

## **The dilemma of flavor, shape and color in the choice of packaging by children**

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### **Abstract**

Packaging is one of the most effective marketing tools in the sale of many products, especially consumer goods. Since many purchases, especially in large stores and chains without prior planning is done, the packaging is very important in attracting buyers. A package can be successful in attracting clients is the beautiful and attractive design. In today's competitive world, marketing managers must be aware of how responsive consumers and how they have chosen to be more competitive against its competitors from. The importance of this becomes clear when we consider the lack of detailed information about one of the main reasons for the decision are inefficiency and lack of corporate profitability. The failure of a company's marketing plan does not largely affected by the exact understanding of how consumers behave and selection process. Topics on consumer purchasing behavior, stage selection as one of the most important steps in the process are making purchasing decisions.

**Keywords:** Children, Packaging, Color, Taste, Aroma, Decisions, Consumers.

### **1. Introduction**

Packaging is one of the marketing mixes. Everyone has to act as a research or marketing research, or any individual director or marketing expert who wants to read so about a firm and its products, packaging products, which have to study the methods and types of firms and the check should be done in the field of protection and information. One of the most important studies relating to the goods, shape, color, packaging design and appearance of these elements combined together to manifest the goods so that the consumer can form. Decisions about packaging as it relates to transportation and health care, manufacturing and marketing managers, especially with the production manager and as far as informing and motivating the sales associated with the Director of Marketing. Obviously, the marketing manager to coordinate with other managers in the areas of packaging can be effective in health decisions and their rationale. Previously, decisions related to product packaging, and cost of production factors have been affected by packing the first and most basic task is to maintain and protect the goods. Today, however, many factors have made packaging as a marketing tool becomes important. The phenomenon of self-service means that packaging must take on many tasks. The tasks of attention and explain merchandise sales. Increase

consumer welfare also means that consumers for their comfort, appearance, and dependability, reliability and good reputation in packaging willing to pay extra fee. As far as children are concerned, the role of packaging is critical. For children, this represents a mark that cannot be ignored and visual identification of the product in the store is carrying (Bre'e, 1993). This may be due to various reasons, for example, or the color of the packaging is the brand personality. Packing a powerful ingredient to aid decision-making in young children is considered. The packaging design is now a decisive factor in the success of brands (Underwood, 2003). However, the color components of the potential to generate positive.

## 2. The importance of packaging

Package, and in particular the role of advertising, marketing has not been the subject of many investigations. In a variety of packaging design is considered that they can be classified as offensive or defensive purposes. Defensive purposes in the design of packaging products to consumer product and to protect against risks and damage to be considered; While the aim of the offensive package to help sell the product under consideration (Myers, 1986). Today, the pattern of self-service stores are walk up and buy their desired items and to single out the number of different brands of each product and the fierce competition of their wanderings the more buyers are shelves; In such a situation, sellers are less important role in sales and sales functions, which transmits information to the consumer, should be done by the package. Poor packaging on consumer attitudes influence consumer perception of the product is undesirable because it interferes with improper packaging, disregarding the quality of the manufacturer and the customer's wishes. Sometimes the Packaging is better than a Seller will perform sales duties. Because sometimes people get tired, depressed, bored and inexperienced. But the best is always Packaging full of information about the product is transferred to the consumer. Packaging is today one of the necessities of human life. Different types of packaging a vital role in the production, storage, distribution and marketing of consumer goods and are Ghyrmsrfy. For some companies, Packaging can cause a type of competitive advantage is differentiation from competitors (Rundh, 2005).

### 2.1: Children and packaging

Packing view of the accuracy of the customer's expectations and what is actually the first time a customer buys the product will (Porter, 1987). A quantitative analysis of the product and its impact on the purchasing behavior of children is a market. However, in the present day with the children enjoyed several stores vary depending on the nature of the child which can be purchased in the game. In store, as well as the home of a very early age, children have been packaged products, some of which are regularly purchased, and this inevitably leads to a degree of familiarity (McNeal & Ji, 2003). Researchers often try to show the package of variables (shape, color, personality, brand, etc.) have not been successful due to age (Roedder, 1999). Design packaging product as suitable for young consumers is essential to avoid disappointment felt (Soldow, 1983). From a professional point of view, it is the child's age as a variable as it is used in packaging designs. Thus, for products aimed at young consumers, packed the kids and the parents is an important variable, and these packets are typically around the soft tissue. Thus, packaging, identity, familiar role as the child plays the good (Bre'e, 1993). As the child grows, parents reference allegorical images fade and gradually and using symbolic language code for an age of decline and will be replaced. Finally, at the young age of packaging, packaging approved by linking the young firm tone. For example, corporate events and popular brands to search for the identity of their target market. For

children of all ages, packed with two objectives: a balanced and reassuring, and fun to be identified.

### 2-2: Evaluation of sensory characteristics of children

It seems that one of the things that children between the ages of 6 and 11 years are willing to buy it, including sweets, chocolate and cereals. Producers believe that we can reduce the size of the products on the market, intensified colors using the product more attractive mastered this strategy does not always results. So this is very useful to understand the taste of children. It is well understood that children between the ages of 6 and 11 years a considerable development of both social and knowledge. A child can use the products with the desired set of features for her, to discriminate. This is why the taste of what he does, and recognizes that some foods are sweeter than others. The elementary school program of activities in the French taste was in 1980. But the judge's interpretations of these children were tested with the kids because they are the sole representatives of their goals (Kimmel et al, 1994; Kroll, 1990; Peters, 1984). Discover the taste of food in the school of communication. In addition, a sampling of different tastes, the conclusion those children are more aware of their senses. They talk, describe and quantify what they have learned from experience. The term "tasting (tasting) called" Children are even more comfortable than when they are going to talk about your taste (Puisais & Pierre, 1987). However, we can say that the food items such as chocolate, from the age of six, a child is able to describe the characteristics of a product that he could have fun. The study of food products for children with a range of features that should be defined by those who take them. Baby Sensory characteristics that allowed him to understand the product categories (Viswanathan & Childers, 1999).

### 2-3: Effect of packaging on children's preferences

In a study of the nutritional content of products marketed to children, children's nutrition product definition and classification of "cute cartoon characters for children" (eg, Tony the Tiger, the big men) or television programs Videos (eg, postman Pat, Star Wars); animal and child-oriented entities (eg, dinosaurs, sharks), and the use of child-oriented forms (like pasta alphabetically) suitable for promotional gifts and customized or special offers children, using words like "children" or "snack for kids" or "children's school lunch boxes for children was welcomed" was used (Fitzhugh & Lobstein, 2000). In a similar study of children's perceptions and attitudes towards food and their food preferences which can be a combination of food and entertainment were. In other words, child food as a form of "entertainment" to be considered. To identify the "entertainment" specific techniques used by marketers as the top offers that include free gifts like toys custom, labels, business cards and so offer (Roberts, 2005). Inside the snack packages, food grains and arms were children, the use of the product with movie characters on food packaging were given a choice, the Roberts opinion of the concept of "fun" is. This means that children may not necessarily due to the nature of food nutrients, but also for fun and entertainment, real or imaginary, they enjoy the attention. Kids 'meals' a combination of delicious food, drinks, toys or sweets free, design a fun product. Marketers the concept of "entertainment" targeting children through advertisements and attractive packaging fantasy and fun products and messages, and therefore override parental preferences are used for health and nutrition (Kelly et al, 2006). Marketers have always been influential in setting both of them up with the hope that children have influence on purchasing decisions. Packaging techniques long as one simply serves the purpose of the application; which has become an important element of the brand, as part of an integrated marketing

communications (Ahmed et al, 2005). Package as "a vehicle for communicating brand" is also packed with 73 percent of the purchase decision as one of the key indicators and has effectively chosen (Rettie & Brewer, 2000). In theory, the same package as the "silent salesman" is defined (Hill & Tilley, 2002, McNeal & Ji, 2003). The Food Standards Agency and the Department of Communications in 2007 Great Britain (Fkam) which was held December 29, 2003 to ban food advertising to children adopted, but there is no such restriction on the packaging. Hill & Tilley (2002) conducted a qualitative study on children to determine whether the child's preference and packaging process is an important issue in deciding their efforts have been. They were identified by the expert group of children priority when justified in terms of their interest for grain and character of the box identifying the grain to the identification of familiar. It focuses on the power of children's characters. They concluded that packaging plays a significant role in the decision to have children is precedence for different characters. (Marshall et al, 2006) also found that color is an important element in the choice of food. Products for children to capture their look with bright colors, fun and exciting looks.

### 3.2.1: Graphics and Color

Depending on how people respond to and different ways, depending on the color of the graphic contribution (Vakratsas & Ambler, 1999). Since of the important features have less involvement in decision making, such as graphics and colors are very striking (Grossman & Wisenblit, 1999). On the other hand, the behavior of consumers towards products with high consumer issues, the picture is less affected. And low consumption, has a strong influence on consumer decisions (Kupiec & Revell, 2001). The importance of creating graphical package is described in which the image is created on purpose by the marketer, or have unintended and unforeseen. Includes graphic design, illustration, color, typography, and photography products and communicating the overall picture. Consumer product packaging is required, especially for taking down the primary impressions formed during the primary contact can have a lasting impact. As a sign of the product, the graphics features that can communicate directly with consumers (Nancarrow et al, 1998). Prominent packaging design feature provides a view in relation to other items. Many consumers are seen at higher levels of time pressure, and less inclined to purchase products from the store are considered (Herrington & Capella, 1995; Silayoi & Speece, 2004). Products purchased during trips often seem to have chosen a sudden unplanned purchase (Houseman, 2000). A package will help to attract consumers at point of sale and in-store take a quick decision. As the eye moves across the screen clients different packages, depending on the new section are of most interest. Of package at the supermarket, get an understanding and positioning graphic elements in a package that can be the difference between identification and be lost (Herrington & Capella, 1995). Psychological research shows that the brain's lateral asymmetry in the perception of the elements in a package design (Rettie & Brewer, 2000). Signs remind the packaging elements that are likely to affect the lateral position of the package, as well as other factors, such as font, size and color are known. It is noted for stimulus signs of verbal, non-verbal stimuli in the right and left of the package is closed. This implies that, in order to maximize consumer remind, visual elements, such as images, product packaging must be left.

### 3-3-1: Enable color effects on attention

Despite these limitations, studies have attempted to better understand the colors, and different extensions in different branches of marketing (advertising, distribution, and marketing sense) are found. Several studies have shown that changes color depending on

conditions and stimulate activation (Wright & Rainwater, 1962). Hot colors to cool colors have a power excite. The ability to summon more or less the same color in different cases was considered in the field of advertising. In the shelves and the packaging, packing a strong color in attracting consumers will be better than bright packaging (Devismes, 2000). In particular, some colors like yellow, red and blue, the intensity of their attention on the shelves (Cavassilas, 2007). This result justifies the shelf layout with bright colors and hide the taste of the product is neutral (Bre'e, 1993). A recent French study showed that the color and shape of the packaging directly affect brand image (Pantin & Sohier, 2009). And bright colors, to influence the selection process will be used for children in stores (Hutchings, 2003).

#### 3-4: The importance sense of smell

Any materials that have a smell that is constantly evaporating small amounts of molecules that produce a scent that smells so different materials are called. This molecule is able to detect any sensory receptor, a receptor called chemical. In this case, the human nose is considered major chemical receptors. In humans, there are 40 million olfactory receptors that detect even very small amounts of chemicals that make it possible. As some fragrances can be attributed to a trillion concentrations in the air are detected. The processing of olfactory information in humans is extremely complex, but the man is able to understand some of the mechanisms of information processing by the brain. However, the dynamic properties of the brain is not yet fully understood (Freeman, 1998). They are characterized by the scent the products (such as shampoos and shower gels) could be an interesting field of study in which the relationship between color and smell were studied, the results reported show that the relationship between light and there are pleasant smells (Devismes, 1994).

##### 3-4-1: Creating a scented and pleasing atmosphere

A group of American psychologists study shows that if the customer is more willing to buy will buy scented. It smells like a mild vanilla scent or fragrance gentle, kind has the greatest effect and Makes the customer to pay for more time to search the store and ultimately choose to buy more goods. This is why the stores with booths of food, pickles, bread and fragrant food is placed in the appropriate place to stimulate the sense of smell of a greater amount of goods provided to sell. Other research in Japan has shown that the amount of people shopping in the supermarket lemon scent will be more scattered in space While the disperse sulfur smell in the air conditioning system stores a significant amount of buying customers is reduced. The real estate agencies in America to offer home sellers make when visiting a client's home, the smell of cake to bake a cake in the oven, shall publish in the house and it sniffed by the buyer, the decision to purchase a home in a positive effect he is a high price to buy offer.

##### 3-5-1: Effect of taste on attracts customers Process

Today companies are trying through "to satisfy most favorable to the taste of the food to the customers in the best way possible" to increase their profitability. This strategy is the key to success is customer maintenance. You should know that customer satisfaction is the sense of the supplier to satisfy its customers or even gone beyond that. So how to measure customer satisfaction by measuring customer perception is related to the performance of a supplier of goods. Foods International Inc. 'Tasty' brand of restaurants, "Superstar", is today one of the most prestigious collections in food. Following this series of international standards and initiatives in research and implementation strategies in line with the domestic circumstances of the success of the series today. Implementation of the plan to increase the number of

branches restaurant chains Kafyshaphay constructing, improving the quality of these products are only part of a long-term programs (Malekil, 1383). Providing the service or product you have anything that contains elements that have an impact on how you feel and understand customers. For a restaurant, certainly the taste is the most important factor in profitability. So good food and therefore profitability will lead to customer satisfaction and the reputation even among those who did not eat at the restaurant will be. Packaging for products in stores is the same as the one that the customer uses the product's taste in choosing the product is very effective. The new product is certainly the best way to advertise an unfamiliar identity to the customer, providing a small amount of product tasting and very practical minded consumer.

**4. Methodology**

The purpose of this study, is an applied research, the procedure is described because will describe the current status and survey and the interviews will be used. This study was conducted to analyze and select chocolates. It was chosen for several reasons. On the one hand, children are familiar with, chocolate, even if you do not eat chocolate every day. Also, a group that includes the production of a high level for a child. Types of chocolate are displayed well on television advertising, which ensures a high level of visual contact with the product to children, even if they do not go to stores. The research population included all students are girls and boys who have Mobrakeh Sama in the city is 459 persons and 210 persons were students in the sample.

**5. Measurement of variables**

In the present study, five dimensions variable package which includes color packaging, the packaging, chocolate flavor, chocolate flavor, shape and color of the packaging is the interest rate that the child in question was examined the questionnaire is described below.

Table (1) structured interviews

Row	Dimensions	Number of questions	No question	Measure attitudes
1	The child's interest in color of package	3	4-1	Spectrum of multiple choices Likert (1 did not like (1), little loved (2), loved (3), much loved (4))
2	The child's interest in the shape of Package	3	7-5	
3	The child's interest in taste of Chocolate	4	11-8	

4	The child's interest in the scent of chocolate	3	14-12	
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**6. Data Analysis**

8/54% of boys and 2/45 percent female.

6/7% of children aged 6, 4/11% of children aged 7, 7/16% of children 8 aged, 2/15% of children aged 9, 9/31% of children aged 10 and 1/17 of the children are 11 years old.

1/17% of children in first grade, 6/17 of a second class, 1/17 of the third class, 1/17 percent of fourth graders, 6/17 percent of fifth graders and 3/13 of sixth Class requirements.

**7. Descriptive analysis of the variables**

In this table, the variables, the number of questions for each of the variables and descriptive statistics of each variable, like average, variance and standard deviation are shown.

Table (2) Descriptive statistics of variables

Variables	No questions	Average	Standard deviation	Variance
Color of Package	1 TO 4	2.729	.773	.598
Shape of Package	5 TO 7	2.724	.671	.450
Taste of the product	8 TO 11	2.707	.788	.621
Scents of Products	12 TO 15	2.952	.817	.497

**8. Test hypotheses**

8-1: The main hypothesis of the research:

The product flavor, shape and color of the selected item in the package there is a significant correlation between children's consumption.

Table (3) test the main hypothesis of

Independent variable	Dependent variable	Significant	The correlation coefficient	Consequence
Product flavor	Shape and color packaging	0/000	.784	Confirm the hypothesis

**8-2: Secondary research hypotheses**

1. Between color of packaging and taste perceived by the child product relationship exists.
2. Between shape of packaging and taste perceived by the child product relationship exists.
3. Between color of packaging and the scent perceived by the child product relationship exists.
4. Between shape of packaging and the scent perceived by the child product relationship exists.

Table (4) Sub-test research hypotheses

Independent variable	Dependent variable	Significant	The correlation coefficient	Consequence
Color of Package	Taste of the product	0/000	.720	Confirm the hypothesis
Shape of Package	Taste of the product	0/000	.694	Confirm the hypothesis
Color of Package	Scents of Products	0/000	.617	Confirm the hypothesis
Shape of Package	Scents of Products	0/000	.661	Confirm the hypothesis

## 9. Conclusions and recommendations

The importance of packaging design and the role of packaging as a means of communication with consumers and brand selection are constantly growing. Communication is essential for achieving the goals of adequate information on consumer psychology, is won by the manufacturers. Each package has two different identities, physical and mental. Physical identity of its physical characteristics such as color, size, shape and design, but the identity of the buyer's personal perception of mental or physical features acquires packaging. It is also possible to provide different products that form a single, coherent protected. It is therefore important that efforts be made to increase the efficiency of packaging. Marketing studies have shown that the design of the packaging, the most effective marketing tools for sale. Stimulating factor and ultimate success, the packaging design. This is necessary to understand the reaction of consumers to the product packaging is required. Packing a science, art and technology, the protection against pollution and the risks of transporting products and reserve the right products.

Based on these results, recommendations for producers and marketers of commodities their children are offered:

Packing is like old people but the difference is that the design can be revised to give new life to the product. The manufacturers must keep pace with advances in technology, distribution method, to improve the packaging and the product itself.

Packaging design must be considering the economic power of consumers, for design of packaging. In addition to his strong understanding of the size and shape should also be considered to be a graphic designer And the production technology and materials used in the packaging industry, be aware because this knowledge makes it practical and economical design and creative will.

Edible products of those manufacturers have to taste the different flavors and perfumes to make the product look more uses.

The colors have different symbolic meanings in different cultures carry. So manufacturers have thorough knowledge in this field to produce their product for different cultures.

## Resources

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