

THESIS SUMMARY

A QUALITATIVE STUDY OF WOMEN'S SLIM CIGARETTE PACKAGING PERCEPTIONS AND PREFERENCES: A STUDY WITH REFERENCE TO YOGYAKARTA

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Smoking prevalence in Indonesia is among the highest in the world. There are also strong gender differences in stated smoking prevalence in Indonesia, with the habit being relatively rare among women. The majority of smokers in Indonesia are men. The act of smoking among men is so ingrained in the Indonesian culture that many of the tobacco products on the market target men specifically using images of nationalism, adventure and masculinity. While women make up a smaller portion of the cigarette smoking population.

Nowadays cigarette industry starts to concern with the women smokers by attract them through so many marketing strategies. Packaging as the one of marketing tools to persuade consumers at the point-of-sale will be discussed here. The package is one of the most important factors persuading consumers, it has become a significant component of branding, positioning and communication. It also attracts consumer's attention, enhances product image, influences consumer's perception about the product, provides information, distinguishes one product from another, and stimulates impulsive buying behavior.

Therefore, in this research, the author wants to analyze about whether or not the packaging as marketing tools can overrule marketing strategy in purchasing Slim Cigarette products. This research is the replication research continuation from the original journal by BMC Public Health Journal (BMC, 2014) with the title of "A Qualitative Study of Children's Snack Food Packaging Perceptions and Preferences"

According to BMC Public Health Journal (BMC, 2014) Packaging elements can be divided into visual (e.g., graphic, color, shape, size) and informational elements (e.g., product name, brand, producer/country, product information, special offers). Food marketers have proven successful when targeting children through visual elements. Related on that fact the researcher wants to prove that packaging could influence women smoker' perceptions and preferences in buying decision.

In this study, due to high variety of products the researcher use two products example in Cigarettes Market from two different companies (PT H.M. Sampoerna – under Philip Morris International (PMI) and Korea Tobacco & Ginseng (KT&G)) that produced Super Slim brand as a claim of business expand in selling cigarettes marketed to women. The classification of products in this research is a product with feminism style packaging design as an effort to attract women smokers. There are two products that will be used in this research:

- a) In 2008 Sampoerna launched “*A Revolution*”



*figure 1.1 A volution packaging (taken from Google Images)

- b) In 2014 PT Mandiri Maha Mulia have a license from Korea Tobacco & Ginseng (KT&G) to produce “*ESSE*”



*figure 1.2 Esse packaging (taken from Google Images)

The objectives of the study are to find how cigarettes packaging can influence women smoker’ perceptions and preferences in buying decision. The type of research used for this study is descriptive research design. The area covered under this study was Yogyakarta due to availability of well mixed population base in Indonesia. A well interview guide lines was designed and administered to interview the respondents across Yogyakarta. The variables considered for the study are packaging visual elements and packaging informational elements as the factors that affect women consumer perceptions and preferences. NVivo software is used for data mining in analysis.

By conducting this replication research, the author aims to conclude the following objectives as follows:

1. To analyze how packaging take place in cigarettes marketing through women customer.

2. To analyze women perceptions and preference about the packaging, in addition to find out the appropriate strategies to win cigarettes' women customer market.

Without a particular limitation, this research will be very wide, complex, and difficult to be analyzed. Therefore the researcher limited the problem as follow:

1. The research will be held only in Yogyakarta
2. Specifics gender: women
3. Factors will be find out include:
 - 3.1. Perceptions
 - 3.2. Preferences

When considering the findings, the limitations of purposeful sampling must be kept in mind. Questions that were discovered to be unhelpful in soliciting the expertise of participants were deleted and/or modified.

Purposive sampling was used to find informants. Informant for group of slim cigarette consumer was screened prior to individuals who are women smoker and fulfill the requirement that is made by the author. This could easily identify whether or not the participants interest in the packaging design when they decided to buy the product based on their experiences.

Participants were categorized by three distinct groups: slim cigarette buyers (n=3), slim cigarette seller (n=1), and graphic designer (n=1). The graphic

designer is the owner of Night Score Clothing line and also work as a graphic designer under KINGS EO Yogyakarta. The participant that stands for Slim Cigarette seller is a Part Timer on Indomaret. While the three participants of slim cigarette buyer were each have their own experiences in buying or smoking both two products.

There are three research variables that were used in this research; Variables of the Packaging as a Marketing Tools. Variable of the Informants' Perception on Packaging Elements, variable that consists of the visual element (*graphics, colors, symbol, shape, and size*) and informational element (*product name, brand, producer, composition, price, expired date, and health claim*). Variable of the Informants' Preference on Packaging Elements, variable that consists of the visual element (*graphics, colors, symbol, shape, and size*) and informational element (*product name, brand, producer, composition, price, expired date, and health claim*).

Below are short descriptions about the variables that is analyzed in this research:

Packaging as a Marketing Tools

In marketing literature, packaging is a part of the product and the brand. A product's package represents its characteristics and communicates the product information. For consumers, the product and the package are one and the same when they see it on the supermarket shelves. During the purchasing decision, the package assists the consumer by creating the overall product perception which

helps the evaluation and the making of the right choice. The package design adds value to the package and to the product respectively. At the point of purchase, the primary role of the package and packaging design is to catch the consumers' attention and to stand out among the competition in the store or at the supermarket.

Packaging Elements

A well designed package is a strong weapon to attracting customer attention. That's why the packaging design must have some features and characteristics to show the uniqueness and originality of the product. So, it can be a positive communication between the producers to the consumer. These elements are divided into two categories: visual and informational elements.

1. Visual elements

Graphics and color

When creating a package design, it is important to remember that consumers evaluate packaging in different ways. Customers' attitudes towards the package depend also on the process of interconnection between person and package.

Graphics

Graphics include image layout, color combination, typography, and product photography. The combination of all these components communicates an

image. Graphics on the package are telling detailed information about the product. It becomes a product branding or identity, followed by the information.

Sign and Symbols

Graphics can affect through colors and printed lines on the package on which different signs and symbols are located. Holograms and combinations of various materials can encourage consumers to touch the package, thereby inspiring them to try the product.

Color

The selection of the colors and color combinations is a necessary process for creating a good design package. Color is a key element of design due to the fact that it is usually vivid and memorable. The package color can have a significant effect on consumers' ability to recognize the product, the meaning conveyed by the package, its novelty and contrast to other brands and company's names.

Size and shape

Packaging size and shape are also significant factors in designing the package. A consumer interacts with these two elements in order to make volume judgments, e.g. consumers perceive more elongated packages to be larger.

Packaging sizes depend on the different involvement levels. The low involvement products have a low price which is generated through cost savings created by reduced packaging and promotional expenses. Therefore, the elongated

shape and appropriate size causes the consumer to think of the package as having better product volume and cost efficiency.

2. Informational elements

Product information

Communication of information is one of the core functions of the packaging. This helps customers to make the right decisions in the purchasing process. Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fronts and dense writing styles which are used on the package.

Technology image

The role of packaging in marketing communications is implemented by developments in technology. Here, the technology creates the packages according to trends and consumers' attitudes and behaviors. The role of technology is to meet consumers' needs and requirements. As far as the technology is a communication element, it should be presented visually and, therefore, it will catch more attention and be convenient for consumers.

Due to the characteristic of the product that used in this research, the researcher only uses five elements in visual (graphics, colors, symbols, shape, and size). In other hand the researcher also drops an item that cannot be applied from

informational element, such as: technology image. To make it more relevant the researcher also make the product information as a part of informational elements become more specific with divides it into seven elements based on the previous research (*product name, brand, producer/country, composition/content, price, expired date, and health claim*) (BMC, 2014).

The purpose of this study is to identify the impact of package on women smoker perception towards package design. This goal, however, leads to another aim: to provide information for companies about creating and selecting the right design elements based on consumer perception and preferences. These are the main research questions and in order to have answers on them several sub questions are formed. The researcher also analyzed that even though three different groups were being exposed with different treatment (same list of questions for buyers and package designer, different list of questions for seller), so their statements about slim cigarette packaging perceptions and preferences do not have a significant difference. Most of the respondent groups have similar idea in answering questions that contain packaging element variables. The researcher purposely chooses the survey field of respondents that have different background including the buyer, package designer, and seller so that the result of the survey will be more reliable because the result of the survey comes from people who have roles in the intention to slim cigarette.

Below are the details on how the analysis of the author interprets those research questions.

- What leads women to select their favorite product?

Most of the buyer respondents said that the packaging is the major reason when they are hard to determine the quality of product at the first impression. Another explanation from the expertise of packaging is that a packaging plays the main role in marketing a product at the first impression. The researcher agrees that packaging is an intangible sales marketer of a company.

- What leads women to select their favorite packaging?

From some statements mentioned by the respondents, the researcher acknowledges that in women smoker' perceptions about the well package design are mostly has to be simple in graphics, elegant in colors, familiar in symbol, unique in shape, and compact in size visually. In addition, the package information also should have meaningful product name, well-known brand and, country labeling requirement, clear composition, standard regulation price tag, readable expired date, and smaller health claim.

Based on the products that used in this research, the respondents mentions their preferences in each element, so it can be used by the researcher to make a conclusion about the preference slim cigarette package selected by the women smokers. The final result shows that in total the women smokers prefer with

Evolution Packaging Design visually and informationally. This can be proven in table 5.2.

Based on the research conducted, there are considerations that slim cigarettes producer should know in order to sell their product to women consumers:

- The producer should give attention to package design in order to marketing their new product, because consumers mostly use a package design as a judgment to choose a product when they cannot determine the quality of product itself.
- The producer should be more focus on the customize package design (not governmental standard), such as: graphics, colors, symbol, shape, and size in visual element and product name, brand, composition, expired date and health claim.

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