



2010

How Brand Name and Packaging Quality Affect the Consumer Choice Process

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How Brand Name and Packaging Quality Affect the Consumer Choice Process.

A Thesis

Presented to the College of Business

and

The Honors Program

of

Butler University

In Fulfillment

of the Requirements for Graduation Honors

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April 26th, 2010

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Abstract

Current research tells us that both the brand name and packaging of a product have an effect on the consumer and his or her individual purchasing decision. The following study attempts to further explore and explain how each one affects the other and in which situations, one has a greater influence on the consumer choice process. The research focuses on the comparison of what role brand name and packaging quality play in the consumer choice process. Specifically, the study looked at how the following factors, brand consciousness/familiarity, product experience and individual confidence/self-esteem of the buyer, influence the choice process as it relates to brand image and a product's packaging. The data suggested that college consumers found individual packaging attributes attractive and eye catching but just simply weren't influenced enough by these attributes to outweigh the perception of the importance of brand name, at least for relatively private, consumer products.

Literature Review

Every day companies are working to try and find a new way to gain market share, improve advertising, develop new products and redefine their marketing strategy. They spend billions of dollars with the overall goal of building a better brand name and image among their consumers. The money spent goes directly into developing new and innovative advertising techniques, packaging designs, product development and pricing strategies for the purpose of gaining a competitive edge over their competition. The reason companies focus on these specific areas is because research has shown that they all have an effect on the consumer and his/her purchasing decisions. The purpose of this study will be to look at the effect a product's packaging and brand name have on consumer choice. The study will compare the relative importance of a product's brand name and its packaging on the consumer's purchasing decision.

Brand Name

A brand's image can have a very powerful effect on the purchasing process for a consumer. "Brand image," as a concept "is both a concrete and an abstract expression" according to Dobni and Zinkhan (1990), and can often have different meanings to different people (p.117). This is mainly a result of the widespread use of the term and concept, brand image, within marketing practices. In the opinion of Dobni and Zinkhan (1990), brand image's "definition and operationalization have been fairly irregular, although not without some patterns and commonalities" over the years (p.117). In order to try and understand the definition of brand image, an analysis on the concept of brand image was conducted by Dobni and Zinkhan (1990). Their analysis found the following four elements to be an essential to understanding and defining brand image: 1) Brand

image is a concept created by the consumer. 2) Consumers interpret the concept of brand image through both a logical and emotional perception that is purely subjective. 3) Brand image is not created by some physical aspect of the product but instead as an idea crafted through marketing activities which are brought to life by the individual characteristics of the consumer. 4) When dealing with “brand image” one must realize that the perception of reality is more important than the actual reality itself.

Using this as a foundation for further research, many studies have begun to try and better understand the effect a brand image can have on a consumer and his/her purchase decision. Hoyer and Brown (1990) found that, when inexperienced buyers have to decide between two brands, they are more likely to choose the brand name with which they are most familiar. When Hoyer and Brown (1990), in an empirical study, compared the quality of two brands, one familiar and one unfamiliar, the majority of consumers picked the familiar brand even though the unfamiliar brand was of greater quality. As a result, the consumer was found to choose a product based on its brand name even if this meant choosing a product of lower quality (Hoyer and Brown 1990). In addition, Hoyer and Brown (1990) also found that consumers spend less time looking at other product brands if they are already familiar with one of the brands.

Further research pointed to the idea that consumers are attracted to and affected by how much knowledge they have of a particular brand. Chen and Paliwoda (2006) found that when a consumer is faced with two brands they are more likely to make a quick decision with a brand they have had more experience with or know more about. The reasoning behind this is that consumers who are more familiar with a brand will put less effort into evaluating other similar product brands. To understand how brand fits

into the consumer choice process, it is important to consider a previous study by Bellman and Park (1980). They found that as the consumer choice process unfolds, consumers usually evaluate and compare a product's attributes before turning to the product's brand to make a final decision. In their study, Bellman and Park (1980) first divided consumers into categories. They then measured their interaction with a product which was determined by whether they had ever searched for information, or used or owned the product in question. They found that consumers who have had less experience with a product put more emphasis on the product's attributes and "attribute-based comparisons." Still, little is actually known about what conditions cause the consumer to switch from package attributes to brand knowledge.

As was mentioned before it has been suggested that consumers will buy a product of higher price and not necessarily better quality because of its brand name. The reason for this is that consumers form a relationship with the brands. This relationship according to Fournier (1998) is based more on how well a product's brand meets the consumer's apparent goals than the product's actual attributes. The quality of the relationship between the consumer and the brand is based on the perceived ego significance of the chosen brand by the consumer (Fournier 1998). Fournier used the term "Self-connection" as one of the relationship components in her study. She used it to measure the degree that the brand affects important identity concepts related to the consumer's self image. This idea of self image is very similar to the concept of consumer self-esteem, meaning "the degree to which a person approves of him or herself" (Bruner, James, & Hensel, 2001, p. 506). Fournier (1998) explained that consumers choose brands based on how they boost their own ego or sense of self-esteem. The brands that

are able to do this are on some level more attractive to consumers than brands having no significant positive impact on their ego (Fournier 1998).

Companies will therefore try to find some way to make their brand appeal to the consumer's desire for a positive ego. One way companies do this is by using a famous celebrity or model to promote a product in hopes that it will have a positive effect on consumer's self-esteem. According to Olson and Peter (1999), consumers who are dependent or lacking in confidence or self esteem will be more likely to imitate the behavior of successful models or celebrities. This is why it is not uncommon to see a famous celebrity like Peyton Manning using and promoting different products. In addition, the work of Sigmund Gromo (1984) as cited in Hoyer and MacInnis (2004) discusses the relationship between low self-esteem and consumption. It was found that consumers going through a period of frustration and dissatisfaction with their current career or status level might try to repair their low self-esteem by going out and buying high status material possessions. These results suggest that consumers with low self-esteem are more likely to be influenced by a product's brand name.

Packaging Design

Another way companies try to influence consumer's purchasing decisions is through the product's packaging design. A product's package can become yet another "salesperson" for the product once it is in stores. As a result, companies are trying to determine how to best use a product's package to communicate with their customers in hopes that it will play a significant role in a consumer's decision to buy their product. To better understand this process, consumer research has been conducted focusing on

packaging shape and size, the visual attractiveness of the package and how it ultimately communicates a message to the consumer. These studies have been done in an attempt to learn more about the effects a product's packaging can have on consumer perceptions of the product and how it effects their purchasing decisions.

Some research has focused specifically on the shape and size of the package and what is most likely to influence consumer attributes and behavior. A study by Greenleaf and Raghubir (2006) looked at the ratios of different sized rectangles and found that the slightest change in a package's dimension could have an effect on the consumer's purchasing intentions. According to a study by Folkes and Matta (2004), shape in relation to volume can be offset by an unusual package design that will actually attract a consumer's attention instead of repelling it. This supports the idea that the success of a product's package is a combination of not only size, shape and volume, but other individual attributes as well.

A product's package also has a visual appeal that can be attractive or unattractive to customers. This concept has been thoroughly investigated and researched. A study by Clement (2007) shows that the visual attributes of a product that are attractive to a consumer are the distinct shape, color, orientation, and contrast or size of the package. Each one of these attributes influences what Clement (2007) calls the "tipping point" or the "critical moment when consumers stretch out their hand and enter the physical action phase, which probably results in a purchase" (p. 924). This demonstrates how a packages visual effect transitions to a physical effect on the consumers' purchasing decision.

In addition, research has also focused on how a product's packaging can be a form of communication with the consumer. A study by Underwood and Ozanne (1998),

examined how information communicated by a product has a negative as well as positive effect on the consumer depending on how the information is presented. Their exploratory study focused specifically on the following four aspects of information that a product's package may represent: truthfulness, sincerity, comprehensibility and legitimacy.

Underwood and Ozanne (1998) defined the truthfulness of a package, based on consumers' opinions as to the accuracy of the package's label, and whether the package's value is truthfully or falsely represented. They learned that people are naturally skeptical of product's truthfulness and that it takes time for the consumer to trust the package of a particular product. Next they looked at the sincerity of a package which is conveyed to the consumer by a package that communicates its true intentions. If the consumer feels violated by the package, the package will have a negative effect. This occurs when the consumer cannot understand the purpose of the packaging and interprets the package and the manufacturer to be deceitful. As a result, if a consumer feels that the package violates its sincerity then they will often seek out different brands. A package must also give the consumer a sense of comprehensibility. This means the consumer is able to understand the contents, volume and other relevant aspects of the product. Finally, they address the concept of legitimacy which refers to the functional qualities of the product's packaging. Consumers perceive a greater degree of legitimacy when a product's packaging coincides with the consumer's plan to use the product. Again, if the consumer feels a product's legitimacy has become tainted, they may decide not to buy that same product again. This makes the legitimacy of product a real deal breaker for many consumers in their purchasing process. The Underwood and Ozanne's (1998) study helped demonstrate the importance between maintaining a packaging design that not only

appealed to consumers but at the same time communicated a feeling of truthfulness, sincerity, comprehensibility and legitimacy to the consumer as well.

Previously cited research shows that both the brand and packaging of a product have an effect on the consumer and his or her individual purchasing decision. Existing research shows comparisons done between different packaging attributes as well as different brand components. Yet, very little research has been done to compare both a product's brand name and packaging to each other in the same study.

The following research will focus more specifically on the comparison of what role brand name and packaging quality play in the consumer choice process. In addition, how the following factors, brand consciousness/familiarity, product experience and individual confidence/self-esteem of the buyer, influence the choice process in relation to brand image and a product's packaging.

Hypotheses:

The following hypothesis is based on the previous research done by Fournier (1998) and Gromo (1984) as cited in Hoyer and MacInnis (2004). Fournier discussed how the quality of the relationship between the consumer and the brand is based on the perceived ego significance of the chosen brand by the consumer (Fournier 1998).

Fournier used the term "Self-connection" as one of relationship components. Gromo's (1984) research suggests a relationship between people with low self-esteem and the need for consumption of products that are considered to be high status symbols, cars and designer clothes. This is done as an attempt to re-establish one's self esteem through high status products suggesting the possibility that low self-esteem consumers are more

likely to be influenced by a product's brand name or reputation (Gromo 1984).

Hypothesis one attempts to make a connection between low self-esteem at the more general product level and how it relates to a product's brand name and package.

H1 – If someone is lacking in confidence or self-esteem, they will be more likely to purchase a product based on its brand name and not its packaging.

The following hypothesis is based on the previous research conducted by Brucks (1985) and Hoyer and Brown (1990). Brucks (1985) as cited in Chen and Paliwoda (2006) that consumers who are more familiar with a brand name within a product category tend to make faster buying decision because they spend less time considering other brand attributes. But would this remain the same when the comparison was not other brand attributes but a significant difference in a product's packaging attributes? Further, Hoyer and Brown (1990) concluded that brand awareness plays a significant role in the consumer choice process and often limits the number of brands a consumer considers prior to purchase. Again all of this is based on brand to brand comparison and the following hypothesis looks to see the effects of a competing package and not just a competing brand name.

H2 – A person that is more familiar/ brand conscious will be more likely to choose a product based on its brand name rather than its packaging; as opposed to those who have very little brand consciousness and are more likely to make their decision based on the packaging.

The following hypothesis is based on the previously conducted research by Bellman and Park (1980) concerning both prior product knowledge and experience. Bellman and Park (1980) found that consumers with preexisting knowledge and experience of a product category tend to use their brand experience more in their decision process. The more experienced a consumer is the greater effect brand will have on their overall decision according to Bellman and Park (1980). In contrast Bellman and Park (1980) found that consumers with little experience tend to focus their decision more on the product's different attributes. Hypothesis three looks to see if this research is supported in a direct comparison between brand name and packaging.

H3 – If someone has very little experience with a product or within a product category, then they will be more likely to choose a product with a more attractive packaging over a well known brand; those who have more experience with a product or product category will be more likely to make their decision based on brand name.

Method

Qualitative Stage

The study was conducted in two parts, beginning with a qualitative study followed by a quantitative study. The qualitative study was used as a way to gather information about how to best design the first questionnaire for the quantitative study so that it would be relevant to the participants. The qualitative study served two purposes,

first it helped identify additional factors of packaging/branding that people might consider important for the specific product categories of interest. Second, it helped determine which terminology will be most understood by the sample group and which brand/product categories are the most important to them. The qualitative study consisted of an eight open-ended item questionnaire that can be found in detail in Appendix A. It was used to perform 12 individual in-depth interviews with current Butler undergraduate students. These students provided their personal feedback on packaging and branding as well as the different product categories of comparison: shampoo, toothpaste, and headphones.

Qualitative Results

The qualitative study proved very useful in gathering some preliminary information about how people felt about brand name, packaging attributes, the idea of familiarity, brand awareness, .etc. A sampling of the relevant information gathered from the study is listed below. For a more detailed account of the findings from the qualitative surveys see Appendix B. The following are examples of participant's responses to the questions throughout the survey.

- Don't really think about package to much, relative to shampoo, toothpaste or headphones
- Usually go to the store with something specifically in mind
- Products like shampoo are very personal and you often know what you like so very little attention is given to packaging.
- No, packaging cannot tell you about quality packaging
 - Toothpaste tube is toothpaste tube. . .
- Don't judge products (shampoo, toothpaste or headphones) a lot on the quality of its package
- Yes to an extent packaging = quality

- Product purchased based on package, was Axe soap body wash because the package was new, neat attractive colors with a clear bottle that sparkled
- Packaging is not a helpful tool because there are more important things like previous use, price, brand name
- Experienced = bought and used a product more than once
- Experienced = hands on, used it, knowledgeable of product
- Brand aware means a person knows what brand = what product and it's the same as being familiar
- The two are different, familiarity is general, but just hearing a brand name is not brand aware. Whereas brand aware means someone has tried/experienced the brand and can compare it to others
- Familiar does not mean one has to use or have purchased the product, it's just knowing
- There are different levels of brands, familiarity is the basic level which involves little knowledge and brand aware is a level within familiarity
- First a person becomes brand aware then familiar then experienced
- You have to use it, hearing the product/brand name has an impact but cannot create a specific opinion
- Good quality brand name = long time withstanding recognizable, good reputation
- Poor quality brand name = ineffective ads, inconsistent products, no good packaging to grab attention, does not meet consumer expectations

Experiment Design

After examining the results from the qualitative study the initial plan to use the product categories of shampoo, toothpaste, and headphones no longer seemed appropriate for the study. So instead, two new product categories were selected with the following five criteria in mind. First, the product categories had to be ones that most college students use on a regular basis. Second, the actual products had to appear relatively inexpensive and not too expensive in order to seem affordable to the average college student. Third, the product categories needed to have at least one well established brand that most college kids would be familiar with. Fourth, the well-known brand would have simple packaging design and the off brand would have a high-end packaging. Fifth, the product category also had to have products that very few people have heard of with high end packaging design.

The two categories that were selected as the best fit based on the desired criteria for the study were Coffee and Tea. Within each product category, the following two products were chosen, for coffee it was Folgers and Silver Joes and for tea it was Lipton and Naja (See Appendix F). Their relationship to each other and how they fit the desired criteria mentioned above in their specific product category can be best described in figure 1 below.

Figure 1 Experimental Design

		Product Category			
		Coffee	Tea		
Brand	Well Known	Folgers	Lipton	Simple	Packaging
	Lesser Known	Silver Joe's	Naja Tea	High-end	

Dependant Variables:

The dependant variables used in the study were brand score and packaging score. These two variables measured the degree to which brand and packaging influence the consumer choice process. In order to measure these two dependant variables and their influence on the consumer, a brand and packaging score was developed for each participant.

The score was developed from the participants answers in question #9 of survey two. (See below). The answers to question #9 were divided into two groups, brand attributes, (Quality and Brand Name) and packaging attributes (Shape, Size, Color,

Quality and Material). These attributes were picked based on respondent's answers from the qualitative in-depth interviews (Appendix A). Then all the numbers corresponding to each attribute in their respective groups were added together and an average was taken for each group. This average became the participant's individual Brand and Packaging Score. It was this score that was used in the correlation analysis along with the following Independent variables.

9) How much did the following attributes affect the product you chose?						
		Not At	A Little	Somewhat	Very	Extremely
Attributes		All	Bit		Much	
Package Shape		1	2	3	4	5
Package Size		1	2	3	4	5
Package Color		1	2	3	4	5
Package Quality		1	2	3	4	5
Brand Quality		1	2	3	4	5
Package Material		1	2	3	4	5
Brand		1	2	3	4	5

Independent Variables:

Self-Esteem – H1

The independent variable “self-esteem” was measured using a preexisting established scale (see below) from a marketing scales handbook (Bruner, James, & Hensel, 2001). For the purpose of the study, Self-esteem can be defined as “the degree to which a person approves of him or herself” (Bruner, James, & Hensel, 2001, p. 506,). The Self-esteem Score for each participant was calculated using the results from question #12 in survey two (See Below). First, the 2, 5, 6, 8, and 9th items of question # 12 were all reversed coded. Once this had been done all the responses from each question were

totalled and an average was taken of all the results. The average number became the Self-esteem Score for the participant and was used in the correlation analysis with the dependant variables of brand of package influence.

12)						Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
On the whole, I am satisfied with myself.						1	2	3	4	5
At times I think I am no good.						1	2	3	4	5
I feel that I have a number of good qualities.						1	2	3	4	5
I am able to do things as well as most other people.						1	2	3	4	5
I feel I do not have much to be proud of.						1	2	3	4	5
I certainly feel useless at times.						1	2	3	4	5
I feel that I am a person of worth, at least on a equal plane with others.						1	2	3	4	5
I wish I could have more respect for myself.						1	2	3	4	5
All in all, I am inclined to feel that I am a failure.						1	2	3	4	5
I take a positive attitude toward myself.						1	2	3	4	5

Familiarity – H2

The independent variable “familiarity” was measured using a preexisting established scale (see below) from a marketing scales handbook (Bruner et al., 2001). For the purpose of the study, familiarity can be defined as the amount of knowledge a consumer has of a specified product or brand. The Familiarity Score for each participant was calculated using the results from question #1 in survey one (See Below). You will notice that the original question #1 in survey one had three questions and this only has two. This is because the question relating to experience was instead used to help calculate the experience score. The answers in the questions below were again added up and then averaged to form a Familiarity Score. The Familiarity Score for the participant was used in the correlation analysis along with the dependant variables of brand and package score.

1)	How familiar are you with tea products?								
	Please circle the number that best describes your familiarity.								
	Unfamiliar	1	2	3	4	5	6	7	Familiar
	How knowledgeable do you think you are of tea products?								
	Please circle the number that best describes your level of knowledge.								
	Not Knowledgeable	1	2	3	4	5	6	7	Knowledgeable

Brand Consciousness – H2

The independent variable “brand consciousness” was measured using a preexisting established scale (see below) from a marketing scales handbook (Bruner et al., 2001). For the purpose of the study, brand consciousness can be defined as the level of willingness of the consumer to want to buy “brand named products.” The Brand Consciousness Score for each participant was calculated using the results from question #11 in survey two (See Below). First, the 3, 5, and 6th item numbers in question # 11 were all reversed coded. Once this had been done all the responses from each question were added together and an average was taken of all the results. The average number became the Brand Consciousness Score for the participant and was used in the correlation analysis along with the dependant variables of brand and package score.

11)						Strongly				Strongly
						Disagree				Agree
When I consider buying tea I ask other people for advice.						1	2	3	4	5
I don't need to talk to others before I buy tea products.						1	2	3	4	5
I rarely ask other people what types of tea to buy.						1	2	3	4	5
I like to get others' opinions before I buy a type of tea.						1	2	3	4	5
I feel more comfortable buying tea when I have gotten other people's opinions on it.						1	2	3	4	5
When choosing a type of tea, other people's opinions are not important to me.						1	2	3	4	5

Experience – H3

The independent variable “experience” was measured using two preexisting established scales (see below) from a marketing scales handbook (Bruner et al., 2001). For the purpose of the study, experience can be defined as “the extent to which a person reports to having owned and used some specified product” (Bruner, James, & Hensel, 2001, p. 447). The Experience Score for each participant was calculated using the results from two different survey questions. One-third of the score came from question #1 in survey one and the other two-thirds came from question #3 also in survey one (See Below). All the responses from both questions were then totaled and averaged to give the participant an Experience Score. The Experience Score was used in the correlation analysis along with the dependant variables of brand and package score.

1)	How experienced are you with using tea products?								
	Please circle the number that best describes your level of experience								
	Inexperienced	1	2	3	4	5	6	7	Experienced
3)	How often would you say you drink tea?								
	Never	1	2	3	4	5	6	7	Every Day
	Overall how much information do you know about different brands of tea?								
	Very Little	1	2	3	4	5	6	7	Very Much

Main Study

The second and main part of the study was conducted using a quantitative method. The study was conducted with a sample size of 192 participants, 97 participated in the study with coffee products and 95 in the study using tea products (See Appendix C). In each study the students were given an initial questionnaire that asked them to share their familiarity/experience with either coffee or tea. It asked them general questions as to their involvement with the specific product category and how often they drank either coffee or tea.

Next the participants were shown two different products and asked to pick one. Each participant was then given a second questionnaire (See Appendix D). The purpose of this second questionnaire was to analyze the reasons behind their decision. For example, why the participants chose the specific product instead of the other, what influenced them the most, the brand or the package? It also examined the influence of the

independent variables which included self-esteem/confidence, familiarity/brand consciousness and experience with the product category.

Experiment Procedure:

Participants were first given a consent form and as they filled that out they were provided with the rules and format of the experiment. It was during this time that respondents were told that there was a nominal price difference between the products. Students were instructed not to talk to anyone during the experiment and that there were no right or wrong answers to the questions. The participants then received the first of two surveys and were asked to fill it out. Once every participant had done this the surveys were collected.

Next, the participants were introduced to the two different products from either the product categories of coffee or tea, never both at the same time. The participants were shown both products labeled A or B through a visual side-by-side comparison using a projector at the front of class (See Appendix F for an example of both the two coffee and tea products that participants were shown.) In addition to the two products on screen the students were also given the real life products that they were allowed to touch and interact with before they were asked to make a decision as to which product they would pick.

The second survey was then handed out to the participants and they were asked to fill it out based on their decision of which product they had chosen. During this time the visuals remained up on the screen and the actual products stayed in circulation. This allowed the participants to reference the products as they filled out the survey. Once the

participants had finished, the second survey was collected and the experiment was over.
(See Appendix E for the actual script used to conduct the data collection.)

Results

Main Study

Descriptive Statistics:

The means and standard deviation of key study variables are presented in Table 1.

Notice that the means are near the midpoints of each scale and that the standard deviations for self-esteem and brand consciousness are relatively low.

Table 1				
Means and Standard Deviation of the Experimental Variables				
		Specific Variable	Mean	Stdv
Dependant Variable		Brand Score	3.36	1.31
		Packaging Score	2.82	0.99
Indpendant Variables		Self-Esteem	4.12	0.35
		Familiarity	3.35	1.51
		Brand Consciousness	3.00	0.54
		Experience	3.00	1.51

Hypothesis 1

Table 2 reports the correlation and regression results for the dependant and independent variables of Hypothesis one. A correlation analysis of the data shows a positive relationship between self-esteem and brand influence in the consumer choice process and little to no relationship between self-esteem and package influence in the consumer choice process. The positive relationship between self-esteem and brand had an r value of .147 which is statistically significant with a p -value of .047. For self-esteem and packaging influence the r value was .060 which supports no relationship between the two and is therefore not statistically significant.

The results were almost identical when the data was separated into males and females. A correlation analysis of males showed a relationship between self-esteem and brand to be .141 and almost no relationship between self-esteem and package .067. The results for the female sample were similar. Again, the data did not support the original hypothesis relative to a male and female sample. The two genders showed the same results.

Lastly, the data was examined by the two product categories, tea and coffee. The correlation analysis of the data for those who examined the tea products showed a positive relationship of .205 between self-esteem and brand and a negative relationship of -.153 between self-esteem and package. These results are consistent with the previous ones and support the rejection of the null hypothesis 1. The correlation analysis for the data for those who examined the coffee products showed no relationship between self-esteem and brand but a relationship between self-esteem and package. The r value for the

relationship between self-esteem and package was .255 and is statistically significant with a p-value of .014. These results support the original null hypothesis 1.

As a result, the original hypothesis, which predicted that those with low self-esteem would be drawn towards brand name, is partially supported at the product category level but not consistent with the data overall or with gender.

Table 2 - Hypothesis 1				
	Comparison	R-Value	P-Value	Statistically Significant
Entire Study				
Self-Esteem	Brand Score & SE	0.147	0.047	Yes
	Pack Score & SE	0.060	0.149	No
Gender				
Males	Brand Score & SE	0.141	0.214	No
	Pack Score & SE	0.067	0.555	No
Females	Brand Score & SE	0.169	0.086	No
	Pack Score & SE	0.071	0.471	No
Product Category				
Coffee	Brand Score & SE	0.104	0.322	No
	Pack Score & SE	0.255	0.014	Yes
Tea	Brand Score & SE	0.205	0.050	Yes
	Pack Score & SE	-0.153	0.149	No

Hypothesis 2

Familiarity Results:

Table 3a reports the correlation and regression results for the dependant and independent variables of Hypothesis 2. A correlation analysis of the data shows a relationship between familiarity and brand influence, r value .159 and little to no

relationship between familiarity and package, r value .083. The relationship between familiarity and brand influence is statistically significant with a p -value of .031.

The data was then divided into males and females and a correlation analysis was conducted for each one. The results were similar to the analysis done for the entire sample. There was a relationship between high familiarity and brand for both, males, r value .218 and females, r value .127. Again there was little to no relationship for males, r value .078 and females, r value .089 between familiarity and package.

Lastly, the data was examined by the two product categories, tea and coffee. The correlation analysis of the data for those who examined the coffee products showed no significant relationship between brand influence, r value .071 or package influence, r value -.018 and familiarity. The correlation analysis for the data for those who examined the tea products showed a positive relationship between brand influence and familiarity with an r value of .252 which is statistically significant with a p -value of .016. There was also a positive relationship between package influence and familiarity with an r value of .175, but it was not statistically significant with a p -value of .097.

These results support my original hypothesis which predicted that those who are more familiar with a product category will be more likely to choose a product based on brand influence. The data supports this at both the male gender level and the tea product category level, with the strongest support coming from those who chose between the two different tea products.

Table 3a - Hypothesis 2				
	Comparison	R-Value	P-Value	Statistically Significant
Entire Study				
Familiarity	Brand Score & Fam	0.159	0.031	Yes
	Pack Score & Fam	0.083	0.262	No
Gender				
Males	Brand Score & Fam	0.218	0.056	Marginally
	Pack Score & Fam	0.078	0.498	No
Females	Brand Score & Fam	0.127	0.224	No
	Pack Score & Fam	0.089	0.416	No
Product Category				
Coffee	Brand Score & Fam	0.071	0.506	No
	Pack Score & Fam	-0.018	0.866	No
Tea	Brand Score & Fam	0.252	0.016	Yes
	Pack Score & Fam	0.175	0.097	Marginally

Brand Consciousness Results:

Table 3b reports the correlation and regression results for the dependant and independent variables of Hypothesis 2. A correlation analysis of the data shows a positive relationship between brand consciousness and brand influence, r value .209 and little to no relationship between brand consciousness and package influence, r value .074. The positive relationship between brand consciousness and brand influence is statistically significant with a p-value of .004.

The data was then divided into males and females and a correlation analysis was conducted for each one. The results showed a positive relationship between brand consciousness and brand influence for both, males, r value .206 and females, r value .225.

There was no relationship between brand consciousness and package influence for either males, r value .096 or females, r value .061.

Lastly, the data was examined by the two product categories, tea and coffee. The correlation analysis of the data showed a relationship between brand consciousness and brand influence for both coffee, r value of .209 and tea, r value .181. This relationship was statistically significant for coffee products with a p -value .047 and marginally significant for tea with a p -value of .086. However, there was no relationship between brand consciousness and package influence for both coffee products, r value of .080 and tea products, r value of .033.

These results support my original hypothesis which predicted that those who are more familiar with a product category will be more likely to choose a product based on brand influence. The data supports this at both the gender and product category levels, with the strongest support coming from females and those who chose between the two different coffee products.

Table 3b - Hypothesis 2				
	Comparison	R-Value	P-Value	Statistically Significant
Entire Study				
Brand Conscious	Brand Score & BC	0.209	0.004	Yes
	Pack Score & BC	0.074	0.318	No
Gender				
Males	Brand Score & BC	0.206	0.070	Marginally
	Pack Score & BC	0.096	0.403	No
Females	Brand Score & BC	0.225	0.033	Yes
	Pack Score & BC	0.061	0.600	No
Product Category				
Coffee	Brand Score & BC	0.209	0.047	Yes
	Pack Score & BC	0.080	0.451	No
Tea	Brand Score & BC	0.181	0.086	Marginally
	Pack Score & BC	0.033	0.757	No

Hypothesis 3

Table 4 reports the correlation and regression results for the dependant and independent variables of Hypothesis 3. A correlation analysis of the data shows a positive relationship between product experience and brand influence with an r value of .165 which is statistically significant with a p-value of .025. The data did not support any relationship between product experience and package influence, r value .046.

The data was then divided into males and females and a correlation analysis was conducted for each one. The results showed a positive relationship between product experience and brand influence for the males with an r value of .263 which is statistically significant with a p-value of .020. There was no relationship with an r value of -.035 between product experience and package influence for males. The results showed no

relationship for the females between both product experience and brand influence, r value .133 and product experience and package influence, r value .102.

Lastly, the data was examined by the two product categories, tea and coffee. The correlation analysis of the data for those who examined the coffee products showed a positive relationship between product experience and brand influence, r value .091 and negative relationship between product experience and package influence, r value -.051 but neither was statistically significant.

These results support my original hypothesis that predicted someone with a lot of experience with a product or within a product category will be more likely to choose a product based on its brand name and not its packaging. The data suggests that the more someone is experienced with a product the more likely they are to choose based on brand influence with the strongest support coming from the male gender and at the tea product level. The data was not significant enough to draw any conclusion between little experience and package influence.

Table 4 - Hypothesis 3				
	Comparison	R-Value	P-Value	Statistically Significant
Entire Study				
Experience	Brand Score & Exp	0.165	0.025	Yes
	Pack Score & Exp	0.046	0.535	No
Gender				
Males	Brand Score & Exp	0.263	0.020	Yes
	Pack Score & Exp	-0.035	0.762	No
Females	Brand Score & Exp	0.133	0.264	No
	Pack Score & Exp	0.102	0.397	No
Product Category				
Coffee	Brand Score & Exp	0.091	0.389	No
	Pack Score & Exp	-0.051	0.632	No
Tea	Brand Score & Exp	0.243	0.021	Yes
	Pack Score & Exp	0.135	0.200	No

Discussion

Hypothesis one which was supported at the product category level but not at the overall level or within gender suggests something about the specific product category chosen. First, we see a positive relationship between self-esteem levels of the participants and brand influence. This suggests that the more satisfied someone is with themselves the more brand name plays a role in their decision process. It also could have been that the standard deviation (Table 1) for self-esteem, .35 was very low suggesting very little variability of the participants. This makes it hard to establish any other significant relationships from the data. In future studies it may be beneficial to make a more controlled environment where the independent variable of self-esteem is manipulated to

create a wider range between participants. For example, the participants could be asked to pick a product based on a situation where they were a hypothetical consumer who had low self esteem. Another way to approach the same issue would be use a more diverse population sample, as the current study only used Butler University undergraduates, a very homogenous group.

It was interesting to see a difference from the overall results at the product category level. The data showed that for the participants in the coffee study there was a statistically significant relationship between self-esteem and package. One potential reason for this disparity in the data and maybe an area for future reference would be to look into the product category choice of home vs. more public products. Both coffee and tea are products that get very little public visibility and therefore probably are less likely to be affected by a person's self-esteem level as compared to a more public product like a car. Remember, according to Fournier (1998) the relationship between the consumer and the brand depends a lot on how the consumer's perceives the product will affect his ego. This may have different outcomes depending on how private the product the consumer is buying. In addition, future studies may decide to look at not just the perception of brand and packaging but the actual impact of both brand and packaging on consumer choice.

Hypothesis two was supported by the data. The results were what were expected based on previous studies. Participants who were more familiar with the product categories of coffee and tea were more likely to chose based on brand name than on packaging. However there is no relationship between familiarity and actual brand choice. This implies that even among people with high familiarity and among those who have brand as a primary influence not everyone will select the best known brand. Brand

appears to be a bigger influencer in the decision than packaging and this was the same for both males and females.

The study was done to see if a consumer's familiarity of a brand had the same effect when packaging was included as a major decision factor. The results of study found that when packaging was compared to the brand those who were brand familiar were more influenced by brand name than by packaging in their decision. Although in this study participants were told that the prices of the two products were the same and eliminated price as a variable. However practically speaking one can assume that price is always going to play some role in the consumer choice process. So for future examination it may be interesting to see if a combination of high quality packaging and a lower price may be able to offset the brand influence in a consumer who is brand familiar. But again, in reality, the higher quality package is usually the more expensive of the two products. You can clearly see a different level of packaging in the unknown brand compared to the well know brand. So why use high end packaging if it will usually get beat out by a lower quality package by a better known brand? A reason for this might have to do more with preexisting consumer experience than just being brand familiar.

Hypothesis three was also supported by the data and produced results similar to what was expected from previous experiments. The participants with more experience in the two product categories, coffee and tea, were more influenced by brand over higher quality package. Brand seems to be dominant factor in the head to head comparison with packaging. This may be true when both are being compared to long established products such as coffee and tea. However, packaging might play a larger role in product categories that are new to the consumers, where the consumer could have no way of

being experienced with the product category yet, for instance brand new technology. In this case, packaging could have a larger influence because the perceptions of both brands would be relatively equal in the eyes of the consumer and unable to really influence the initial buying decision. In addition, the same idea could be tested with preexisting products but in an inexperienced target market.

Conclusion

Overall the data seems to indicate that brand may play a larger role in the consumer choice process than packaging at least for relatively private, consumer products. Although the data does support the influence of both brand name and packaging it appears that brand name more often than package design is the overall deciding factor in the purchasing process. The individual packaging attributes were attractive and eye catching to the college consumer, but just simply weren't enough to outweigh the perception of the importance of brand name a majority of the time.

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Appendix A

Qualitative Questionnaire

1) How much attention do you give to the following product's packaging, shampoo, toothpaste, toothbrush, or headphones when you are buying them? (*Of course, you'd ask about each product category separately*) How strongly do you consider a products packaging when you are making a purchasing decision? If you were comparing two different headphones (*or some other specific product category*) that were the same price but had different packaging, would the packaging difference affect your decision, why?

2) Can the packaging of the following products shampoo, toothpaste, toothbrushes, or headphones tell you about the products quality? (*Of course, you'd ask about each product category separately*) Do you think how a product is packaged affects how the consumer views its quality, why? In your opinion what makes a good quality package and what makes a poor quality package? (*Again, ask about the specific product categories we're considering*).

3) How can the packaging of a product, such as shampoo, toothpaste, toothbrushes, or headphones, be used to distinguish it from other similar products? (*Of course, you'd ask about each product category separately*) Can you think of an example when you purchased a product from one of these categories specifically because of its packaging? What would make you buy one product over another based on its packaging? In your opinion, what, if anything, does a product's packaging tell you about the actual product? Is the packaging of the product a helpful tool when making a decision about whether or not to buy a product?

4) In your opinion what does it mean for a person to be experienced with a product or within a product category? Do you think someone can be experienced with a product/category, without knowing the products brand name?

5) In your opinion what does it mean for a person to be familiar with a brand name? Do you think someone can be familiar with a brand name, without ever having used the brand? Is being familiar with a brand name the same as being "brand aware," or are they different, why?

6) In your opinion what does it mean for a person to be familiar with a product? Do you think someone can be familiar with a product, without ever having used it? Is being familiar with a product the same as being "brand aware," or are they different, why? Can someone be familiar with a product without being aware of the product's brand name?

7) In your opinion what does it mean to be "brand aware," and what are some of the ways a person can become "brand aware?" Would you say that there is a difference between being aware of a shampoo or headphones brand name and actually being familiar with its brand name and why? If yes, then in your opinion what does it mean to be aware of a

product's brand name and what does it mean to be familiar with a product's brand name? For example, using the names of different Shampoo brands, Herbal Essence, Dial, Head & Shoulders, L'Oreal, can you describe how one might become aware of one these brand names and how one becomes familiar with these brand names?

8) How do you create an opinion about a brand name? How does this image of a brand name develop? In your opinion, is it something that happens over time or is at one specific point in time, and can it change over time, explain? In your opinion can a brand name represent tangible things such as quality? If yes, then what in your opinion makes a good quality brand name and what makes a poor quality brand name

Appendix B

Qualitative Results

1) How much attention do you give to the following product's packaging, shampoo, toothpaste, toothbrush, or headphones when you are buying them? (*Of course, you'd ask about each product category separately*) How strongly do you consider a products packaging when you are making a purchasing decision? If you were comparing two different headphones (*or some other specific product category*) that were the same price but had different packaging, would the packaging difference affect your decision, why?

- Don't really think about package to much
- Pay attention to text/info that relevant. Exp. toothpaste = "whitening"
- Read every line for comparison purposes
- Focus on text & colors (was not viewed as packaging) and price and practical use.
- Attention to spell for personal care products
- Don't really focus too much on packaging
- Prefer packaging that is sleek and crisp with straight lines and is more visually appealing with colors, but not too much
- Looks can make it attractive but there still needs to be more before purchasing
- Don't pay a lot of attention to packaging focus more on price
- Usually go to the store with something specifically in mind
- Don't really consider packaging
- Choose the product that looks cooler
- Products like shampoo are very personal and you often know what you like so very little attention is given to packaging.

2) Can the packaging of the following products shampoo, toothpaste, toothbrushes, or headphones tell you about the products quality? (*Of course, you'd ask about each product category separately*) Do you think how a product is packaged affects how the consumer views its quality, why? In your opinion what makes a good quality package and what makes a poor quality package? (*Again, ask about the specific product categories we're considering*).

- Poor quality package in its presentation with little info or bare minimum or too much packaging will actually take away from product
- Poor quality = not bright/flashy, have to ruin the box to get to the product
- Good quality = classy and sleek with colors like black/white and grey
- Yes, packaging can tell you about quality packaging
 - Looks nicer both in packaging and visual = higher quality

- No, packaging cannot tell you about quality packaging
 - Toothpaste tube is toothpaste tube. . .
- Will choose brand name over package so it's not considered in the choice decision.
- Good = Lines, uniform, words
- Bad = Abstract, not appealing words
- Yes if there is information on the packaging
- Less is more, get to the point, no extra material needed
- Bright colors as long as they are not overwhelming
- Yes to an extend packaging = quality
 - Exp. carelessly packaged product that's not very appealing vs. a good clear design could suggest better quality
- Don't judge products a lot on the quality of its package
- Good Quality = simple/sleek, bright colors that are eye catching, not too wordy, different
- Bad Quality = no graphics, very plain and white

3) How can the packaging of a product, such as shampoo, toothpaste, toothbrushes, or headphones, be used to distinguish it from other similar products? (*Of course, you'd ask about each product category separately*) Can you think of an example when you purchased a product from one of these categories specifically because of its packaging? What would make you buy one product over another based on its packaging? In your opinion, what, if anything, does a product's packaging tell you about the actual product? Is the packaging of the product a helpful tool when making a decision about whether or not to buy a product?

- The more compact the better, big and bulky is bad focus and the package
- Big focus on colors
- Aqua fresh toothpaste – Compact clear and in plastic not cardboard, and you could see the product so you knew what you were getting vs. packaging where you don't see it till it's open
- Practical packaging
- Packaging tells very little, maybe that the producer is compensating for the product.
- Not really helpful in making a decision. Focus on other things first like, brand price advertisements and what grabs the eyes attention
- A lot of times people will look for what they always get.
- Distinguish = colors, words/fonts, style & container shape
- No decision based on packaging
- Yes, toothpaste, drawn in by the words "cavity prevention" "extra whitening"
- Package = container material, not words, words are labeling they are not connected
- Packaging reflects the quality of the product
- Have never really thought about it
- If the packaging is well done then the product is well done

- Product purchased based on package, was Axe soap body wash because the package was new, neat attractive colors with a clear bottle that sparkled
- Very conservative person who sticks with a product or brand they know, it's rarely an at the store decision.
- Packaging doesn't tell me a lot about the product
- Packaging is not a helpful tool because there are more important things like previous use, price, brand name
- Distinguish through shape, unusual colors, big letters, bold, metallic design, visible looks, but not overwhelming
- Package can tell you factual statements. Ones that are well thought out are good products
- Yes the packaging is a helpful tool when purchasing a product

4) In your opinion what does it mean for a person to be experienced with a product or within a product category? Do you think someone can be experienced with a product/category, without knowing the products brand name?

- Experienced = tried multiple brands not just one
- Yes (experienced product without knowing the products brand name)
- Experienced = hands on, used it, knowledgeable of product
- Yes/No, its relative (experienced product without knowing the products brand name)
 - Yes, if its abstract like a toilet or chalk board
 - No, if it's a more personal care item that is used every day.
- They have purchased it, use it and continue to use it because they like it
- Yes = if someone uses a product and it works, then brand name is not important
- Uses the product frequently and knows how it works
- Experienced = bought and used a product more than once
- No, how can you use a product you don't know.

5) In your opinion what does it mean for a person to be familiar with a brand name? Do you think someone can be familiar with a brand name, without ever having used the brand? Is being familiar with a brand name the same as being "brand aware," or are they different, why?

- Yes you can be aware without use, it's about learning the name and knowing it exists
- Yes, familiar = use/interaction with the product or different products under the same brand name
- Yes, familiar = understanding a brand but not using it, identify product by brand name
- Experienced = actually using the product
- Being familiar is the same as being brand aware, no difference
- No expect people who are familiar to have used the brand (Exp. Apple and their products.)
- Familiar does not mean use

- Yes, familiar = brand aware
- Brand aware means a person knows what brand = what product and it's the same as being familiar
- Familiar means someone has heard of the brand name
- Yes, familiar without ever having used it
- The two are different, familiarity is general, but just hearing a brand name is not brand aware. Whereas brand aware means someone has tried/experienced the brand and can compare it to others
- Familiar means to have used various products under that brand name
- Familiar, knowing what a brand offers and aware it exist, but experience = use.
- Yes familiar and brand aware can be viewed as the same thing

6) In your opinion what does it mean for a person to be familiar with a product? Do you think someone can be familiar with a product, without ever having used it? Is being familiar with a product the same as being "brand aware," or are they different, why? Can someone be familiar with a product without being aware of the product's brand name?

- No being familiar is not the same as brand aware
 - Sony sound system but not familiar with headphones, but you are aware that Sony has headphones
- Yes familiar without use
- No, has to have used it and know what it's for
- Yes, familiar is the same as being brand aware.
- Familiar does not mean one has to use or have purchased the product, it's just knowing
- Sure you can know what a product is and what it does without knowing who made it
- Yes, familiarity = brand aware
- No, brand aware = trying. Familiarity = knowledge of the brands but not to informed of the different brands through experience
- Familiar means understanding what the product is and that it exist, but no experience
- Yes familiar with a product is the same as brand aware
- Yes, J&J could make a product but you might not know that it's a J&J product

7) In your opinion what does it mean to be "brand aware," and what are some of the ways a person can become "brand aware?" Would you say that there is a difference between being aware of a shampoo or headphones brand name and actually being familiar with its brand name and why? If yes, then in your opinion what does it mean to be aware of a product's brand name and what does it mean to be familiar with a product's brand name? For example, using the names of different Shampoo brands, Herbal Essence, Dial, Head & Shoulders, L'Oreal, can you describe how one might become aware of one these brand names and how one becomes familiar with these brand names?

- Brand aware means knowing about a brand & how products are made
 - Do they test on animals. . . its more than just the symbol and packaging
- Familiar is know what the product can do and have purchased them
- Brand aware means being familiar

- No difference as long as it means no experience
- Become aware through advertising, subliminal messaging and peer influence
- No difference between brand aware and familiar
- Commercials are big for product awareness
- Yes, both mean no use (aware and familiar of products brand name)
- There are different levels of brands, familiarity is the basic level which involves little knowledge and brand aware is a level within familiarity
- Become brand aware through seeing brand and products advertised
- Aware and familiar are the same thing
- First a person becomes brand aware then familiar then experienced

8) How do you create an opinion about a brand name? How does this image of a brand name develop? In your opinion, is it something that happens over time or is at one specific point in time, and can it change over time, explain? In your opinion can a brand name represent tangible things such as quality? If yes, then what in your opinion makes a good quality brand name and what makes a poor quality brand name?

- Create an opinion through use of product, hearing about it, friends and word of mouth
- Name develops through time with good ads and starts the first moment it is released
 - All about first impression both visual and actual use
- Yes tangible things, has a reputation but cannot make guarantees.
- Opinion by hearing and using the brand and assessing whether it works or not
- Happens over time and can change if the product becomes poor then the image will suffer
- Good quality = catchiness of slogan, working product
- Poor quality = product does not work.
- You have to use the brand and like it
- More popular brands effect decision about quality
- Advertising = people know it = more use. And if good product then the use continues
- Kleenex for example which is the brand name that has become the common name for the actual product of tissues
- You have to use it, hearing the product/brand name has an impact but cannot create a specific opinion
- Over time and opinion can change if the quality changes. A good quality product does what it is supposed to do
- A bad product is one that is less then what is expected by the consumer.
- Good quality brand name = long time withstanding recognizable, good reputation
- Poor quality brand name = ineffective ads, inconsistent products, no good packaging to grab attention, does not meet consumer expectations

Appendix C

Tea Survey 1 - Instructions:									
Please fill out the following questions to the best of your ability. The questions are asking for your opinion, there are no right or wrong answers. So please answer each question truthfully and to the best of your ability.									
1)	How familiar are you with tea products?								
	Please circle the number that best describes your familiarity.								
	Unfamiliar	1	2	3	4	5	6	7	Familiar
	How experienced are you with using tea products?								
	Please circle the number that best describes your level of experience								
	Inexperienced	1	2	3	4	5	6	7	Experienced
	How knowledgeable do you think you are of tea products?								
	Please circle the number that best describes your level of knowledge.								
	Not Knowledgeable	1	2	3	4	5	6	7	Knowledgeable
2)	Please list as many brands of tea that you can name in the space provided below.								
3)	How often would you say you drink tea?								
	Never	1	2	3	4	5	6	7	Every Day
	Do you currently have tea at your home? No ____ Yes ____								
	Overall how much information do you know about different brands of tea?								
	Very Little	1	2	3	4	5	6	7	Very Much

4)	When you go to buy tea do you already have an existing product or type of tea in mind?								
	Please circle one.								
		Yes	No						
	If you circled "Yes" skip to question #5								
4b)	If you circled "No." What would you say influences your decision the most when deciding which tea product to actually buy if the products were all priced the same or similarly?								
	Please answer in the space below.								
5)	Have you ever gone to the store with an existing product in mind and bought something else? If no, skip to question # 6. If yes, what were your top three reasons for choosing a different product?								
	Please answer in the space below.								
	1)								
	2)								
	3)								
6)	How many cups of tea do you drink in a day?						# of cups		
	How many times during a typical day do you drink tea?						# of different times during the day		

Appendix D

Tea Survey 2 - Instructions:									
<p>Now that you have seen both products. Please pick the product that you would choose to buy and fill out the survey accordingly, to the best of your ability. Even though some of the questions below may seem odd, please still answer them honestly. The questions are asking for your opinion, there are no right or wrong answers. Also remember that all your responses will be kept anonymous. So please answer each question truthfully.</p>									
6)	Which product did you choose?				Please circle one.				
	Tea	A	B						
6b)	Why did you pick that product over the other one?				Please answer in the space below.				
7)	How often do you drink Lipton tea?								
	Never	1	2	3	4	5	6	7	Every Day
	How often do you drink Naja Tea?								
	Never	1	2	3	4	5	6	7	Every Day
	Do you currently own any Lipton tea?					No ____	Yes ____		
	Do you currently own any Naja Tea?					No ____	Yes ____		
	Overall, how much information do you know about Lipton tea?								
	Very Little	1	2	3	4	5	6	7	Very Much
	Overall, how much information do you know about Naja Tea?								
	Very Little	1	2	3	4	5	6	7	Very Much

8)	How much do you feel you know about the Lipton brand of tea?										
	Very Little	1	2	3	4	5	6	7	Very Much		
	How much do you feel you know about the Naja Tea brand of tea?										
	Very Little	1	2	3	4	5	6	7	Very Much		
	Compared to your friends and acquaintances, how much do you feel you know about Lipton brand of tea?										
	Very Little	1	2	3	4	5	6	7	Very Much		
	Compared to your friends and acquaintances, how much do you feel you know about Naja Tea brand of tea?										
	Very Little	1	2	3	4	5	6	7	Very Much		
	Compared to a tea expert, how much do you feel you know about Lipton brand of tea?										
	Very Little	1	2	3	4	5	6	7	Very Much		
	Compared to a tea expert, how much do you feel you know about Naja Tea brand of tea?										
	Very Little	1	2	3	4	5	6	7	Very Much		
9)	9) How much did the following attributes affect the product you chose?										
		Not At All	A Little Bit	Somewhat	Very Much	Extremely					
	Attributes										
	Package Shape	1	2	3	4	5					
	Package Size	1	2	3	4	5					
	Package Color	1	2	3	4	5					
	Package Quality	1	2	3	4	5					
	Brand Quality	1	2	3	4	5					
	Package Material	1	2	3	4	5					
	Brand	1	2	3	4	5					
					Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
10)											
	I usually purchase tea brand name products.				1	2	3	4	5		
	Store brands of tea are of poor quality.				1	2	3	4	5		
	All brands of tea are about the same.				1	2	3	4	5		
	The difference among tea brands are large.				1	2	3	4	5		
	The difference among tea brands are hard to judge.				1	2	3	4	5		
	The best tea brand is hard to judge.				1	2	3	4	5		

11)							Strongly Disagree					Strongly Agree
	When I consider buying tea I ask other people for advice.						1	2	3	4	5	
	I don't need to talk to others before I buy tea products.						1	2	3	4	5	
	I rarely ask other people what types of tea to buy.						1	2	3	4	5	
	I like to get others' opinions before I buy a type of tea.						1	2	3	4	5	
	I feel more comfortable buying tea when I have gotten other people's opinions on it.						1	2	3	4	5	
	When choosing a type of tea, other people's opinions are not important to me.						1	2	3	4	5	
12)	The following question may seem a little different from the previous questions before it, but it is still very important. So please take the time to answer the questions thoroughly and honestly. Remember all answers are anonymous and confidential and will not be shown to anyone.											
							Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
	On the whole, I am satisfied with myself.						1	2	3	4	5	
	At times I think I am no good.						1	2	3	4	5	
	I feel that I have a number of good qualities.						1	2	3	4	5	
	I am able to do things as well as most other people.						1	2	3	4	5	
	I feel I do not have much to be proud of.						1	2	3	4	5	
	I certainly feel useless at times.						1	2	3	4	5	
	I feel that I am a person of worth, at least on a equal plane with others.						1	2	3	4	5	
	I wish I could have more respect for myself.						1	2	3	4	5	
	All in all, I am inclined to feel that I am a failure.						1	2	3	4	5	
	I take a positive attitude toward myself.						1	2	3	4	5	
13)	Are you male for female?											
	Please circle one.											
		Male	Female									

Appendix E

Experiment Procedure:

- 1) Handout IRB Consent Form.
 - Ask students to please fill that out.

- 2) Say the following (paraphrasing is allowed)

Hello every one, my name is Albert Price and I am a senior marketing major. I am currently working on my thesis. For my Honors Thesis I'm interested in understanding how and why consumers select different products. To investigate this question, I'm going to show you two products, ask you to pick one and then fill out a short response survey. But before I show you any products I need you to fill out this initial survey first. During this time, please talk to no one. If you are unsure about a question please answer it to the best of your ability. If you have a question please come ask me individually. There is no right or wrong answer to the questions on the following survey I am merely looking for your opinion. Some of the questions may seem odd, but please still go ahead and answer these questions the best you can. Lastly you must be aware that unless otherwise specified there is a **nominal** or very small difference in the prices of the two products you will be shown. Please do not put your names on the survey for they are anonymous.

- 2) Collect IRB Consent Form.

- 3) Handout Tea Survey #1
(Lettered Red Dot # 30 – 60)

Tell them that all they need to do is make sure they remember the # in the upper right corner so they get that same # on the second survey.

- 4) Ask them to fill out the survey.

- 5) Collect Tea Survey #1

- 6) Show everyone the two different products of Tea. (Two Parts)

Ask them to consider which one they would buy?

Part 1) Pull up the product comparison picture on the projector in the class room
- (see email attachment)

Part 2) Distribute the two real life product visuals
- (Two - Naja Tea tins, Two - Lipton Tea boxes)

(Students will be instructed to take a closer look if they want and to come up and touch the product but not open it. Students do not have to do this but can if they want to.)

7) Handout Tea Survey #2
(Lettered Orange Dot # 30 – 60)

* Ask them to make sure the number is the same as the one on the first survey.

8) Collect Tea Survey #2

9) Closing remarks:

Thank you for your participation. If you would like to learn about the results of my findings please let me know and I will be more than willing. Also I just want to remind you that all of your survey results will remain anonymous.

Appendix F



A



B



A



B