PACKING DESIGN ROLE FOR THE PROMOTION OF BEER ON THE MARKET OF TIMIS COUNTY

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Abstract. This paperwork presents the results following the market study concerning the investigation of the existing beer package types, the specification of the image among the consumers and their opinion about the shape, the size, the color, in one word about the design of the package.

INTRODUCTION

According to the ambience of the modern supermarkets and of the specific relationships from the stores’ system, the package is perceived as the image, beyond the elementary functions of preserving and protecting the product. It becomes a subtle manipulator conceived to stir someone’s curiosity, to be seen and finally bought.

From this interesting perspective, the packing design can create a certain image over the product, so that it would drive attention over, easily to memorize, and to operate as a stimulant at the subconscious level, in order to determine always the buyer to return to the same product.

Thus, the visual aspect becomes an important element and an ideal way to create the product image using the shape, color, graphic and material structure.

It is very important that the marketing manager to decide on the image that he wants to stand out for that product and also to the package. First, he has to know very well the consumer’s requests, an absolute necessary stage in designing accomplishment and harmonization.

This study meets the needs, helping the marketing manager with the market research results.

MATERIAL AND METHODS

Market research meant to determine the accessing methods to certain information and to project the instruments needed to gather all the data. The descriptive research is based over a transversal study, the so-called questionnaire search. The questionnaire foresees the definition of the researching problem, the determination of the questions’ content, the determination of
answering methods, the determination of the language, the determination of the question sequence.

**The sample establishment**

During the sample establishment two important characteristics had been taken into consideration, its shape and structure. The adopted sampling method to realize this research is of probability-mixed type, where the size of the sample depends on the precision and the trust level.

The size of the sample is given according to the following formula:

\[
\begin{align*}
  n &= \frac{t^2 \cdot p \cdot (1-p)}{e^2} \\
  &= \frac{(1.96)^2 \cdot 0.25}{(0.035)^2} \\
  &= 800
\end{align*}
\]

Where:
- \( t = 1.96 \) to the trust level of 95%  
- \( e = 3.5\% \)
- \( p = 0.5 \)

After the determination of the sample size, there had been chosen the area where the questionnaires was to be applied, in this way were made up the sampling points. These are the following cities: Timisoara, Deta, Lugoj, Sannicolau Mare and these are the villages: Romanesti, Gavojdia, Fibis, Carpinis, Diniias, Moravita, Cheveresu Mare, Biled.

Starting from the population ponderosity from urban and rural environment, the number of those interviewed had been established to 491 persons from the city and 309 persons from the village.

In the following stage, the families to be questioned were selected according to the random method. Thus, the field operators applied the questioning on the respect of 3 onto the number of the houses. If there is a block of flats, the questioning developed at every 3 apartments (the same step of three), but no more than 3 questionnaires on each block of flats.

Another step of selection was to elect the person to answer the questions. The person in the house whose birthday date was the biggest, that one answered the questions, in order the give the chance of the each element of the population to take part into the sampling.

After the study finished, the social-demographic structures of the sample were compared to the principal population structures of Timis County, the results framing into the error limits that the research was designed.

**RESULTS AND DISCUSSIONS**

The results are reproduced into the following figures.

1. The size of the package

   The answers of those interviewed concerning the size of the package, points out the choice for a smaller size of package, to afford the immediate and total use of the content, for packages between 200-1000ml and for a wider diversity.

   On the question:
Q1) What are the suggestions that you can give us for the improvement of these size packages concerning?

The answers are as follows:

- **44.4%** considers that it is more appropriate a smaller packing for a total consumption of the content on the first opening;
- **30.6%** considers that the 200-1000ml size package is for the best;
- **25%** wish for “a wider diversity” concerning the size of the packages.

**The suggestions of consumers concerning at packages size.**

![Bar chart showing the distribution of consumer preferences for package size]

Fig.1- The size of the package

2. The shape of the package

The consumers answers concerning the shape of the packages draw out their interests for a more attractive shape, specific for each type of the product, for a wider diversity on the shapes, unconventional but more practical shapes.

Q2) What are the suggestions that you can give us for the improvement of these shape packages concerning.

- **63.1%** wish for a more attractive shape;
- **14.4%** wish for a specific shape according to the type;
- **8.8%** wish for a wider diversity of the package shapes
- **8.1%** make a choice for an unconventional package on the beer bottle;
- **5.6%** want a more practical package.
The suggestion of consumers concerning packages form.

Fig. 2- The shape of the package

3. The color of the package

The answers, concerning the favorite color of the package, point out a certain preference for a wide color palette, representative for each brand of beer in part.

Q3) What are the suggestions that you can give us for the improvement of these color packages concerning.

- 9.5% makes a choice for more attractive colors;
- 31.1% wish transparent bottles for a better visualization of the content;
- 4.7% prefer light brown color bottles;
- 54.7% choose a wide color palette from brown and green, to yellow, red, blue representative for each brand in part.
The suggestions of consumers concerning the packages colour.

Fig. 3 - The color of the package

3. The graphic of the package

The opinions concerning the graphic of the bottle are quite different. While the majority chooses a more attractive graphic, with some specific elements on the most popular holidays, some prefer a simple, different and representative graphic for each brand, a graphic that would draw consumer’s attention and afford easy recognition.

Q4) What are the suggestions that you can give us for the improvement of these graphics packages concerning.

- 44.3% considers important a more attractive graphic;
- 29.2% wish a holiday specific graphic;
- 15.1% choose for a simple graphic;
- 7.5% choose for a different graphic;
- 1.9% wish for a representative graphic for each brand in part;
- 2% wish to introduce suggestive design on the label, to point out consumer’s attention and to easily recognize the favorite brand.
The suggestions of investigated persons concerning the packages graphic arts.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>44.3%</td>
<td>Attractive graphic art</td>
</tr>
<tr>
<td>29.2%</td>
<td>At holidays to be specific</td>
</tr>
<tr>
<td>15.1%</td>
<td>Diversified</td>
</tr>
<tr>
<td>7.5%</td>
<td>Simple</td>
</tr>
<tr>
<td>2.0%</td>
<td>Suggestive drawings</td>
</tr>
<tr>
<td>1.9%</td>
<td>Illustrative</td>
</tr>
</tbody>
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Fig. 4 - The graphic of the package

CONCLUSIONS

The results of the study underline that those interviewed choose for a more attractive shape, for small quantity packages for a total consumption of the content on the first opening, because once it is opened, the beer looses its taste, flavor, acidity and strength.

It is easier to choose transparent packages to afford the visualization of the content. There is a suggestion on changing the classic bottle packages, a revision on the size from 200-1000 ml, an improvement in the quality, a wider diversity of the forms specific for each brand in part. There are suggestions of using daring colors, a more suggestive graphic for each brand and a specific holiday graphic.

Following the results received, it is obvious that the consumers wish for a change in the package design.

BIBLIOGRAPHY