

STUDY OF COLOR INFLUENCE ON SHOPPER PERCEPTION TOWARD PACKAGED MINERAL WATER PRODUCT

Muchammad Gilang Pramuwidyatama and Herry Hudrasyah
School of Business and Management
Institut Teknologi Bandung, Indonesia
m.gilang@sbm-itb.ac.id

Abstract-The shopper are having numerous brands in selecting the packaged drinking water. Packaged drinking water is characterized by an over abundance of product choice and diversity. As a result, shopper are faced with the burden of making product evaluations and purchase decisions with an overwhelming set of informational cues such as packaging design and color. Color provides a unique source of information for picking out an object from its background Besides aiding our ability to detect the presence of objects, color also helps us recognize and distinguish them from other objects in the environment. The research is for analyzing and determining marketing strategy in using color as tool for brand identity, visual communication tools, and create perception towards all generation whose being shopper from packaged mineral water product. Based on the research writer found the following 8 perceptions that influenced by the color of packaging from mineral water products, they are likeliness, attractiveness, quality, visibility, easy to remember, Go Green, perceived value and willingness to buy. This research also find that generational gap influences shopper perceptions towards packaged mineral water product based on the color and color can be used for visual communication tools for building desired perception on packaged mineral water products.

Key words : Color, Generational Gap, Shopper Perception, Packaged Mineral Water

Introduction

Packaged mineral water is getting familiar as the aspect of convenience and quality has been guaranteed. Natural mineral water is defined as the water obtained directly from natural or drilled source from underground stratum which is protected from possible contamination. It is characterized by its content of its composition. The customers are having numerous brands in selecting the packaged drinking water. Packaged drinking water is characterized by an over abundance of product choice and diversity. As a result, consumers are faced with the burden of making product evaluations and purchase decisions with an overwhelming set of informational cues such as packaging design and color. There is increasing evidence that consumers use quick peripheral sensory cues, such as the visual cue of color, to simplify purchase decision process (Krishna 2009).

The customers are having numerous brands in selecting the packaged drinking water. Packaged drinking water is characterized by an over abundance of product choice and diversity. As a result, consumers are faced with the burden of making product evaluations and purchase decisions with an overwhelming set of informational cues such as packaging design and color. The grow of middle-class consumer in Indonesia offers big opportunity on packaged mineral water business because many people can afford packaged mineral water instead bring a mineral water from their home. The middle-class consumer in Indonesia consists of many generations, from generation X (Adult), generation Y (Yong-Adult) and generation Z (Teen).

Theoretical Foundation

Perception

Perception is a biological process. To be perceived, any information about events in the world must be registered by the sensory nervous system. The noted neuroscientist Mountcastle has vividly described this constraint:

Each of us lives within the prison of his own brain. Projecting from it are millions of fragile sensory nerve fibers, in groups uniquely adapted to sample the energetic states of the world around us: heat, light force and chemical composition. That is all we ever know of it directly; all else is logical inference. (1975, p. 131)

Mountcastle points out those sensory nerve fibers provide our only link to the external world; they alone represent our communication channels to reality. If environmental events fall outside the sensitivity range of our sensory channels, we will not experience those events directly.

Perception Involves Action

Human rely on vision for just about everything they do. Some tasks entail picking out an objects from it surroundings, we call this process as detection. Other tasks require the additional step of distinguishing one object from another, we call this process as discrimination. Or we may need to identify with precision a particular object, we call this process as identification. Then when we recognize that a specific object belongs to a general class of objects with the same properties, we use the term categorization to denote perceptual decision.

Color

Color provides a unique source of information for picking out an object from its background (detection). Besides aiding our ability to detect the presence of objects, color also helps us recognize (identification) and distinguish (discrimination) them from other objects in the environment. Evidently, color provides a clear landmark that allows us to direct our attention to objects within a cluttered environment, thereby improving our ability to notice changes in those objects or to judge their shapes (Brawn and Snowden, 1999). Color also makes it easier and faster to recognize objects, and it helps us to remember what we've seen (Gegenfurtner and Rieger, 2000). So, color has emotional and aesthetic impact, but the main purpose of color perception is to hel us detect, discriminate, identify, and remember objects.

Colors Meaning

Red: Red stimulates appetite and energy levels, raises blood pressure and makes a person feel hot. The color red is associated with power, energy, warmth, Christmas, love, excitement, daring, sexiness, intensity, activeness, aggression, passion, danger, desire, strength, violence, lust, courage, rage and anger. It is preferred by high-powered active women (Paul, 2002).

Blue: This color is non-threatening and is a color of trust and dependability. Blue provides a sense of coolness and hence people who enjoy being alone choose blue. It represents peace, tranquility, calmness, stability, harmony, unity, trust, truth, confidence, conservatism, masculinity, authority, security, cleanliness, order, loyalty, coldness, technology, depression, sky, and water (Paul, 2002; Jacobs et al., 1991).

Green: It is one of most-often cited favorite colors. It represents nature, environment, health, good luck, renewal, youth, vigor, safety, sourness, spring, generosity, fertility, Christmas, jealousy, inexperience, envy, money and misfortune. It's cool quality soothes, calms, and has great healing powers. It is often worn in operating rooms by surgeons. Green has religious significance in Ireland and is a sacred color in Muslim countries. It is associated with Christmas in the U.S., but in some tropical countries is associated with danger or disease (Nicholson, 2002; Paul, 2002; Singh, 2006). 9

Orange: This is a safe color and alerts our attention. Orange is a combination of yellow and red. 45 It represents energy, balance, warmth, vibrancy, adventure,

and inexpensiveness. It has luminous qualities and is used for attention-grabbing purposes, such as on caution signs. It symbolizes that a product is inexpensive and it has favorable associations with autumn, Halloween, and Thanksgiving in the U.S. (Wagner, 1988; Speichert, 2005).

Gestalt Theory of Perception

The five senses play an integral part in human comprehension and interpretation of experience. Beyond this, however, the processes through which we organize sensations demand a higher level of perception, known as the Gestalt principle, which can be stated simply as, "the whole adds up to more than the sum of its parts." Gestalt theorist contends that a whole object cannot be perceived simply by adding up our perceptions of its parts. Some of the parts may, in fact, become unobservable when combined with other parts.

Generation X (Adult)

People who born in 1966 – 1976, sometimes referred to as the "lost" generation, this generation known as the generation with the lowest voting participation rate of any generation. Generation X is often characterized by high level of skepticism, distrustful of marketing and promotion, and Generation Xers look for a balance between work and leisure and do not wish to pay the price that earlier generations did. They perceive that people in the past lived to work instead of working to live and do not intend to do so themselves.

The Value set of Generation X is that family comes first and career second and home and work success do not negate one another. Generation Xers buy products for their practicality, not for the status or esteem they bring. Generation Xers dislike advertising that hypes up products, perhaps as a reaction to information overload. Overstatement, hypocrisy, and self-importance in advertising all work against the seller.

Generation Xers are not drawn to the type of advertising that attracts other age groups. They typically dislike advertising that uses a lot hype, tries to make something out of the unimportant, or that takes itself too seriously. Generation Xers has its own ability to resist media in general. Although they display a sense of practicality when making marketplace decisions, there are certain goods and service choices that are tempered by sensitivity to such issues as drug and alcohol abuse and the environment.

Generation Y (Young Adult)

People who born in 1977 – 1994, Generation Y known as incredibly sophisticated, technology wise, immune to most traditional marketing and sales pitch. Generation Y members are much more racially and ethnically diverse and they are much more segmented as an audience aided by the rapid expansion in Cable TV channels, satellite radio, the Internet, etc.

Generation Yers are price and value conscious, expect a lot from the offerings in the marketplace, and are therefore "picky." They are also consumers who will try new products and services because they are less risk averse. Generation Y gets most of information from broadcast and other electronic media. Hence, television, radio, the internet, email, and another emerging technology are high on the list of sources.

Gen Yers are clearly "early adopters" (of innovations). These individuals have much higher expectations of the marketplace and what it offers. They tend to be more "picky." Price and value are very important to this generation.

Generation Z (Teen)

People who born in 1995 – 2012, Generation Z kids will grow up with a highly sophisticated media

and computer environment and will be more internet savvy and expert than their Generation Y forerunners. Generation Z (Teens) are significant purchasers of clothing, cars, CD players, television sets, cellphone, video games, and home computers.

A strong characteristic of teenagers is a preoccupation with appearance. During the teenage years, young people are seeking a sense of identity, so the way in which they appear to others is important to them and drives their behavior in the marketplace. Another Characteristic of teenagers is their openness to new ideas and new products. Across all age groups, they are the most willing to experiment.

Generation Z see many products and are always on the lookout for the newest items. Comfort, safety, retail mix, accessibility and atmosphere characteristic were important in identifying their favorites. Most of Generation Z are "responsible and influential" consumers, and also brand conscious regarding the products they use.

Methodology

Exploratory Research

Exploratory research is a type of research conducted for a problem that has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist (Zikmund, Babin, Carr, Griffin, 2009) .

Type of exploratory research that used in this research is literature study which using the theories that stated in chapter before to analyze the phenomenon of the object. The data that collected from the literature study is the secondary data. It's the data that have been already collected by and readily available from other sources. The writers got these secondary data from books, articles, journals, and topic-related website. In this research, the literature study is mainly about perception and marketing.

Focus Group Interview

Focus group interview is an unstructured, free-flowing interview with a small group of people. It is not a rigidly constructed question-and answer session, but a flexible format that encourages discussion. (Zikmund, 2009). Participants meet at a central location at a designated time. The group consists of a moderator (interviewer) and six to ten participants who discuss a single topic. The moderator introduces the topic and encourages the group members to discuss the subject among themselves. Focus groups allow people to discuss their true feelings, anxieties, and frustrations, and to express the depth of their convictions in their own words.

Sampling

Sampling is a process used in statistical analysis in which a predetermined number of observations will be taken from a larger population. The methodology used to sample from a larger population will depend on the type of analysis being performed, but will include simple random sampling, systematic sampling and observational sampling. The sample should be representation of the general population (Zikmund, Babin, Carr, Griffin, 2009)

1. Define target population

The population target for this research is in the city of Bandung, where the research will be conducted. Based on the data from Badan Pusat Statistik from the internet, the population of Bandung by year of 2010 is 3.174.499 people.

2. Identify sampling frame

To identify sampling frame, the data of respondent will be used based on Generation, which is generation X, Y and Z in Bandung city area.

3. Select Sampling

These theses used probability sampling and choose cluster sampling with specified area as the method. For this research writer use Urban are in City of Bandung.

4. Determine sample size

To determine the sample size, Sloviformula with the error of 10% and population of 2.222.149 people was used (estimated Gen X, Y and Z is 70% from the population of Bandung city by year of 2010)

$$n = \frac{Z^2 \cdot p \cdot q}{e^2} \quad (\text{questionnaire should be spread})$$

Questionnaire

Questionnaire is an important tool to gather primary data, since the respondent is located in Bandung. The questionnaire itself used Bahasa Indonesia for the questions in questionnaire. The questionnaire will be likert questions. The question were related with the consumer perception toward the color of packaging of packaged mineral water products.

Conclusion

From the data analysis Based on the research there are 8 perceptions that influenced by color, they are :

1. Likeliness - Respondents feels that packaging color from mineral water products influenced their likeliness to the products. Respondents feels that if they like the product they would likely to tell the product to their friends but the likeliness factor do not influence their buying decision.
2. Attractiveness - Respondents feels that packaging color from mineral water products influenced attractiveness factor on mineral water products. If the products were seems to be attractive for them, they would likely to touch the product and find more info about the products.
3. Quality - Respondents feels that packaging color from mineral water products can influence their perception towards the quality of mineral water products. They also agreed that quality is the most important factor that influence their buying decision.
4. Visibility - Respondents feels that packaging color from mineral water products can help them to recognize the products when the products were located on shelves. Respondents agreed that color can increase the visibility of the product itself.
5. Remarkable - Respondents feels that packaging color from mineral water products can help them to remind the products. Reminding the product can help them when they were facing buying decision in the future
6. Eco Friendly - Respondent feel that packaging color from mineral water products can represent wheter the product is eco-friendly or not. They feel being eco-friendly is important because they feared some issues related on product which use plastic as the packaging material.
7. Perceived Value - Respondents feel that packaging color from mineral water influenced their perception toward the mineral water products perceived quality. Respondents feel that some color can represent the value and the quality of the products.
8. Willingness to Buy - Respondents feel that packaging color from mineral water can influence them when they want to buy mineral water product. Respondents feel that color represents values that influence their willingness to buy.

From the data analysis writer found that generational gap influences 7 factors (likeliness, quality, visibility, remarkable, eco friendly, perceived value and willingness to buy) and does not

influence 1 factor (attractiveness). The research proved that the differences on character on each generation influence shopper perception based on color towards packaged mineral water product.

Recommendation

Based on the data and analysis, Color is good visual communication tools on packaged mineral water products to build desired perception that lead into action from shopper. More of reccomendations from writer are :

- Color can be used for visual communication tools for building desired perception on mineral water products.
- Consider the age of the target market because generational gap influence shopper perception based on color.

Reference

Akçay, Bhatnagar, Dalgin, 2011. Perception of Color in Product Choice among College Students: A Cross-National Analysis of USA, India, China and Turkey, International Journal of Business and Social Science Vol. 2 No. 21. Available from:

http://www.ijbssnet.com/journals/Vol_2_No_21_Special_Issue_November_2011/6.pdf

Armstrong, Gary, Kotler, P., 2007, Marketing an Introduction: Eight Edition, USA, Pearson Babin, Carr, Griffin, Zikmund, 2009. Business Research Methods : Eight Edition, USA,

Cengage Learning?Berenson, Krehbiel, Levine, 2006. Business Statistic: Fourth Edition, USA, Pearson

Bernard, Rouillet, 2005. Pharmaceutical Packaging Color and Drug Expectancy.France, Advance in Consumer Research Volume 32. Available from:

http://www.acnwebsite.org/volumes/v32/acr_vol32_74.pdf

Blake, Randolph, 2006. Perception : Fifth Edition, USA, McGraw Hill?Chakravarti, Laha, and Roy, 1967. Handbook of Methods of Applied Statistics, Volume I,

John Wiley and Sons?Gobe, Marc, 2009.Emotional Branding : The New Paradigm for Connecting Brands to

People, USA, Allworth Press?Goncalves, Ricardo, 2008. Consumer Behavior: Product Characteristics and Quality Perception. Muenchen. Available from:

<http://mpira.ub.uni-muenchen.de/11142/>

Keller, Kevin, 2008. Strategic Brand Management: Third Edition, USA, Pearson

Lindquist, Sirgy, 2009. Shopper, Buyer, and Consumer Behavior: Theory, Marketing Applications and Public Policy Implications : Fourth Edition, USA, Cengage Learning