

DIFFERENTIATION OF AROMA AND MOOD ON PACKAGING DESIGN

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Abstract— *This study aimed to discuss the need to understand consumer perceptions in order to correctly packaging design process and to achieve the desired position in the minds of consumers. The objective of this article is to study the form of packaging (a case study: shampoo) which impulse buying, study the buyers' perception of color and aroma of shampoo that packaging express, study factors of buyers' perceptions and the design elements on the packaging reflect the value and reliability of products, and guide the design process developing as to form of packaging and label for stimulating to buy. By used questionnaires and interviews combined the aromas samples of shampoo and simulations (3D) of the shampoo essentiality for evaluating ideas and mood of consumers to the form of shampoo packaging. Findings of the experiment are model of shampoo packages design to convey aroma and mood to consumer perception.*

Keywords: *Packaging design, Perception, Presentation graphics, Simulations (3D)*

I. INTRODUCTION

The research focuses on consumer perceiving testing which is relates and bases on three lines of thoughts, namely, the Gestalt Theory, elements and principle of visual design, and product perception method test.

The Gestalt theory is the principle in the theoretical analysis of Visual Perception. This theory explains the way the overall combination of design elements affects the visual perception (R. N. Haber and M. Hershenson, 1973) of viewers leading to the utilization and configuration of design elements. Of all the packaging components, this research is only focused on the elements whose definition corresponds to the Identity of Package design. Elements and principle of design or visual elements are the first important basis for all of design. Particular in this study packaging image is among the important approaches to convey the product value and trust to persuade the purchasers' decision by using elements of design. Shape and color have meanings and communicated to consumer perceived product quality. Furthermore, packaging Structure and graphic are important to consider in the design in order to communicate and tells the consumer about the product by using elements of design such as color, copy, picture. Consumer perceive the product position which relate each positioning strategy to certain specific packaging elements are color, typography, shape, image (O. Ampuero and N. Vila). This study focuses

on visual and physical attribute of package design which is indicate and use to be variables to test consumer's perception are form, color, material and complexity of Label (Description).

Product perception method test in this research aim to test relating of elements of design and visual perception factors in term of Composite measure; cognitive and affective leading to the consumer's purchasing intention. Stimuli are empirical research instrument effected to perception measurement were used in this study. Simulations are many ways to imitate natural conditions by mean in this research is visual perception conditions. Using re-creating an environment or other features by scale-model or other media is possible. Pires Gon, calves, Ricardo (2008) used 2dimension picture of shape and color in questionnaire and using a seven point semantic differential Likert scale to indicated perception. The other, Arthur Stamps reference in Architectural research methods measures people's perception of architectural mass: from vague impressions to definite design features, uses picture stimuli from computer-generated façade stimuli as research tool (P. Krukaset, 2010).

II. THE AIM OF RESEARCH

This paper seeks to discuss the need to understand consumer perceptions in order to correctly packaging design process and to achieve the desired position in the minds of consumers. Giving the importance of the notion of design details, is decide to inquiry on the issue of what appearances of packaging designs influence to subjective impressions of consumer's perception. Four specific objectives are posed for examination: To study the form of packaging (a case study: shampoo product) which impulse buying. To study the buyers' perception of color and aroma of shampoo that packaging express. To study factors of buyers' perceptions and the design elements on the packaging reflect the value and reliability of products. To guide the design process developing as to form of packaging and label for stimulating to buy.

III. METHOD AND TOOLS

The aim of this study is to evaluate the design of packaging that can be conveying aroma and mood transmitted through the shampoo product appearance, correlates to the consumer's perception available in the market. Moreover,

this proposal demonstrate how aroma and mood of shampoo product would be applies to packaging design process. This study used questionnaires and interviews combined the aromas samples of shampoo and simulations (3D) of the shampoo essentiality for evaluating ideas and mood of consumers to the form, color, material and complexity of Label (Description) of shampoo packaging.

IV. ANALYSIS AND DISCUSSION

In the research procedure, divided this research into four phases.

A) In the first phase, review of the aforementioned literature basis, concepts and theories of packaging design, and survey aromas of the shampoo in the current market by random 31 shampoos for grouping aromas categories. By mean of experiments with five professional designers when presented them, the aroma samples were packed in identical white plastic bottle without any graphics and cannot see its color. They had to smell each number respectively. Purposely, this can separate aromas as agents of aroma samples. In this section, it was found that there are 5 aroma groups, which is experiment result, including Fresh, Excited, Traditional, Stimulated and Natural.



Figure 1. Aromas of shampoo examples by random (Research tool of Phase I)

B) The phase II, analysis of the consumer's perception by evaluated the design of packaging that can be conveying aroma and mood transmitted through the shampoo product appearance. There were experiments with two groups of subjects are targeted to be sampled—The dimension of subjects' attributes is controlled:—art ability group and no art ability group as the buyers.—In this phase, test with a group of 100 graduate students in the SSRU by fifty art ability students and fifty no art ability students which different educational background. The research tools are stimuli and questionnaires through the interview combined. Then respondents interviewed by the imagination of aromas sniffing.



Figure 2 Research tool of Phase II

There are two issues in the interview form. First, research about the appearance of shampoo qualification by the participants was immediately feeling each aroma of the shampoo. By mean of the appearance of shampoo comprised pearl and clear qualification and research about the color are possible. Second, research about the appearance of a shampoo bottle comprised shape (Figure 3) such as tall/ short style, square/ tapered shape and Free-form/ geometry by looking at pictures, then choose between left and right. Moreover, we research Color, Material, Text and Complexity of Label. In this phase, the aim of this experiment was to show that people are able to match aromas and designs by study the perception of color and aroma of shampoo that packaging expresses.

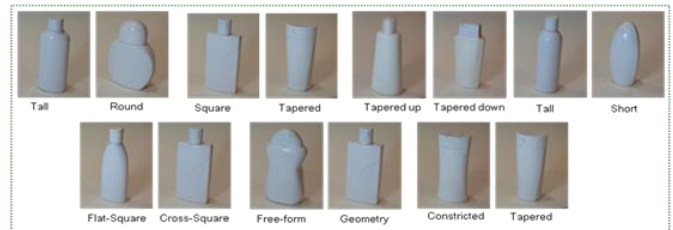


Figure 3. The appearance of a shampoo bottle

The research result of phase II which target group demanded; found that the fresh aroma is clear and light blue color qualification of shampoo. The bottle is Tall-Round, Flat-Square, Tall, Free-Form, Constricted and Tapered up. Material of bottle is clear and same color with shampoo qualification. The excited aroma is clear and dark blue. The bottle is Round, Flat-Square, Tall, Constricted and tapered down. Material of bottle is clear and same color with shampoo qualification. In the modern aroma qualification of shampoo is Pearl and Turquoise color. The bottle is Round, Square, Short, and tapered down. Material of bottle is Opaque and same color with shampoo qualification. The Stimulated aroma is clear and yellowish green. The bottle is Round, Square, Tall, Free-Form, Constricted and Tapered. Material of bottle is clear and same color with shampoo qualification. The Natural aroma is Opaque and light green. The bottle is Flat-Square, Short, Tapered, Tall-Round and Constricted. Material of bottle is clear and blue.

All aromas group, text and complexity of label are less detail and contemporary characters and have a press-cap.

C) In phase III, used experimental results of the research procedure phase II designed by computer (3D program) (Table 1) to represent each aroma group's agent for testing in the next step, and at the same time, designing an interview to assess the aromas perception connecting the appearance of the package. By experiments with Three groups of subjects are targeted to be sampled—that is design student group, non-design student group and general buyer group amount 318 that using a Quota Sampling.

Table 1. Show the research results

| Aroma group | Appearance | Color | Value | Elliptical Up Round | Circle Ingression | Tall Short | Ingenious/Slender | Free-form/Geometry | Simple/Complexized | Slender or Slender down | Material | Material Color | Bottle Cap | Complexity of Label | Complexity of Text |
|--------------------|------------|-------|-------|---------------------|-------------------|------------|-------------------|--------------------|--------------------|-------------------------|----------|----------------|---|---------------------|--------------------|
| Aroma 1 Fresh | Clear | 11 | 1 | | | | | | | | Clear | 11 | Press-Cap Line Contemporary Style | | |
| Aroma 2 Excited | Clear | 1 | 1 | | | | | | | | Clear | 1 | | | |
| Aroma 3 Modern | Pearl | 14 | 2 | | | | | | | | Opaque | 11 | | | |
| Aroma 4 Stimulated | Clear | 26 | 1 | | | | | | | | Clear | 26 | | | |
| Aroma 5 Natural | Pearl | 28 | 1 | | | | | | | | Clear | 1 | | | |

D) Lastly, after designed each aroma group’s agents by 3D program, used 5 images to interview again by placing the image alternately and not arrange numbers. The research tools are shampoo bottle simulations (3D) and questionnaires through the interview combined. By mean of respondents interviewed possible by the imagination of aromas sniffing and look at image which can communicate within the appearance of a shampoo bottle. The aim of this experiment was to show that can the shampoo bottle simulations (3D) express all of 5 aromas. Moreover, can buyer recognized them?

The different comparison results of Buyer’s perception with the appearance of a shampoo packaging found that Some shampoo packaging were not match in each aromas shampoo group because of the ingredients of each aroma are same. However, there is only one packaging to match that is modern aroma (Figure 4).



Figure 4. The different comparison results of Buyer’s perception with the appearance of a shampoo packaging

V. CONCLUSION

In the research conclusion is the design elements on the packaging are influencing and communicating to consumer through two factors including aroma and color factor of the product and the appearance of the packaging. Firstly, the consumer can perceive the aromas and color of products. This may be due to the effects of using the color to decorate packaging. It is bring to the consumer's attention and catch the eye. This can indicate the meaning and usefulness of the product. In the aromas of shampoo can be divided into two groups. That’s Excited-Stimulation and Fresh-Modern-Natural. Because the ingredients of each aroma are same

this cannot distinguish. In another, the appearance of the packaging for the promotion that has relate to consumer’s perception (A Case Study of shampoo product) can be applied or being developed for another product as the design elements on the packaging can convey aroma and reflect the value and reliability of products.

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