

**YAŞAR UNIVERSITY**  
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**MASTER OF BUSINESS ADMINISTRATION**  
**MASTER THESIS**

**THE IMPACT OF PACKAGING USED FOR CHOCOLATE PRODUCTS**  
**ON CONSUMER BUYING BEHAVIOR**

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## YEMİN METNİ

Yüksek Lisans Tezi olarak sunduğum “The Impact of Packaging Used for Chocolate Products on Consumer Buying Behavior” adlı çalışmanın tarafımdan bilimsel ahlak ve geleneklere aykırı düşecek bir yardıma başvurmaksızın yazıldığını ve yararlandığım eserlerin bibliyografyada gösterilenlerden oluştuğunu, bunlara atıf yapılarak yararlanılmış olduğunu belirtir ve bunu onurumla doğrularım.

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ŞERİFE TÜRKOĞLU

# ÖZET

**Yüksek Lisans Tezi**

## **ÇİKOLATA AMBALAJLARININ TÜKETİCİ SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİ**

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Ambalaj tüketicilerin satın alma kararlarını etkileyen bir iletişim aracı olarak öne çıktığından beri, etiket bilgisinin önemi de artmıştır. Ambalaj uzun zamandır bir pazarlama aracı olarak incelenirken, etiket bilgisinin tüketiciyi bir ürünü satın alma konusunda nasıl ikna ettiği sorusu yakın zamanda popülerlik kazanmıştır. Bu çalışma, etiket bilgisini ambalajın diğer unsurları olan paket, marka algısı ve son olarak da fiyat arasında konumlandırıyor.

Çalışma, müşterilerin satın alma noktasında etiket bilgisini dikkate alıp almadıklarını bulmayı amaçlıyor. Satın alma davranışını etkileyen popüler unsurlardan marka ve fiyatın yanı sıra, etiket bilgisinin bu süreçteki yerini göstermek amacıyla çikolata ambalajlarının tüketici satın alma davranışındaki rolü incelenmektedir. Tüketicinin çikolata alışverişi öncesi ve satın alma noktasındaki davranışını analiz etmek için Manisa organize sanayi bölgesinde çalışan 32 kişilik bir hedef grupla deney çalışması yapılmıştır. Müşterinin çikolata alırken nelere dikkat ettiğini ortaya koyan deney sonuçları, ambalajın ve etiket üzerinde yer alan bilgilerin müşteriyi daha önce denemedikleri çikolata çeşidini almaya ikna edebileceğini göstermiştir. Ancak genel kategorilemede etiket okuma alışkanlığının hala düşük seviyelerde seyrettiği ortaya çıkmıştır. Deney sonucunda, çikolata her ne kadar önceden planlanmadan satın alınsa da, fiyatı ve özellikle markasının hala en önemli satın alma belirleyicilerinden olduğu gözlemlenmiştir.

**Anahtar Kelimeler:** Ambalaj, Etiket, Tüketici Satın Alma Davranışı, Çikolata.

## **ABSTRACT**

**Master Thesis**

### **THE IMPACT OF PACKAGING USED FOR CHOCOLATE PRODUCTS ON CONSUMER BUYING BEHAVIOR**

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The significance of label information has increased since packaging stands out as a communication tool affecting consumer buying decisions. Although packaging is already analyzed as a marketing tool, the question of how label information plays a role to convince customers to buy a product has recently grown popular. This research accordingly focuses on label information, positioning it among other packaging elements studied in this research that are package, brand awareness, and last but not least price.

The research intends to investigate how customers are involved with label information at the point of purchase. In addition to brand and price that are considered as popular factors affecting consumer buying behavior, in order to position label information within this process, this research scrutinizes the role of packaging, which is used for chocolates, on consumer buying behavior. A 32-person focus group working in Manisa industrial zone has attended an experiment that analyzes consumer behavior during pre-purchase phase and at the point of purchase of chocolates. The experiment results indicate that packaging and label information may convince customers to buy chocolates they have not tried before. Nevertheless it also reveals that on the overall categories, reading label is still at low levels. It is proved that price and brand are still the most significant purchasing determinants even though chocolates are bought impulsively.

**Keywords:** Packaging, Label, Consumer Buying Behavior, Chocolate.

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## **INTRODUCTION**

Development of mass communication means has facilitated consumers to reach out their needs via different channels. They deal with the world of signs, symbols, different product packaging and advertising tools [while deciding which product to buy] (Gilaninia and Sharif, 2011). Meanwhile the products on the shelves have less time to attract customers. Therefore sales and marketing professionals have to orientate the products in such attractive forms that customers can pick up their product among many other similar alternatives. Looking from consumer's perspective, the value a consumer places on a product depends on the pleasure or satisfaction s/he expects to derive from having or consuming it. In economics the satisfaction or pleasure which consumers derive from the consumption of goods is called utility. It is the subjective or psychic return which cannot be measured in absolute or objective terms. Goods or services that have utility for one person may not have for another, and what may have utility for a person at a certain time or place may not have it at another ([www.businessdictionary.com](http://www.businessdictionary.com)). Since consumers' choices are constrained by the price of the product and the income of the consumer, they cannot obtain all their needs and wants. That is why they consider other factors while evaluating products in addition to the need to get satisfaction. Therefore companies try to highlight how they add value to the product by means of its package, brand, label and price.

This research examines how consumers are involved with label information at the point of purchase. It scrutinizes customers' perceptions on different packaging elements of chocolates and provides essential analysis of consumer buying behavior. Whereas packaging itself is widely studied, this study aims to contribute in label analyses by examining the place of label information in consumer buying behavior. In order to position label information within consumer buying process, the role of packaging which is used for chocolates on consumer buying behavior is evaluated in the research as well.

The theoretical framework of the research is based on secondary data (articles, research papers and books) and includes core concepts of consumer buying behavior,



packaging, label, and consumer perception. Additionally the research deals with gender, age, education and income levels in order to reveal influence of individual characteristics when purchase decision is made for chocolates. Performed literature analysis fortifies the claim that package can be treated as a set of various elements communicating different messages to consumers.

In addition to the literature review, a 32-person focus group of employees from Manisa industrial zone has attended an experiment that analyzes consumer buying behavior during pre-purchase phase and at the point of purchase. The experiment puts forward information about the importance of taste, price, and type of chocolate, package and product origin from consumer point of view. It concludes that chocolates are bought impulsively and usually the customers read labels due to health factors and the importance they give to price/performance ratio. Participants state reasons for not reading label information as lack of time and nutritional knowledge. The data collected about chocolate buying preferences provides the reader with a justification that of the packaging elements; price and brand are the leading determinants in buying behavior whereas package design and label information slightly guide consumers during their impulsive purchase. Participants conclude that price and taste of the chocolate are more important than its nutritional value.

Although the study theoretically covers the topic in-depth, the size of the empirical research dedicated to the study poses limitation in generalizing the hypothesis. Larger groups of consumers may be questioned in order to ensure a more widespread claim for future studies. Additionally, the fact that the data of empirical research is partially based on qualitative study may cast doubts on the claims. Future studies may also be done on different product categories to evaluate the significance of label information so that the reader can compare the importance of label information on consumer buying behavior based on other product categories.

## CHAPTER I

### FACTORS AFFECTING CONSUMER BUYING BEHAVIOR

In order to catch customers' attention at the point of purchase, companies analyze consumer buying behavior which is defined in Karimi, Mahdiah and Rahmani's (2013:283) work as physical, mental and emotional activity which people do while selecting, buying, using and disposing of goods and services in order to satisfy their needs and desires. In other words consumer behavior studies "how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants"(Kotler, 2009:190).

To apprehend consumer buying behavior thoroughly, the factors influencing these behaviors must be investigated. As in general, consumer behavior can be influenced by several factors, this research focuses on Kotler's theory about influences of consumer buying behavior so as to envelope the topic. Philip Kotler (2009:190) classifies these factors as cultural, social, and personal factors. In this research, the researcher is particularly interested to find out how personal factors affect buyer behaviors during the purchase of chocolates.

Kotler claims that since different cultures have different values and criteria, "marketers must closely attend to cultural values in every country to understand how to best market their existing products and find opportunities for new products" (2009:190). Many international brands prefer to stay at the safe zone by working with multicultural marketing strategies. So that consumers are offered standardized products. Nevertheless consumers are affected by the culture they have grown in while making purchase decisions. Culture involves tradition, values, language, social thoughts and attitudes of individuals. Thus it may affect a person to buy a product over another. For instance a Mexican may prefer to buy Nestle chili chocolate whereas a German may like to buy marzipan chocolate. Hence these preferences would both be related to eating habits, which is part of consumers' culture. Therefore as it shapes consumer buying behavior to a significant extent, companies consider culture as a fundamental parameter while developing marketing strategies.

In addition family, social groups/roles and statuses affect what people buy, which is to be studied under social factors affecting consumer buying behavior. Since consumer buying behavior is similar in a certain social class, marketers focus on investigating social classes or reference groups in order to tailor their marketing activities. People belonging to the same social environment are directly or indirectly influenced on their attitudes and preferences by one another (Kotler, 2009:194). Therefore they “choose products that reflect and communicate their role and actual or desired status in society (Kotler, 2009:196). Kotler divides social factors as reference groups, family and social roles and statuses (2009:194). Reference groups and family form people’s attitudes and behaviors. Consumers who belong to the same group are influenced by one another. Reference groups also include opinion leader who is a person influencing others because of his special skill, knowledge or other characteristics (Yakup and Jablonsk, 2012:64). Whereas marketers target opinion leaders to spread their product, it is customer and consumer who buys/uses the product. Therefore it is significant for marketers to provide a strong link between buyer and opinion leader. Yakup and Jablonsk assert that in a family, “members must satisfy their individual and shared needs by drawing on a common and shared relatively fixed supply of sources. Family is strong, most immediate and most pervasive influence on decision-making” (2012:64). Considering Turkish culture, it can be justified that consumer buying behavior is shaped by family groups to a significant extent. It is the initial environment of socialization in which individuals evolve after all.

Last but not least consumer buying behavior is influenced by personal characteristics. Kotler (2009:196) includes age, occupation and economic circumstances, personality and lifestyle to personal factors, which are focused on the empirical part of this research as well. Personal factors are peculiar to individuals; and require deeper analysis to apprehend consumer buying behavior. Hence this research concentrates on personal factors that shape up consumer choice, incorporating consumer income, preferences and assumptions about maximizing utility.

## **1.1. Decision Making Phase**

While analyzing how consumers make up their mind, it is fundamental to bear in mind that their tastes and eventually behaviors might differ. Behavior, which in this concept can also be called preference, is shaped according to the taste and particular circumstances, since consumers try to optimize their choices in order to satisfy their needs and tastes. Nevertheless they have to do this in accord with their income and product price. So that in given circumstances, consumers satisfy their needs, which results in their behavior (preference). However, just because consumers buy a product due to its price or their income, it does not necessarily mean that this purchase represents their taste. Therefore marketers try to offer same product types in different product ranges - in different product quality though.

This section intends to analyze major decision-making process which highlights consumer buying behavior and provides clarity for reader how marketers find the right mix of variables for their products and services to attract customers. Considering cultural, social and personal factors affecting consumer buying behavior; it is of great importance to ponder the stages consumers go through throughout buying process. The Five Stage Model, first introduced by John Dewey (1910) to analyze consumer buying process, consists of problem/need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior. These basic stages play important role in understanding how consumers actually make their buying decisions. In the first stage the buyer recognizes his current and ideal circumstances, and becomes aware of his wants and needs. These needs can arise due to external stimuli or internal self. Therefore s/he searches for information related to the product that will satisfy the need. Throughout information search the buyer encounters many alternative products. Hence in the third stage s/he evaluates these alternatives processing the information gathered. Eventually the purchase is realized at the fourth stage according to buyer's decision which s/he assumes to be the best. After the purchase activity, the buyer is assumed to take further action to the marketer based on his experience with the product (Kotler et al. 2008:265-271). The model explained is shown below to illustrate the buyer decision process.



**Figure 1: Purchase Decision Process**

Explicitly the buyer is involved in buying stages long before the actual purchase and the consequences proceed long after the purchase. However consumers do not necessarily pass through all five stages while buying a product. They may skip or reverse some. For instance when a consumer buy regular brand of toothpaste, s/he goes directly from “need recognition” stage to ‘purchase decision’, skipping information search and evaluation of alternatives (Kotler, 2009:208).

Companies are concerned about attracting new customers and keeping their existing ones and expanding the market. Therefore, due to intensively competitive environment, marketers use various methods of promoting sales in order to convince consumers to buy their desired item in many cases, among several alternative brands. They use different factors such as high quality, reasonable price, good service and dealing effectively with the customer, etc. to gain the customer's satisfaction. One of the methods that companies apply is stylish packaging with high-quality (Ranjbarian, 1999:38). It is difficult to exactly know how consumers respond to these methods though.

Consumer behavior theories suggest that consumers are motivated to engage in more searching when involvement is high. On the contrary, chocolates under consideration in this research are low involvement products. Engel and Blackwell in *Consumer Buying Behavior* divide decisions between “decisions where the products purchased are of high personal relevance for consumer and purchases where products are of low or no relevance....The first type is called decision making under high involvement, and the second one is called decision making under low involvement” (Holmberg, 1996:11). Holmberg (1996:11) exemplifies low involvement products as “products presold by advertising, but the most crucial role is played at point-of-purchase.” Therefore brand names become important.

Accordingly while buying chocolates; customers would face low perceived risk, little relationship between consequences of purchase and low anxiety about outcomes (Holmberg, 1996:12). Hence it can be concluded that the importance of a decision is connected to the degree of involvement, which largely impacts consumer research.

Incorporating factors affecting consumer buying behavior with decision making phase, consumer behavior can be regarded as complex and social, in the sense that other people matter. Groups of people, family or society as a whole influence what people buy. Decision making is influenced by others, and many buying decisions are such that the outcome of the purchase has an impact on several people (Holmberg, 1996:109).

## **1.2. Point of Purchase Communication**

Whereas a number of customers make pre-planned shopping, there is also a group of them who do not think about what or which product to buy before entering the store. Hence the intention of which product to buy is determined to a great extent by what is communicated at the point of purchase.

Considering the great number of brands and products, consumers may be confused or feel under pressure due to lack of enough time to evaluate all alternatives and make comfortable purchase decisions. Limits on consumers' information processing abilities at the point of purchase are related to time and budget constraints. Hence consumers attempt to balance the value they obtain with the money and time spent.

*Engel et al state that for low involvement items the real impact on the purchase takes place at point-of-purchase. This is supported by Bowman (1987) who reports that POPAI (Point-of-Purchase Advertising Institute) in a study on the American market found that 80 per cent of all brand purchase decisions were made in the store. Unplanned purchases represented over 60 per cent of all buying decisions (Holmberg, 1996:13).*

Additionally, point of purchase, according to Quelch (2006) is the most suitable place and time to communicate with consumers since it is where they make their brand choice decisions. It is where elements of sale that is to say buyer, money and product come together (Amechi and Iong 2013:84). As stores are where consumers physically encounter the product, they can be regarded as the ultimate mean of advertising. Therefore marketers aim to turn this opportunity into an actual purchase, since point of purchase is where impulsive buying is promoted and the product is advertised for the last time just before buying action.

One of the marketing tools that has become popular and important for this consideration is packaging, which helps companies to differentiate their products among others. That is why there is a great variety of package designs on the shelves. Considering that most consumers tend to check product covers before purchasing, marketers focus on product packaging not only as a product container but also as a message and brand conveyor. Therefore package has gained a function of identification and communication. In the contemporary world it is a crucial communication tool which links the product and consumer at the point of purchase, targeting especially impulsive buyers. It aims to attract consumer's attention and transmit product's value to consumers in a limited time period at the point of purchase, where purchase possibility is at most. That is why package and its elements should be studied and which of these elements are the most important for consumer purchase decision should be explored.

A significant way to assess a product is through its label. Food industry is one of the most important industries where labels play a great role as a means of assessment as well as advertising when considered from marketer's point of view. If customers read food labels, it is highly likely that the label will add to their awareness and have impact on their purchase decision. Labels help brands stand out more efficiently among alternative products, eventually providing an efficient information cycle.

### **1.3. The Role of Packaging and Label On Consumer Buying Behavior**

While marketers metaphorically fight with one another for shelf space, customers try to make up their minds among similar products with different brands and various features. At the point of purchase there is no other human factor between customer and product. Thus the ultimate marketing interaction is set up at the point of purchase, which increases the importance of packaging. Therefore package becomes a critical factor in the consumer decision-making process at the point of purchase, since it communicates to consumers at the moment when they are actually making up their minds. The way consumers perceive the subjective entity of products, as presented through communication elements on the package, influences their decisions (Silayoi and Speece, 2004:1496). In that respect packaging acts as a promoter giving a sight to the product. To make a product unique and distinctive, firms spend a lot of money and time on packaging just as they do for advertisements. It acts as the ultimate sales entity that stimulates impulsive buying behavior and helps increase market share and reduce promotional costs (Kuvykaite, Dovaliene and Navickiene, 2009:441).

In the contemporary world, packaging is not only used to protect the goods, but also is given various roles and responsibilities such as adding value and prestige to the buyer and informing her/him. Bassin (1988), accordingly highlights that so as to be effective, the package should act more than as a container. Therefore she lays out five other functions of package that can add value both to consumers and producers: ‘Brand identification,’ ‘advertising at the point of sale,’ ‘transport of product with less damage,’ ‘at-home storage,’ and ‘taste assistance.’ Kotler (2009:379) defines packaging as “all the activities designing and producing the container for a product.”

*Well-designed packages can build brand equity and drive sales. The package is the buyer’s first encounter with the product and is capable of turning the buyer on or off. Packaging also affects consumers’ later product experiences. Various factors have contributed to the growing use of packaging as a marketing tool (Kotler, 2009:279).*



The functions of packaging include transportation purpose, identification, description, protection and information. This research analyzes packaging as a factor affecting consumer buying behavior throughout chocolates purchases. Packaging elements like color, background image, packaging material, font style, and design and label information are considered as determinants of buying behavior. Due to increasing awareness of consumers, the interest in package as a tool of sales promotion and stimulator of impulsive purchase behavior has grown. Hence the role of package in marketing communications has increased. It is expected to attract consumer's attention and transmit product value to consumer in a limited period of time at the point of purchase. Therefore package and its elements should be explored in detail; so that which of these elements are the most important for consumer purchase decision can be apprehended (Kuvykaite, Dovaliene and Navickiene, 2009:442).

Key elements of the package that primarily affect consumer purchasing decisions can be classified into two distinct groups: visual elements and information elements. Visual elements consist of graphics and color: Graphics includes colors, typography, and product photography, all of which create an image. Information elements consist of product information and information about the technologies used on the package (Karimi, Mahdiah and Rahmani, 2013:282). Karimi (2013:282) asserts that for low involvement products, visual elements strongly impacts marketing communications, on consumer buying behavior and eventually decision making. After all visual qualities ensure the product catches attention; as a result enhancing product image among various alternative competitors.

*Visual imagery on the package is ... essential attribute. To be noticed at the point of sale, pictures on the package can be a strategic method of differentiation, which will enhance access to consumer consciousness. This is because pictures are ... quicker and easier for consumers to process in a low involvement situation. Visual packaging information may attract consumer attention and set expectations for content. A well-produced product image is likely to evoke memorable and positive association with the product (Silayoi and Speece 2004: 1497).*

There are cases where informational elements are predominant as well. When the product is purchased for the first time or purchased for/by someone who has dietary requirements due to health concerns, consumers prefer to rely on informational packaging elements, such as label information. Especially brand name and ingredients can be taken as outstanding indicators evaluated by consumers in such cases. Accordingly, the data received from the experiment done in this research will justify that package performs a fundamental role in marketing communications, especially at the point of purchase, hence can be treated as core factor influencing consumer purchase decision.

Time is a significant factor affecting consumer buying behavior since all packaging elements mentioned above have limited period of time to impact customers at the point of purchase. For instance, with customers in a hurry, just the brand name itself may not be enough to catch attention. The total look must be recognizable. So package shape and color helps to add to brand identification. The objective is to help consumers find the product in a cluttered environment quickly and confidently (Bassin, 1988:187). Additionally, consumers appear to use package size and shape as simplifying visual decision making determinants while making volume judgments. Generally they perceive more elongated packages to be larger, even when they frequently purchase these packages and can experience true volume (Raghubir and Krishna, 1999).

Considering the literature review, it can be confirmed that visual elements of package influence consumers more when they buy low involvement products. On the other hand when consumers purchase high involvement products verbal elements of package have stronger effects. In the latter situation consumer show more interest in product and its package, taking into consideration information about product, expressing loyalty to a particular brand, etc. (Kuvykaite, Dovaliene and Navickiene, 2009:443). Whereas Kuvykaite (2009) considers a food purchase as high involvement purchase, buying chocolates is regarded as low involvement purchase in this study. As the experiment done in the research will justify, consumers buy chocolates impulsively and mostly evaluate visual elements at the moment of buying except for the price.

Obviously packaging may create a positive impact on buying behavior and eventually keep existing customers as well as attract new ones. Thus, while marketers design packages, consumers' experiences, tastes and needs should be considered. How packaging elements impact buying decisions should be evaluated and correct design and message should be applied to the product in order to provide effective communication at the point of purchase. It should be born in mind that incorporating consumer thoughts on packaging elements may be a complex issue, as not every consumer's response to these elements can be the same. Silayoi and Speece agree that "positive effect can be achieved by manipulating one or more packaging variables, including packaging color, clear packs that allow viewing food color, incident light, and nomenclature and brand name appearance" (2004: 1497).

Product label gives clues to customers who want to check if the product can meet their expectations. Label is defined as "pictorial, descriptive, or informative matter (such as a brand, mark, or tag), attached, embossed, impressed, marked, printed, or stenciled on (or otherwise forming a part of) a product and/or its container" (businessdictionary.com). While conveying product information, label enables customers to make an informed choice when making purchases. Labels stand for a significant part of informational elements of packaging. This research focuses on the label's direct use as a point of purchase aid, even though it is constrained by consumers' information processing abilities and time (Caswell and Padberg, 1992:460).

It is understandable that many consumers feel it is important to consider information on the package in order to compare quality and value. Nevertheless whereas label information can assist consumers in making their decisions, it can also "create confusion by conveying either too much information or misleading and inaccurate information. Manufacturers often use very small fonts and very dense writing styles to pack extensive information onto the label, which sometimes leads to confusion" (Silayoi and Speece, 2004:1500). Eventually confusion may affect consumer buying behavior negatively resulting in negative associations of the product in future purchases.

As consumers have become more health conscious, the importance of food labels has increased. Labels allow consumers to cautiously consider alternatives and make informed food choices. Consumers tend to read labels more often to ensure quality, even though graphics and shape may affect their attention at the beginning (Silayoi and Speece, 2004:1499).

Labelling formats are defined by legislation in every country, which may differ from country to country though.

*Federal regulations require labels to convey information on both objective and subjective food product characteristics. They mandate numerous affirmative disclosures of objective characteristics such as weight or volume, ingredients, and name of manufacturer or distributor. They also dictate the location and size of many information pieces on the label. Other types of objective information have been required under certain circumstances, for example, nutrition labeling where any nutritional claim is made (Caswell and Padberg, 1992:461).*

In Turkey, Turkish Food Codex Labeling Regulation explicitly defines what is to be printed on food labels. On Part Three, Article Eight of the legislation, it is stated that name of the product, list of ingredients, allergens and their quantities, additives and their quantities, net weight, best before and expiry date, name and address of producer, registration number of the company that packed the product, country of origin, directions for use and serving, storage directions, the amount of alcohol in drinks which contains more than 1.2% alcohol, food approval number for foods that require approval are supposed to appear on labels. In addition, batch number, identification marks, weights and size are to be included as additional information (Turkish Food Codex Labeling Regulation, 2011).

*However little is known about consumer's response to so much information in emerging economies. ... Whereas food labels act as a signaling mechanism by which food companies assure their potential consumers regarding their sound quality control practices. However, there are many issues and questions related to food labeling. One such question that has been raised across continents is how far*

*the consumers are aware of food labels and can they comprehend the information provided on the labels. Further, how far the aware consumers take into consideration food label information while making purchase decisions (Kumar and Ali, 2011:2-4)?*

Besides providing nutritional and usage information, label serves as a marketing tool which influences consumer needs and buying behaviors related to the product. It is not clear if this marketing tool is properly used by marketers though. People usually buy food products habitually by purchasing brands that are familiar to them. In most cases label is not read and any product information other than brand and product name is ignored (Adamowicz and Swait, 2011). Likewise the empirical part of this research addresses the question of whether consumers refer to label information during purchases. It certainly requires more attention of marketers to figure out the extent which consumers' buying decision is affected by food label information.

Despite international efforts to improve labelling regulations and keep consumers from being misled, it is still of concern that many consumers find labels difficult to apprehend (Merwe and Venter, 2010:413). A South African study indicates that the participants does not read or use all information on the labels (2005:107). Although Klein's research reveals that health claims on food labels influence purchasing behavior of some consumers (2005:94), participants are skeptical towards health related claims since they do not know their scientific validity (2005:107). Therefore it can be concluded that label information affects consumer buying behavior in a positive way as long as it contains trustworthy and intelligible information. Klein also reveals in his study that participants influenced by labels react according to other situational factors, such as product price and taste (Klein, 2005:104). Hence, product price and brand image related to past experience still keeps its significance at the background.

## CHAPTER II

### METHODOLOGY

#### 2.1. Experiment Development

This study is built upon literature review about consumer buying behavior and packaging, and backed up by empirical research, which is an experiment done to question and clarify ideology highlighted in the literature review. The experiment has been conducted to examine the relationship between packaging elements and chocolate consumers' purchase behaviors. It seeks to find if consumers use chocolate label information and the effect it has on their purchasing decision. Moreover the experiment lays out which factors consumers mostly consider while buying chocolates. There is a significant relationship between the packing elements and consumer purchase behavior as analyzed in the literature review. Therefore the perceived importance of taste, price, package, and brand variables are included in the experiment to test the hypothesis that these factors affect consumers' perceptions about chocolates.

In order to fulfill the purpose of empirical research – to determine which elements of package and product impacts consumer buying behavior – preliminary questions are developed to reveal preferences and behaviors of consumers.

The experiment includes a volunteering focus group which consists of 32 participants working in Manisa industrial zone. It includes open questions to classify the focus group according to demographic data. Participants answer questions to figure out their age, education background and income. Additionally they answer if they buy chocolates impulsively or decide on it beforehand. Which factors they consider while buying chocolates is the last question before the participants are guided to the empirical part of the experiment.

All the questions are handed out to the focus group on one page so that they can follow up and be convinced about the confidentiality of their information provided. At the top of the page, content and scientific purposes are shortly explained.

Confidentiality note follows up the explanation and contact information of researcher is written down.

The empirical part embodies applied methods in which the participants evaluate 6 types of chocolates based on packaging elements. Firstly, the prices of the chocolates are introduced and participants are asked to make a decision among them. Secondly they taste chocolates, unaware of their brand and are asked to choose among them once again. The experiment follows as participants are introduced with label information of each chocolate, then brand information and origin country information, all of which are questioned individually and participants are asked to choose among 6 chocolates at each step.

## **2.2. Findings and Analysis**

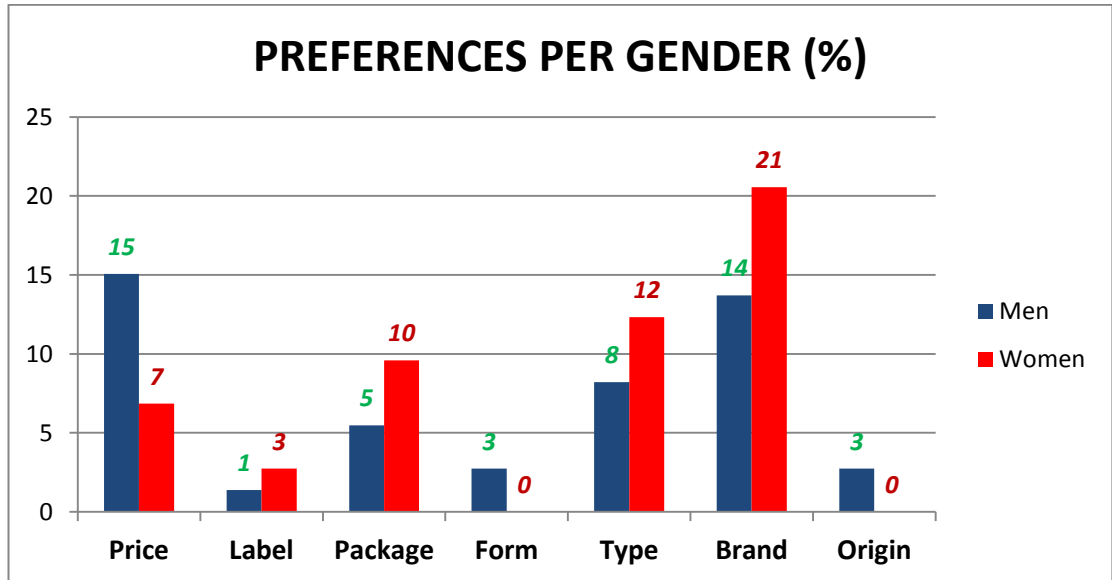
The analysis of the experiment is based on the data collected from 32 participants working in Manisa industrial zone. The participants are categorized and evaluated according to their age, education background and income. It is aimed to observe how the choice made according to the price changes after the participants taste and/or see the chocolate itself during the experiment. Additionally each packaging element mentioned before is individually scrutinized according to participant attendance. Especially the differences in choices observed between genders are to be highlighted.

The percentage of male and female participants is distributed evenly in the experiment. 32 of all participants, 16 are men and 16 are women. 22 percent of the participants are between 18-24 years old, whereas 47 percent of participants are 25-35 years old and 31 percent of participants are 36+ years old. As for education background, 10 percent of all participants are primary school graduates, 31 percent of all are highschool graduates and 53 percent of all are university graduates, and the rest 6 percent are graduate school graduates. Last but not least speaking of income, 41 percent of participants earn between 800 - 1500 TRY, 12 percent of all earn between 1501 - 3000 TRY and 47 percent of all earn 3000+ TRY.

## CHAPTER III

### EXPLORATORY PHASE OF THE EXPERIMENT

#### 3.1. Preference Analysis Per Gender



**Graphic 1: Preference Percentages Based on Gender**

The graphic above indicates which factors participants consider while buying chocolates. The options consist of price, label, package, form, type, brand and origin. Of all the elements, brand is the leading factor in total. The majority of the group choosing brand as purchase determinant is women. In the first part of the experiment 35 percent of the participants (14 percent men and 21 percent women) claimed to buy chocolates by checking the brand name. The second leading factors are price and chocolate type, which are chosen by 20 and 22 percent of the participants (respectively 15 percent men and 7 percent women; and 8 percent men and 12 percent women). Therefore it can be concluded that while buying chocolates brand image is of high importance to the consumer especially to women. Considering the fact that 100 percent of the participants buy chocolates impulsively, the importance of brand image is still valid in the minds of contemporary consumers. The consumers have an existing image in mind even if they make impulsive purchases. Nevertheless they do not ignore the price of the chocolate while making impulsive purchase either. Price is of great importance in buying preferences indeed. However there is a huge gap between male and female buyers considering price factor in purchasing



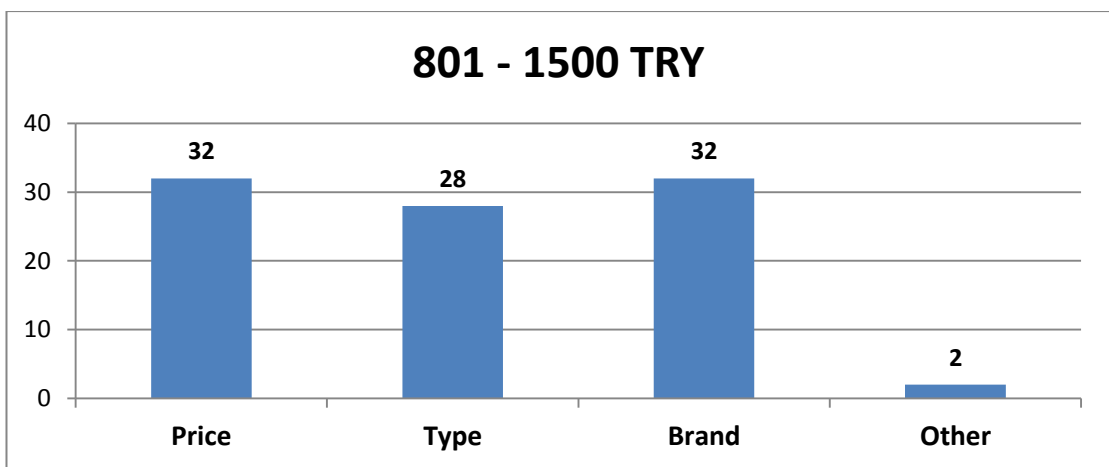
preferences. Whereas 15 percent of participants who check on the price of chocolate before buying are men, only 7 percent are women. Obviously women do not consider price that important while buying chocolates, which they claim to purchase in order to “indulge” themselves. That is why price is disregarded while buying chocolates. The more important factors for women while buying chocolates are brand and chocolate type.

Although men and women who have attended the experiment agree on the importance of brand while buying chocolates, men check additional qualitative element of the product that is price. Among male participants ticking price factor added that they not only tend to buy cheaper chocolates but also check if there is a discount among expensive ones in order to make optimal shopping. Here it is significant to emphasize the difference between male and female consumer buying behaviors, which is also highlighted in the following sections. This difference is justified by the percentage of package in the buying preferences. Whereas 10 percent of participants, who are women, buy according to the package; only 5 percent of them, who are men, check the package before buying. Explicitly, women tend to buy according to the visual elements of the product. That is why many women participants have claimed to buy Milka even before the experiment, just because of its unique color and euphonic brand name. On the other hand many male participants said that they prefer to buy Tadelle, which is not used in the experiment though, just because of its taste and the brand’s long term existence.

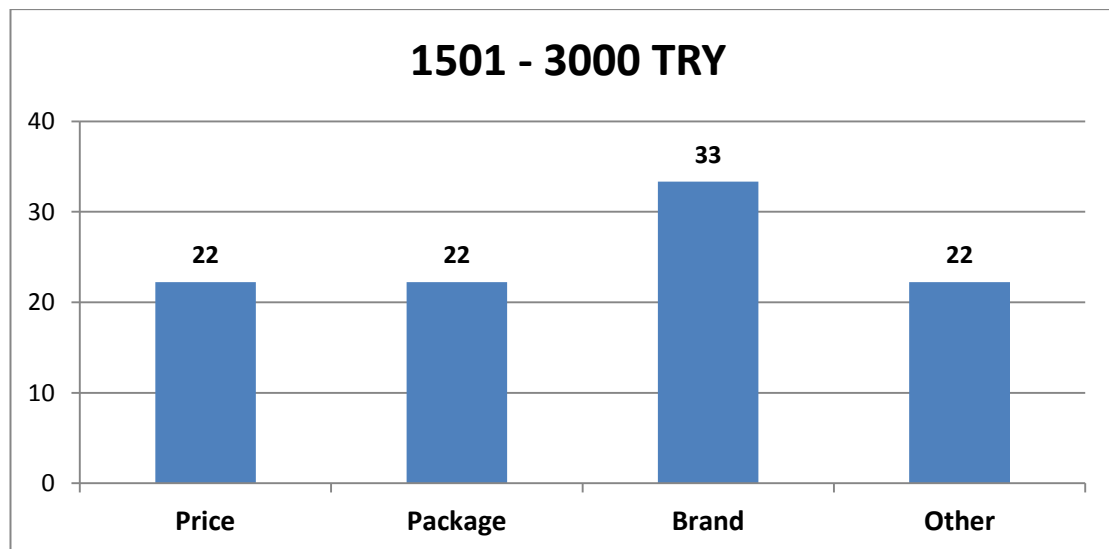
As for label information, of which this research targets to explore the significance among contemporary consumers, only 4 percent of the participants (1 percent men, 3 percent women) read label information before buying chocolates. The ones reading label information claimed that they read it due to health factors. Only the men, who check label information, do it in order to see the amount of cocoa and oil. Female participants read the label only because they have diabetics. The rest of the participants assured that they totally ignore the label information as long as they see the brand name. Another reason stated for not reading label information is that price and taste of the chocolate are more important than its nutritional value. In addition, participants acknowledge their lack of nutritional knowledge. Thus it is concluded

that although label information is a recently emerging trend among consumers, while buying chocolates customers generally skip reading label information at the point of purchase and even after purchase phase. Conclusively, the experiment reveals low level of label reading among consumers on the basis of gender category. To sum up, the three core factors which affect consumer buying behavior, concluded by this experiment, are subsequently brand, price and type of the chocolate.

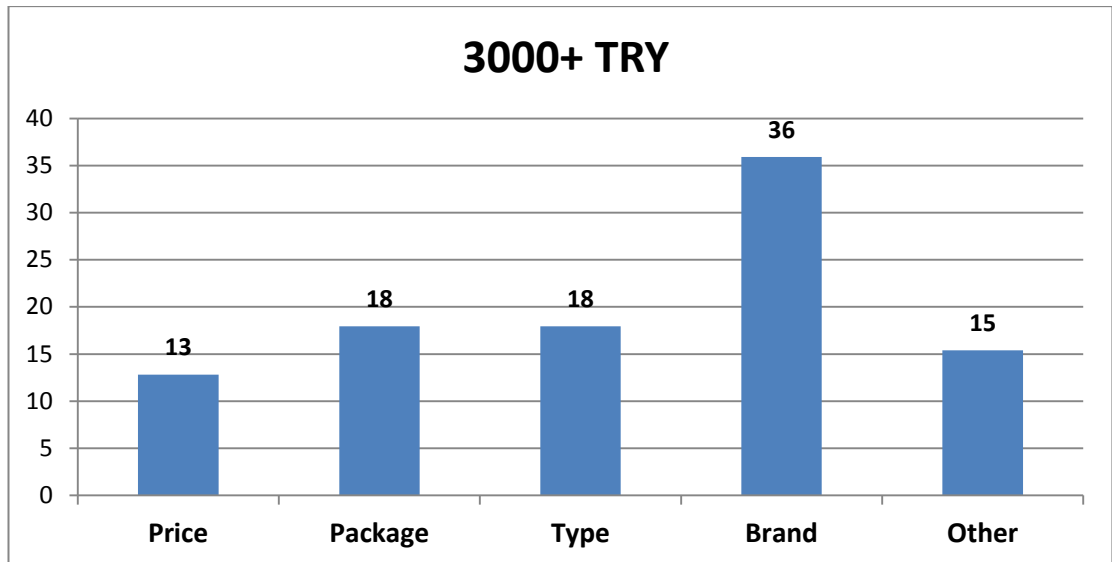
### 3.2.Preference Analysis Per Income Groups



Graphic 2: Preference Percentages Based on Income Range 801-1500TRY



Graphic 3: Preference Percentages Based on Income Range 1501- 3000 TRY

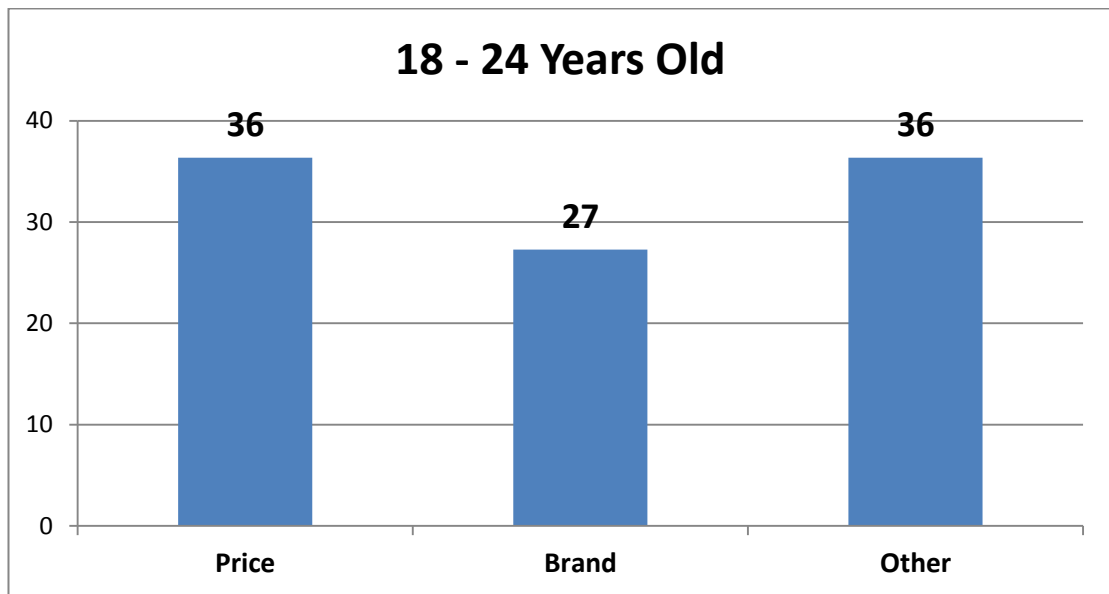


**Graphic 4: Preference Percentages Based on Income Range 3000+ TRY**

As elaborated in the literature review, price is a significant factor playing role in consumer buying behavior. In order to analyze to the role of price in consumer buying behavior it is of great importance to focus on consumer income, since income level determines price sensitivity of consumers. This claim is justified by the data received from the first part of the experiment. 73 answers are received out of 32 participants about what they take into consideration while buying chocolates. Out of 73 answers, 20 percent comes as price. However is it of great importance to divide the participants into income groups in order to evaluate price sensitiveness of consumers with lower income? As the graphics above signify, participants with lower income take into consideration the price of the chocolates at the point of purchase whereas participants with 1501 TRY and above think about price less. Although price stands out as 22 percent among other factors in total preferences, 32 percent of participants with 801- 1500 TRY income think price is an important factor while buying chocolates. Additionally, brand is equally significant for this income group. Considering the other two income groups and percentage of price among other factors, it is concluded that the less important is price at the eyes of consumers while buying chocolates the higher their income is. What is more, the importance of brand does not change related to income. Of all participants with 801-1500 TRY income, 32 percent check the brand before buying, and of all participants with 1501 - 3000 TRY income, 33 percent and of all participants with 3000+TRY income 36 percent check the brand before buying. Therefore regardless of income level, brand

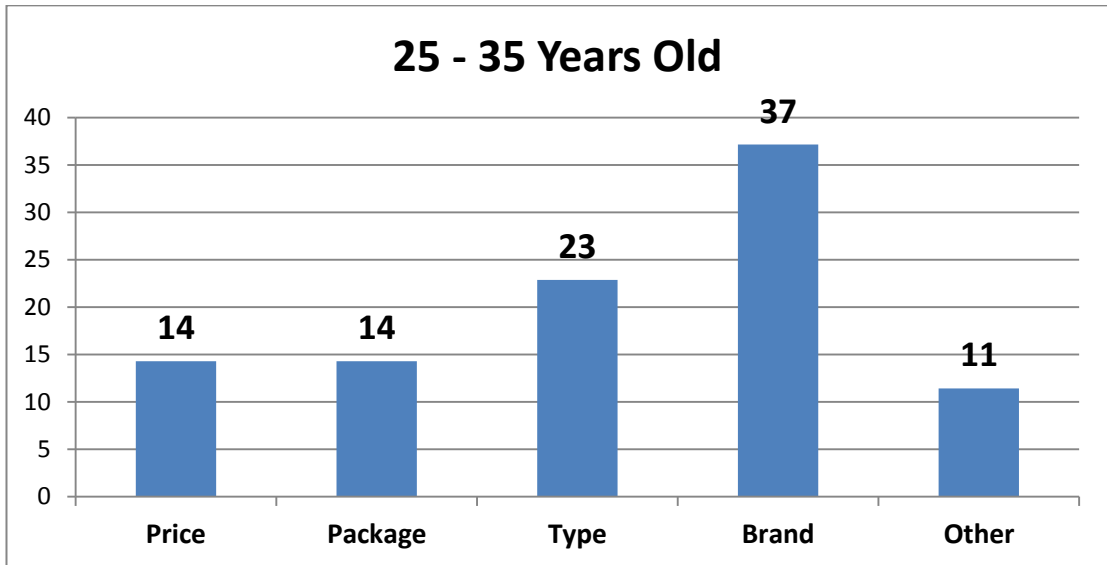
is the leading determinant in consumer buying behavior. Label, which is to be observed related to popularity among preferences falls behind brand, price and package factors in this category too.

### 3.3.Preference Analysis Per Age Groups



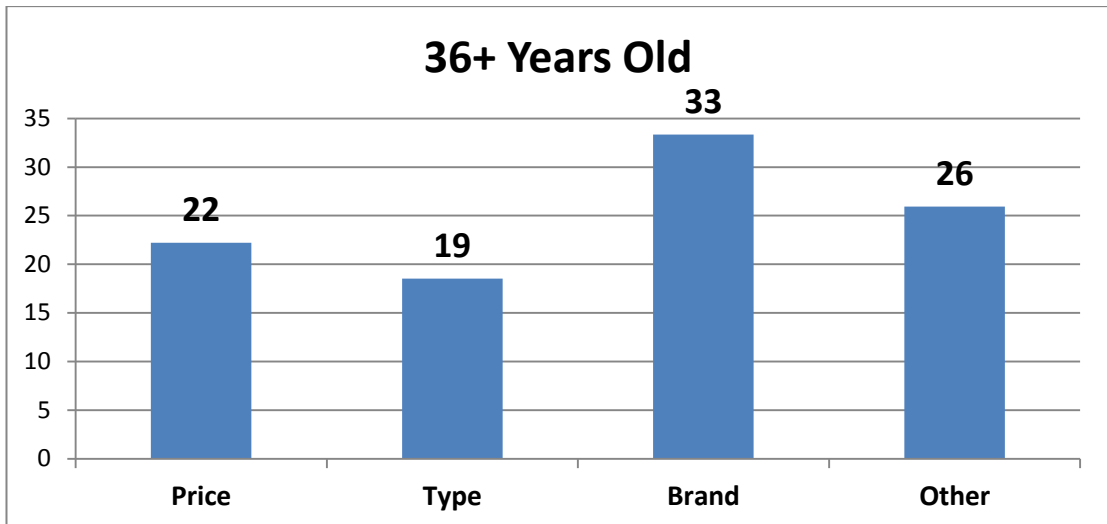
**Graphic 5: Preference Percentages Based on Age Range 18-24**

In order to apprehend how age affects consumer buying behavior, participants are divided into three groups as 18-24 years old (7 participants), 25-35 years old (15 participants) and 36+ years old (10 participants) consumers. To begin with the youngest working group, price is the most important factor alone that they consider while buying chocolates. It is of great importance to clarify participants between 18 and 24 years old are all with the lowest income in the experiment. Therefore the fact that this group is price sensitive while making chocolate purchases coheres with the claim that participants with lower income are influenced by price factor while making purchases. Also explicitly brand name has a positive impact on buying behavior of young customers. On the contrary, label information has no impact on buying behavior of this group. None of the participants in this group reads label information while buying chocolates. The column given as "other" stands for package and type of the chocolate preferences which does not have a significant effect either.



**Graphic 6: Preference Percentages Based on Age Range 25-35**

At 25-35 years old age group, price is not the primary factor in consumer buying behavior. 37 percent of participants at age 25-35 think brand is the most important factor while making chocolate purchases. Participants replying exploratory questions state that they are ready to pay more for the products with well known brand name compared to those with unknown brand name. Therefore marketers who enter the market with new brand name should focus on brand marketing to succeed in the market. Also a majority of participants at this group prefer to buy chocolates by checking its type. They prefer to buy plain chocolates with milk. At this group category, 11 out of 15 participants earn more than 3000 TRY thus price is not a fundamental determinant.



**Graphic 7: Preference Percentages Based on Age Range 36+**

Likewise 33 percent of participants at age 36+ consider brand to be the most important factor. Once again, price and brand appear to be fundamental factors determining consumer buying behavior. Additionally, a low level of label reading among participants on the basis of age category is observed once again.

## CHAPTER IV

### EMPIRICAL PHASE OF THE EXPERIMENT

The graphics given below display preferences of the participants at the empirical phase of the research. Throughout the experiment, participants are given six types of chocolates from different brands (given in the graphic) and asked to make choices related to price, taste, label, brand, package, country of origin and type of chocolate. It should be noted that some participants picked more than one chocolate while making choices especially related to the brand and taste. Therefore the percentage analysis is made according to the number of choices rather than number of participants. There are 103 preference answers out of 32 participants at the empirical phase of the experiment.

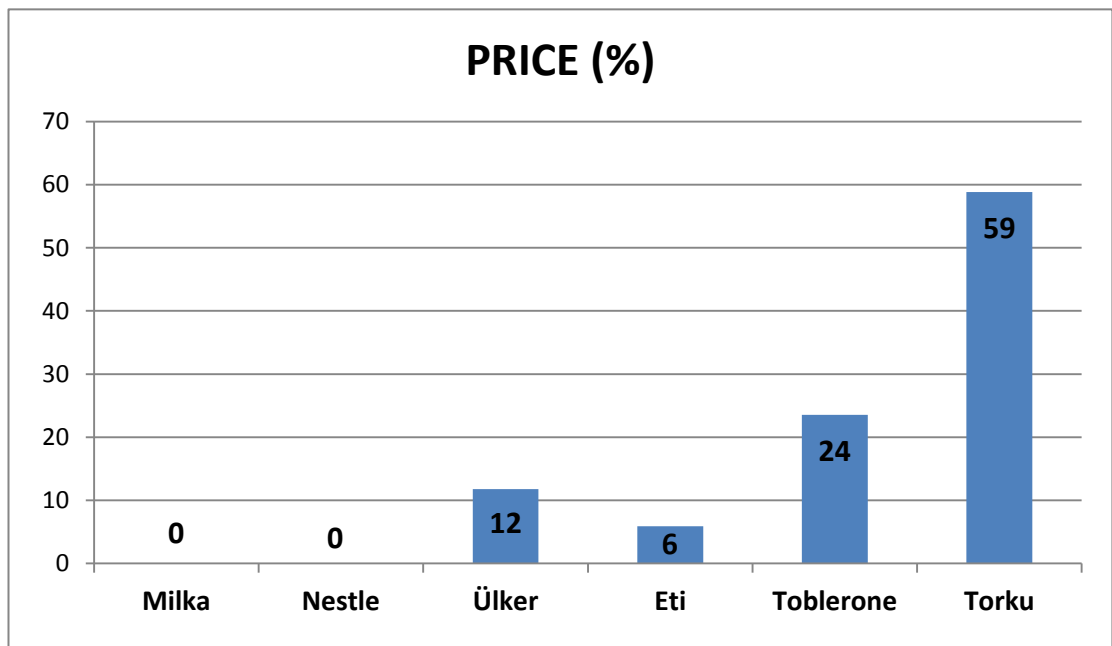
#### 4.1.Preferences Per Price

In the beginning of this stage, participants are introduced with the prices of the chocolates and asked to make choices.

PRICES*	
Toblerone	3.5 TRY
Nestle	2 TRY
Eti	2 TRY
Ülker	1.65 TRY
Milka	1.5 TRY
Torku	1.39 TRY

\*Prices represented in the table belong to March 2014 period

**Table 1: Prices of the Chocolates Used in the Experiment**



**Graphic 8: Preference Percentages Based on Chocolate Prices**

Knowing neither brand name nor the taste of the chocolates 59 percent of the choices is made for the cheapest chocolate, which is Torku costing 1.39 TRY. Of the preferences 71 percent is done by men and 29 percent by women. Female participants say that they ignore price information while buying chocolates because chocolate is an impulsive necessity. Besides as it is not a basic need, they prefer to ignore price factor and focus on which product give them more pleasure. As for male participants, they consider price information while buying chocolates in order to assess product quality and compare it with the alternatives.

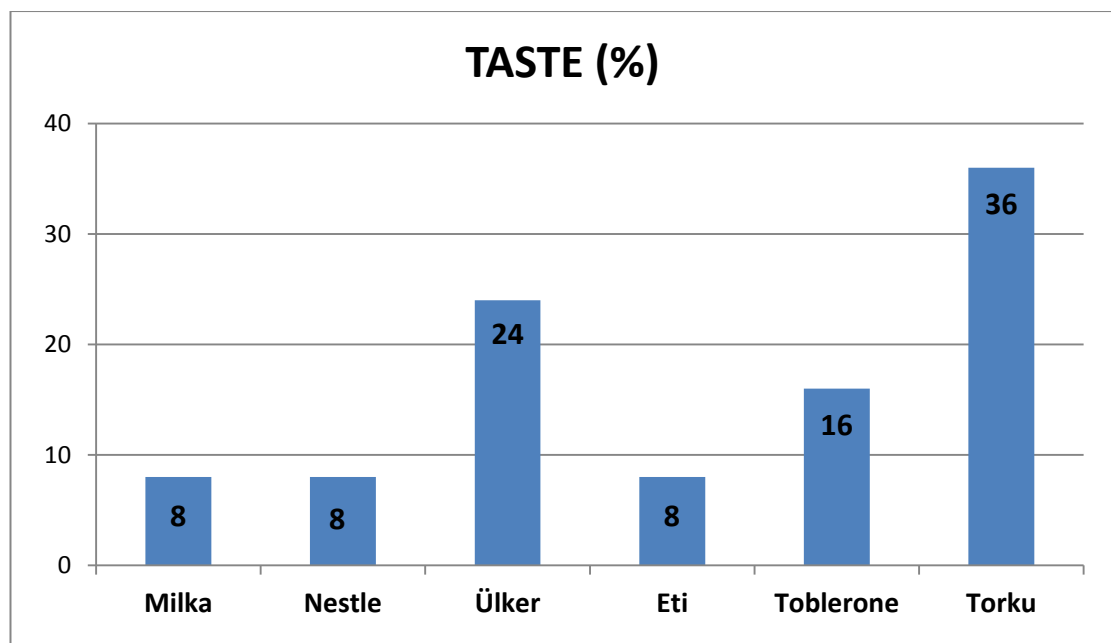
24 percent of the choices is made for the most expensive chocolate, Toblerone costing 3.5 TRY. Participants say that if they do not know other factors related to the chocolate they go for the cheapest one. According to participants choosing the cheapest chocolate, affording for an impulsive purchase product is already a luxury. Therefore the act of buying chocolate is enough to satisfy their need. Also they believe many chocolates taste the same in Turkey. The other group selecting the most expensive chocolate claim to believe that in the case of chocolates, the best quality is paralleled with the highest price; thus they would buy the most expensive chocolate to indulge themselves. However they emphasize the fact that this is valid



only for buying chocolates which is an impulsive purchase. 12 percent and 6 percent of the choices made for Ülker and Eti are done by participants with the idea that, if the buyer does not know any information related to the chocolate apart from the price, s/he would buy the average price not to risk the quality. Participants think that if they buy a product with average price compared to alternative brands, they will not risk the purchase and be satisfied with what they buy in any case.

Additionally it is of crucial importance to state that only 17 out of 103 answers are given for price of the chocolates, which means that in total price is not a tremendously significant determinant while buying chocolates. A number of participants even have skipped the price part while tasting and assessing chocolates. This data received at the empirical phase is slightly controversial with the data gathered in the exploratory phase of the experiment. There, 20 percent of participants said that they consider price to be important while buying chocolates whereas at the moment of empirical phase only 16 percent has considered the price factor after checking the price range.

#### 4.2. Preferences Per Taste



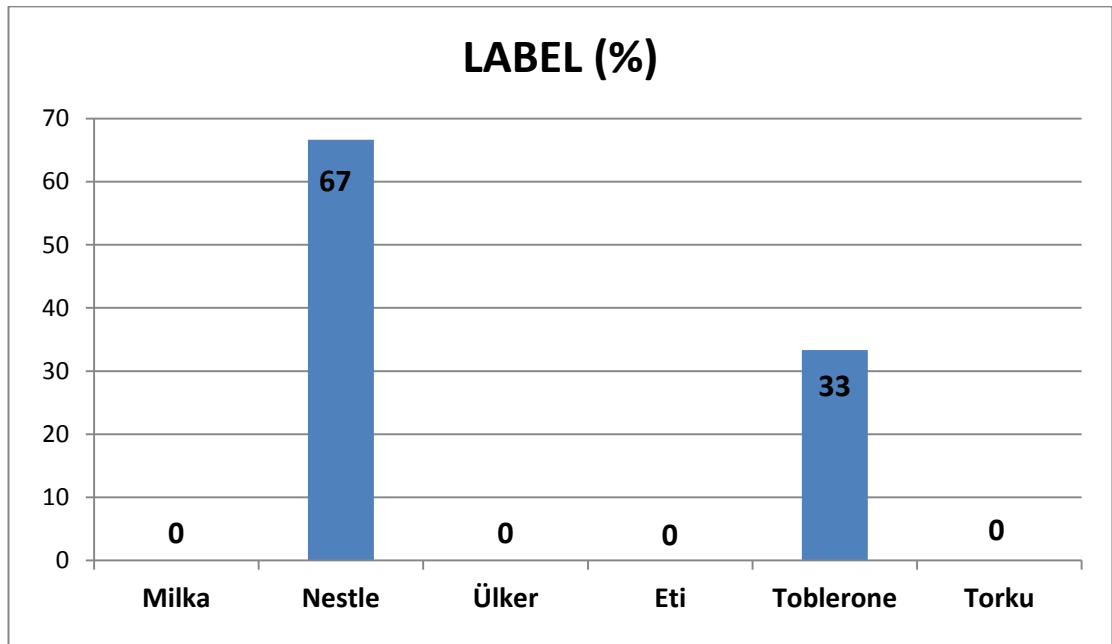
**Graphic 9: Preference Percentages Based on Taste of the Chocolates**

The second stage of the empirical phase is about tasting chocolates. Informed about the prices, participants are asked to taste all the chocolates and decide which one they would buy. Although it is not possible to taste a chocolate at stores or supermarkets before buying it, this research aims to observe the difference of reactions and preferences related to the very same chocolate before and after tasting it. It also targets to analyze buyers' presumptions about the brand. In total 25 answers are given related to the taste of chocolates, which is less than the number of participants (32). Some of the participants have not made choices based on taste, claiming that although they have enjoyed tasting chocolates in the experiment, the act is not realistic, since they cannot taste a chocolate at actual purchase moment. On the other hand many participants have provided data based on taste preferences. Of the answers given, 44 percent belongs to women and 56 percent belongs to men, which indicates that taste is almost similarly significant to each sex.

36 percent of preferences is in favor of Torku, the cheapest chocolate. Contrary to the assumption that the better a chocolate tastes the more expensive it is, in the experiment the cheapest chocolate is preferred at most. Participants have also confessed that they have not expected the unknown and cheapest brand to be that delicious. Torku is followed by Ulker with 24 percent preferences. Participants tasting Ulker chocolate even have recognized the brand name. What is more, even a number of participants who has said that they never buy Ulker out of their principles, has chosen Ulker chocolate as the tastiest one among competitors. Therefore it is concluded that presumptions about a brand might be deceptive and affect buying behavior. Hence marketers should analyze negative presumptions related to their product and pull consumers by changing them in favor of the product.

Alternative brands Toblerone (16 percent), Milka (8 percent), Nestle (8 percent), and Eti (8 percent) follow the leading brands in this category accordingly. Many participants tasting Milka have disliked its taste stating that it is too sweet and fat. Eti and Nestle are also not favored by participants due to their "ordinary taste". On the other hand Toblerone, which is not an "ordinary taste", is not that favored by a group of participants either, due to almonds and honey inside the chocolate. However the chocolate is still the 3<sup>rd</sup> number among the competitors.

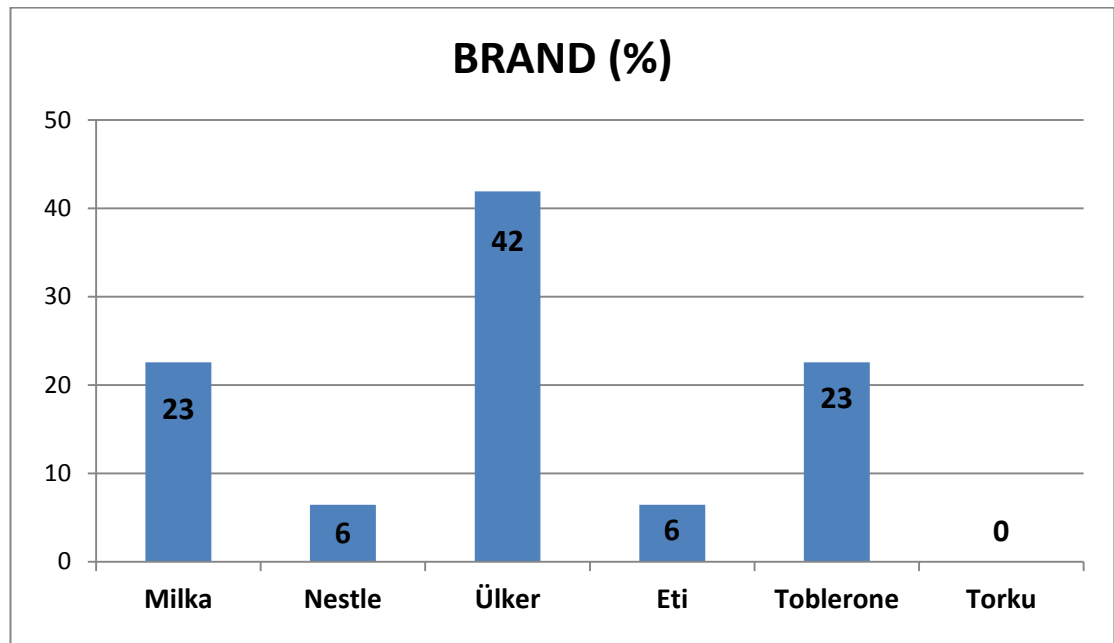
### 4.3. Preferences Per Label



**Graphic 10: Preference Percentages Based on Chocolate Labels**

In accord with the data provided at the exploratory phase of the experiment, participants tend to ignore label information while buying chocolates. Only 3(1 woman, 2 men) out of 32 participants have read the labels before making buying preference among chocolates. Nestle and Toblerone are picked as the best chocolates in terms of containing informative labels. Participants reading label information state that they have read the labels to check sugar, fat and cocoa levels. They also add that they would read label information just out of health concerns, since normally labels contain incomprehensive information and buyers feel uneasy while interpreting it. Explicitly, the use of label information is not widespread among participants. Considering the growing importance of label information in the contemporary world where genetically modified foods and additives unknown by consumers are prevalent, marketers and the government should take on the social responsibility of informing and motivating buyers about reading labels.

#### 4.4. Preferences Per Brand and Package



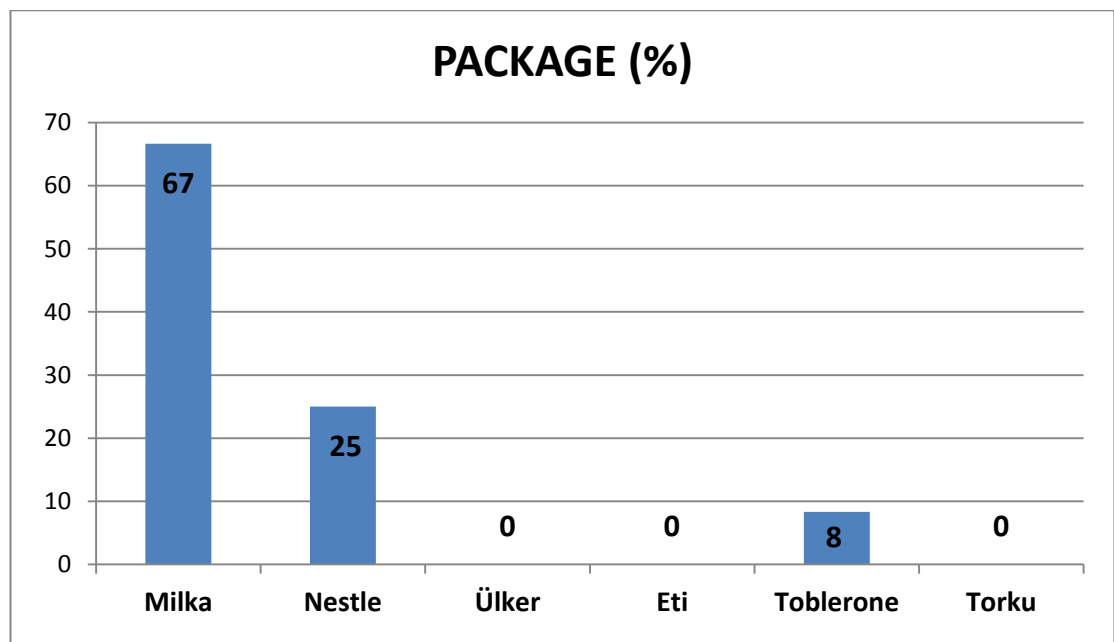
**Graphic 11: Preference Percentages Based on Brand Name of the Chocolates**

At the 4<sup>th</sup> stage, the participants make buying choices based on brand name of the chocolates. Some of the data retrieved at this stage is significant in disclosing the changes in consumer buying behavior. 25 out of 32 participants have made buying choices based on brand name whereas the rest of the participants have only considered other factors such as price and taste. When preferences made based on brand name are analyzed by gender, the percentages are relatively close to each other: 58 percent of preferences are made by women and 42 percent of preferences are made by men. So obviously the importance of the brand name in determining buying behavior is high for each sex.

To begin with Milka, although many participants disliked the taste of Milka at the 2<sup>nd</sup> stage, they have chosen the chocolate when the brand name was disclosed (23 percent of preferences). Participants claim that they prefer Milka because it is a reliable and popular brand. After they found out that the chocolate that they did not like in the beginning is actually Milka, they were taken aback. Thus it is concluded that presumptions related to the brand name thanks to marketing strategies convince

consumers about the quality of the chocolate. Nestle and Eti, which have 6 percent of preference, are told to be brands that do not attract participants that much. They acknowledge that brand name should awaken interest or trust in them. That is why the majority of participants choose Milka, Toblerone (23 percent), which awakens interest and Ülker (42 percent), which awakens trust in participants.

Participants choosing Ülker are also the ones who already recognized the brand name after tasting the chocolate. They say that they are loyal consumers of the brand because of its regular taste and quality. On the other hand, participants who liked the taste of Ülker chocolate have chosen Nestle and Eti as brands worth to buy. Thus it is observed that brand name has significant effect on consumer buying behavior. It is also asserted in exploratory phase of the experiment that the most important determinant of buying behavior is brand name. That is why none of the participants has chosen Torku at this stage. While Torku is the leader in preferences based on price and taste, it is not enough for the brand to hold on among popular brands yet. Therefore obviously Torku can increase its brand awareness quickly in the market by point of purchase advertisements such as making buyers taste the chocolate and by creating brand awareness via different marketing channels.



**Graphic 12: Preference Percentages Based on Chocolate Packages**

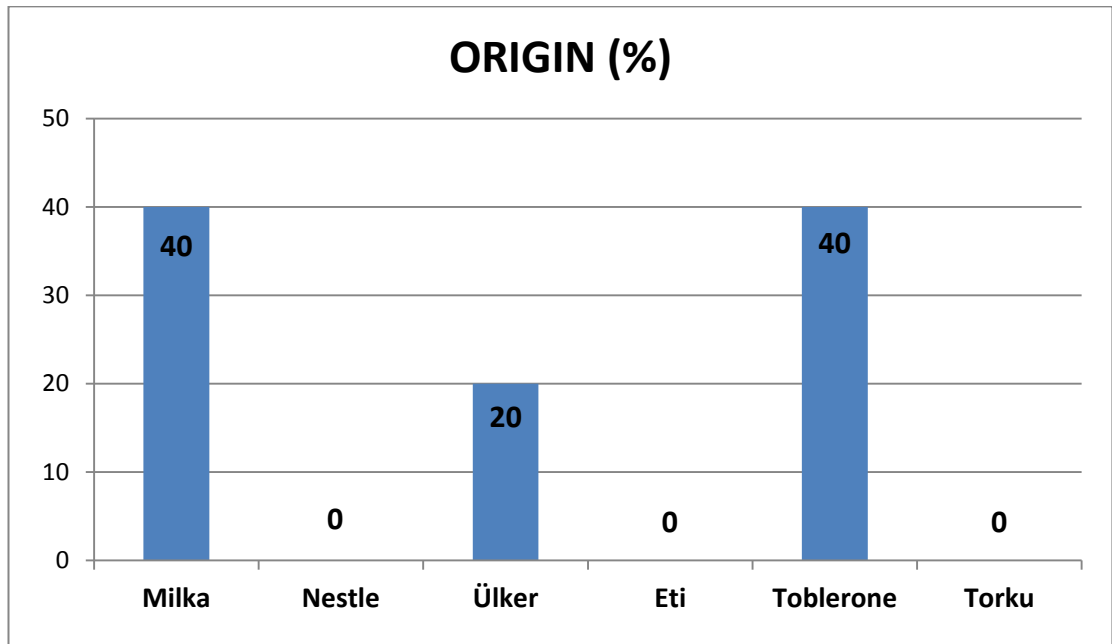
Package, which is linked to the brand name, is evaluated separately in the experiment to clarify how visual factors on the package affect buying behavior. Although consumers do not prefer to read label information, 15 percent of participants claim to be influenced by chocolate packages. This is confirmed by the graphic given above as well. Participants state that packaging has a significant impact on them as they are more attracted by the product because of the brand and package so that they have a perception about the product in advance.

67 percent of preferences based on package is made for Milka which stands out with its purple package and white and purple cow on it. Participants, whom 88 percent is women, acknowledge that Milka always has an interesting package and brand image, thus they sympathize with the brand easily. According to the participants the more interesting a package is the more they tend to be attracted. However package by itself is not enough to convince consumers to buy the product, which is also proven in Milka case. Considering preferences based on price, taste and label, participants almost ignored the product. Nevertheless it still is attractive in total thanks to brand awareness and image.

Nestle which the second preferred brand (25 percent) is chosen by participants because of its light brown color cover made of nostalgic-looking paper. Toblerone (8 percent) is also preferred by consumers because of its yellow-colored and triangle-shaped package. Participants state that chocolate brands using red color such as Ulker, Eti and Torku do not stand out on the shelves. Although they find red color appetizing in general, at the moment of purchase they are attracted by more attractive packages such as Milka and Toblerone. Participants choosing Milka and Toblerone say that the packages of these brands help them define themselves in the crowd. Therefore the experiment asserts Kotler's theory about personal and social factors affecting consumer buying behavior evaluated in the literary review.

In total preferences based on package, 75 percent is made by women and 25 percent by men, which discloses the difference between genders. It can be concluded that women are attracted by visual factors of the product more than men are.

#### 4.5. Preferences Per Country of Origin



**Graphic 13: Preference Percentages Based of Country of Origin of the Chocolates**

Only 2.7 percent of the participants take into consideration country of origin while buying chocolates. When given country origin information, participants have chosen Toblerone and Milka (each 40 percent of preferences) as they are foreign country origin. In total only 5 participants (2 women, 3 men) gives importance to country of origin while buying chocolates and 4 of them believe that if the chocolates are made in countries such as Switzerland, Sweden, Denmark or Belgium, they are good quality for sure. Also one participant who is represented with 20 percent of preferences, believes it is more important to buy Turkish origin products in order to support domestic production, and also because of religious approach. That is why participants who have chosen Ülkerin total preferences think that the brand connotes with domestic production and Turkish culture.

## CONCLUSION

This research has intended to analyze the extent buyers are involved with label information as well as other dynamics of the product at the point of purchase. By means of the experiment done with 32 participants who work in Manisa industrial zone, the study has examined customers' perceptions on different packaging elements of chocolates and provided essential analysis of consumer buying behavior. So as to position label information within consumer buying process, this research has scrutinized the role of chocolate packaging on consumer buying behavior.

The theoretical framework of the research is based on the secondary data (articles and books) which contains core concepts of consumer buying behavior, packaging, label, and decision making phase. Moreover the research covers gender, age, education and income levels of customers in order to reveal influence of individual characteristics of consumers when they make purchase decision for chocolates experimented in the empirical part of the study. The performed literature analysis highlights the idea that package can be treated as a set of various elements communicating different messages to consumers.

In the experimental part of the research, a 32-person focus group of employees in Manisa industrial zone has been interviewed to investigate consumer behavior during pre-purchase phase and at the point of purchase. The experiment has put forward information about the consumer attraction and importance of taste, price, and type of chocolate, package and product origin from consumer point of view. It concludes that chocolates are bought impulsively. However customers doing pre-planned shopping tend to read the information on labels due to health factors and the importance they give to price/performance ratio. The main purpose of food labelling regulation is to protect buyers from making mislead purchases as well as increase their awareness towards the product. On the other hand marketers use label as a tool of communication. However the experiment justifies the concern about the lack of awareness of label reading among consumers and proves that more efforts should be put by regulators as well as consumer protection bodies. Findings of the experiment suggest label reading is generally low among the participants.



The data collected from the empirical research provides the reader with a justification that of the packaging elements, price and brand are the leading determinants in buying behavior whereas package design and label information guides consumers during impulsive purchase as well.

The results of this research also gives some insight about consumer preferences for chocolates related to their product elements including taste. When the importance of informational elements are analyzed, it can be stated that brand and price are the most important elements. Comparing the impact of visual and verbal elements of package on consumer purchase decision, it can be stated that informational elements have a bigger impact than visual ones. Accordingly the experiment data puts forward that price and brand name convince customers to buy chocolates they have not tried before.

This study can be regarded as a guide to marketers in terms of illustrating the importance of point of purchase, especially for impulsive buyers. Therefore further analysis on point of purchase advertising and impulsive buyer's behavior can be done for additional output.

Although the significance of label information is claimed to have increased since packaging stands out as a communication tool affecting consumers' decisions, the experiment done in this research concludes that still price and brand are the most significant factors in determining buying behaviors and hence label awareness is to be increased.

The topic investigated in this research is complex, though promising. Decision making phase is a context which is broadly discussed in literary reviews yet still requiring extensive focus. While this study reviews decision making phase, and incorporates it within the experiment with the focus group, it still needs to be studied in different contexts as well. Further researches can be done focusing on psychological factors related to decision making, since just as the experiment has revealed, the first impulse and actual purchase may not always be the same.

Another limitation of the study is the size of empirical research, which can be expanded to large groups of consumers so that a more widespread claim for future studies can be ensured. In addition, although the literature review explains cultural, social and personal factors influencing consumer buying behavior, time and resource limitations have led the author to do the empirical research more based on personal factors.

Whereas the experiment is limited to chocolate products, it is still a challenging invitation for future studies to be done on different product categories. So that the significance of label information can be evaluated and reader can compare the importance of label information on consumer buying behavior based on different product categories.

By understanding consumer behavior of chocolate buyers, this study provides a spectrum of food industry incorporating marketing mix and strategy related to consumer behavior. Knowing buying preferences of chocolate consumers, marketers may increase their sales by enhancing their activities on the right target. Hence this micro level research is useful for marketers and future researchers who intend further investigation about the field of consumer behavior.

Last but not least, it is highly recommended that consumer buying behavior be evaluated by incorporating contemporary methods and new perspectives related to changing trends. Although this may be raised in several concepts, it is still worth emphasizing.

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## **APPENDIX 1: Exploratory Questionf of The Experiment**

*Dear Participant;*

*This form is prepared to obtain data for my master thesis supervised by Associate Professor Umut Halaç from Yasar University. Your participation in this interview is voluntary. Your responses will be kept confidential. Should you have any questions regarding the interview, you may contact Şerife Türkoğlu by email. Thank you in advance for your participation.*

*Şerife Türkoğlu*

*Yasar University, Graduate School of Social Sciences*

*Master of Business Administration*

*turkoguserife@gmail.com*

### **Preliminary Questions**

**Sex:**

- Man
- Woman

**Age:**

- 18 - 24
- 25 - 35
- 36+

**Educational Level:**

- Primary School
- High School
- Vocational School
- Bachelor
- Graduate School

**Monthly Income:**

- 0 - 800 TRY
- 801 TRY - 1500 TRY
- 1501 TRY - 3000 TRY
- 3000+ TRY

**How do you buy chocolates?**

- Preplanned
- Impulsively

**What do you consider while buying chocolates?**

- Price
- Label information
- Packaging
- Form
- Type (bitter, milk, etc.)
- Brand
- Country of Origin

**Questions Asked Throughout Product Displays:**

- ⇒ Chocolates are displayed without packaging. Nothing related to the brand is visible. Prices of the chocolates are given and participants are asked to make buying preference based on price information.
- ⇒ Participants are made taste 6 types of chocolates and once again make buying preferences. (Chocolate number 6 is Torku, which has emerged recently. Participants will not know anything about brand name till the end of the experiment. Till then, their reactions towards a new and unknown product will be observed and analysed. Besides whether their preferences change

based on price, label information, taste, brand name and country of origin is to be evaluated)

- ⇒ At stage 3 labels are shown to participants. They are asked to read labels and make buying preference according to label information.
- ⇒ Chocolate packages are shown to the participants. At this stage participants learn the brand names of each chocolate and make buying preferences according to brand name.
- ⇒ Countries of origin of the chocolates are told to participants. Once again they are asked to make final decisions.



## APPENDIX 2: Chocolate Packages Used In The Experiment







### APPENDIX 3: Total Data Output of The Experiment

Number of Participant	Gender	Age	Education	Monthly Income	How do you buy your chocolate?
1	Man	25-35	Vocational School	3000+ TRY	Impulsively
2	Man	25-35	Graduate Degree	3000+ TRY	Impulsively
3	Man	25-35	Bachelor Degree	3000+ TRY	Impulsively
4	Man	25-35	Bachelor Degree	3000+ TRY	Impulsively
5	Man	36+	Vocational School	3000+ TRY	Impulsively
6	Woman	25-35	Bachelor Degree	3000+ TRY	Impulsively
7	Woman	25-35	High School	3000+ TRY	Impulsively
8	Man	25-35	Bachelor Degree	3000+ TRY	Impulsively
9	Woman	25-35	High School	1501- 3000 TRY	Impulsively
10	Woman	25-35	Bachelor Degree	3000+ TRY	Impulsively
11	Woman	25-35	Bachelor Degree	3000+ TRY	Impulsively
12	Woman	25-35	High School	801 - 1500 TRY	Impulsively
13	Man	36+	High School	801 - 1500 TRY	Impulsively
14	Man	25-35	High School	801 - 1500 TRY	Impulsively
15	Woman	36+	Elementary School	801 - 1500 TRY	Impulsively
16	Woman	25-35	Elementary School	801 - 1500 TRY	Impulsively
17	Woman	36+	Elementary School	1501 - 3000 TRY	Impulsively
18	Man	36+	High School	1501 - 3000 TRY	Impulsively
19	Man	36+	Graduate Degree	3000+ TRY	Impulsively
20	Woman	36+	Bachelor Degree	3000+ TRY	Impulsively
21	Woman	36+	High School	1501- 3000 TRY	Impulsively
22	Man	18-24	High School	801 - 1500 TRY	Impulsively
23	Man	18-24	Bachelor Degree	801 - 1500 TRY	Impulsively
24	Man	18-24	Vocational School	801 - 1500 TRY	Impulsively
25	Man	18-24	High School	801 - 1500 TRY	Impulsively
26	Woman	18-24	Vocational School	801 - 1500TRY	Impulsively
27	Woman	18-24	Graduate Degree	801 - 1500 TRY	Impulsively
28	Woman	18-24	Graduate Degree	801 - 1500 TRY	Impulsively
29	Woman	36+	High School	801 - 1500 TRY	Impulsively
30	Woman	25-35	Graduate Degree	3000+ TRY	Impulsively
31	Man	36+	Graduate Degree	3000+ TRY	Impulsively
32	Man	25-35	Graduate Degree	3000+ TRY	Impulsively

Number of Participant	Gender	Price	Label	Package	Form	Type	Brand	Origin
1	Man	x	x				x	
2	Man			x		x	x	
3	Man	x		x	x		x	
4	Man							x
5	Man	x		x	x	x	x	
6	Woman					x	x	
7	Woman					x	x	
8	Man						x	
9	Woman		x				x	
10	Woman	x					x	
11	Woman			x			x	
12	Woman	x				x	x	
13	Man	x					x	
14	Man	x				x		
15	Woman	x				x	x	
16	Woman					x	x	
17	Woman	x		x				
18	Man	x				x	x	
19	Man					x	x	x
20	Woman		x	x			x	
21	Woman			x			x	
22	Man	x						
23	Man	x						
24	Man	x						
25	Man	x						
26	Woman			x			x	
27	Woman					x	x	
28	Woman			x		x	x	
29	Woman					x	x	
30	Woman			x		x	x	
31	Man	x					x	
32	Man			x		x	x	

Number of Participant	Gender	Milka	Nestle	Ülker	Eti	Toblerone	Torku
1	Man		Label, Brand		Taste, Brand	Price	
2	Man				Taste	Taste	
3	Man	Brand		Taste			Taste, Price
4	Man			Taste		Label, Brand, Origin	
5	Man		Taste	Taste, Brand			Taste
6	Woman	Taste, Brand, Origin					Taste
7	Woman		Brand				Taste
8	Man		Package			Price, Taste, Package	
9	Woman			Taste, Brand, Origin			
10	Woman			Taste	Price	Price, Taste, Brand	Taste
11	Woman	Package				Brand, Taste	Taste
12	Woman			Price, Brand			
13	Man			Price, Brand			Price
14	Man					Type	Price
15	Woman	Brand				Type	Price
16	Woman	Brand		Brand		Type	
17	Woman	Package					Price
18	Man			Brand		Type	Price
19	Man	Origin				Type, Brand, Origin	
20	Woman	Package	Label			Brand	
21	Woman	Package		Brand			
22	Man						Price
23	Man			Taste			Price
24	Man		Taste				Price
25	Man	Taste		Brand			Price
26	Woman	Package	Package	Brand	Brand		Taste
27	Woman			Brand		Type	Taste
28	Woman	Package, Brand		Brand		Type	
29	Woman	Brand				Type	
30	Woman	Package, Brand	Package			Type	
31	Man			Brand		Brand, Price	
32	Man	Package		Brand		Brand, Type	Taste