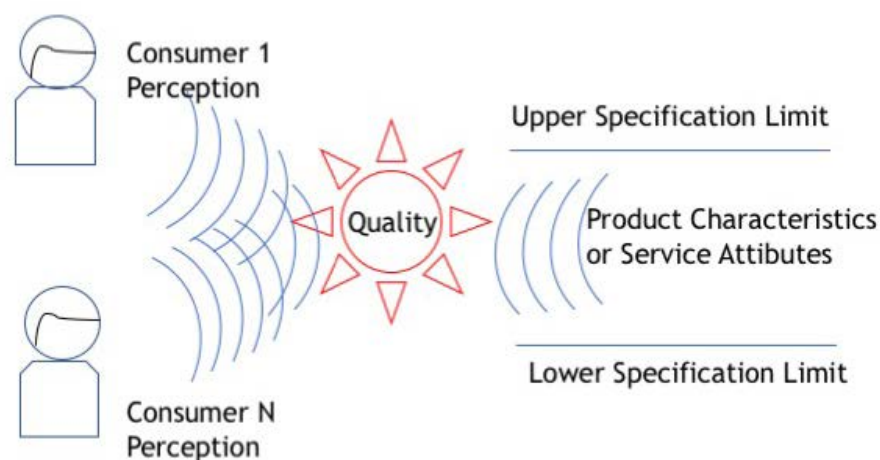


Figure 11: Static quality.

Products and services must be delivered to the customer in the required quantities, at the specified locations, at the designated time, and in the expected condition to insure no loss of satisfaction by the customer. Finally, the appropriate aftermarket support and follow-up processes must be established and maintained. Very few of these activities are visible to the consumer. Realistically, external customers do not care about the internal mechanisms but would like to be assured that the delivered products or services work as expected. (Kenyon & Sen 2015, 56.)

### 3 Project Development

The idea of this project was developed during the work placement at Angelluna's coffee & bakery. It is a bakery that offers hand-made crafted dessert, cakes and coffee mostly by online selling channels. The problem was noticed during the decline on the sales and the complains of the price. Author wondered why customers thought the products were expensive when the price was similar to the market standard, even with better ingredients and quality. Until one day, author was putting the cake into the packaging boxes, and said to herself "such a beautiful cake into such a questionable package". This experience has lead author proposing the idea of improving packaging design to increase the perceived value and brand identity, for the owner's business and customers.

Author started with participant observation. An observational research is seeing through the eyes of "viewing events, actions, norms, values, etc. from the perspective of the people being studied" (Silverman 2006, 68). Looked out on the details of "what is going on with current

products and their packaging.” This helps the author to understand the issue in a particular context and to provide clues and pointers to other layers of reality (Silverman 2006, 68). Following the chapters, author has listed a requirement of packaging design which could be suitable for Angelluna’s coffee & bakery by observing some of the products she has sold. Author also had a semi-structured interview with the owner to probe her history of the business, to understand the sales of the products and knowledge of baking. The project aims to find a packaging solution for Angelluna’s coffee & bakery’s packaging situation.

### 3.1 Project Development Framework

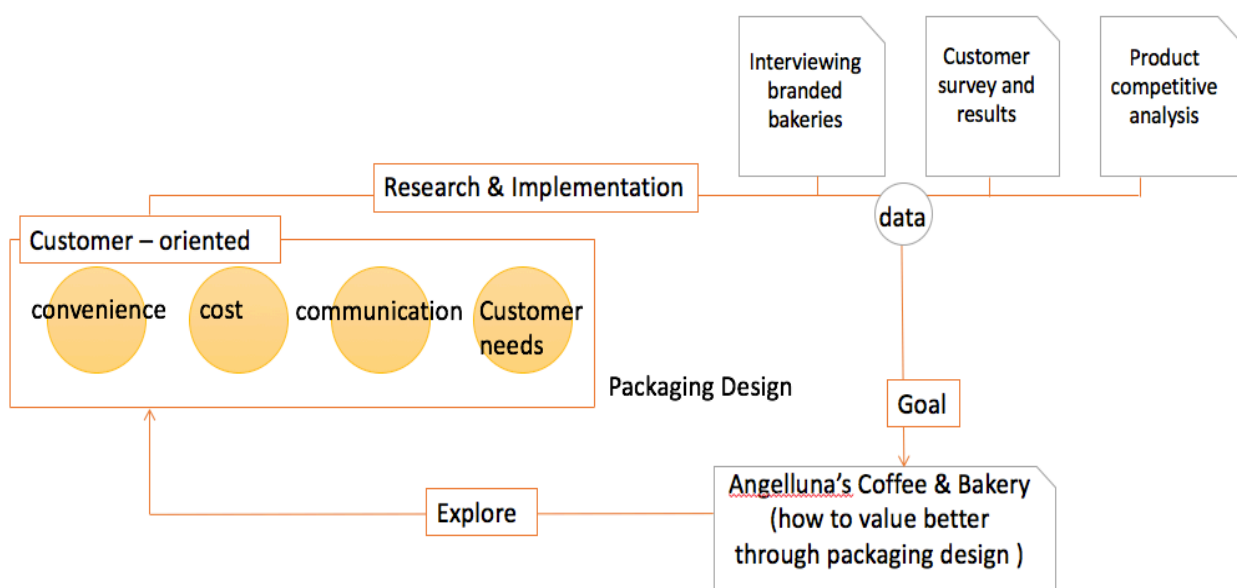


Figure 12: Project Development Framework

The development includes the importance of packaging convenience and what it means in today’s economy. It also discusses the packaging materials, functionality, costs, and considerations in today’s environment. Packaging communication introduces the design and creation of packaging as a part of the product branding process. It covers different approaches, such as typography, language, package experiences when creating branded packaging in order to highlight its qualities, characteristics and attributes. Finally it reminds businesses the importance of customers’ needs, and where does customer satisfaction come from.

The practical part will focus on the goal of the practice. The methods include qualitative interviewing with bakeries, survey from customers’ opinions and product competitive analysis in the marketplace. The following is a “circle” of interrelated activities (figure 13) that best displays the process of collecting data.



Figure 13: Data collection activities (Creswell 2007, 118)

The concept of purposeful sampling is used in qualitative research. This means that the inquirer selects individuals and sites for study because they can purposefully inform an understanding of the research problem and central phenomenon in the study (Creswell 2007, 125).

### 3.2 Business Environment and Angelluna's Coffee & Bakery

The living quality in China has been constantly improving, which leads to a higher living standard. However, there has always been a food safety problem in China, scandals including rice contaminated with heavy metals, the use of recycled "gutter oil" in restaurants as well as the sale of baby formula containing lethal amounts of the industrial chemical melamine in 2008 (Reuters, 2016). Baking products are no exceptions. Commercial bakeries use artificial butter to make the bread smell nice and attempting from miles away. A tea spoon of baking powder can transform bread puffier and softer in the cheapest cost. For home-made bakeries, the opportunity lies on the healthier baking products that have no additives, high quality ingredients (mostly imported) and product novelty.

The technological environment has really helped the competitions between home-made bakeries. For those who do not own a shop in a central location, WeChat is a good way to start. Wechat is a Chinese social media mobile application software first released in 2011, and by 2017 it was one of the largest standalone messaging apps with over 963 billion monthly active users. It is an app for everything with many functions and platforms. In China,

everyone uses WeChat. Entrepreneurial bakers post their “advertisement”, images, texts, shared music, and comments through Moments, which is WeChat’s brand name for social feed. An account can add up to 5000 individuals by providing an ID or QR code. A first start usually involves selling products to friends, friends of friends, and few new customers. Products can be tested by its appearance, taste, ingredients with direct and easy feedbacks from customers on WeChat. Money are sent through WeChat Pay, a digital wallet service incorporated into wechat. Users who have provided bank information can use WeChat Pay to pay bills, order goods, transfer money to others and pay in the stores who have WeChat payment option. In 2017, it is reported that WeChat mobile payment had 600 million active users (wikipedia 2017).

With all the opportunities emerging, entrepreneurial bakers can rent somewhere further away from the city centre to avoid high rent and decoration cost. Starting from its own surroundings to advertising online. For example, Ele.me is a professional online-to-offline (O2O) catering platform in China, covered more than 2000 cities in China, with more than 1.3 million joining shops, 15 thousand staff and more than nine million daily order (Wikipedia 2017); also website like Meituan, a Chinese group buying website for locally found consumer products and retail services (Wikipedia 2017).

Angelluna’s coffee & bakery started from 5 years ago with the name Dai Meng Life Bakery (figure 14). It was designed with a girl and a moon on the logo. At that time the bakery was located in a residential area of a city centre. Customers were mainly youth and students. The business quickly lost profits after heavy rent. The lack of experiences on running a business forced the owner to move further away. When Angelluna’s coffee & bakery re-started a few months later, she decided to spend more time on making desserts to sell to middle-aged families who value the quality and taste of her products. She slowly and stabilized online selling methods WeChat, which helped her business survive over the course of the years. In 2017, the new name Angelluna’s coffee & bakery continued the logo in English, with a cup of coffee instead to indicate the maturity (figure 15).





Figure 14: Dai Meng Life Bakery (5 years ago)

The design of the logo aims to change the target customer from the young to middle-aged working families who value the quality of the product and a simple, honest approach.



Figure 15: Previous logo (left) and current logo (right)

Because of additive-free and fresh ingredients, her products taste stands out from the competitors. Many customers are returned customers, which also helps with word-of-mouth selling. The products shelf life is really short. Most of the products should be consumed within 1-3 days of delivery in a cold storage.

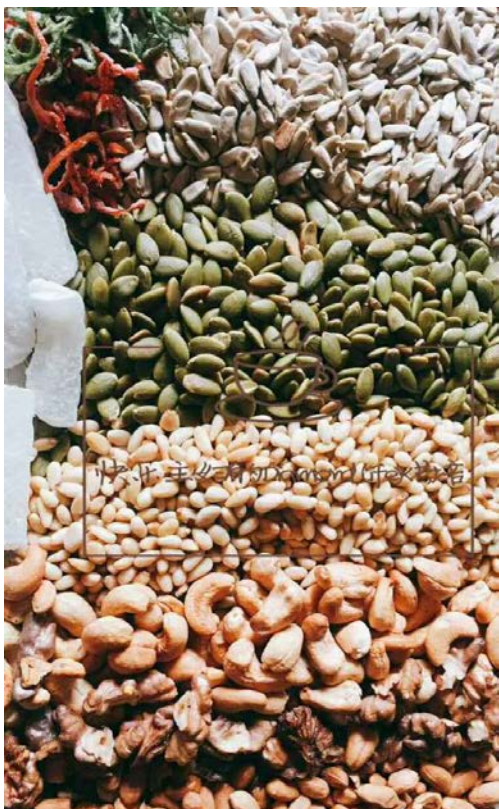


Figure 16: Fresh ingredients waiting to be roasted for the filling of mooncakes.

Angelluna's coffee & bakery's mooncakes use a filling with different type of nuts (figure 16): pine nuts, almond seeds, cashew, walnuts, pumpkin seeds. These seeds are toasted before chopped and mixed with red bean paste. When the raw mooncakes finish (figure 17), they are ready to bake in the oven.



Figure 17: Mooncakes in process

One of highly demanded products of Angelluna's coffee & bakery is mooncakes. These mooncakes (figure 18) are packed individually into a box as presents for families or to colleagues before mid-autumn festival. The ingredients used represents for the meaning of autumn, when farmers harvest their crops. Making and sharing mooncakes is one of the hallmark traditions of this festival. In Chinese culture, a round shape symbolizes completeness and reunion. Thus, the sharing and eating of round mooncakes among family members during the week of the festival signifies the completeness and unity of families (Wikipedia 2017). Modern mooncakes have developed into diverse shapes but the meaning of the mooncakes remain the same.



Figure 18: Packaged mooncakes

Another popular Chinese dessert from Angelluna's coffee & bakery is Dan Huang Su (figure 19). Its filling is made of roasted fresh red bean paste and salted duck yolk.



Figure 19: Dan Huang Su (蛋黄酥)

The package of Dan Huang Su is in a packet of six (figure 20). Each of those is in a well-measured plastic case to prevent from crushing.



Figure 20: Packaged Dan Huang Su (蛋黄酥).

Some other individual servings are mocha based (figure 21). These cakes can be sold as small portions or the whole size. The packaging solution for this type of cakes is mentioned in the later chapter.



Figure 21: Mocha cake

Author has tried to search home-made bakeries in Qingdao on the Chinese searching engine Baidu. A list of 26 addresses in Qingdao came on the list. While, with Meituan, author typed home-made bakeries in one district in Qingdao, the result is shown in Figure 22. So the district Huang Dao has about 11 home-made bakeries listed online. Entrepreneurial bakers with a clear marketing strategy would make a good profit. As home-made baking products are pricier than normal bakeries. The value of money is not only depending on a good taste and quality, also the experiences that come from senses, such as visual and tactile. Customers do not want a good cake in a plastic box, because it does not give the sense of delicacy, or perceived value. A product needs to be both good in quality and in marketing. This can be improved in consistent packaging design.

青岛 切换城市 [ 青岛 即墨 胶州 ] 立即登录 注册 我的美团 手机APP 商家中心 网站导航

美团 全部分类 私房烘焙 江洪源副食品店 青岛海底世界 青岛方特梦幻王国 青岛海昌极地海洋公园 汉巴味德巴西烤肉

随时退 不满意免单 过路退

青岛美团 > 青岛私房烘焙

已选条件 黄岛区 x 清除全部

分类 全部 美食

区域 全部 推荐商圈 市北区 市南区 李沧区 崂山区 黄岛区 城阳区 即墨市 胶州市 平度市 莱西市

智能排序 价格排序 人气最高 评价最高

1 蜜美私房烘焙  
 ★★★★★ 很好 4.7分 15人评论 0人消费  
 新式甜品|长江路沿... 长江路沿线长江西路177号长江国际1921室 查看地图  
 ¥6.8起  
 10寸DIY进口动物奶油蛋糕1个, 约10英寸, 圆形  
 ¥238 门市价¥288 已售9  
 8寸进口动物奶油蛋糕1个, 约8英寸, 圆形  
 ¥178 门市价¥228 已售7

猜你喜欢  
 非你竞技网咖 (辽宁路店)  
 ★★★★★ 90个评价  
 科技街

Figure 22: Meituan (Meituan 2017)

Most of the sales of Angelluna's coffee & bakery come from online ordering, packaging design would be the first thing to see and touch after delivery service for customers. This is the first moment to verify customers' impression of all the previous communication online. Young entrepreneurial bakers should really address the importance of packaging design and grab the chance to establish the bakery image during this process. Angelluna's coffee & bakery has been using packaging products sourced from online manufacturers and providers on Taobao (online shopping website similar to eBay). Much of the entrepreneurial bakers would follow this method as hiring a design agency is costly and finding a manufacturer is time-consuming. This convenience did not provide a communicated value to Angelluna's coffee & bakery. Figure 23 shows quite a difference between package choices. The following part of the thesis aims to find a packaging solution for Angelluna's coffee & bakery's packaging situation.



Figure 23: Packages for cakes.

It is interesting to notice that the development of cake packages maintains relatively basic in China. These packagings are normally procured via online distributors (such as taobao, alibaba). Consequently, business buyers choose from what they are offered by manufacturers. Among these options, buyers can find bulky and unwanted materials, dull patterns, thin structure as options. Author is doing this thesis in Helsinki Finland during the study. Baking products has a long tradition in Europe in general and Finland has a good reputation on quality products. It is a chance to see what the packaging design is like in the Finnish markets. This different maturity of business development might provide an interesting example to Angelluna's coffee & bakery. Some of the good aspects of the packages can be used as a reference for Angelluna's coffee & bakery. Later part of the thesis will point out certain aspects of packaging design author is looking for. The goal of this practice is to provide Angelluna's coffee & bakery insights, suggestions, and examples on choosing better packages to make the value of its baking products weigh better.

### 3.3 A Suitable Packaging Design

There are many different kinds of packagings that one can choose for Angelluna's coffee & bakery. But author is looking for specific types of packaging design that could be applied in the future for Angelluna's coffee & bakery. Author has summarized a specification (table 2) based on Energizer Pyramid and observational research.

The basic expectations are:
Cardboard based material
With viewable window(s)
Ergonomic way of carrying
Less time to open
Firm structure
Achievable desire would have been:
Non-permeable material
Foldable
Interesting copy writing
United packaging design (colour, typeface, motif etc) across all packages
Exciting elements:
Interesting shape or concept of packaging appearance
Recyclable and reusable
Something memorable or visually attractive

Table 2: A suitable packaging specification

Packaging design often associate itself with the qualities of either luxury or value. Both seek to enhance the appeal of a product to consumers, but by focusing on very different concerns and lifestyles. At a basic level, designing for the luxury market tends to add to the volume of product packaging, while designing for value products often reduces product packaging. Here, value means a state of mind whereby a person feels that the rewards or benefits that they receive from something are equal to or greater than the effort or expense incurred to obtain it. (Ambrose & Harris 2011, 44.) In the case of Angelluna's coffee & bakery, author is searching to increase the value of the packaging design. It is a good point to do it through the crafting of a brand message. Language is used to communicate ideas succinctly, a fact that packaging design exploits to inform potential customers of why they should purchase a given product (Ambrose & Harris 2011, 104). That a package communicates the brand message must stand out against the competition, have an ability to communicate an emotional message to the consumer and also impress itself upon on an individual's subconscious (Ambrose & Harris 2011, 50).

Here is the example of interesting copywritings on a package, which uses clean imagery and witty copy to position as a craved new product in the gourmet food world. Früute (figure 24), handmade in small batches using premium ingredients, this is no ordinary cookie. These beautiful, bite-sized works of art first landed in the Los Angeles food scene as a premium fruit tart store in West Hollywood. Früute is an online only, cookie and gift basket company that of-



ferred the same level of premium products but deepened the personalized user experience with customized messaging to customers. (Ferroconcrete 2017.)

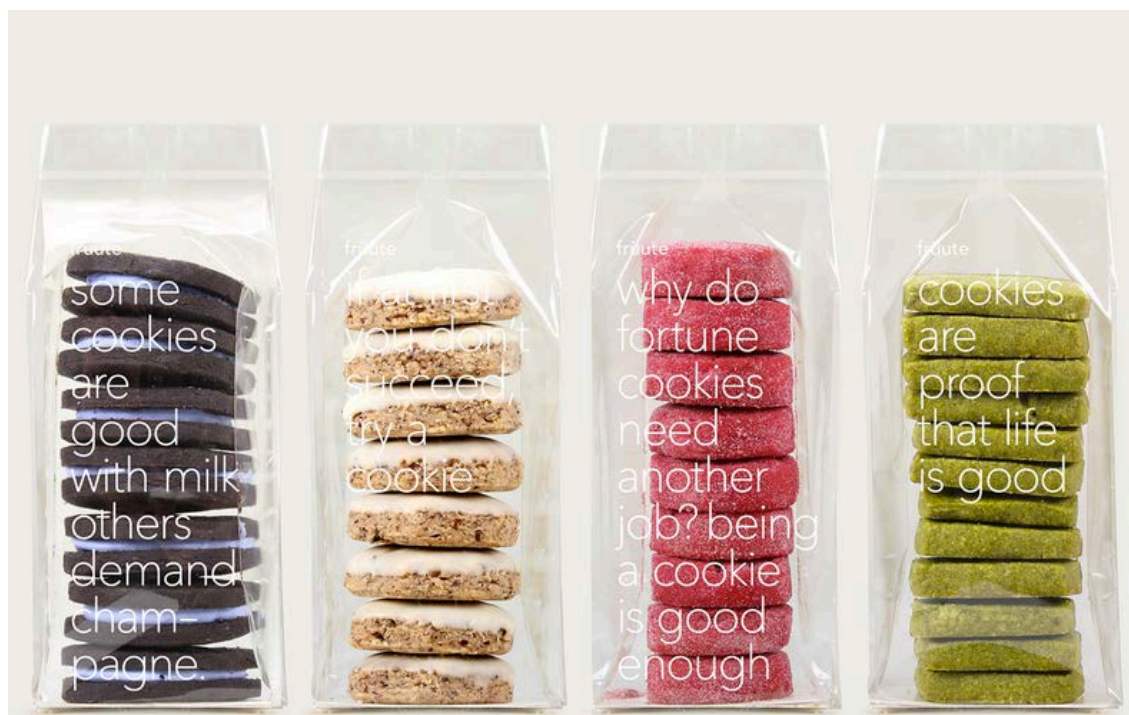


Figure 24: Fruute (Ferroconcrete 2017)

This type of packaging design with interesting copywriting could also be utilized in cake packages to increase perceived value and a better position in the competitive market. In Finland, there is a high emphasis in environmental corporate responsibilities. That protecting environment for next generation is an important responsibility, and reducing waste is good for company image. With the next innovation on packaging, people wish to see a multi-functional use on packaging products. But so far, author has not noticed big trends on the cake packaging. One-off use is a still popular and profitable choice for business.

#### 3.4 Interviewing the branded bakery

Qualitative interviewing method will be applied in one-on-one and semi-structured way that requires some probing, rapport with interviewees and understanding the aims of the project. Some degree of observing might be involved. Data will be collected by qualitative interviewing. As Bridget Byrne suggests that:

Qualitative interviewing is particularly useful as a research method for accessing individuals' attitudes and values – things that can not necessarily be observed or accommodate in a formal questionnaire. Open-ended and flexible questions are likely to get a more considered response than closed questions and therefore provide better access to interviewees' views, interpreta-

tion of events, understandings, experiences and opinions ... [qualitative interviewing] *when done well* is able to achieve a level of depth and complexity that is not available to other, particularly survey-based approaches (Byrne 2004, 182).

The stage of gaining access to individuals was difficult. Author sent two emails to bakery E and Bakery K based in Helsinki. Only got bakery E replied asking for a list of questions. Author submitted the list of questions the next day, and never heard of the bakery again. In this situation, author decided to visit bakery K in person.

The Bakery K is known for its mouth-watering mousse cakes, fresh berries, chocolates and cream sauces, and wonderfully juicy, hand-baked breads and buns. It has a history of nearly 30 years since opening. The author visited one of the stores in Kauniainen. It was located right after entering a super market. With a black-coloured brand name against a white wall, the author was welcomed by a sense of bright, clean, minimal and modern feeling.

The author interviewed a person who worked there on the day. The staff had worked for bakery K more than 2 years, and was very proud of its fresh ingredients and high quality products. The friendly and patient staff showed author a few package designs of bakery K upon request.



Figure 25: Package Design 1

Figure 25 was the box for the biggest cake on offer. The cardboard was dense and solid in dark colour, leaving only the name and the year printed on the top surface in white characters. This matched the impression of the bakery when visiting. The top surface was viewable with foldable handholds (figure 26). It looked secure and convenient. There was much head-room for the cake in the box, but the width was well fitted. On one side of the box was printed with information of contacts of the bakery: the website, the address and the phone number, and the other side had a white sticker with the food information on it.

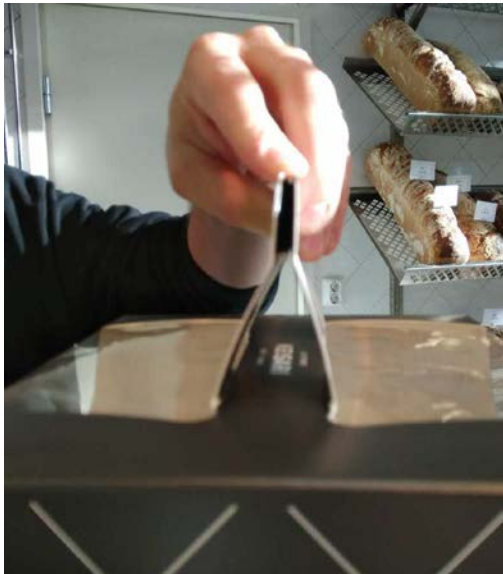


Figure 26: Package Design 2

The cake is required to slide in from sides. This might not be the quickest way to put a cake, but the package can be folded completely flat (figure 27). This was for reason of transportation convenience.



Figure 27: Package Design 3

Author noticed another package with an identical shape in completely white cardboard (figure 28). The staff told this was used when package was short of supply. Apart from the graph-

ic difference, the white cardboard was less heavier than the original one. Author asked Rasmus about the packaging design process. The staff mentioned it was done by some design students and it had been used for 2 years.



Figure 28: Raspberry cake

For the small cakes, the package is similar to the rest of Finnish bakeries. In this type of package, various sizes are used according to the amount of the servings. There is a risk of cakes moving around and rubbing each other, but it takes less than 30 seconds from folding to finishing packing (figure 29).



Figure 29: Chocolate cake

Author asked the staff, if the small white boxes helped from branding. The staff said as most of the customers were local and they trusted what they bought, so the main focus was on the

product. But the bakery have its own business logo stickers. It is usually used for a business occasion or a customer who requires to have the sticker on the box.



Figure 30: Two foldable pieces make a box

Two foldable pieces shown in Figure 29 can make a full box (figure 30). What Angelluna's coffee & bakery could learn from this simple two-piece cardboard box is to to adopt the foldable framework, with a suitable size that works for her desserts. An effort of writing an enchanting copywriting should be paid and designed, then printed on the front of the box with presentable typeface and colour. The crafted message should work as an emotional connection that bring the distance of delivery to presence.

### 3.5 Customer Surveying and Analysis

Quantitative research is often described as an objective search for singular truths that relies on hypotheses and variables, and is large-scale (Cresswell 1998). Quantitative research, including surveys and customer questionnaires, can help small firms to improve their products and services by enabling them to make informed decisions (Marketingdonut 2017). A customer survey was created for Angelluna's coffee & bakery in order to collect the voice of the customer on the needs and wishes of a dessert packaging. The survey was given to customers who had purchased at Angelluna's coffee & bakery. 11 out of 12 individuals made a response. The survey was designed based on Energizer pyramids and packaging essentials (table 3 and appendix 2).

1—I Strongly Disagree with this statement (SD).

2—I Disagree with this statement (D).

3—I Neither agree nor disagree with this statement (N).

4—I Agree with this statement (A).

5—I Strongly Agree with this statement (SA).

1.	The packaging was easy to open.	1	2	3	4	5
2.	The packaging was light-weighted.	1	2	3	4	5
3.	The packaging was durable.	1	2	3	4	5
4.	The packaging was esay to dispose.	1	2	3	4	5
5.	The packaging was easy to carry.	1	2	3	4	5
6.	The packaging had good material texture.	1	2	3	4	5
7.	The packaging was impermeable	1	2	3	4	5
8.	The packaging was firm inside, had resistance surface.	1	2	3	4	5
9.	I liked the strucutre of the packaging.	1	2	3	4	5
10.	I found no difficulties reading package information.	1	2	3	4	5
11.	The motif on the packaging matched my impression of the bakery.	1	2	3	4	5
12.	I am satisfied with the packaging I re- ceived.	1	2	3	4	5
13.	The quality of the packaging met my ex- pectations.	1	2	3	4	5

Table 3: Customer survey

Customers were asked to indicate the extent to which they agree or disagree with the following statements about Angelluna's coffee & bakery's product packaging, followed by two more questions. Each statement has 5 ratings from strong disagree (SN) coded as 1, disagree(N) 2, neither disagree nor agree(N) 3, to agree(A) 4, strongly agree(SA) 5. The results were shown below (table 4).

No.	Age group	Package convenience					functionality			Design			Voice		Ave.
X	1-5	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
1	2	4	4	4	4	2	2	3	2	3	4	3	4	4	3.31
2	3	4	4	4	4	4	3	4	3	3	4	4	4	4	3.77
3	3	2	4	3	3	4	3	2	2	2	4	2	3	1	2.69
4	2	4	4	2	2	2	2	3	2	3	5	2	2	2	2.69
5	4	4	4	4	2	4	2	2	2	2	4	2	2	2	2.77
6	3	4	4	4	4	4	4	4	4	4	5	4	4	4	4.08
7	2	4	3	3	4	4	2	2	2	2	4	2	2	3	2.85

8	4	4	4	4	3	4	3	3	2	2	4	3	3	4	3.31
9	3	4	3	2	4	2	2	2	2	3	4	2	2	1	2.54
10	3	4	4	4	4	4	4	4	4	4	5	4	4	4	4.08
11	3	4	4	4	4	4	4	2	4	4	4	4	4	4	3.85
Ave.		3.82	3.82	3.45	3.45	3.46	2.82	2.82	2.64	2.91	4.27	2.91	3.09	3.00	

Table 4: Customer Survey and analysis

The survey result (figure 31) shows most customers of Angelluna's coffee & bakery are from 80s and 90s. This is the age group that has the most purchasing power in China. From the average score of each question, customers are highly agree that information on the packaging is clear. The functional aspects of the packaging are not very satisfactory on average, with an opinion of the packaging loosely structured inside being the lowest. The general convenience is in good level as it is easy to open and light-weighted. The design on the package should be improved to matched customers' impression of the bakery or to strength the image of the bakery.

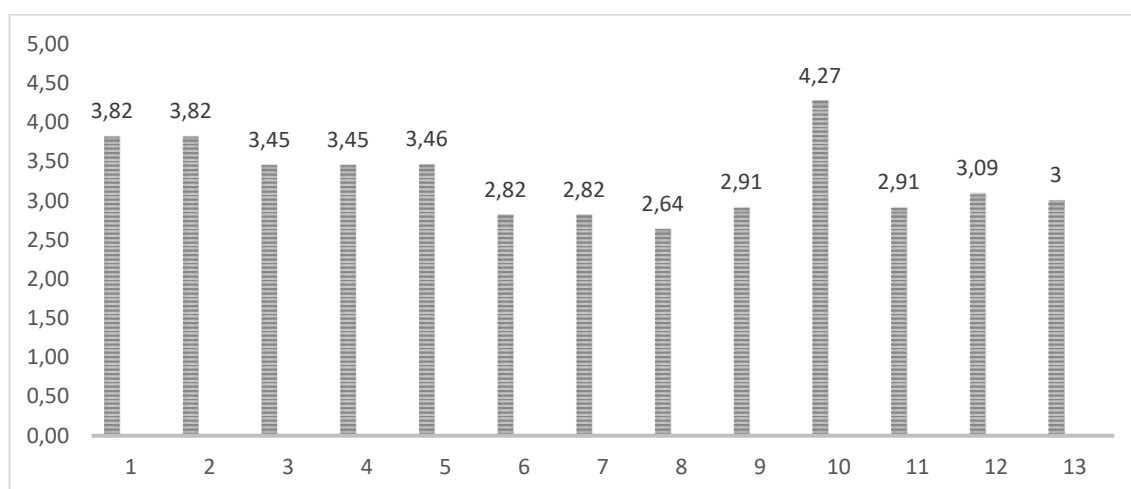


Figure 31: Customer Survey Column Chart

It is a good indication that the overall satisfaction of the package is slightly higher than the impression. This can help with customer retention. And the overall package quality is in an acceptable level. Also from the survey, most customers prefer cardboard package, or cardboard package with plastic on sides or top, so they can view the cake and check the condition on the way. One of the common expectations is to have cutlery within the package. Customers commented that it would be nice to have complimentary in general.

### 3.6 Product Competitive Analysis

A competitive analysis assists business to assess its own strengths and weakness in the market place and to implement effective strategies to improve the product competitive advantage. Based on a suitable packaging design after analyzing the results of customer surveys, author illustrated a product competitive analysis among three packaging products. The results is illustrated below (figure 32).

	Package Size	Materials	Colour&Theme	Functionality	overall
Partner	square	Plastic/cardboard	Random	easy opening	
Elonen	Hexagon	Cardboard&plastic	Finnish Flag	Safer edge/zip opening	
Bakery K	Sqaure	Cardboard&plastic	Match brand colour	foldable	
(rating-level)	Alarm	Okay	Good	Great	

Figure 32: Product Competitive Analysis.

The type of packaging design (figure 33) is rather common for cakes in Finland. The cardboard is slightly thinner than the one in Bakery K. Bakery K has a fold on the handhold shown in Figure 27, but this feature was not seen in the Bakery E's product. However, the softer material make it no difficulties to hold together. The standing point is the hexagon shape of the box, with 4 edges folded inward, given a rounder look and safer carrying. The plastic makes the box viewable from both sides and above.





Figure 33:Elonen Packaging Design

Angelluna's coffee & bakery can take this as a reference. It is possible to have a side, or even an edge viewable on the white box displayed in Figure 30. Overall, the current Angelluna's coffee & bakery's packaging design has much room to improve compared to Finnish packaging products.

#### 4 Conclusion

Packaging and its design has come to play an increasingly prominent role in the branding exercise as the scope and extent of branding has grown; it is no longer merely concerned with the need to contain and protect a product. Packaging has become more sophisticated as a result and today plays a key part in the brand communication process; for many product groups, packaging has become a fundamental element of the brand statement. (Ambrose & Harris 2011, 7.)

When the trend of home-made bakeries is sweeping over China, finding a position among similar products and competitors could be difficult for small entrepreneurs. It is crucial to find his/her way in differentiation. One way to achieve that is through packaging design. The thesis mainly discusses the packages for delivering cakes as online ordering is a big channel of sales in China. Without human contacts, shops need to achieve a sense of presence with an emotional message to strengthen the relationship between buyers and sellers. The packaging design as the first visual and touch point after delivery is crucial in establishing this bond. That's why it is especially needed for home-made bakers. In the thesis, diverse aspects have been discovered on packaging design, based on each business's target customers, it is very important for business to have an integrated branding image across all stages of customer experiences. Before achieving enough reputation on the products, food quality and marketing strategy are equally important.

The goal is to provide Angelluna's coffee & bakery insights, suggestions, and examples on choosing better packages to make the value of its baking products weigh better. As a result of the development study, it is suggested that Angelluna's coffee & bakery could adopt the use of simple and foldable boxes (figure 30) with crafted copywriting to improve the bakery's brand value, especially for smaller portion of the desserts. As the modern branding is as simple as just plain words. It is a trend to establish connection with customers through interesting copywriting. The other suggestion is to use firm structured boxes with right dimension and viewable side(s), the graphics and motif has to match the whole branding promise the business wants to deliver.

There were a variety of limitations during the study. Among the branded bakeries the author chose to interview, the responses were very limited. Author sent in emails first to enquiry for an interview time. It was normal there were no replies back. This made the research process slower and it took longer time to find ideal bakeries to interview and gain further insights. Another limitation is the homogeneous market. The results of physical package between general markets and branded bakeries were much similar.

This thesis can also be as a reference for packaging designers or online manufacturers in China. The thesis provides real-world examples on today's bakery packaging from Finland, demonstrating details and thoughts on its design. Sourced from global products, author also assesses some of the product weaknesses that small bakery entrepreneurs in China are facing and some of the trends or opportunities are coming. The relationship between all business and customers are interdependence. Author believes the better the product or service is, the prosperous the business will be.

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Appendix 1: Interview Case

*(product differentiation )*

- There are different kinds of products at the shop, such as bread, cakes, pastries, cookies, even (). What are you proud of the cakes?

*(packaging varieties )*

- *What are the packaging like for the cakes (for passer-by customers)?*

*(packaging design process )*

- *Is the packaging designed by a design firm or how is it being produced?*

*(customer reactions)*

- Has the business got any feedbacks on the packaging? Is this a customer-centred packaging?

*( package and brand image)*

- *What are some functions and attributes in the chosen packaging? How do they relate to XXX image?*

*(branded bakery)*

- Do you feel packaging design is important for the business, has it provided any values to the food product? Or maybe major customers are local (or eat-in), the focus is mainly on the food (or the ambience) itself?

Appendix 2: Customer Survey

Dear Customer,

Thank you for taking time to participate in this survey. We would like to collect your thoughts and advices on dessert packaging. We would use this data to design our next dessert packaging that meets your requirements. We hope our next packaging of dessert would exceed your expectations. Your answers are completely anonymous. Please indicate the extent to which you agree or disagree with the following statements about our product packaging. Circle the appropriate number using the scale below. Some of the statements are similar to others in order to ensure that we accurately determine your opinion concerning our service.

Thank you!

Angelluna's coffee & bakery

Please indicate your age group

Under 18  18- 25  25- 36  36-50  above 50

1—I Strongly Disagree with this statement (SD).

2—I Disagree with this statement (D).

3—I Neither agree nor disagree with this statement (N).

4—I Agree with this statement (A).

5—I Strongly Agree with this statement (SA).

	SD	D	N	A	SA
1. The packaging was easy to open.	1	2	3	4	5
2. The packaging was light-weighted.	1	2	3	4	5
3. The packaging was durable.	1	2	3	4	5
4. The packaging was esay to dispose.	1	2	3	4	5
5. The packaging was easy to carry.	1	2	3	4	5
6. The packaging had good material texture.	1	2	3	4	5
7. The packaging was impermeable	1	2	3	4	5
8. The packaging was firm inside, had resistance surface.	1	2	3	4	5

9.	I liked the structure of the packaging.	1	2	3	4	5
10.	I found no difficulties reading package information.	1	2	3	4	5
11.	The motif on the packaging matched my impression of the bakery.	1	2	3	4	5
12.	I am satisfied with the packaging I received.	1	2	3	4	5
13.	The quality of the packaging met my expectations.	1	2	3	4	5

14 Which materials would you prefer for packaging?

- Cardboard
- Cardboard with plastic
- Wrappers
- Hygienic
- Environment-friendly
- No ideas

15 What expectations do you have for packaging?

- Ingredients labelling
- Storage information
- Product shelf life
- Contact information (such as QR Code)
- Discount Coupon
- Hand wipe
- Knife, fork and plates
- Free tea
- Card to write on

Have complimentary (please indicate) :

.....

(中文版)

亲爱的顾客您好,

感谢您抽取时间参与此次问卷调查。我们希望了解您对西点包装的想法和建议。收集到的信息将能更好的反应您对包装的要求并达到您的期望。请在下列问题中标注您是否同意一下说法。

非常感谢,

Angelluna's coffee & bakery

请注明您的年龄群

18  以下  18- 25  25- 36  36-50  50  以上

1—我强烈不认同(SD).

2—我不认同(D).

3—中立或不知道(N).

4—我认同 (A).

5— 我强烈认同(SA).

	SD	D	N	A	SA
1. 包装好开封。	1	2	3	4	5
2. 包装重量轻。	1	2	3	4	5
3. 包装牢固。	1	2	3	4	5
4. 包装易丢弃。	1	2	3	4	5
5. 包装方便拿。	1	2	3	4	5
6. 包装质感不错。	1	2	3	4	5
7. 包装不渗透。	1	2	3	4	5
8. 包装内在结实且防滑。	1	2	3	4	5
9. 包装结构好。	1	2	3	4	5
10. 包装上的内容易读。	1	2	3	4	5
11. 包装图案与我的印象相符。	1	2	3	4	5
12. 我对收到的包装表示满意。	1	2	3	4	5
13. 包装质量达到我的期望。	1	2	3	4	5

14 您比较倾向哪种包装材料？

- 硬纸壳
- 硬纸壳和塑料
- 包装纸
- 无毒健康
- 环保
- 不知道

15 您对包装有什么期望

- 食材标注
- 冷藏信息
- 产品保质期限
- 联系方式
- 折扣卡
- 手拭纸
- 餐具
- 生日卡片
- 试喝茶包
- 小礼品，比如：



