GAINING A COMPETITIVE ADVANTAGE THROUGH GREEN PACKAGING

DOES GREEN PACKAGING INFLUENCE CONSUMERS' BUYING BEHAVIOR FOR DRY FOOD?

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Companies are realizing the power of a good package to create a constant recognition on the market. In today's highly competitive business environment, attractive, valuable package may be the last chance for the seller to influence the buyer's purchasing decision. Furthermore, an increasing number of companies see the green trend as a possibility to influence purchasing decision. By addressing environmental concerns, 'green' could be seen as one of the value-creating elements. Therefore the main aim of this thesis was to find out if green packaging is a value-creating element and whether it influences the purchasing decision of the buyer. In order to answer the research question, a survey was conducted. Different types of pasta packages were tested by 201 people in the K-group grocery stores in different locations of Helsinki. The survey consisted of 8 sets of packages with a specific testing purpose. Bio packaging did not lead to a high level of interest among respondents. Overall, the bio label by itself has shown to be a weak element to influence consumers' buying decision in the dry packaged food industry. At the same time other green packaging elements that could be seen as close from bio like carton (environmental friendly) or traditional design (local production), showed a very strong influence on buyer's decision. Even if overall bio was proven to be weak, it is still not insignificant in the modern market, especially for women and urban people.

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1 INTRODUCTION

"Let every individual and institution now think and act as a responsible trustee of Earth, seeking choices in ecology, economics and ethics that will provide a sustainable future, eliminate pollution, poverty and violence, awaken the wonder of life and foster peaceful progress in the human adventure." John McConnell, founder of International Earth Day

1.1 Background and motivation

During the past two decades, there has been increased public interest in environmental issues. This is based on the following intellectual trends:

i. Fear
   - Fear of pollution and its effects on human health and on the environment;
   - Fear of global warming and its potential to jeopardize human society.

ii. Rejection
   - The rejection of capitalist models based on continuous growth and overconsumption of unneeded product.

iii. Love
   - Love of the environment that has to be protected from the assaults of modern times;
   - Love of human beings through simplicity and new communication mediums;
   - Love of the human body through self-consciousness.

During the 1960s, a rejection of materialism in the western world gave a birth to the hippies' movement that called for a return to nature. Therefore the first ecological movement could be seen as a renewed interest for nature as well as a political leftist movement against the capitalist society.

Forty years on, this movement can be divided in two sub categories each operating on its accord. The first subcategory is the leftist political fight. The second, a growing prominent ecological "green movement". These green values have grown firstly as a legacy of the original spirit of "Flower Power" and secondly as a consequence of the

discoveries made by the Western World of some harmful effects that science can produce.

During the period following the Industrial Revolution and prior to the 1960s, products of science were considered as elements of improvement in society. It is obvious that, for example, vaccination, public transport, cheap energy, machinery, etc. brought to the middle classes a great deal of security, health and comfort. However after the 1960s people slowly started to uncover possible damaging effects of science on their life. The side-effects of pesticides, the massive production of carbonic gas by oil engines, the difficulties of handling radioactive garbage that stays radioactive for thousands of years, the drastic reduction of natural reserves, global warming, the increasing difficulties of accessing water, the diverse soil pollution by industrial or large scale agricultural activities or the industrial catastrophes in the world (Bhopal, Chernobyl, Three Miles Island etc.) are some of the elements that raised public awareness of the environment and 'brought people back to nature'.

All of the above elements greatly impacted ecological theories. Ottman et al. explains (2010 p.3):

> Green has gone mainstream because more people are worried about sustainability-related issues than ever before….the general public is beginning to comprehend the impact these issues will have on their lives now, and in the years ahead – and is starting to act.

New green trends gave a birth to a new type of consumer – with green values, needs and interests. The core of modern marketing practice is to understand and respond to customers' values and needs. Kotler et al. states (2001 p. 5):

> Today's successful companies at all levels have one thing in common: … they are strongly customer focused and heavily committed to marketing. These companies share an absolute dedication to understanding and satisfying the needs of customers in well- defined target markets.

Hence, green marketing from a business perspective should not be viewed as a way to support the environment but as a way to strengthen business position on the market by satisfying the needs of the growing amount of "green customers", providing them with the "extra ecological value" they expect and, by doing so, reinvigorating the customer relationship.

According to the principle of customer-value marketing, the company should adopt a practice of value-building marketing investments. Kotler et al. (2008 p. 96) says: "Many things marketers do – one-short sales promotions, minor packaging changes, direct-response advertising – may raise sales in the short run, but add less value than would actual improvements in the product's quality, features or convenience". As Shaw explains (2007, p. 12-13), by continually improving the value for customers, businesses can receive loyal customers in return. By addressing environmental concerns, 'green' could be seen as one of the value-creating elements.

The value-creating element of 'green' holds great future potential as green purchasing is constantly growing. According to The World of Organic Agriculture 2011 research (Willer et al., 2011) global sales of organic food and drink increased from 18 billion US dollars in 2000 to 54.9 billion US dollars in 2009.

The promotional mix consists of four channels: advertising, personal selling, sales promotion and public relations. The importance of each channel varies from industry to industry, company to company and product to product. Through these four channels marketers send messages to customers. Communication, in the broader sense of influence of customers' purchase decisions, takes place through other channels such as: product, price, availability, packaging, names (of a product, brand or company), actions, procedures and policies, facilities. In this thesis the author will analyse the value of implementation of green strategy focusing on packaging issues.

Traditionally, the primary function of the package was to contain and protect the product. In recent times, packaging has become an important part of marketing policy (Peattie 1995 p.15). Nowadays packaging does not perform only its main protection and containing tasks, but is also assigned an additional sales objective through its capability to attract client attention and to positively describe the product. The packaging of a product has become a medium to identify a company's brands as well as the last chance for the seller to influence the buyer.

1.2 Research aim

As described above, companies are realizing the power of a good package to create a constant recognition on the market. In today's highly competitive business environment, attractive, valuable packages may be the last chance for the seller to influence the buyer's purchasing decision. For example in a standard supermarket (15,000 to 17,000 different references), an average buyer passes in front of around 300 items per minute, and about sixty percent of his/her purchases are made by impulsion and the remaining is acquired according to an already made decision (Kotler et al. 2008 p.512). Furthermore, an increasing number of companies see the green trend as a possibility to influence purchasing decision when providing an eco-value to the client.

The main object of this thesis is:

1) To study if green packaging is a value-creating element and whether it influences the purchasing decision of the buyer;
2) To rank the value of green packaging and other elements on the scale from one to six where six indicates the strongest influence in client's mind; and
3) To find out a demographic response to green packaging.

Consequently **the main research question is**: does green packaging influence the consumers' buying behaviour in the Helsinki region? The topic will be studied based on dry food packaging.

Sub questions:

1. What is a value of the green packaging elements compared to other elements of packaging on the scale from 1 to 6?
2. Which elements of packaging have the greatest impact on the purchasing decision?

The survey was conducted in the K-group grocery shops in the Helsinki region. The findings represent the opinion of customers of those shops only, and mainly of those people who was surveyed. However, as the sample of people was large enough (201

people), the author believes that findings can be extrapolated to give an overview of consumers' views on green packaging in the Helsinki region.

The answers to the research questions will give indications on the relevance of investments made by companies within the different component of packaging and gives main orientations that should be followed in that marketing area.

1.3 Research Method

The author starts by analysing scholars´ works on green marketing, consumer behaviour, packaging and specifically their opinions on those elements in the purchasing decision process.

The secondary research is formed on the basis of information gathered in scholars' works as well as web pages such as World of Organic Agriculture, International Federation of Organic Agriculture Movements and others.

In order to answer the research question, a survey was conducted. Different types of packages were tested by 201 people in the K-group grocery stores in different locations of Helsinki. The survey consisted of 8 sets of packages. Each set had a specific testing purpose. The logic of testing was to "neutralize" one or several elements of packaging in order to test, objectively, the strength of remaining packaging elements. When two elements of packaging are either similar (for instance color or material) or do not appear (for instance bio mention) they are not criteria of choice anymore.

Two questions were asked for each set: which product would you buy and why. Answers were recorded by the author on the paper form questionnaire. In addition age and gender of respondents were recorded for the demographic statistics.

The author intended to test the value of ecological packaging, i.e. bio label, carton packaging material, economy / big size package, "natural" design. As the author wished to test packaging elements only, the surveyed candidate shall not be influenced by the

price or by the type of product presented to him. Consequently candidates were told to consider packages to have the same price per kilogram and each set of packages contained the same type of pasta in order to gather information concerning the package only.

1.4 Limitations

That study focuses on packaging elements only. Price and value of a core product are neutralized. Some of the elements (e.g. brand) cover a wider spectrum than packaging. Other very strong elements (price or advertisement) play a crucial role in consumer decision-making. The author does not quantify those influences on candidates and assumes the reader fully understand the strength of those elements. However the study intends to show if and how they are balanced by the other packaging elements listed above.

Environmental care is seen as a "new politically correct attitude". Consumers want to project a good image of themselves by showing their support for the "green movement". This trend could affect respondents' answers and not reflect the real choice they would have made. One should keep this in mind whilst considering the results of this thesis.

According to Kotler et al. (2001 p. 171-172) the buyer's decision depends on specific cultural factors such as the buyer's culture, subculture and social class and influenced by economic, technological, political and cultural stimulus. The outcome of this thesis will represent only the opinion of people living in the greater Helsinki area and should be handled with caution if applied to other parts of Finland or abroad.

Due to limited time and resources (i.e. single interviewer) the study was conducted in three grocery shops of K-group located in different parts of Helsinki. The sample size was limited to 201 respondents. The author considers it to be a sufficient amount of places / people covered for the purpose of this work, however generalization of results should be done with care.

Green packaging was tested on the packages of pasta. The results give a comprehensive snapshot of consumer buying decisions in this particular area. However, how well the research aim was reached for the whole packaging industry could be argued as another type of product might have a different value for the green package.

2 THEORETICAL FRAME WORK

2.1 Consumer behaviour

The pertinent question for business is how can it influence the demand for its products. Many businesses conduct a lot of research in this area, trying to collect information on what people buy, where they buy, how they buy, etc. But the understanding of why people buy is the most difficult task. Through various marketing stimuli, businesses try to influence consumer-buying behaviour, and understand how consumers react to the marketing stimuli and why they make a particular decision. All this enables businesses to understand the consumer-buying behaviour and as a result gain competitive advantage on the market.

Kotler et al. (2001 p.171) presents those stimuli in two groups: marketing and other stimuli. Marketing stimuli consists of the four P's: product, price, place and promotion. Product represents a combination of different features such as quality, design, brand name, packaging, services, etc. Price represents not only the actual price of the product but also discounts, payment period, credit terms, etc. Promotion could reach its client through advertising, promotions, personal selling and publicity. And finally the place consists of channels, coverage, locations, etc.

Other stimuli include economic, technological, political and cultural forces. All these stimuli then enter the consumers' "black box" where they turn into buyers' responses –

product choice, brand choice, dealer choice, purchase timing, purchase amount (Kotler et al. 2005 p.255).

The understanding of this "black box" is the central point for every business as that is where particular response is formed. In the "black box" those stimuli are influenced by buyers' characteristics and buyers' decision process, i.e. by cultural, social, personal, and psychological characteristics as well as the complexity of buying behaviour. In most cases businesses cannot control those elements, but they do take them into account.

How consumers make their buying decisions should be also considered. The buyers' decision process consists of: need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour (Buttle 1997 p.79). As we can see, the buying process starts prior to actual purchase and continues after it. This characteristic should be taken into account, bringing the main focus to the whole buying process instead of analysing only the buying decision by itself.

This thesis intended to study the "black box" of consumers whilst they are purchasing packages of pasta in the K-group grocery shops in the Helsinki area. Age, gender and location will be studied separately.

2.2 Market segmentation

In today's world consumers are very different, with different needs and buying habits. It is almost impossible to serve the whole marketplace with the same product or at least in the same way. On the other hand, many businesses themselves differ in the range of products and services they offer. Thus while some businesses still use mass marketing for potential customers, marketing and promoting products in the same way to all consumers, most businesses have turned toward target marketing, i.e. directing their marketing toward the most potential customers.

Market segmentation is a first step of target marketing. Buttle (1997 p.116) defines market segmentation as following: "identification of a subset of consumers, so that a marketing mix can be devised specifically to satisfy its demand". In other words, the market is divided into groups of consumers on the base of their needs, characteristics or behavioural patterns, offering discrete products or marketing mixes. This process consists of two phases: identifying bases for segmenting the market and developing segment profiles.

The second step of a target marketing is a market targeting - evaluation of attractiveness of each market sector and selecting one or few sectors to enter (Kotler et al. 2005 p. 391). This step develops the measurement of segment attractiveness and selects target segments.

The last step of target marketing is market positioning – setting a competitive positioning for the product in the minds of target consumers by developing positioning for target segments and developing a marketing mix for each segment (Kotler et al. 2005 p. 391).

Market sectors are usually big groups within the market. Smaller groups within those market sectors represent niche marketing. Niche marketing focuses on narrowly defined subgroups, offering a special combination of benefits, closely matching customers' needs. Quite often these consumers are willing to pay an extra price which allows small businesses to compete by focusing their limited resources on specific areas that might be unimportant or overlooked by larger businesses. However, large businesses also operate in niche subsectors.

Companies normally use different segmentation variables. The major variables are: Geographical segmentation – dividing the market by different geographical parts; Demographic segmentation – dividing the market by demographic characteristics such as age, gender, family size, income, occupation, etc.; Psychographic segmentation – dividing the market by social class, lifestyle, or personality characteristics; Behavioural segmentation – dividing the market by consumer knowledge, attitude, use or response to a product (Peattie 1995 p. 156-160).

This thesis aims to incorporate geographical and demographic segmentations into the final work. Age, gender and area of interviewing were considered while processing the results of this research.

2.3 Packaging

Packaging is one of the core fields of modern marketing as well as one of the biggest industries on its own. Traditionally, the primary function of the package was to contain and protect the product. Nowadays packaging does not perform only its main protection and containing tasks, but is also assigned an additional sales objective through its capability to attract client attention and to describe positively the product. In today's highly competitive business environment, attractive, valuable packages may be the last chance or the seller to influence the buyer's purchasing decision. For example in a standard supermarket (15,000 to 17,000 different items), an average buyer passes in front of around 300 items per minute, and about 60 percent of his/her purchases are made by impulsion and the remaining is acquired according to an already made decision (Kotler et al. 2008 p. 512).

Therefore packages offer a vast field of possibilities and creativity for marketers to make their products "stand out" on the shelf. Furthermore, packaging has become a tool in identifying and supporting a business' brand strategy. Ambrose et al. (2011 p. 13) points out: "… packaging becomes merely another way usefully communicating a brand's values to consumers".

The main functions of packaging are (Peattie 1995 p. 263):

- The protection and guarantee - to physically protect the product and guarantee quality;
- The selling function – to attract buyers' attention and influence the purchasing decision;
- The service function – to enable product usage, e.g. using a built-in dispenser;

- The transport and storage function – to protect the core product during distribution and selling process;
- The information function – display information about ingredients, product use, country of origin, etc.;
- The portioning function – offers different quantities to meet different buyers' needs; and
- The regulation function – to guarantee that product complies with regulations governing labelling, hygiene, price display, etc.

As we can see, packaging performs both functions – physical and psychological. Physically it protects and stores the core product, allowing its efficient display and storing on the shelf or during transportation. Psychologically it allows packages to "stand out" on the shelf through differentiation, identification and promotion.

Packaging is formed by four elements: Primary packaging – keeps core product safe and fresh (if appropriate); Secondary packaging – presents the core product; Shipping packaging – helps to store and transport the product; Labelling – information printed on or with the packaging (Peattie 1995 p. 264). Among techniques used in marketing, labelling appears to emerge as one of the most strategic elements in influencing a consumer's decision.

Information and visual content are only a small part of packaging design. Size, form, packaging material, ergonomics, and colours also importantly contribute to the overall statement. Czinkota (2011 p. 320) adds: "Colours play an important role in the way consumers perceive a product, and marketers must be aware of the signal being sent by the product's colour".

2.4 Green as an added value

The core of the modern marketing practice is to understand and respond to consumers' values and needs. In order to succeed on the modern market, businesses place great focus on their customers and invest the majority of their resources into marketing activi-

ties. The main goal of the modern business is to understand and satisfy the needs of its buyers in well-defined target markets (Czinkota et al. 2001 p. 17). Hence, green marketing from a business perspective should not be viewed as a way to support the environment but as a way to strengthen business position on the market by satisfying the needs of the growing amount of "green customers", providing them with the "extra ecological value" they expect and, by doing so, reinvigorating the customer relationship.

At the same time, understanding customers' needs is only one pillars of modern marketing. Kotler et al. state (2008 p. 461): "Understanding customers is crucial, but it is not enough. Building profitable relationships and gaining competitive advantage requires delivering more value and satisfaction to target consumers than do competitors". Competitive advantage could be reached by offering customers lower price or greater benefits that in return justify higher prices (Czinkota et al 2001 p. 472-473). The first step toward competitive advantage is to classify your key competitors and select which one to "attack" or avoid. The next step is to develop competitive marketing strategies that will differentiate your company among competitors and give the competitive advantage.

Kotler et al. (2008 p. 96) continue: "Many things marketers do – one-short sales promotions, minor packaging changes, direct-response advertising – may raise sales in the short run, but add less value than would actual improvements in the product's quality, features or convenience". By continually improving the value for customers, business can receive a long-run consumer loyalty in return and green could be seen as one of the value creating elements by addressing environmental problems. Green is especially relevant as green awareness is constantly growing.

2.4.1 Green packaging

Businesses are recognising the power of a good package to create a constant recognition on the market. At the same time, an increasing number of businesses see the green trend as a possibility to influence the purchasing decision when providing an eco-value to the consumer. Therefore green packaging could be seen as an effective tool of marketing. Especially since green packaging is the most "visible" element of green strategy.

Furthermore, since green awareness is growing, green packaging could be seen not only as a mean to attract new customers, but also as a mean to retain the old ones. The most common green concerns in the packaging industry are: usage of natural resources and high level of energy consumption, usage of non-recyclable packaging material, half-empty and double-skin / over packed packages which leads to wasteful use of resources and unnecessary waste and litter (Peattie 2005 p. 265-266).

Most packaging materials are recyclable nowadays. Even plastic can be recycled, however due to a large amount of plastic types, including a biodegradable plastic, the recycling process requires an effective streaming of waste. The most common packaging materials are: glass that is used for bottles and jars and could be re-used if needed; metal represents steel or aluminium cans; plastic widely used for containing food and drinks, consumer goods as well as materials used in transportation in form of polystyrene foam; paper and cardboard are used not only in packages and transportation, but also in a form of paper bags and wrapping paper; wood is widely used in shipping industry.

There are different green strategies businesses can incorporate. The most common of them are (Peattie, 2005 p. 268-271):

1. Removal strategy – to remove all unnecessary layers from the package, minimizing extra waste;
2. Reduction strategy – to reduce the resources used for packaging material through lager unit sizes, refilled packages, reduced thickness of the package, switching to more environmentally friendly material, improving the resource efficiency of packaging process;
3. Reuse strategy – to offer reusable containers such as glass bottles, containers with refilling function, sturdy reusable shopping bags, etc.;
4. Recycling strategy – to recycle the waste, formed during production;
5. Biodegradability strategy – using biodegradable materials, including biodegradable plastic; and
6. Technology developments strategy – to allow improvements in the eco-performance of product.

Green packaging should not be considered only as a tool of gaining a competitive advantage and satisfying the needs of customers, but also as a tool to help to reduce production expenses. For example recycling may lead to outstanding savings of raw materials and energy, while successful packaging reduction can significantly reduce total costs.

3 EMPIRICAL RESEARCH

3.1 Research at the K-Group grocery stores, KESKO

There are four major grocery food chains operating in the Helsinki area:

- The K-Group comprising: K-Citymarket, K-Supermarket, K-Market and K-Extra;
- The S-Group comprising: S-Supermarket, S-Market, Alepa / Sale and Prisma;
- Suomen Lähikauppa comprising: Valintatalo, Siwa and Euromarket; and
- Lidl

Due to limited time and resources the author decided to conduct data collection at one food chain in different parts of Helsinki.

K-group (owned by KESKO) together with S-group (owned by SOK) represent the biggest grocery food chains in Finland. After contacting both chains, the author found out that S-group's policy forbid any form of disturbance of customers shopping in the store including conducting of interviews. Therefore the research was conducted within the KESKO owned K-group grocery stores.

3.1.1 KESKO in brief

KESKO was formed in October 1940 as a result of four regional wholesaling companies merging. The K-retailer group started to operate at the beginning of 1941.

The name KESKO was proposed by Managing Director E.J. Railo. It represents the phonetic resemblance of the Finnish word “keskittyminen”, which means concentration of wholesalers under one roof.

Today KESKO has about 2,000 stores involved in chain operations in Finland, Sweden, Norway, Estonia, Latvia, Lithuania, Russia and Belarus. KESKO’s core competences include: development and management of store concept and brands, development, ownership and management of the store network; efficient purchasing and logistics; international retail expertise; combining retailer entrepreneurship and chain operations efficiently; and leveraging centralized resources and economies of scale. (KESKO, 2012)

3.1.2 The K-group

Figure 1. Logo of K-Group
(KESKO, 2012)

KESKO operates in the field of food, home and specialty goods trade, building trade, car and machinery trades. Out of these trades, KESKO Food is one of the major operators in the Finnish market.

The K-Group employs around 45,000 people and its sales totalled EUR 12 billion (Excl VAT) in 2011.

The main principles of K-group business are the customer-orientation of operations, efficiency and the achievement of competitive advantages. According to the independent, nationwide survey on customer satisfaction, conducted by EPSI Rating in November 2011, K- food stores have the most satisfied customers. (KESKO, 2012)

3.1.3 KESKO Food

The KESKO Food chain consists of nearly 1,000 grocery stores in Finland. According to KESKO, the K-Food stores represent 35% of the grocery market in Finland and about half of Finnish population lives within a kilometre from a K-food store.

Figure 2. K-food stores' market share in Finland (KESKO's estimate) (KESKO,2012)

KESKO Food's main functions include the centralized purchasing of products, selection management, logistics, development of chain concepts and store site network.

KESKO Food's competitive advantages include the best fruit and vegetable department in the area, widest selection of fresh bakery, meat and fish, a low-price shopping basket, eye-catching displays, e-commerce and online communication.

There are four types of food stores in KESKO Food chain: K-Supermarket, K-Citymarket, K-Market and K-Extra.

Figure 3. Logo of K-Citymarket (KESKO, 2012)

K-Citymarket is the biggest store type in the KESKO Food chain. They offer a wide selection of grocery products as well as products for home, leisure time and clothing. K-Citymarket's special strength is a wide variety of fresh bakery, meat, fruits and vegetables.

Figure 4. Logo of K-Supermarket (KESKO, 2012)

K-Supermarket is a “better than the average” store type in the KESKO Food chain. It provides customer service to its customers and offers wide selection of only grocery products.

Figure 5. Logo of K-Market (KESKO, 2012)

K-Market is a small-scale store type in the KESKO Food chain, located in the neighbourhood close to customers. It offers basic selection of grocery products.

Figure 6. Logo of K-Extra (KESKO, 2012)

K-Extra is the smallest store type in the KESKO Food chain. It focuses on excellent customer service and offers basic ‘daily’ products. (KESKO 2012)

3.2 Research methods

3.2.1 Survey methods

In order to answer the research questions, a survey was conducted. Different types of packages were evaluated in K-Group grocery stores in different areas of Helsinki. In order to cover all types of consumers and living standards, the survey was conducted in the following geographical parts of Helsinki: K-Supermarket Kamppi, K-Supermarket Lauttasaari and K-Citymarket Vuosaari. Two hundred answers were needed for this survey, therefore the interviews were conducted in the biggest grocery stores of K-group only, i.e. K-Supermarket and K-Citymarket. Prior to the interview, permission to conduct an interview was asked from the Store Managers.

Packaging was tested on samples of pasta sold in Finland and abroad. This type of product is widely consumed and offers a large range of different packaging types. Packages of French origin were received directly from France. Packages of Italian origin

were bought in the small Italian shop, located in the Punavuori district in Helsinki. Sets of pasta packages were presented on the table. Each package had its own exclusive number, consisting of two digital numbers. The first digital number was a number of the set, in which this package was presented. The second number was a sequence number of this package in this set.

People were interviewed randomly one after another. English, Finnish and Russian languages were used for the interview. Questions were read out loud to respondents in order to make interview easier and faster. In order to insure the correctness of recorded answers, the author recorded the respondent's answers in the paper form questionnaire.

The questionnaire was anonymous, i.e. no personal information was asked. This was done so as to motivate people to participate in the survey and answer questions honestly. Candidates were asked to participate in the interview for the purpose of the thesis work. This helped to attract more people. Even those who refused to participate in the interview were taking part in it after being told that it was for a thesis.

As the author wished to test the packaging elements only, the surveyed candidate were not to be influenced by the price nor by the type of product presented to him/her. Consequently candidates were told to consider all products to have the same price per kilogram. At the same time packages of each set contained the same type of pasta.

3.2.2 Questionnaire structure

The questionnaire consisted of nine sets of packages with two questions per each set. This made eighteen questions per person and took about five minutes to answer. Each set of packages had its own testing purpose.

The following questions were asked for each set:

1. Which of those products would you prefer to buy?
2. Why?

In the first question the respondent had to choose the number of the package they would choose if they were shopping. In order to avoid misunderstandings, each package had its own personal number.

In the second question the respondent had to tell the reason for choosing this particular package, i.e. brand, colour & design, bio label, package material, ergonomics, written information, other.

The name of the grocery store as well as date were printed on the questionnaire to help the sorting process afterwards. The questionnaire list could be found in Appendix 1.

3.2.3 Survey structure

Each set of packages had a specific testing purpose. The logic of testing was to "neutralize" one or several elements of the package in order to test, objectively, the strength of remaining elements. When several elements of packaging are either similar or do not appear they are not criteria of choice anymore. Each set had the same type of pasta in different packages, in order to value only packages and be not influenced by the product itself. Respondents were always reminded that the presented pasta had the same price per kilogram in order to be not influenced by the price.

FIRST SET

Objective:	To test all criteria of packaging. We are especially interested to find out the value of the green attributes of packaging (i.e. Bio label, Carton package);
Composition:	8 packages of different type have been presented for the testing: i.e. Bio, Non-bio labelled packages, Plastic and Carton packages, domestic brands and foreign brands, specific in-

formation on the package about health, different colors (red, green, yellow, blue, white and brown);

Elements neutralized: None;

Products: Package photos could be found in Appendix 2;

Additional information: Same type of long white spaghetti was used in order for the respondent to not be influenced by the type of pasta presented in the package. In order to test the brand power, both domestic and local foreign pasta (from France and Italy) were used. The number of packages was kept to eight - an efficient minimum, in order to shorten the answering time. Candidates were told to consider all products to have the same price per kilogram.

SECOND SET

Objective: To test the Bio label power;

Composition: Two identical packages of the same brand with bio and non-bio label were tested;

Elements neutralized: All except label bio – i.e. brand, colour & design, packaging material, ergonomics, other written information. Colour was almost identical;

Products: Torino bio and non-bio macaroni. Package photos could be found in Appendix 3;

Additional information: Bio package, apart from Luomu label, also had a Swan label – label of local production. Both packages had identical

macaroni inside. Candidates were told to consider all products to have the same price per kilogram.

THIRD SET

Objective: To test size of the package;

Composition: Identical packages of the same brand in different sizes were tested;

Elements neutralized: Brand, Bio Label, Packaging material, Color & Design;

Products: Barilla pasta in 500 and 1000 gram packages with identical design were tested. Package photos could be found in Appendix 4;

Additional information: Both packages were of the same brand, in order to neutralize the brand power. Both were non-bio in order to be not influenced by label. Both packages were in plastic cover. It was not possible to find a brand that offers the same type of package in different sizes; therefore 1000-gram Barilla package was customized to 500 gram. Half of the pasta was removed from the 1000-gram package and its sides were scotched on the back. The 1000-gram sign was covered with package number. Respondents were told to consider both products to have the same price per kilogram.

FORTH SET

Objective: To test the brand power;

Composition: Two famous domestic brands in similar type of packages were tested. One is a low price brand; another is a quality leader on the market;

Elements neutralized: Bio label, packaging material;

Products: Pirkka wholegrain fusilli and Myllyn Paras wholegrain fusilli. Package photos could be found in Appendix 5;

Additional information: Pirkka is known for its high quality and low price. Myllyn Paras is said to be a leader in pasta sector (FoodFromFinland 2012). Both brands are well known and local. Design & colour and ergonomics (form of package) were different in order to have some other elements versus brand power. Candidates were told to consider both products to have the same price per kilogram.

FIFTH SET

Objective: To test packaging material;

Composition: Same brand and identical package design – one in carton, one in plastic;

Elements neutralized: Brand, Color & Design, Bio label, Ergonomics, Other written information;

Products: Two Barilla identical packages – one in carton, one in plastic package. Package photos could be found in Appendix 6;

Additional information: Since it was impossible to find the same type of package in different packaging material, the author took one carton package of 500 gram and an identical package in plastic cov-

er of 1000 gram and customized the last one to 500 gram by removing extra pasta and scotching package sides on the back. The 1000-gram label was covered by the package number

SIXTH SET

Objective: To test the package design – colours;

Composition: Different packages of foreign origin with the same type of packaging material were used. Packages were of a different design and colours, and non-bio;

Elements neutralized: Brand, Bio label, Package material;

Products: Package photos could be found in Appendix 7;

Additional information: In order to remove the brand power, packages of foreign origin were used. All packages were in carton cover and non-bio in order to be not influenced by packaging material and bio label. Candidates were told to consider both products to have the same price per kilogram.

SEVENTH SET

Objective: To test the package design – simple versus complicated;

Composition: Two packages, one simple design, one more complicated design were tested. Both were of foreign origin, non-bio, and same packaging material;

Elements neutralized: Bio label, Packaging material, Ergonomics;

Products: One package from the French discounter – plain plastic package. Second package from Italian brand De Cecco. Package photos could be found in Appendix 8;

Additional information: Respondents were told to consider both products to have the same price per kilogram.

EIGHTH SET

Objective: To test who is a winner between brand and bio label;

Composition: One famous domestic non-bio pasta, one foreign bio pasta. Same packaging material;

Elements neutralized: Packaging material, Ergonomics;

Products: One Barilla non-bio pasta, another De Cecco bio pasta. Both products are in carton packages. Package photos could be found in Appendix 9;

Additional information: Brand De Cecco is a premium quality brand that is not so well known in Finland. In case respondents chose bio package because of the brand, it was recorded accordingly, i.e. brand reason. Only the strongest reason was considered as a choice. Candidates were told to consider both products to have the same price per kilogram.

3.2.4 Rate and time of interview

201 people were interviewed in three grocery stores of the K-Group in the Helsinki area. The author finds it to be a sufficient amount of people / places covered for the purposes of this research, especially considering a single interviewer, i.e. the author.

Each shop was visited once. Candidates were interviewed between noon and 8 pm. The author finds it to be sufficient time to cover all types of consumers.

Data collection rate and time are following:

K-Supermarket Kamppi: Respondents at K-Supermarket Kamppi were surveyed on 09.11.2012 between 12 pm and 18 pm, and 67 people were interviewed.

K-Supermarket Lauttasaari: Respondents at K-Supermarket Lauttasaari were surveyed on 20.11.2012 between 12 pm and 20 pm, and 67 people were interviewed.

K-Citymarket Vuosaari: Respondents at K-Citymarket Vuosaari were interviewed on 21.11.2012 between 12 pm and 19.30 pm, and 67 people were interviewed.

3.3 Research results

After results of the survey were collected, they were transferred into an Excel spreadsheet. Based on the outcome, a conclusion had been drawn and separate tables and figures were formed to illustrate the final results. Those results could be found in Appendix 10-17. Each Appendix represents the results for each set of packages. Since research data was collected face-to-face and only two multiple choice questions were asked per each set of packages, no misunderstandings were formed and all answers were written correctly. Therefore the author does not deem it to be necessary to screen the results for the validity and all responses could be calculated as such into the final sample.

3.3.1 Bio vs other elements of packaging / Set one

Appendix 10 presents results for the first set of packages. The set comprised eight different packages of domestic and foreign brands, bio and non-bio, with different types of packaging. The objective of this set was to check the value of bio packaging and compare it with other packaging elements.

Overall rates of packaging elements are presented in the Table 1. As seen from the figures, bio label received only fourth place. 8.5 % of respondents chose this package among other packages with the same price per kilogram. These results very clearly show that a bio label is not a decisive advantage by itself when selling pasta.

Table 1. Overall rates of packaging elements

Overall rates / set 1		
Type	Total	(%)
Design & Color	80	39.8%
Brand	65	32.3%
Other / fiber amount	32	15.9%
Bio	17	8.5%
Packaging Material	4	2.0%
Ergonomics (easy to store)	2	1.0%
Other	1	0.5%
	201	100.0%

Design & Color together with Brand scored the most. 39.8% respondents chose packages because of design, and 32.3% respondents chose package because of brand.

The following brands were presented: Barilla, MyllynParas, Pirkka, Torino, Gallo, Carrefour and Afeltra. The results show a very strong power of Barilla (69.2%), MyllynParas (12.3%) and Pirkka (10.8%). It is interesting to note that Pirkka and MyllynParas are brands of different price range. Pirkka is an economy - class brand, while MyllynParas is a quality leader in the field of pasta. They share equal results.

Bio label is absolutely non-significant except for the class of age 26 to 35 years old (11%). It could point out an emergence of environmental/natural consciousness among the population, as it is known that very young people (under 25) rarely show great concerns about their health and good diet. To be fully validated this point, it would be interesting to follow the evolution of that particular rate through the time.

Table 2. Brand preferences

Brand preferences / set 1		
Brand	Total	(%)
1.3. Barila	45	69,2%
1.4. MyllynParas	8	12,3%
1.2. Pirkka	7	10,8%
1.1. Torino	2	3,1%
1.8. Gallo	2	3,1%
1.5. Carrefour	1	1,5%
1.6. Afeltra	0	0,0%
1.7. Carrefour (Bio)	0	0,0%
	65	100,0%

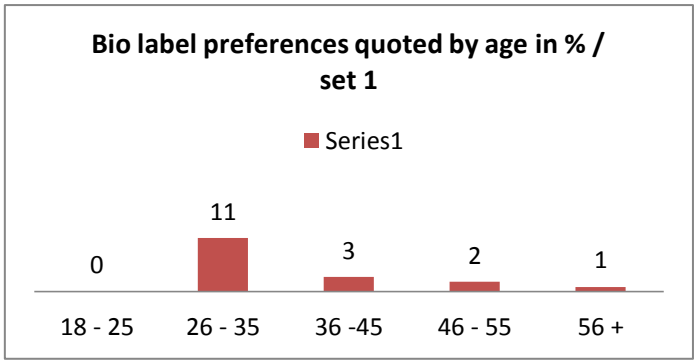

Figure 7. Bio label preferences quoted by age

When studying the results by geographical location and therefore different social levels, results show that design & colours together with brand are the leading winners. However in Kamppi (metropolitan area) the amount of fibre in the pasta took a second place. It shows that health concern is higher among metropolitan people, however, surprisingly it did not influence interest towards bio pasta.

Table 3. Overall rates of packaging elements in Vuosaari

Results by neighborhood Vuosaari		
Type	Total	(%)
Brand	29	43,3%
Design & Color	20	29,9%
Other / fiber amount	12	17,9%
Bio	5	7,5%
Packaging Material	1	1,5%
Ergonomics (easy to store)	0	0,0%
Other / produced in Fi	0	0,0%
	67	100,0%

Table 4. Overall rates of packaging elements in Lauttasaari

Results by neighborhood Lauttasaari		
Type	Total	(%)
Design & Color	32	47,8%
Brand	24	35,8%
Bio	4	6,0%
Other / fiber amount	4	6,0%
Packaging Material	1	1,5%
Ergonomics (easy to store)	1	1,5%
Other / produced in Fi	1	1,5%
	67	100,0%

Female respondents stated brand as being most important (46%) with the design and colour next important (34%) and bio significant at 14%. On the other hand, with male respondents design & colour come first (55%) before brand (23%) and "bio" is non-significant (4%).

Table 5. Overall rates of packaging elements in Kamppi

Results by neighborhood Kamppi		
Type	Total	(%)
Design & Color	28	41,8%
Other / fiber amount	16	23,9%
Brand	12	17,9%
Bio	8	11,9%
Packaging Material	2	3,0%
Ergonomics (easy to store)	1	1,5%
Other / produced in Fi	0	0,0%
	67	100,0%

Women showed more attraction for a brand. However brand and design & color are the big winners for both genders. Another interesting point is a sensitivity of women to bio that appears to be much higher than men. It would be interesting to see the evolution of that particular point in the future.

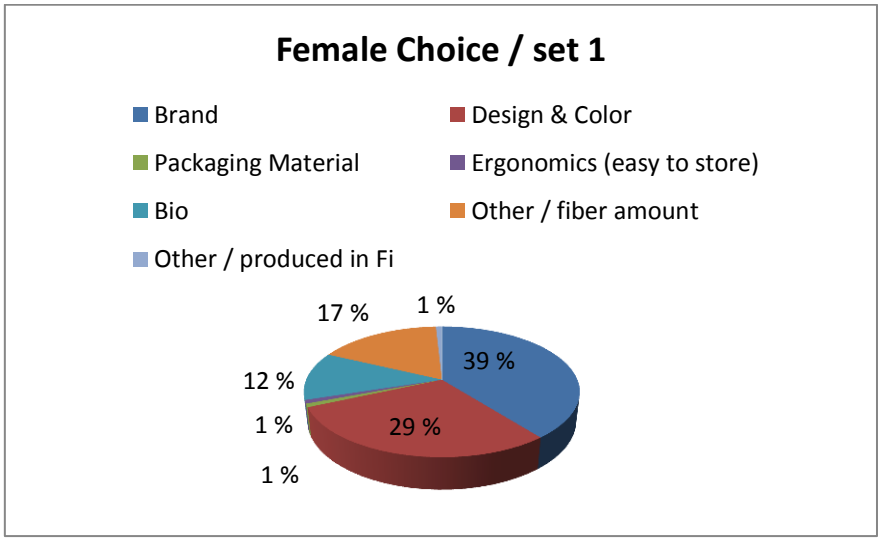

Figure 8. Packaging elements preference among females

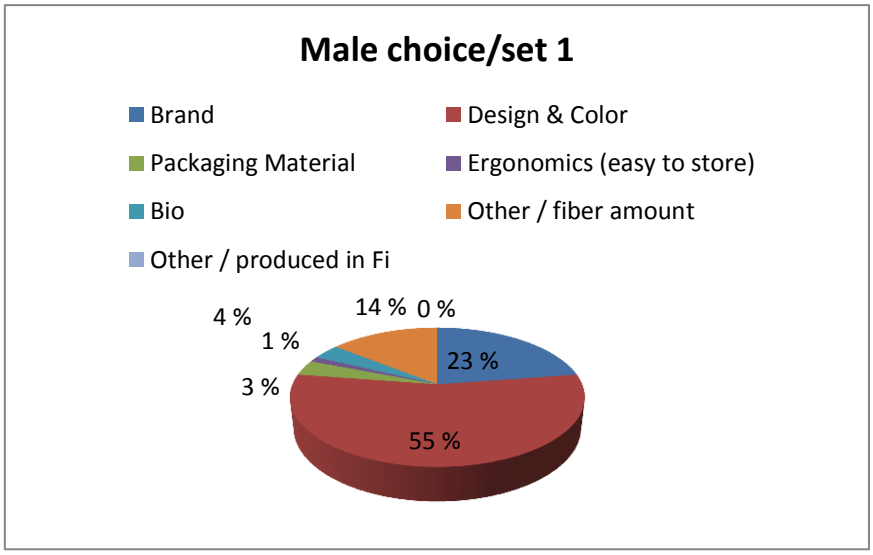

Figure 9. Packaging elements preference among males

By class of age, under 46 years old, the design & colour is preferred to brand and from 46 years old the brand becomes the number one criteria. For the surveyed people over 56, the brand is the very big winner (53%). This indicates that as people age, they become faithful to their favourite brand and are less keen to try new experiences.

3.3.2 Bio vs Non-bio / Set two

Set 2 comprised of bio and non-bio Torino macaroni. Except bio label every other element of the two packages was strictly similar.

The overall results show that 68% of surveyed people choose the bio sample. This figure looks significant only at first glance. It is obvious that bio products are better than non-bio products (health benefits). Consequently we could have expected a massive choice in favor of the bio, especially since it was the only element that differentiated the two packages. Therefore, 68% is a very low rate.

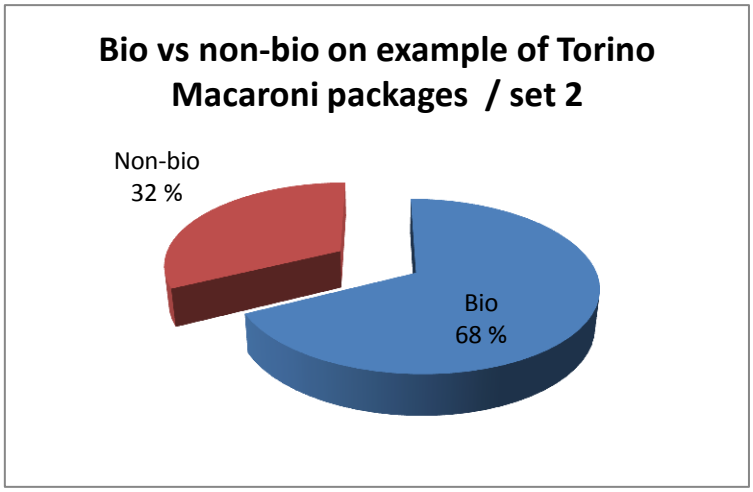

Figure 10. Bio vs non-bio preference

In results by neighborhood, Kamppi showed a stronger bio preference with 83% rate and only 57% in Vuosaari and 63% in Lauttasaari. This means the impact of the environmental awareness affect more urban inhabitants. We could also suspect that higher revenues (in the city centre) are paying a greater attention to environmental issues and health concerns. However that survey does not represent the level of income of surveyed people and it would be interesting to study this point in further research.

Once again female respondents show an obvious stronger preference of bio with a 72% score versus the men (62%). However, for the reasons explained above, the women preference rate could also be interpreted as weak even if significant.

The results by class of age do not show very strong differences except for the oldest people (over 56) that choose in majority the non-bio package at 58%. That result could be seen as a sign of mistrust for novelty and environmental propaganda from the oldest part of the population, faithful to their old habits.

Overall even if the Bio label is a significant criterion in a buying choice, it is definitively not the strongest buying criterion among the population. Once again, it would be interesting to follow those results over the years to check a possible existence of the trend.

3.3.3 Small vs Econom package size / Set three

Set 3 was a little bit subtle comprising two plastic packaging with identical design, one of one kilo and one of half a kilo.

From an environmental point of view, buying big packages contribute to reduction of pollution for obvious reasons, especially when talking about plastic packages that are not biodegradable most of the time.

In that particular case, results show a very low commitment in favour of environment issues as 58% of people choose a standard 500 grams plastic sample and only 42% the one kilogram package.

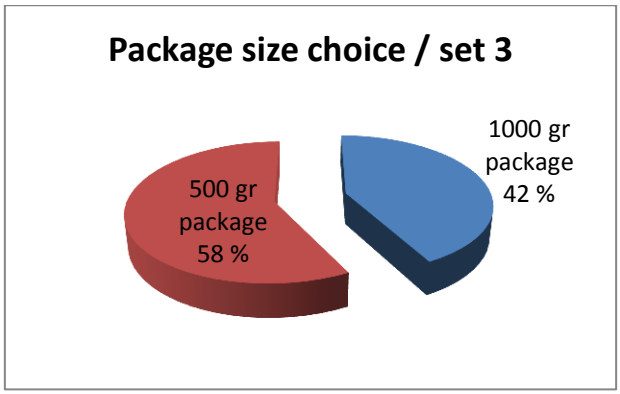

Figure 11. Small vs Econom package size preference

By neighbourhood, the Vuosaari area chose the one kilo sample at 69%. However their motives were explained by big family size. No environmental reasons have ever been quoted.

Difference by gender was not significant: 60% of female versus 54% of male respondents preferred the 500 grams sample.

By class of age it has to be noted that young people under 25 preferred the one kilo sample in contrast with all the other classes of age. However, that preference is small (51% only).

We could conclude that plastic from an environmental point of view, have no (or very little) effect on consumer's purchasing behaviour.

3.3.4 Brand choice / Set four

The objective of this set was to test the brand power versus the design by showing two very established domestic brands: MyllynParas and Pirkka.

On the market MyllynParas is more expensive brand and considered to be of a better quality than Pirkka. As it was already explained, price of pasta was neutralized.

One of the packages was mainly red (MyllynParas) and the other mainly brown (Pirkka). Therefore remaining elements to influence the choice were mainly design & colour and brand.

The winner once again was a brand as majority chose MyllynParas (61%), giving the brand as the reason of their choice (46%) far away before quality of the core product (4,5%).

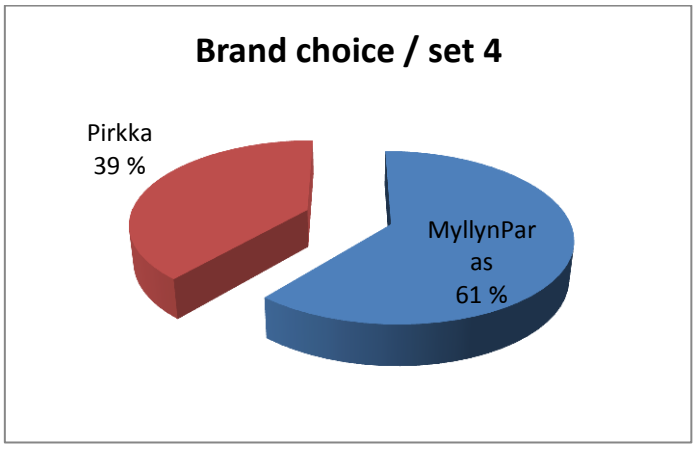

Figure 12. Brand choice: Pirkka vs MyllynParas

Giving the reasons of their choice, people quote design & color as the second reason with a strong score of 41%. It could be interoperated that most of consumers prefer the red to the brown colour.

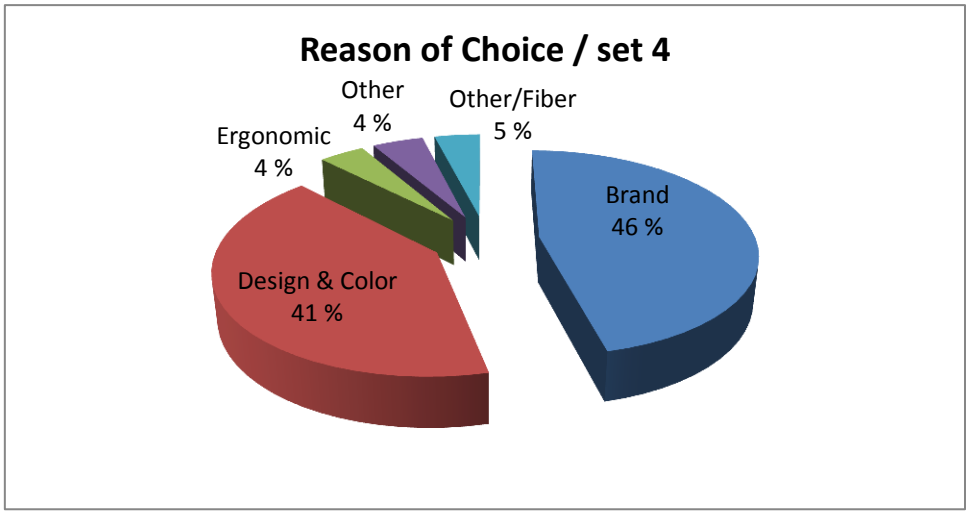

Figure 13. Reason of choice: Pirkka vs MyllynParas

Those results do not look very surprising. One could expect that at the same price rate, the better brand would be chosen. However, surprisingly, quality reasons have not been quoted, which is a strong argument in favour of the brand. The perception of the quality goes through the brand. Only 4.5% of people chose a sample because of its core product (amount of fibre in this case).

In contrast with other areas, Kamppi showed a stronger attraction to design & color than brand. Could this result be interpreted as a higher level of independence from the brand power among urban people? Maybe their resistance or distrust for commercial communication campaigns is higher than in other areas, and these affect them more than other population?

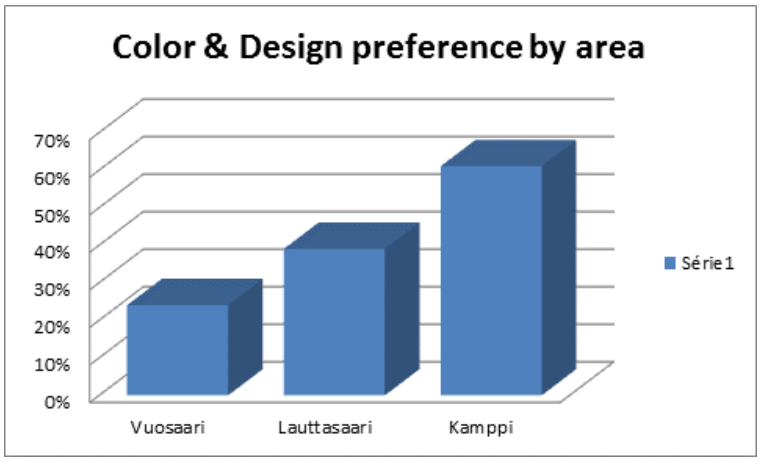

Figure 14. Color & Design preference by area

Female respondents chose brand more often (47%) than male respondents (32%). Impact of the brand in the women's mind seems to be strong.

By class of age results are irregular between brand and color & design, but their combined weight remains always very high over 75%. Age does seem to play a role here. It is however surprising to see older people quoting design & color more than brand to justify their choice compare to previous results.

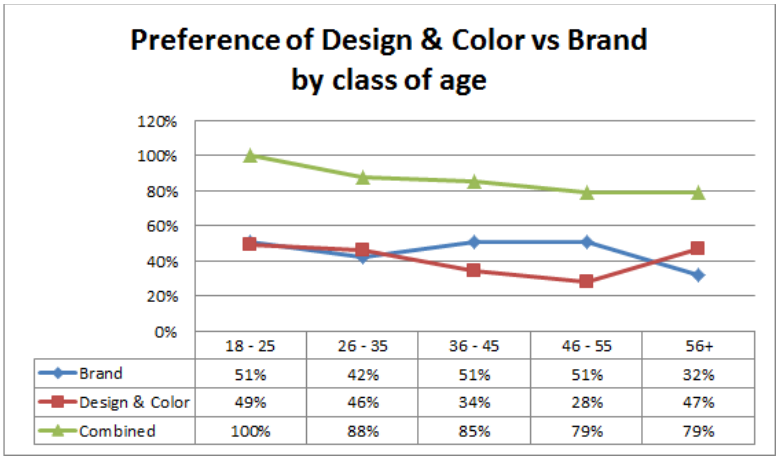

Figure 15. Preference of design & color vs brand by class of age

3.3.5 Plastic vs Carton packaging material / Set five

Set 5 tested if there is a preference for carton material compared to plastic. Carton is a biodegradable packaging far more ecologic than plastic. To test the preference for that material was essential from an ecological point of view as plastic and carton composes the very large majority of packages. Both carton and plastic Barilla packages with an identical design and weight were showed to the surveyed people.

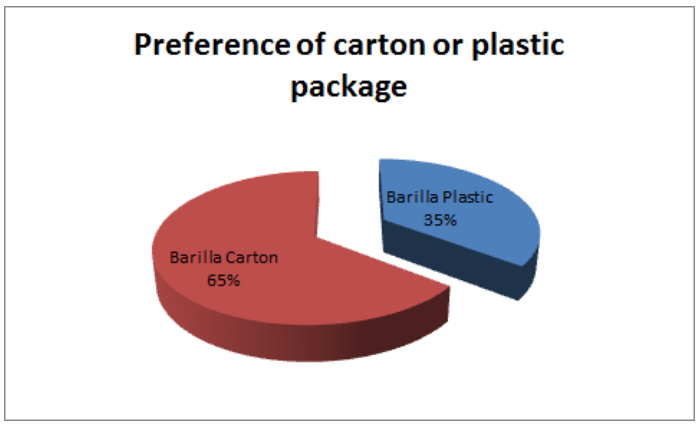

Figure 16. Carton vs Plastic packaging material

Here the preference for carton is very clear at 65%. As a reason of their choice, "environmentally friendly" comes first at a rate of 25%, close from "easy to store" at 20%.

Table 6. Carton and Plastic rates

Overall rates / Carton vs Plastic				
Type	Total	%	Total	%
Carton:				
Environmentally friendly	50	24,9%		
Quality Image	33	16,4%		
Easier to store	41	20,4%		
Other	6	3,0%	130	64,7%
Plastic:				
used to it / habit	40	19,9%		
Less place in trash bin	9	4,5%		
Easier to store	22	10,9%	71	35,3%
	201	100,0%	201	100,0%

It seems that people don't like plastic packaging material, having maybe a consciousness for ecological issues albeit not very strong one (25% only). It is also interesting to note that when making the choice between different sizes of plastic packaging (Set 3 results), the awareness of the ecological negative impact of choosing a small package vanishes. Maybe that level of knowledge is still too subtle in the consumer's mind which is not the case for the carton opposed to plastic.

Carton appears to be the big winner for both genders, all age and area, and the reason "environmental friendly" comes first mostly at all times.

It has also to be noted that carton gives a quality image for 16% of the surveyed people and it appears all the time in second or third position in the demographic statistics (gender, areas or class of age).

We could conclude with a good degree of confidence that plastic has no interest in term of packaging for dry food products (except, probably, for its lower price) and that carton has definitively a strong and positive image.

3.3.6 Design preferences / Set six

The objective of Set 6 was to check the kind of packaging consumers prefer. The set displayed 4 brands the surveyed people were not supposed to know, two French and two Italian. One of the packages (Italians) represented a very vintage traditional design (Marco Giacosa).

Here the winners are, by far away, the Italian brands: 70% Italian versus 30% French. And Marco Giacosa the Italian and vintage package has the highest score at 46%.

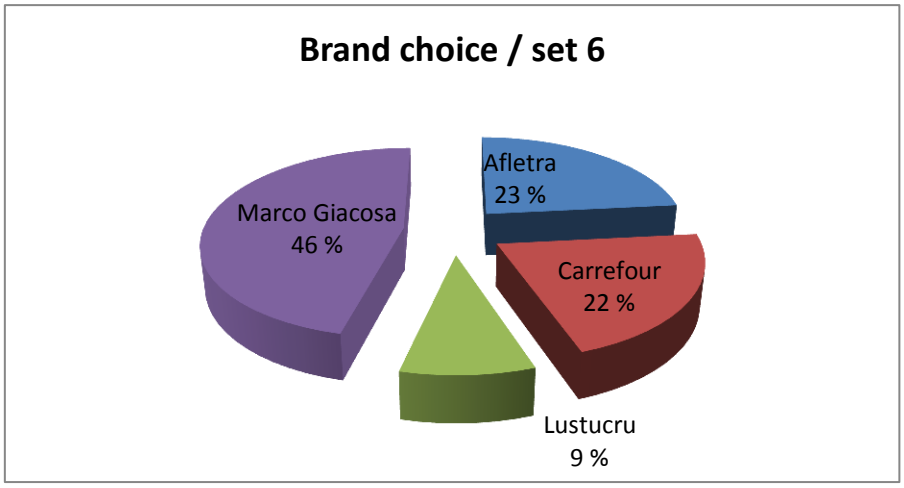

Figure 17. Brand choice: foreign brands

When asked about the reason of their choice the word "traditional" comes first at 69% before conventional and others. Once again the quality of a core product does not play an important role here. Only 3% of respondents chose package because of its core product. The perception of quality goes through the design and very probably a country of production.

The "cultural criteria" seems to be very strong. 69% respondents chose Traditional design packages. Even if not quoted by surveyed people, in terms of pasta, an Italian name / country of origin should have influenced their choice.

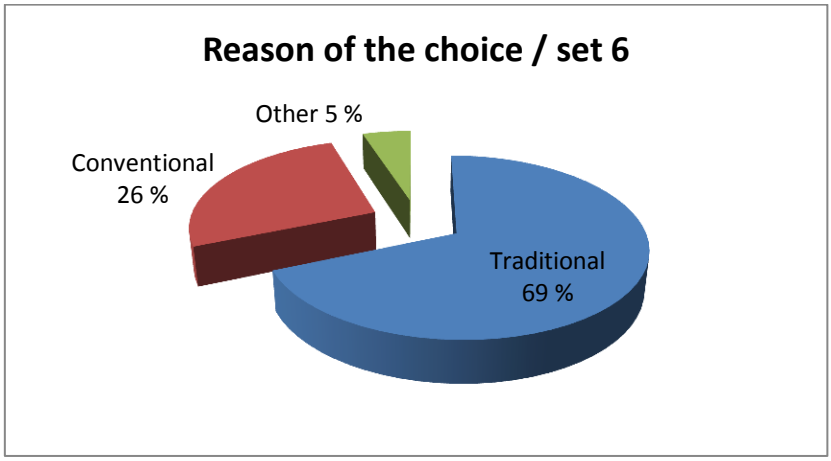

Figure 18. Reason of choice: foreign brands

When surveyed people were referring to design & color as an element of their choice, color of the sample was noted. It appears that 49% prefer the traditional/recycled carton design which is followed by Italian blue design.

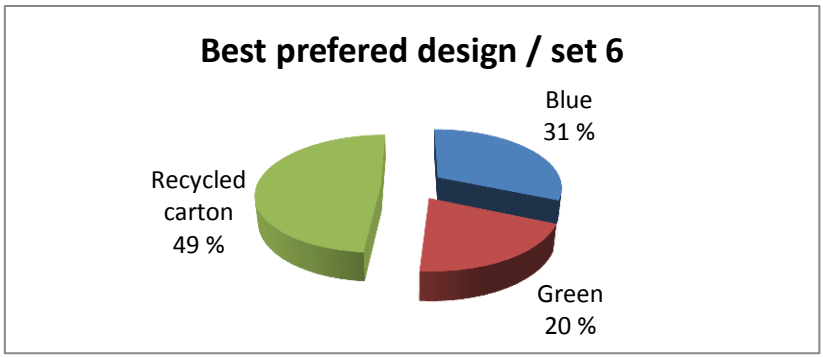

Figure 19. Color preference

In conclusion overall results show that the combination of traditional / recycled package and Italian name are the winning marketing elements for pasta packages. This result is also consistent with previous set analysis.

3.3.7 Design preferences / Set seven

The objective of Set 7 was to confirm the Italian advantage versus others and also sophisticated package versus more minimalistic design proposal. Packages of De Cecco and Carrefour pasta were tested. It has to be noted that some of surveyed people knew De Cecco brand which could have also influenced their choice. Therefore the reason of the choice was noted in order to sort the answers in efficient way.

De Cecco was chosen by 86% of respondents. At the same time French minimalistic Carrefour product was picked by 14% of correspondents. Design & color is pointed out in 65% of the cases, far beyond the Brand (unknown for many) that scores 18%.

That result was unanimously confirmed by gender, class of age or areas pointing out once again the power of the combination of Italy plus sophisticated and/or traditional design.

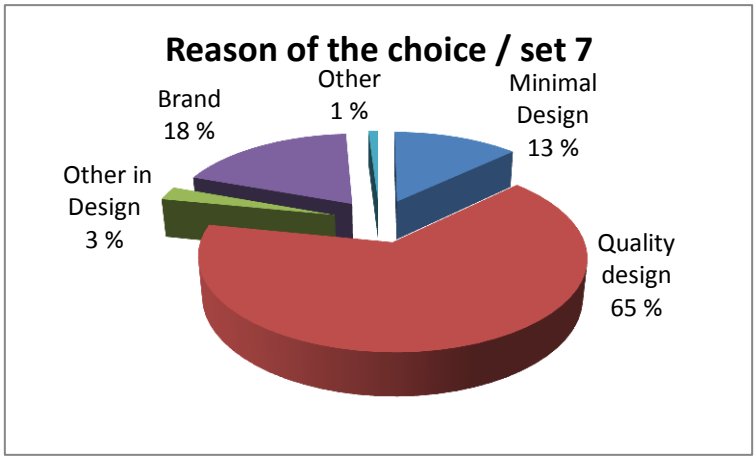

Figure 20. Design preferences

It has to be noted once again, that quality of the core product itself are almost never quoted (1%). Perception of quality goes through the packaging elements as already mentioned. Majority of surveyed people have never checked the composition of the pasta (to verify number of eggs per kilo or wheat quality or the traditional manufacturing process for instance). All objective elements that could give an idea about the quality of the products are ignored. It shows current mentalities on how people build their judgment on food.

3.3.8 Bio vs Brand / Set eight

The objective of Set 8 was to test Bio versus Brand. A De Cecco bio package was opposed to the very well established Barilla package. Since some surveyed people knew De Cecco (see Set 7 analysis), reason of the choice was noted.

Once again De Cecco overcomed Barilla with a 67% score against only 33% for Barilla. When asked about the reason of the choice, people pointed out the bio mention in 32% of the cases, Brand was mentioned in 33% and Design in 32%.

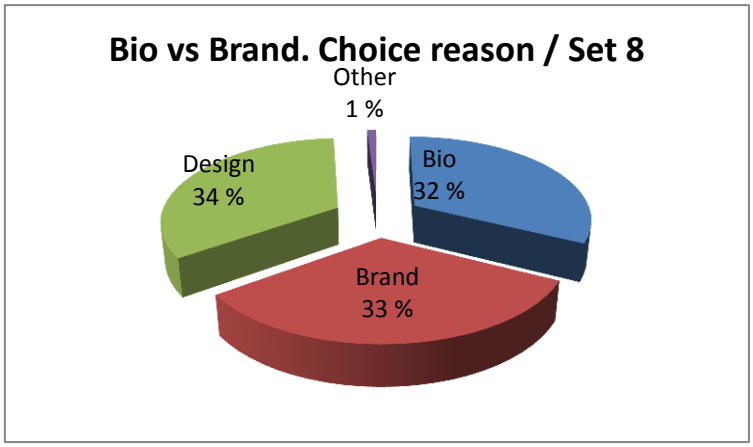

Figure 21. Bio vs Brand preference

It is the first time that bio plays a significant role in the study in opposition to previous results.

Compared to previous sets where bio mention had a very small impact, it seems to show that bio has to be supported by a brand and/or a specific traditional design to give it full power. In other words, bio is quite weak on its own.

It has also to be noted that brand can be beaten by the combined elements mentioned above (bio plus traditional packaging plus Italian name).

By area, surveyed people in Kamppi showed a very strong interest in bio (51%). This figure confirms the previous results of the city inhabitants for bio products. At the same time, that figure is much bigger than the one observed in Set 1 (8%) despite the fact it is the very same people. That difference is certainly explained by the fact that the bio De Cecco pasta was not included in the Set 1 and the fact that bio is combined with other strong packaging elements here (design plus Italian name).

Those observations seem to show that an adequate combination of positive packaging elements (including bio) largely beat the competition that does not combine them.

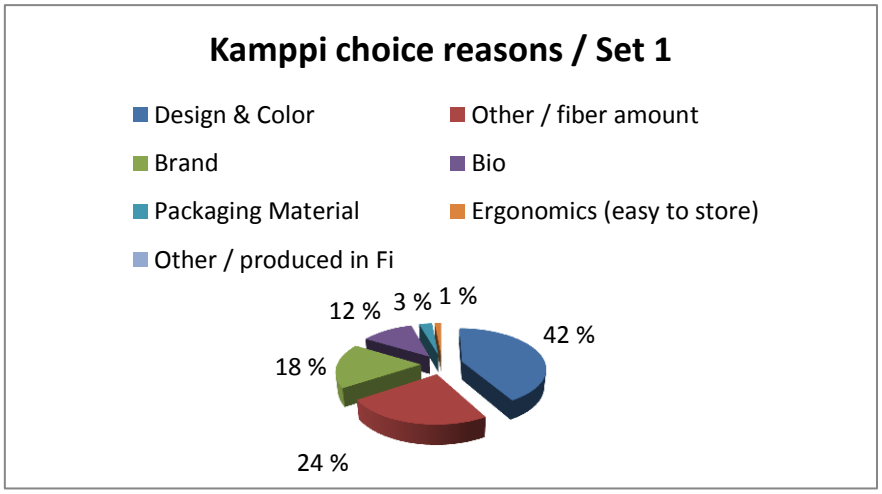

Figure 22. Set 1. Kamppi choice reasons

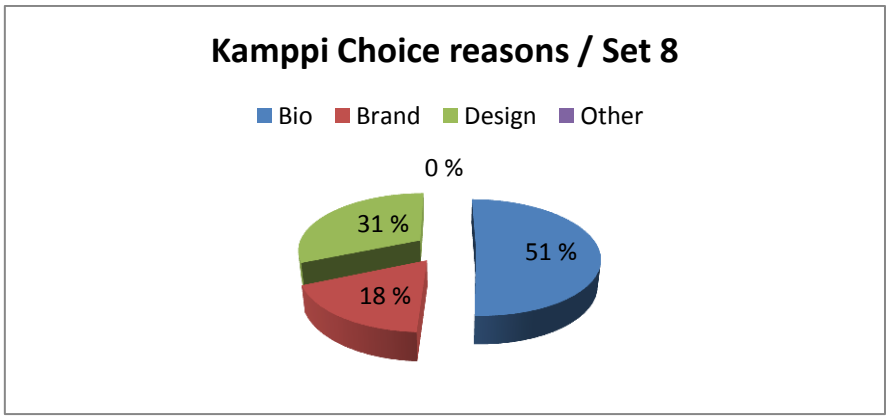

Figure 23. Set 8. Kamppi choice reasons

By gender, once again, female respondents show a definitive bigger attraction to the bio mention (39%) compared to male respondents (23%). Male respondents are more attracted by the design 46% (25% for women).

By class of age results are quite homogeneous except for the 46 – 55 years old class that show a strong attraction to bio at 40%. And, as already seen, the class of age above 56 gives the smallest importance to that criterion (26%) compared to brand (47%). It seems that the frontier of environmentally concerned people is about that age. In other words, it is probably useless to promote green trend to older people.

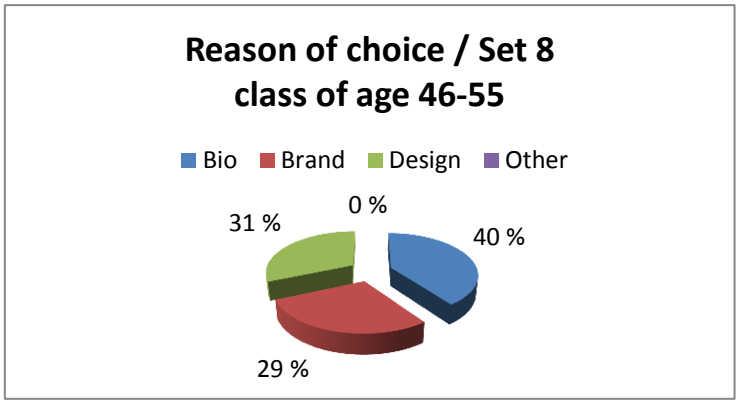

Figure 24. Reason of choice by class of age: 46-55

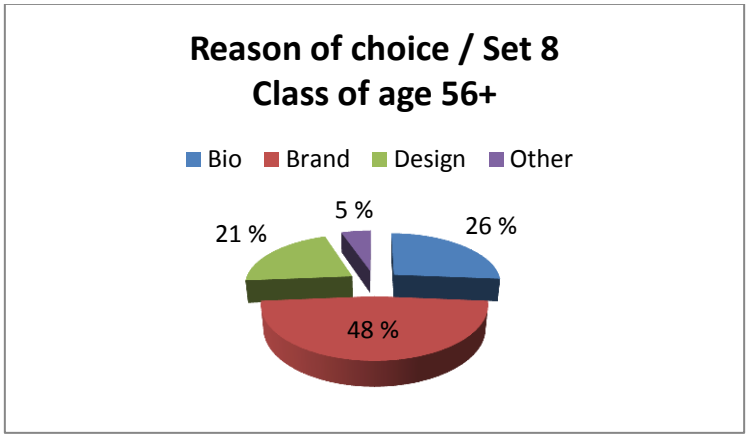

Figure 25. Reason of choice by class of age: 56+

4 CONCLUSION

The research has proven the high importance of packaging in today's market. Only few people were actually studying the package content and core product. The majority made their choice mainly based on the package design.

Bio packaging did not lead to a high level of interest among respondents. Overall, the bio label by itself has shown to be a weak element to influence consumers' buying decision in the dry packaged food industry. At the same time other green packaging elements that could be seen as close from bio like carton (environmental friendly) or traditional design (local production), have a very strong influence on buyer's decision.

The study also clearly demonstrates that the combination of bio label, traditional design and Italy as a country of origin have a decisive influence on buyers' decision. Its influences are stronger than its respective importance when taken individually.

The study demonstrates a very strong power of "country of origin" element on consumers' decision. If perfume is French, pasta is Italian!

Even if overall bio was proven to be weak, it is still not insignificant in the modern market, especially for women and urban people.

The survey also reveals a poor influence of green packaging and bio label on older people in contrary to the younger generation. It might be interpreted as a growing impact of environmental speeches on consumers' habits. However– if true – that development is slow and globally weak compared to massive efforts of communication made over last years in favour of bio and ecology on a larger scale.

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APPENDICES

Appendix 1: Questionnaire form

shop _____ date_____

Gender: __M__ / __F__ **Age:** _____

Sample 1

Number	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8

Reason	Brand	Design / Color	Packaging Material	Size Ergonomics	Bio	Other

Sample 2

Number	2.1	2.2

Reason	Brand	Design / Color	Packaging Material	Size Ergonomics	Bio	Other

Sample 3

Number	3.1	3.2

Reason	Brand	Design / Color	Packaging Material	Size Ergonomics	Bio	Other

Sample 4

Number	4.1	4.2

Reason	Brand	Design / Color	Packaging Material	Size Ergonomics	Bio	Other

Sample 5

Number	5.1	5.2

Reason	Brand	Design / Color	Packaging Material	Size Ergonomics	Bio	Other

Sample 6

Number	6.1	6.2	6.3	6.4

Reason	Brand	Design / Color	Packaging Material	Size Ergonomics	Bio	Other

Sample 7

Number	7.1	7.2

Reason	Brand	Design / Color	Packaging Material	Size Ergonomics	Bio	Other

Sample 8

Number	8.1	8.2

Reason	Brand	Design / Color	Packaging Material	Size Ergonomics	Bio	Other

Appendix 2: First set of packages

Appendix 3: Second set of packages

Appendix 4: Third set of packages

Appendix 5: Fourth set of packages

Appendix 6: Fifth set of packages

Appendix 7: Sixth set of packages

Appendix 8: Seventh set of packages

Appendix 9: Eighth set of packages

Appendix 10: Survey results for the first set of packages

Overall results		
Type	Total	(%)
Design & Color	80	39,8%
Brand	65	32,3%
Other / fiber amount	32	15,9%
Bio	17	8,5%
Packaging Material	4	2,0%
Ergonomics (easy to store)	2	1,0%
Other / produced in FI	1	0,5%
	201	100,0%

Brand choice		
Brand	Total	(%)
1.3. Barila	45	69,2%
1.4. MyllynParas	8	12,3%
1.2. Pirkka	7	10,8%
1.1. Torino	2	3,1%
1.8. Gallo	2	3,1%
1.5. Carrefour	1	1,5%
1.6. Afeltra	0	0,0%
1.7. Carrefour (Bio)	0	0,0%
	65	100,0%

Design Choice		
Type	Total	(%)
overall design	77	96,3%
possibility to see inside	2	2,5%
color	1	1,3%
	80	100,0%

Results by neighborhood

Vuosaari		
Type	Total	(%)
Brand	29	43,3%
Design & Color	20	29,9%
Other / fiber amount	12	17,9%
Bio	5	7,5%
Packaging Material	1	1,5%
Ergonomics (easy to store)	0	0,0%
Other / produced in Fi	0	0,0%
	67	100,0%

Lauttasaari		
Type	Total	(%)
Design & Color	32	47,8%
Brand	24	35,8%
Bio	4	6,0%
Other / fiber amount	4	6,0%
Packaging Material	1	1,5%
Ergonomics (easy to store)	1	1,5%
Other / produced in Fi	1	1,5%
	67	100,0%

Kamppi		
Type	Total	(%)
Design & Color	28	41,8%
Other / fiber amount	16	23,9%
Brand	12	17,9%
Bio	8	11,9%
Packaging Material	2	3,0%
Ergonomics (easy to store)	1	1,5%
Other / produced in Fi	0	0,0%
	67	100,0%

Female		
Type	Total	(%)
Brand	46	39,3%
Design & Color	34	29,1%
Packaging Material	1	0,9%
Ergonomics (easy to store)	1	0,9%
Bio	14	12,0%
Other / fiber amount	20	17,1%
Other / produced in Fi	1	0,9%
	117	100,0%

Male		
Type	Total	(%)
Brand	19	22,6%
Design & Color	46	54,8%
Packaging Material	3	3,6%
Ergonomics (easy to store)	1	1,2%
Bio	3	3,6%
Other / fiber amount	12	14,3%
Other / produced in Fi	0	0,0%
	84	100,0%

Results by age

18 - 25		
Type	Total	(%)
Brand	8	21,6%
Design & Color	21	56,8%
Packaging Material	1	2,7%
Ergonomics (easy to store)	1	2,7%
Bio	0	0,0%
Other / fiber amount	6	16,2%
Other / produced in Fi	0	0,0%
	37	100,0%

Results by age

26 - 35		
Type	Total	(%)
Brand	18	26,1%
Design & Color	29	42,0%
Packaging Material	1	1,4%
Ergonomics (easy to store)	0	0,0%
Bio	11	15,9%
Other / fiber amount	10	14,5%
Other / produced in Fi	0	0,0%
	69	100,0%

Results by age

36 - 45		
Type	Total	(%)
Brand	16	39,0%
Design & Color	14	34,1%
Packaging Material	0	0,0%
Ergonomics (easy to store)	1	2,4%
Bio	3	7,3%
Other / fiber amount	7	17,1%
Other / produced in Fi	0	0,0%
	41	100,0%

Results by age

46 - 55		
Type	Total	(%)
Brand	13	37,1%
Design & Color	11	31,4%
Packaging Material	2	5,7%
Ergonomics (easy to store)	0	0,0%
Bio	2	5,7%
Other / fiber amount	7	20,0%
Other / produced in Fi	0	0,0%
	35	100,0%

Results by age

56+		
Type	Total	(%)
Brand	10	52,6%
Design & Color	5	26,3%
Packaging Material	0	0,0%
Ergonomics (easy to store)	0	0,0%
Bio	1	5,3%
Other / fiber amount	2	10,5%
Other / produced in Fi	1	5,3%
	19	100,0%

Bio Mention by age	
18 - 25	0
26 - 35	11
36 -45	3
46 - 55	2
56 +	1

Appendix 11: Survey results for the second set of packages

Overall results		
Type	(ppl)	(%)
Bio	136	67,7%
Non-bio	65	32,3%
	201	**100,0%**

Brand choosen
Torino Macaroni

Results by neighborhood

Vuosaari		
Type	Total	(%)
Bio	38	56,7%
Non-bio	29	43,3%
	67	**100,0%**

Lauttasaari		
Type	Total	(%)
Bio	42	62,7%
Non-bio	25	37,3%
	67	**100,0%**

Kamppi		
Type	Total	(%)
Bio	56	83,6%
Non-bio	11	16,4%
	67	**100,0%**

Female		
Type	Total	(%)
Bio	84	71,8%
Non - Bio	33	28,2%
	117	**100,0%**

Male		
Type	Total	(%)
Bio	52	61,9%
Non - Bio	32	38,1%
	84	**100,0%**

Results by age

18 - 25		
Type	Total	(%)
Bio	28	75,7%
Non - Bio	9	24,3%
	37	**100,0%**

26 - 35		
Type	Total	(%)
Bio	48	69,6%
Non - Bio	21	30,4%
	69	**100,0%**

36 - 45		
Type	Total	(%)
Bio	27	65,9%
Non - Bio	14	34,1%
	41	**100,0%**

46 - 55		
Type	Total	(%)
Bio	25	71,4%
Non - Bio	10	28,6%
	35	**100,0%**

56+		
Type	Total	(%)
Bio	8	42,1%
Non - Bio	11	57,9%
	19	**100,0%**

Appendix 12: Survey results for the third set of packages

Overall results		
Type	Total	(%)
1000 gr package	85	42,3%
500 gr package	116	57,7%
	201	**100,0%**

Results by neighborhood								
Vuosaari			**Lauttasaari**			**Kamppi**		
Type	Total	(%)	Type	Total	(%)	Type	Total	(%)
1000 gr package	46	68,7%	1000 gr package	11	16,4%	1000 gr package	27	41,5%
500 gr package	21	31,3%	500 gr package	56	83,6%	500 gr package	38	58,5%
	67	**100,0%**		**67**	**100,0%**		**65**	**100,0%**

Female			**Male**		
Type	Total	(%)	Type	Total	(%)
1000 gr package	46	39,7%	1000 gr package	38	45,8%
500 gr package	70	60,3%	500 gr package	45	54,2%
	116	**100,0%**		**83**	**100,0%**

Results by age								
18 - 25			**26 - 35**			**36 - 45**		
Type	Total	(%)	Type	Total	(%)	Type	Total	(%)
	Tot	**%**		**Tot**	**%**		**Tot**	**%**
1000 gr package	19	51,4%	1000 gr package	28	40,6%	1000 gr package	17	42,5%
500 gr package	18	48,6%	500 gr package	41	59,4%	500 gr package	23	57,5%
	37	**100,0%**		**69**	**100,0%**		**40**	**100,0%**
46 - 55	**Tot**	**%**	**56+**					
Type	Total	(%)	Type	Total	(%)			
1000 gr package	12	34,3%	1000 gr package	8	44,4%			
500 gr package	23	65,7%	500 gr package	10	55,6%			
	35	**100,0%**		**18**	**100,0%**			

Appendix 13: Survey results for the fourth set of packages

Overall		
Type	Total	(%)
Brand	93	46,3%
Design & Color	83	41,3%
Ergonomic	8	4,0%
Other/Fiber	9	4,5%
Other	8	4,0%
	201	**100 %**

Brand Choice		
Type	Total	(%)
MyllynParas	123	61,2%
Pirkka	78	38,8%
	201	**100,0%**

Results by neighborhood

Vuosaari		
Type	Total	(%)
Brand	37	55,2%
Design & Color	16	23,9%
Ergonomic	1	1,5%
Other/Fiber	7	10,4%
Other	6	9,0%
	67	**100 %**

Lauttasaari		
Type	Total	(%)
Brand	32	47,8%
Design & Color	26	38,8%
Ergonomic	5	7,5%
Other/Fiber	2	3,0%
Other	2	3,0%
	67	**100 %**

Kamppi		
Type	Total	(%)
Brand	24	35,8%
Design & Color	41	61,2%
Ergonomic	2	3,0%
Other/Fiber	0	0,0%
Other	0	0,0%
	67	**100 %**

Female		
Type	Total	(%)
Brand	55	47,0%
Design & Color	48	41,0%
Ergonomic	1	0,9%
Other/Fiber	7	6,0%
Other	6	5,1%
	117	**100 %**

Male		
Type	Total	(%)
Brand	6	31,6%
Design & Color	9	47,4%
Ergonomic	1	5,3%
Other/Fiber	2	10,5%
Other	1	5,3%
	19	**100 %**

Results by age

18 - 25		
Type	Total	(%)
Brand	19	51,4%
Design & Color	18	48,6%
Ergonomic	0	0,0%
Other/Fiber	0	0,0%
Other	0	0,0%
	37	**100 %**

26 - 35		
Type	Total	(%)
Brand	29	42,0%
Design & Color	32	46,4%
Ergonomic	4	5,8%
Other/Fiber	2	2,9%
Other	2	2,9%
	69	**100 %**

36 - 45		
Type	Total	(%)
Brand	21	51,2%
Design & Color	14	34,1%
Ergonomic	3	7,3%
Other/Fiber	2	4,9%
Other	1	2,4%
	41	**100 %**

46 - 55		
Type	Total	(%)
Brand	18	51,4%
Design & Color	10	28,6%
Ergonomic	0	0,0%
Other/Fiber	3	8,6%
Other	4	11,4%
	35	**100 %**

56+		
Type	Total	(%)
Brand	6	31,6%
Design & Color	9	47,4%
Ergonomic	1	5,3%
Other/Fiber	2	10,5%
Other	1	5,3%
	19	**100 %**

Appendix 14: Survey results for the fifth set of packages

Overall				
Type	Total	%	Total	%
Carton:				
Environmentally friendly	50	24,9%		
Quality image	33	16,4%		
Easier to store	41	20,4%		
Possible to burn	6	3,0%	130	64,7%
Plastic:				
Used to it / habit	40	19,9%		
Less spacee in the trash bin	**9**	4,5%		
Easier to store	22	10,9%	71	35,3%
	201	100,0%	201	100,0%

Sample choosen		
Type	Total	%
Barilla Plastic	71	35,3%
Barilla Carton	130	64,7%
	201	100,0%

Results by neighborhood

Vuosaari				
Type	Total	%	Total	%
Carton:				
Environmentally friendly	18	26,9%		
Quality image	13	19,4%		
Easier to store	6	9,0%		
Possible to burn	2	3,0%	39	58,2%
Plastic:				
Used to it / habit	12	17,9%		
Less spacee in the trash bin	6	9,0%		
Easier to store	10	14,9%	28	41,8%
	67	100,0%	67	100,0%

Lauttasaari				
Type	Total	%	Total	%
Carton:				
Environmentally friendly	11	16,4%		
Quality image	9	13,4%		
Easier to store	21	31,3%		
Possible to burn	1	1,5%	42	62,7%
Plastic:				
Used to it / habit	18	26,9%		
Less spacee in the trash bin	1	1,5%		
Easier to store	6	9,0%	25	37,3%
	67	100,0%	67	100,0%

Kamppi				
Type	Total	%	Total	%
Carton:				
Environmentally friendly	21	31,3%		
Quality image	11	16,4%		
Easier to store	14	20,9%		
Possible to burn	3	4,5%	49	73,1%
Plastic:				
Used to it / habit	10	14,9%		
Less spacee in the trash bin	2	3,0%		
Easier to store	6	9,0%	18	26,9%
	67	100,0%	67	100,0%

Female				
Type	Total	%		
Carton:				
Environmentally friendly	33	28,2%		
Quality image	16	13,7%		
Easier to store	22	18,8%		
Possible to burn	4	3,4%	75	64,1%
Plastic:				
Used to it / habit	21	17,9%		
Less spacee in the trash bin	6	5,1%		
Easier to store	15	12,8%	42	35,9%
	117	100,0%	117	100,0%

Male				
Type	Total	%	Total	%
Carton:				
Environmentally friendly	17	20,2%		
Quality image	17	20,2%		
Easier to store	19	22,6%		
Possible to burn	2	2,4%	55	65,5%
Plastic:				
Used to it / habit	19	22,6%		
Less spacee in the trash bin	3	3,6%		
Easier to store	7	8,3%	29	34,5%
	84	100,0%	84	100,0%

Results by age

18 - 25				
Carton:				
Environmentally friendly	5	13,5%		
Quality image	10	27,0%		
Easier to store	8	21,6%		
Possible to burn	0	0,0%	23	62,2%
Plastic:				
Used to it / habit	9	24,3%		
Less spacee in the trash bin	2	5,4%		
Easier to store	3	8,1%	14	37,8%
	37	100,0%	37	100,0%

Results by age

26 - 35				
Carton:				
Environmentally friendly	18	26,1%		
Quality image	12	17,4%		
Easier to store	12	17,4%		
Possible to burn	1	1,4%	43	62,3%
Plastic:				
Used to it / habit	18	26,1%		
Less spacee in the trash bin	2	2,9%		
Easier to store	6	8,7%	26	37,7%
	69	100,0%	69	100,0%

Results by age

36 - 45				
Carton:				
Environmentally friendly	9	22,0%		
Quality image	6	14,6%		
Easier to store	13	31,7%		
Possible to burn	0	0,0%	28	68,3%
Plastic:				
Used to it / habit	6	14,6%		
Less spacee in the trash bin	1	2,4%		
Easier to store	6	14,6%	13	31,7%
	41	100,0%	41	100,0%

Results by age

46 - 55				
Carton:				
Environmentally friendly	11	31,4%		
Quality image	4	11,4%		
Easier to store	6	17,1%		
Possible to burn	3	8,6%	24	68,6%
Plastic:				
Used to it / habit	6	17,1%		
Less spacee in the trash bin	2	5,7%		
Easier to store	3	8,6%	11	31,4%
	35	100,0%	35	100,0%

Results by age

56 +				
Carton:				
Environmentally friendly	7	36,8%		
Quality image	1	5,3%		
Easier to store	2	10,5%		
Possible to burn	2	10,5%	12	63,2%
Plastic:				
Used to it / habit	1	5,3%		
Less spacee in the trash bin	2	10,5%		
Easier to store	4	21,1%	7	36,8%
	19	100,0%	19	100,0%

Appendix 15: Survey results for the sixth set of packages

Overall results

Type	Type	Total	%
Design			
	Traditional	138	68,7%
	Conventional	53	26,4%
Other		10	5,0%
		201	100,0%
Color			
	Blue	60	29,9%
	Green	38	18,9%
	Recycled carton	93	46,3%
Other		10	5,0%
		201	100,0%

Brand choosen

Type	Total	%
Afletra	47	23,4%
Carrefour	43	21,4%
Lustucru	18	9,0%
Marco Giacosa	93	46,3%
	201	100,0%

Other

Type	Total	%
Core product	6	3 %
Other	4	2 %

Results by neighborhood

Vuosaari

Type	Type	Total	%
Design			
	Traditional	42	62,7%
	Conventional	18	26,9%
Other		7	10,4%
		67	100,0%
Color of Desing choosen			
	Blue	22	32,8%
	Green	13	19,4%
	Recycled carton	25	37,3%
Other		7	10,4%
		67	100,0%

Lauttasaari

Type	Type	Total	%
Design			
	Traditional	47	70,1%
	Conventional	17	25,4%
Other		3	4,5%
		67	100,0%
Color of Desing choosen			
	Blue	17	25,4%
	Green	14	20,9%
	Recycled cartor	33	49,3%
Other		3	4,5%
		67	100,0%

Kamppi

Type	Type	Total	%
Design			
	Traditional	49	73,1%
	Conventional	18	26,9%
Other		0	0,0%
		67	100,0%
Color of Desing choosen			
	Blue	21	31,3%
	Green	11	16,4%
	Recycled carto	35	52,2%
Other		0	0,0%
		67	100,0%

Female

Type	Type	Total	%
Design			
	Traditional	78	66,7%
	Conventional	33	28,2%
Other		6	5,1%
		117	100,0%
Color			
	Blue	38	32,5%
	Green	24	20,5%
	Recycled carton	49	41,9%
Other		6	5,1%
		117	100,0%

Male

Type	Type	Total	%
Design			
	Traditional	60	71,4%
	Conventional	20	23,8%
Other		4	4,8%
		84	100,0%
Color			
	Blue	22	26,2%
	Green	14	16,7%
	Recycled cartor	44	52,4%
Other		4	4,8%
		84	100,0%

Results by age

18 - 25

Type	Type	Total	%
Design			
	Traditional	22	59,5%
	Conventional	15	40,5%
Other		0	0,0%
		37	100,0%
Color			
	Blue	9	24,3%
	Green	12	32,4%
	Recycled carton	16	43,2%
Other		0	0,0%
		37	100,0%

26 - 35

Type	Type	Total	%
Design			
	Traditional	50	72,5%
	Conventional	17	24,6%
Other		2	2,9%
		69	100,0%
Color			
	Blue	18	26,1%
	Green	13	18,8%
	Recycled cartor	36	52,2%
Other		2	2,9%
		69	100,0%

36 - 45

Type	Type	Total	%
Design			
	Traditional	33	80,5%
	Conventional	7	17,1%
Other		1	2,4%
		41	100,0%
Color			
	Blue	17	41,5%
	Green	5	12,2%
	Recycled carto	18	43,9%
Other		1	2,4%
		41	100,0%

46 - 55

Type	Type	Total	%
Design			
	Traditional	20	57,1%
	Conventional	10	28,6%
Other		5	14,3%
		35	100,0%
Color			
	Blue	12	34,3%
	Green	5	14,3%
	Recycled carton	13	37,1%
Other		5	14,3%
		35	100,0%

56 +

Type	Type	Total	%
Design			
	Traditional	13	68,4%
	Conventional	4	21,1%
Other		2	10,5%
		19	100,0%
Color			
	Blue	4	21,1%
	Green	3	15,8%
	Recycled cartor	10	52,6%
Other		2	10,5%
		19	100,0%

Appendix 16: Survey results for the seventh set of packages

Overall results

Type	Type	Total	%
Design		162	80,6%
	Minimal Design	26	12,9%
	Quality design	131	65,2%
	Other	5	2,5%
Brand		37	18,4%
Other/Quolity of pasta		2	1,0%
		201	100,0%

Brand Choosen

Type	Total	%
Carrefour	31	15,4%
De Cecco	170	84,6%
	201	100,0%

Results by neighborhoud

Vuosaari

Type	Type	Total	%
Design		53	79,1%
	Minimal Design	10	14,9%
	Quality design	41	61,2%
	Other	2	3,0%
Brand		12	17,9%
Other/Quolity of pasta		2	3,0%
		67	100,0%

Lauttasaari

Type	Type	Total	%
Design		52	77,6%
	Minimal Design	8	11,9%
	Quality design	44	65,7%
	Other	0	0,0%
Brand		15	22,4%
Other/Quolity of pasta		0	0,0%
		67	100,0%

Kamppi

Type	Type	Total	%
Design		57	85,1%
	Minimal Des	8	11,9%
	Quality desig	46	68,7%
	Other	3	4,5%
Brand		10	14,9%
Other/Quolity of pasta		0	0,0%
		67	100,0%

Female

Type	Type	Total	%
Design		90	76,9%
	Minimal Design	17	14,5%
	Quality design	68	58,1%
	Other	5	4,3%
Brand		25	21,4%
Other/Quolity of pasta		2	1,7%
		117	100,0%

Male

Type	Type	Total	%
Design		72	85,7%
	Minimal Design	9	10,7%
	Quality design	63	75,0%
	Other	0	0,0%
Brand		12	14,3%
Other/Quolity of pasta		0	0,0%
		84	100,0%

Results by age

18 - 25

Type	Type	Total	%
Design		33	89,2%
	Minimal Design	7	18,9%
	Quality design	26	70,3%
	Other	0	0,0%
Brand		4	10,8%
Other/Quolity of pasta		0	0,0%
		37	100,0%

26 - 35

Type	Type	Total	%
Design		54	78,3%
	Minimal Design	7	10,1%
	Quality design	45	65,2%
	Other	2	2,9%
Brand		14	20,3%
Other/Quolity of pasta		1	1,4%
		69	100,0%

36 - 45

Type	Type	Total	%
Design		32	78,0%
	Minimal Des	3	7,3%
	Quality desig	27	65,9%
	Other	2	4,9%
Brand		8	19,5%
Other/Quolity of pasta		1	2,4%
		41	100,0%

46 - 55

Type	Type	Total	%
Design		26	74,3%
	Minimal Design	4	11,4%
	Quality design	22	62,9%
	Other	0	0,0%
Brand		9	25,7%
Other/Quolity of pasta		0	0,0%
		35	100,0%

56 +

Type	Type	Total	%
Design		17	89,5%
	Minimal Design	5	26,3%
	Quality design	11	57,9%
	Other	1	5,3%
Brand		2	10,5%
Other/Quolity of pasta		0	0,0%
		19	100,0%

Appendix 17: Survey results for the eighth set of packages

Overall results		
Type	Total	%
Bio	65	32,3%
Brand	66	32,8%
Design	68	33,8%
Other	2	1,0%
	201	100,0%

Choosen Brand		
Type	Total	%
Barilla	66	32,8%
De Cecco	135	67,2%
	201	100,0%

Results by neighborhood

Vuosaari		
Type	Total	%
Bio	18	26,9%
Brand	28	41,8%
Design	21	31,3%
Other	0	0,0%
	67	100,0%

Lauttasaari		
Type	Total	%
Bio	13	19,4%
Brand	26	38,8%
Design	26	38,8%
Other	2	3,0%
	67	100,0%

Kamppi		
Type	Total	%
Bio	34	50,7%
Brand	12	17,9%
Design	21	31,3%
Other	0	0,0%
	67	100,0%

Female		
Type	Total	%
Bio	46	39,3%
Brand	40	34,2%
Design	29	24,8%
Other	2	1,7%
	117	100,0%

Male		
Type	Total	%
Bio	19	22,6%
Brand	26	31,0%
Design	39	46,4%
Other	0	0,0%
	84	100,0%

Results by age

18 - 25		
Type	Total	%
Bio	12	32,4%
Brand	10	27,0%
Design	15	40,5%
Other	0	0,0%
	37	100,0%

26 - 35		
Type	Total	%
Bio	20	29,0%
Brand	21	30,4%
Design	28	40,6%
Other	0	0,0%
	69	100,0%

36 - 45		
Type	Total	%
Bio	14	34,1%
Brand	16	39,0%
Design	10	24,4%
Other	1	2,4%
	41	100,0%

46 - 55		
Type	Total	%
Bio	14	40,0%
Brand	10	28,6%
Design	11	31,4%
Other	0	0,0%
	35	100,0%

56 +		
Type	Total	%
Bio	5	26,3%
Brand	9	47,4%
Design	4	21,1%
Other	1	5,3%
	19	100,0%