

Packaging and its Effect on the Palestinian Consumers' purchase Decision – the Case of Six Dairy products Companies Operating in Palestine.

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Abstract: This research attempted to examine packaging and its effect on the Palestinian consumers' purchase decision making – the case of six dairy products companies operating in Palestine. Thus, the research concerned itself with knowing the origin and definition of packaging and its promotional role, determining the requirements of good packaging, and developing an appropriate model for good packaging. In the light of this, the research offered solutions and recommendations to help dairy products companies operating in Palestine to overcome their obstacles and problems, to offer advanced services, to create more competition and to reduce service cost.

An empirical study was conducted to collect the primary data through using consumers' questionnaires (500 questionnaire). In addition, the researcher has developed a model for good packaging. The findings of the study, based

المخلص: في هذا البحث، تم دراسة مدي تأثير غلاف السلعة علي عملية اتخاذ قرار الشراء لدي المستهلك الفلسطيني – دراسة حالة شركات منتجات الألبان الستة العاملة في فلسطين. وقد تم التعرف علي أصل و تعريف مفهوم غلاف السلعة، و كذلك تم التعرف علي متطلبات غلاف السلعة الجيد، بالإضافة إلي تطوير نموذج لغلاف السلعة الجيد. و في ضوء ما سبق، تم عرض الحلول و التوصيات لمساعدة شركات منتجات الألبان العاملة في فلسطين للتخلص من هذه المشاكل و المعوقات، و كذلك لاتخاذ إجراءات تسويقية مناسبة للمحافظة علي عملائها و في نفس الوقت جذب عملاء الشركات المنافسة و كذلك جذب عملاء جدد.

وقد اعتمدت الدراسة علي البيانات الأولية، حيث قام الباحث بإعداد إستبانة لعينة عشوائية من عملاء شركات منتجات الألبان (٥٠٠ إستبانة). إضافة لما سبق، قام الباحث بتطوير نموذج لغلاف السلعة الجيد.

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on respondents' point of view, show that packaging affects the Palestinian consumers' purchase decision making for many reasons that will be discussed later in this research.

The research came to recommendations for academic people and researchers, dairy product companies and other future competitive companies, and for consumers.

و أظهرت نتائج البحث أن غلاف السلعة له تأثير علي عملية اتخاذ قرار الشراء لدي المستهلك الفلسطيني لأسباب عديدة تم التطرق لها في البحث. و في النهاية، تقدم الباحث بعدة توصيات للأكاديميين، شركات منتجات الألبان العاملة في فلسطين و الشركات المنافسة المستقبلية الأخرى، و لعملاء هذه الشركات في ضوء معطيات الجانب التطبيقي للبحث.

1. LITERATURE REVIEW

1.1 Introduction:

In today's highly competitive environments, marketers should improve consumers' loyalty to maintain a comfortable and lasting position in the marketplace. That's mean, the success of a company relies largely on its capabilities to attract consumers toward its brand. In particular, the retention of current consumers and making them loyal to the brand are the critical point for the survival of a company. Therefore, packaging is one of important element which can help to establish the brand image and loyalty.

Prior to World War II, packaging was used primarily to protect products during storage, transportation, and distribution. In that period, the seller market became dominant, and consequently the products in the market were limited, and demand exceeded supply, so the intensity of competition did not influence the purchase of the existing products. Thus, the producers did not give much attention to packaging. After World War II, companies became more interested in marketing (including promotion) as a means of affecting consumer purchase decision making (Wilson, 2007 ; Elsevier, 2005 ; Kirwan, 2005 ; Tummala, 2004 ; Abed El Fatah, 1974 ; and www.answers.com).

The purposes of the research are therefore: (1) to review the definitions and concept of packaging and its promotional role, (2) to review the requirements of good packaging, (3) to develop a suitable model for good packaging based on a clear definitions and suitable parameters, and (4) to reach a conclusion on how important packaging

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is to the six dairy products companies operating in Palestine and for
what reasons.

1.2 Problem Statement:

Although packaging has always been emphasized by many as the most important ingredient of a products in terms of protection during storage and transportation, many still ignore (underestimate) its promotional role. This phenomenon is clearly seen in the developing countries, including Palestine. In line with the previous statement, in developing countries food wastage ranges between 20 – 50% because of poor packaging, while this percentage in Europe is approximately 2 – 3% (Pongracz, February 1998).

Today, management of the companies in developed countries pay attention to packaging more than before due to its important communicative role and use it as effective tool to affect consumers' purchase decision making. In addition, there is an increasing investment made on packaging to create differentiation and identity for relatively homogenous consumer product. Therefore, many marketers have called packaging a fifth P, along with price, product, place, and promotion (Kotler, 2006).

Based on the problem discussion, the main purpose of this research is to examine packaging and its effect on the Palestinian consumers' purchase decision making – the case of six dairy products companies operating in Palestine.

1.3 Research Hypotheses:

- 1- There is a relationship between packaging design and consumers' purchase decision making.
- 2- There is a relationship between packaging benefits and consumers' purchase decision making.

1.4 Research Objectives:

- 1- Knowing the origin and definition of packaging and its promotional role.
- 2- Determining the requirements of good packaging.
- 3- Developing an appropriate model for good packaging.
- 4- Helping in finding solutions and recommendations necessary for overcoming obstacles and problems in the

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field of packaging. In addition, recommending academic people and researchers, the dairy products companies, and consumers.

1.5 Research Significance:

In recent times, packaging has become a potent marketing tool. Well-designed packages can create convenience value for the consumer and promotional value for the producer. In addition, the companies spend millions of dollars in marketing research for packaging. Therefore, many marketers have called packaging a fifth P, along with price, product, place, and promotion as mentioned earlier.

In addition, it is generally accepted that 70% of a consumers' purchasing decisions are made at the point of sale. Therefore, if packaging is so important as to influence 70% of consumers' purchasing decisions then it must be continually reviewed and tested against highly competition. In 1994, packaging costs exceeded \$50 billion and an estimated 10 cents of every dollar spent by a consumer goes to packaging (Berkowitz *et al*, 1994). Today, it is probable that this cost exceeds many times this number.

This study is considered a new addition to science and knowledge, as this topic has not been investigated in Palestine according to the researcher's best knowledge. This study will be a reference for researchers, students, and those interested in the field of packaging besides the six dairy products companies and other future competitive company (companies). In addition, this research will contribute to making up for some scarcity resulting from lack in the number of previous studies in the field of marketing services in Palestine in the light of modern concept of marketing.

1.6 Research Scope and Limitations:

The study scope and limitations can be summarized in the following:

a- Place limitations:

The field study conducted by the researcher is confined to six dairy products companies working in Palestine (Aljuneidi, Safi, Alnada, and Algebrini are Palestinian companies, while Tnuva and Strauss are Israeli companies).

b- Human resource limitations:

This study has included a random sample of dairy products

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----- **Packaging and its Effect on the Palestinian Consumers'** consumers with the purpose of measuring their opinions and attitudes in an attempt to find out the relationship between packaging and its effect on the Palestinian consumers' purchase decision making, and their general feelings of satisfaction or discontent.

c- Time limitations:

This research covers the period from 10th May 2008 to 15th December 2008.

1.7 Research Difficulties:

The following are some difficulties that the researcher encountered which conducting this research:

- The researcher tried to conduct packaging and its effect on the Palestinian consumers' purchase decision making (the case of six dairy products companies) from consumers' point of view. So, he intended to take a random sample of the West Bank and Gaza Strip consumers for the questionnaire, but he failed to do so in the West Bank because there were a real war in the West Bank between the Israeli occupation and Palestinian people at the time of the research. In addition, the geographical separation between the West Bank and the Gaza Strip and the frequent siege on the Gaza Strip put obstacles on studying sample from the West bank. Despite the researcher's frequent tried to take any consumers' random sample in the West Bank during the research period, he failed to do so.
- The difficulty of getting data from the six dairy products companies operating in Palestine.
- 519 questionnaires had been distributed in order to collect a number of valid 500 questionnaire forms.
- Each questionnaire of the 500 selected contains 31 questions. These questions of each questionnaire from the 500 mentioned above were reviewed in full in the process of reading and analysis to ensure the validity and reliability of research findings.
- More than 50 persons assisted in distributing the questionnaires in all of the Gaza Strip Governorates starting from Rafah and ending in Beit Hanoun.

1.8 Origin of the Present Research Model in Packaging Literature:

After the comprehensive review of available literature on packaging,

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the researcher concludes this part by presenting a model for good packaging, putting its parameters for the model, and identifies its primary dependent and independent variables. By definition, a model is an abstraction of reality, a simplified representation of some real world phenomenon.

1.8.1 The Dependent and Independent Variables for the Model:

1.8.1.1 The Dependent Variables for the Model:

By definition, dependent variables are the key factors that we want to explain or predict and that are affected by some other factor(s). This definition lead to the following question: what are the primary dependent variables for the model?

In this model, "consumers' purchase decision making" is the only primary dependent variable.

1.8.1.2 The Independent Variables for the Model:

After knowing the dependent variables for the model, it is time to know what are the major determinants of "consumers' purchase decision making"? The answer to that question brings us to the independent variables. Independent variables can be defined as the presumed cause of some change in the dependent variables (Al Refaai, 1998, PP. 67-68).

In this model, after the comprehensive survey of available literature on packaging, the researcher found there are two main independent variables: packaging design (technical identity) and packaging benefits (communicative identity).

1.8.2 Origin of the Present Research Model in Packaging Literature:

The original work of Kotler (2006) and many authors and researchers such as Birgelen *et al* (March 19, 2008), De Run and Fah (2006), Roullet and Droulers (2005), and Lonergan *et al* (2002) regarding input analyses was found to be useful in constructing this research model. As you can see, the model is partially normative and partially descriptive (see a diagram of packaging model).

Kotler (2006) is partially evident in the normative part of the model. However, the researcher is solely responsible for the descriptive part – upon which the hypotheses of this study will be based.

- Model Inputs:

The model uses many sets of inputs. These inputs are as follows:

- 1- Packaging design "Technical identity" (Independent variable):

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- Product information.
- Shape.
- Picture.
- Logo.
- Color.
- Size.
- Language.
- Protect products.
- 2- Packaging benefits "communicative identity"
(Independent variable):
 - Functional.
 - Social.
 - Emotional.
 - Environmental.

- Model Outputs:

In this model, the researcher specifies one output: "consumers' purchase decision making" (dependent variable).

1.9 Research Literature Review:

The aim of this part is to review available studies to get the needed information. This part reviews foreign studies, and relevant periodicals concerning packaging. The researcher has proposed the literature review due the timetable.

After the comprehensive survey to all available resources, the researcher failed to find studies that are related to packaging and its effect on the Palestinian consumers' purchase decision making – the case of six dairy products companies operating in Palestine.

- El-Omari's Study (1998)

This study examines the promotional role of packaging in attracting Jordanian consumers' attention to local products. The findings of this study show that good packaging has an important promotional role to play in the Jordanian market. The strong positive correlation between consumers' attraction to good packaging and the different promotional issues of packaging emphasizes the overall promotional role of packaging.

- Pongracz's Study (February 1998)

This study investigates the social importance of packaging.

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According to this study, packaging is substantial to obtain basic consumer goods. It is also important to satisfy consumers' needs in an effective way. Packaging should fulfill its function with a minimum overall resource use. Packaging efficiency offers more service with less resource use. Especially at food distribution, the packaging role is substantial in reducing wastage by preventing spoilage. Overall for every 1% increase of packaging, the amount of food waste decreases by 1.6%.

- Thogersen's Study (1999)

This study investigates the ethical consumer: moral norms and packaging choice in Denmark. Results of this study indicate that a majority of Danish consumers have developed personal norms about choosing environment-friendly packaging and the personal norm is a significant predictor of their propensity to choose environment-friendly packaging in the supermarket.

- Lonergan et al's Study (2002)

This study examines the effects that socially conscious packaging has on brand image, focusing more specifically on deceptive and environmentally conscious packaging. It aims to provide an indication of how a product's brand image is influenced by self-concept and the use of certain elements in its packaging: deceptive packaging and environmentally conscious packaging.

- Barnes et al's Study (2003)

This study aims to examine the impact of affective design of product packaging upon consumer purchase decisions in the United Kingdom. Results of this study show the relationships between confectionery packaging shape and recipient demographic profile. It is concluded that to inform the design process the study it is important to consider the whole purchase experience, for example, product purchaser, product user and purchase reasons.

- Silayoi et al's Study (2004)

This study is for packaging and purchase decisions: an exploratory study on the impact of involvement level and time pressure in United Kingdom. According to this study, visual package elements play a major role, representing the product for many consumers, especially in low involvement, and when they are rushed. Results also show that most focus group participants say they use label information, but they

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----- Packaging and its Effect on the Palestinian Consumers' would like if it simplified.

- Roulet and Droulers's Study (2005)

This study examines pharmaceutical packaging color and drug expectancy in France. According to this study, pharmaceutical packaging as a visual communication tool is promised to a mounting importance, because of growing blister packaging, safety standards upgrading, expansion of OTC drugs and developing television advertising. Results show a significant influence of color and darkness on perceived drug potency.

- Woodside's Study (March 2005)

The primary purpose of this study is to investigate consumer response to sponsorship leveraged packaging in Australia. This study indicates that sponsorship leverage packaging may act in a similarly way to celebrity endorsement on product packaging, implying that FMCG brands may benefit from marketing strategies that communicate the sponsorship relationship on packaging. It is critical that brand managers identify the affect sponsorship leveraged packaging has on consumer behavior and evaluate the degree to which it can enhance communication of the sponsorship relationship in the marketplace.

- De Run and Fah's Study (2006)

This study investigates language use in packaging: the reaction of Malay and Chinese consumers in Malaysia. Results of this study indicate that respondents reacted more favorably to product packaging imprinted in their own ethnic language. However, there is no significant difference between respondents in their attitude towards the company, indicating that there is a disparity between consumer reaction towards the company and its product packaging.

- Kumar's Study (May 6, 2006)

This study aims to examine the role of packaging in marketing product and organization. In this study, the researcher clarifies the importance of packaging, types of packaging, and functional requirements (such as protection and preservation, containment, and communication).

- Barber and Almanza's Study (2007)

This study investigates the influence of wine packaging on

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consumers' decision to purchase in U.S.A. Results show that respondents placed great significance on the overall label and bottle packaging and that wine labels were intimidating, with females more concerned about making a wine buying decision.

- Kusumasondjaja's Study (2007)

This study examines consumer responses toward attribute framing in product packaging in Indonesia. Results of this study indicate that level of involvement affects consumer responses toward framed product information in product packaging and numerical difference in framed product information significantly affects consumer responses.

- Lu et al's Study (May 23, 2007)

This study aims to examine packaging as a strategic tool in Sweden. Results of this study show that packaging design such as picture, logo, color, and shape has a very strong impact on consumers' perception on a brand.

The findings of this study reveal that brand characteristics are relatively more important in their effects on a consumer's trust in a brand. The results also show that trust in a brand is positively related to brand loyalty. Marketers should, therefore, take careful consideration of brand factors in the development of trust in a brand.

- Birgelen et al's Study (March 19, 2008)

This study aims to examine packaging and pro-environmental consumption behavior: investigating purchase and disposal decisions for beverages. The results of this study suggest that eco-friendly purchase and disposal decisions of consumers and their eco-friendly attitude. Furthermore, consumers are willing environmentally friendly packaging of beverages, except for taste and price.

1.10 Discussion of Research Literature Review:

In spite of the researcher has proposed the literature review due the timetable, though it is possible that the literature review can be reorganized according to concepts and basic theoretical background upon which analysis of packaging have been based.

As shown in research literature review, we can divide the previous studies into two parts as follows:

- a. Packaging design such as Barnes *et al's* Study (2003), Silayoi *et al's* Study (2004), Rouillet and Droulers's Study (2005), De Run and

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Fah's Study (2006), Kumar's Study (May 6, 2006), Barber and Almanza's Study (2007), Kusumasondjaja's Study (2007), and Lu *et al's* Study (May 23, 2007)
- b. Packaging benefits such as Pongracz's Study (February 1998), Thogersen's Study (1999), Lonergan *et al's* Study (2002), and Birgelen *et al's* Study (March 19, 2008)

2. CONCEPTS AND BASIC THEORITICAL BACKGROUND

This part aims to survey concepts and basic theoretical background upon which analyses of packaging have been based. So, the researcher can make use of the cumulative knowledge in this field. It is worthwhile to identify the real meaning and definition of the term "packaging". It is also hoped that the study will determine the requirements of good packaging.

2.1 The Definition of Packaging:

It is suitable to begin by a dictionary definition of packaging. It is the act of packing something; or the materials used to pack something; or (by extension) the manner in which a person or product is promoted. This seems good, an intuitively correct definition (www.thefreedictionary.com and www.allwords.com).

Business definition for packaging is the practice of combining securities in a single trade; or materials used for containing, protecting, and presenting goods during the delivery process from the producer to the consumer. Packaging has evolved from the basic function of protection to become an important marketing tool for communicating brand values (www.dictionary.bnet.com).

According to marketing dictionary, packaging refers to the container or wrapper for a consumer product that serves a number of purposes including protection and description of the contents, theft deterrence, and product promotion (www.novelguide.com).

The Web site www.entrepreneur.com defines packaging as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean.

The web site www.en.wikipedia.org defines packaging as the

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science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages.

From regulations point of view, packaging is all products made of any materials of any nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the consumer (www.ni-environment.gov.uk).

Kotler (2006) defines packaging as all the activities of designing and producing the container for a product that both protects and helps sell the product.

Now, the question is often raised is the following: which definition is the best? The answer is, there is no best one, but each, in its own way, can be a useful definition. In other words, it depends on the conditions. From the researcher point of view, there is semi consensus among authors and researchers that packaging can be decomposed into two parts: packaging design (technical identity) and packaging benefits (communicative identity) based on the previous definitions of packaging.

2.2 Packaging Design:

After discussion of conceptual definition of packaging, it is time to speak about packaging design. Packaging design components include but not limited product information, shape, picture, logo, size, color, language, and protect product. All of these components must interact harmoniously to evoke within consumers the set of meanings intended by the company. In other words, the packaging design is important not only to attract attention to the package, but to communicate the desired information.

- Product information:

Product information on packaging includes ingredients, warning, and illustrations and this affects purchase decision making. "The package must be able to convey its message through graphic design as well as describe the contents and how to use them" (Sacharow, 1982). In addition, some laws stipulate to put some information about the name of a company, address, weight, date of production, and date of expiry beside the brand name, especially in preserved food to differentiate the competitive products.

- Packaging shape:

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Packaging shape can be used to communicate images that influence consumer perception, appeal to the consumer's emotions, and establish desires for the product before the consumer ever reads the label or sees the actual product (Lu *et al*, 2007). For example, round and curving lines connote femininity, whereas sharpe and angular lines suggest masculinity (Shimp, 1990). In general, may be we find two packages have the same volume, but different shape, the taller of the two will appear to hold a greater volume inasmuch as height is usually associated with volume (Kotler 2006).

- Pictures:

Pictures (photographs and illustrations on packaging) identify products, describe their use, make them desirable, or create an emotional response by the consumer to the product inside (Lu *et al*, 2007).

- Logo:

According to Meyers and Lubliner (1998), a bold logo will communicate strength, masculinity, and effectiveness while a cursive logo communicates lightness, femininity, elegance, and fashion. In addition, a script logo provides an image of fun, movement, casualness, and entertainment.

- Color:

Packaging color has the ability to communicate many things to prospective consumers, including quality, smell, taste, and the product's ability to satisfy the consumer's psychological needs and wants. Color affects people emotionally (Berkowitz *et al*, 1994). Also, color differentiates objects to the eye, independent of their form. In addition to the emotional impact that color brings to a package, elegance and prestige can be added to products by the use of polished reflective surfaces ad color schemes (Sacharow, 1982).

- Size:

One of the difficult problems when companies design a package is the determination of the ideal or true size (Ali Asqar, 1983). Companies must take into consideration the difference in purchasing power, and purchasing habits. The consumption rate, markets, distribution channel, and other elements affect the packaging size.

- Language:

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Marketers must determine whether to use a single package with one language, a single package with two or more languages, or multiple packages and multiple languages tailored to the separate countries (Zikmund and D' amico, 2001). As shown in the previous studies, consumers reacted more favorably to product packaging imprinted in their own ethnic language (see for example De Run and Fah's study, 2006).

- Protect a product:

As mentioned earlier, one of the two basic functions that packaging serves, is protecting the product from damage during shipping. Package can prevent spoiling, breakage, tampering, or theft; enhance convenience in use or storage, and make products easier to identify (the web site of Small Business Encyclopedia).

2.3 Packaging Benefits:

In the literature, packaging is important because packages provide important benefits for the company as well as ultimate consumer. In this context, there are at least four packaging benefits: functional, social, emotional, and environmental.

- Functional benefits:

As shown in the previous pages, packaging plays an important functional role, such as convenience, protection, or storage. "Another functional value of packaging is in extending storage and shelf life (the time a product can be stored before it spoils). New technology allows products requiring refrigeration to be packaged in paper-sealed containers, which dramatically increases their shelf life" Berkowitz *et al*, 1994).

- Emotional benefits:

Emotional benefit makes the consumer feel relaxed, good, smoothened, pleased, and evokes thoughts of happiness (Ulrich *et al*, 2004).

- Social benefits:

The social development has considerably accelerated in this century. According to Lonergan *et al* (2002), "if companies behave in a non-socially conscious manner, the brand image of the company can be negatively affected, and the brand loyalty in turn. Socially conscious practices that companies should be aware of include:

----- Packaging and its Effect on the Palestinian Consumers' deceptive packaging (passing off, reducing product size without a corresponding decrease in packaging size, and misleading)".

- Environmental benefits:

Packaging is receiving a great deal of attention as a result of the growing concern about solid waste disposal. According to Berkowitz *et al* (1994), "European countries have strict packaging guidelines pertaining to environmental sensitivity. In Germany, for example, 80% of packaging material must be collected, and 80% of this amount must be recycled or reused to reduce solid waste in landfills. U.S. firms marketing in Europe have responded to those guidelines, and ultimately benefited U.S. consumers".

3. RESEARCH DESIGN AND METHODOLOGY

This part describes the method used in this study, research instrument, procedures of data gathering, statistical treatment of data, and personal information of consumer respondents.

3.1 Research Methodology and the Sample Size:

The researcher depended on the descriptive approach in this study, which is the most logical and appropriate approach to describe the current situation and answer pertinent questions on packaging and its effect on the Palestinian consumers' purchase decision making: the case of six dairy products companies operating in Palestine.

The researcher depended on some secondary data published in books, magazines, and periodicals. Because of the researcher's desire to study packaging and its effect on the Palestinian consumers' purchase decision making: the case of six dairy products companies operating in Palestine and because of the lack of published data about this topic to best of the researcher's knowledge, the researcher depended on a questionnaire which he designed with the intention of gathering primary data to highlight the intended effect.

The questionnaire was 5 pages long, with 31 questions, some of which were open ended as mention below, allowing respondents to respond freely.

In order to overcome any reluctance on the part of consumers to participate in the study, the purpose of the research was explained to them, backed up by a letter from the researcher explaining the purpose

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of the study and asking them to participate in the study by answering the questionnaires. This letter was intended to gain their confidence that all their answers will be treated confidentially and will only be used for the purpose of this study (see Appendices). Moreover, the researcher asked participants that if they would like to see the results of the research just to send the post details to give more trust to them.

The questionnaire divided into three parts. The first part concentrated on personal information (profile of the respondents) such as age profile, gender, marital status, positions held by the respondents, educational attainment, and monthly salary. The second part inquired about packaging design and its effect on the Palestinian consumers' purchase decision making. The third part dealt with packaging benefits and its effect on the Palestinian consumers' purchase decision making.

However, some questionnaires are very structured checklists (closed ended). At the other extreme, the questionnaire can be open ended. In practice, the best questionnaire often falls between these two extremes. As illustrated in the questionnaire, there are several open ended questions (such as: others, please specify?) as well as structured questions (such as: to what extent you agree with the following questions). The researcher used some of open ended questions to free the respondents from any restrictions on the answers or comments they may have wished to make, and to encourage a general response. It was considered that the questionnaire was perhaps long. But the lack of information about the title of this study in Palestine made this inevitable.

The questionnaire was produced in two versions. An English version (see Appendices) was translated into Arabic, and this version was used with the Arabic speaking respondents. In general, translation of questions into other languages requires care (Saunders *et al*, 2003, P. 300).

Moreover, from consumers who dealt with the six dairy products companies operating in Palestine, (500) consumers were chosen to participate in this research. (13) of them refused for different reasons. Another (6) had agreed to participate in the research, but either did not answer most of the questions or refused to answer the questions when they saw the questionnaire. Although difficulties faced the researcher, he redistributed the (19) questionnaires to obtain total sample size of (500) consumers.

3.2 Statistical Treatment:

The researcher used a composite of statistical tools to treat the data in this study. He used the following statistical techniques to make the interpretation of the data more valid and meaningful:

- Mean:

The researcher gave values of how much agreement or disagreement with questionnaire items as shown in the following table.

Table (3.1): The Likert scale model in answering the questionnaire

Weight	Descriptive interpretations
1	Strongly agree / very high
2	Agree / high
3	No opinion / average
4	Disagree / low
5	Strongly disagree / very low

In three scale question, the values are given as follows:

Good = 1 , Average = 2 , and Bad = 3

- Kolmogorov-Smirnov Test:

This test is the first step in hypotheses testing. It used to test if the data gathered follows normal distribution or not.

- Non-Parametric Tests:

These are statistical techniques that do not make restrictive assumptions about the shape of a population distribution when performing a hypothesis test. The researcher used binomial (sign) non-parametric test. It is used to test hypotheses (Safi, 2001).

3.3 Validity and Reliability of the Questionnaire:

3.3.1 Questionnaire validity:

Practically, the researcher used a questionnaire designed to study packaging and its effect on the Palestinian consumers' purchase decision making: the case of six dairy products companies operating in Palestine. The questionnaire was reviewed and evaluated by people specialized and interested in field of marketing, and statistics to guarantee the questionnaire validity and reliability and to clarify any ambiguity in the questions. The researcher has modified, deleted, and

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added the necessary parts of the questionnaire in response to the group's suggestions.

After the preliminary testing, a pilot study was conducted to study this phenomenon, the topic of this research. However, the researcher distributed the questionnaire to a sample of (50) respondents (Arabic version of the questionnaire was tested in order to make sure that the questions were easily understood). In brief, the researcher pre-validated and pre-tested the questionnaire to find out the appropriateness of the questions asked.

3.3.2 Questionnaire reliability:

The researcher used the Alpha-Cronbach's coefficient test to measure the questionnaire reliability of each section and the total average of the questionnaire.

From the analysis, Alpha- Cronbach Coefficient was equal to (0.8652), which means that there are significance and highly reliability coefficients.

3.4 Profile of the Consumer Respondents:

Table (3.2): Distribution of Consumer Respondents by Age, Palestine

Interval	Frequency	Percentage
30 years or less	367	73.4
31-40 years	64	12.8
41-50 years	45	9
51-60 years	19	3.8
61 years and above	5	1
Total	500	100

As shown in the table above, in line with the formal results of age distribution of Palestinian central bureau of statistics, ages (30) years or less accounted for (73.4%) of the respondents. Ages ranging from (31 to 40) years constituted (12.8%) of respondents. Ages ranging from (41 to 50) years represented (9%) of respondents, while (3.8%) of the respondents were between (51-60) years. Finally, (1%) of the respondents were 61 years of age and more.

Table (3.3): Distribution of Consumer Respondents by Gender, Palestine

Title	Frequency	Percentage
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Male	227	45.4
Female	273	54.6
Total	500	100

As it can be noticed from table (3.3), (54.6%) of the respondents were females, while (45.4%) of them were males. The analysis implies that a good percentage of female consumers were cooperative with the researcher.

In table (3.4), it is observed that the majority of respondents (53.8%) were students, (14.8%) worked in the private sector, (13.4%) worked in the public sector, (10.8%) were unemployed, (4%) were businessmen, (2%) were labor, and (1.2%) were others.

Table (3.4): Distribution of Consumer Respondents according to Employment Category, Palestine.

Employment Category	Frequency	Percentage
Students	269	53.8
Private sector employee	74	14.8
Public sector employee	67	13.4
Unemployed	54	10.8
Businessman	20	4
Labor	10	2
Others, please specify	6	1.2
Total	500	100

Table (3.5): Distribution of Consumer Respondents according to Education Level, Palestine.

Title	Frequency	Percentage
High school or lower	130	26
Diploma	49	9.8
Bachelor	295	59
Master	20	4
Ph.D.	6	1.2
Total	500	100

According to table (3.5), the majority of respondents (59%) were bachelor degree holders. Respondents among the consumers with high

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 school or lower accounted for (26%), while (9.8%) of respondents were diploma holders. (4%) of them had a master degree, while the remaining (1.2%) of respondents were graduates of Ph.D. degree.

The analysis implies that most of the respondents have higher education. It could be attributed to the employment category, as most of respondents were students as mentioned earlier. As a whole in Palestine, the students pursue their higher education to find job opportunities.

In table (3.6), the big percentage of respondents (44.41%) dealt with Aljuneidi, (23.35%) chose Tnuva, (11.46%) Alnada, (7.45%) Algebrini, (7.16%) Safi, and (6.16%) Strauss.

Table (3.6): The company respondents deal with, Palestine.

The name of company	Frequency	Percentage
Aljuneidi	310	44.41
Safi	50	7.16
Alnada	80	11.46
Algebrini	52	7.45
Tnuva	163	23.35
Strauss	43	6.16
Total	698	100

In line with the previous result, as shown in table (3.7), (38.17%) of consumer respondents prefer to deal with Aljuneidi, while (34.20%) of them said Tnuva, (8.55%) Strauss, (8.24%) Alnada, (5.65%) Algebrini, and (5.19) Safi. This indicates that the main competitor of Aljuneidi is Tnuva.

Table (3.7): The company respondents prefer to deal with, Palestine.

The name of company	Frequency	Percentage
Aljuneidi	250	38.17
Safi	34	5.19
Alnada	54	8.24
Algebrini	37	5.65
Tnuva	224	34.20
Strauss	56	8.55
Total	655	100

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In table (3.8), the great majority of respondents were single (59.8%), (36.4%) said married, (3.4%) widowed, and the remaining (0.4%) divorced. This is a natural result, as most of the consumer respondents were students.

Table (3.8): Marital status, Palestine

Title	Frequency	Percentage
Single	299	59.8
Married	182	36.4
Widowed	17	3.4
Divorced	2	0.4
Total	500	100

According to table (3.9), (68.2%) of the respondents said that their monthly salaries were between (0 New Israeli Shaker "NIS") and (1500 NIS), while (15.2%) said that their salaries were between (1501 NIS) and (2500 NIS), (8%) informed that the figure was between (2501 NIS) and (3500 NIS), (3.6%) said that it was more than (5500 NIS), (2.8%) said that it was between (3501 NIS) and (4500 NIS), and (2.2%) reported that it was between (4501 NIS) and (5500 NIS). This is a natural result, as most of respondents were students and unemployed as mentioned earlier.

Table (3.22): Monthly salary, Palestine.

Interval	Frequency	Percentage
0 – 1500 NIS	341	68.2
1501 – 2500 NIS	76	15.2
2501 – 3500 NIS	40	8
3501 – 4500 NIS	14	2.8
4501 – 5500 NIS	11	2.2
More than 5500 NIS	18	3.6
Total	500	100

4. EMPIRICAL ANALYSIS AND HYPOTHESES TESTING

This part presents the analysis and interpretations of the data gathered *Journal of Al azhar University-Gaza (Humanities), (2009), Vol. 11,1----- (57)*

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by the researcher concerning packaging and its effect on the Palestinian consumers' purchase decision making: the case of six dairy products companies operating in Palestine. Then, this part offers a statistical treatment of this data. In addition, it outlines a test of the study hypotheses.

4.1 Does the data gathered from the questionnaire follow normal distribution?

According to One-Sample Kolmogorov-Smirnov Test of consumers' questionnaire, the data gathered does not follow the normal distribution because the Asymp. Sig. (2-tailed) is less than (5%) (0.000). So, the researcher used non-parametric tests.

4.2 Hypotheses Testing:

First Hypothesis: There is a relationship between packaging design and consumers' purchase decision making.

Table (4.1) shows the opinion of consumer respondents toward some statements.

Table (4.1): The opinion of consumer respondents toward some statements from consumer respondents' point of view, Palestine.

Items	Strongly agree	Agree	No Opinion	Disagree	Strongly Disagree	The Mean	Interpretation
The existence of product information which include ingredients, warning, pictures, illustrations, uses, advantages and hazards affects my purchase decision making	51	41.6	3.6	2.8	1	1.61	Agree
The good shape of packaging affects my purchase decision making	46.4	44.8	2.8	5.2	0.8	1.69	Agree
The ideal or true size of packaging affects my purchase decision making	29.8	49.8	12	6.8	1.6	2.01	Agree
The easy use of a product when I open and close it, affects my purchase decision making	35.2	45.6	7.2	10.8	1.2	1.97	Agree
Some laws stipulate to put some information about	55.4	30.6	7.8	5.4	0.8	1.66	Agree

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the name of a firm, address, weight, date of production, date of expiry. This affects positively my purchase decision							
The transparent package which show the product through it, affects my purchase decision making	21.6	45.8	14.2	16	2.4	2.32	Agree
Few drawings on a package affects positively my purchase decision making	14.8	41	19.2	21.4	3.6	2.58	Agree
Color in packaging affects my purchase decision making	26.2	44	12.2	14.4	3.2	2.24	Agree
Brand name on packaging affects my purchase decision making	40.8	48.4	6	4.4	0.4	1.75	Agree
I react more favorably to product packaging imprinted in my own Arabic language	28.4	36	13.4	17.4	4.8	2.34	Agree
Deceptive packaging (passing off, reducing product size without a corresponding decrease in packaging size, and misleading labels) affects negatively my purchase decision making	58.2	24.2	7.2	6	4.4	1.74	Agree
The creation of some uses of a package after the use of a product affects my purchase decision making	24.2	43.6	16.6	13.4	2.2	2.26	Agree
Total mean of packaging design	2.014						
Interpretation of total mean of packaging design	Agree						

In table (4.1), the great majority of consumer respondents (92.6%) agreed that the existence of product information which include ingredients, warning, pictures, illustrations, uses, advantages and hazards affects their purchase decision making, while (3.8%) of them

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disagreed, and the remaining (3.6%) said no opinion. The mean value is equal to (1.61), which reveals that the majority “agree” that the existence of product information which includes ingredients, warning, pictures, illustrations, uses, advantages and hazards affects their purchase decision making. This result is consistent with Kusumasondjaja's Study (2007), Lu *et al's* Study (May 23, 2007), and Silayoi *et al's* Study (2004).

Also, the majority of the respondents (91.2%) agreed that the good shape of packaging affects their purchase decision making, while (6%) of them disagreed, as shown in table (4.1). The data also shows that there were variations in evaluation resulting in a mean of (1.69), which reveals that consumer respondents agreed that the good shape of packaging affects their purchase decision making. This results is consistent with Lu *et al's* Study (May 23, 2007) and Barnes *et al's* Study (2003).

Besides, the majority of the respondents (79.6%) agreed that the ideal or true size of packaging affects their purchase decision making, while (8.4%) of them disagreed. The data also reveal that there were differences in perception as the mean value was (2.01), revealing that the ideal or true size of packaging affects their purchase decision making. This result is consistent with Lu *et al's* Study (May 23, 2007).

Moreover, as shown in table (4.1), the majority of the respondents (80.8%) agreed that the easy use of a product when they open and close it, affects their purchase decision making, while (12%) of them disagreed. As regards differences in perception, the mean value is equal to (1.97), which reveals that the easy use of a product when they open and close it, affects their purchase decision making. This result is consistent with Lu *et al's* Study (May 23, 2007).

Furthermore, the majority of the respondents (86%) agreed that some laws stipulate to put some information about the name of a firm, address, weight, date of production, date of expiry. This affects positively their purchase decision. In contrast, (6.2%) of the respondents disagreed. As regards variations in perception, the mean value is (1.66), implying that some laws stipulate to put some information about the name of a firm, address, weight, date of production, date of expiry. This affects positively their purchase decision.

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As shown in table (4.1), the majority of the respondents (67.4%) agreed that the transparent package which show the product through it, affects their purchase decision making, while (18.4%) of them disagreed, and (14.2%) said no opinion. The mean value is equal to (2.32), which reveals that the majority “agree” that the transparent package which show the product through it, affects their purchase decision making. This results is consistent with Silayoi *et al's* Study (2004).

In addition, (55.8%) of respondents agreed that few drawings on a package affects positively their purchase decision making, while (25%) of them disagreed, and the remaining (19.2%) said no opinion. The mean value is equal to (2.58), which reveals that the majority “agree” that few drawings on a package affects positively their purchase decision making. This result is consistent with Lu *et al's* Study (May 23, 2007).

Also, (70.2%) of respondents agreed that color in packaging affects their purchase decision making, while (17.6%) of them disagreed, and (12.2%) said no opinion. As regards differences in perception, the mean value is equal to (2.24), which reveals that consumer respondents agreed that color in packaging affects their purchase decision making. This results is consistent with Lu *et al's* Study (May 23, 2007) and Roullet and Droulers's Study (2005).

As shown in table (4.1), the great majority of the respondents (89.2%) agreed that brand name on packaging affects their purchase decision making, while (4.8%) of them disagreed, and (6%) said no opinion. The mean value is equal to (1.75), which reveals that the majority “agree” that brand name on packaging affects their purchase decision making. This results is consistent with Woodside's Study (March 2005).

In addition, (64.4%) of respondents agreed that they react more favorably to product packaging imprinted in their own Arabic language, while (22.2%) of them disagreed, and (13.4%) said no opinion. The mean value is equal to (2.34), which reveals that the majority “agree” that they react more favorably to product packaging imprinted in their own Arabic language. This results is consistent with De Run and Fah's Study (2006).

Moreover, as shown in table (4.1), the great majority of the **Journal of Al azhar University-Gaza (Humanities), (2009), Vol. 11,1----- (61)**

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respondents (82.4%) agreed that deceptive packaging (passing off, reducing product size without a corresponding decrease in packaging size, and misleading labels) affects negatively their purchase decision making, while (10.4%) of them disagreed. As regards differences in perception, the mean value is equal to (1.74), which reveals that consumer respondents agreed that deceptive packaging (passing off, reducing product size without a corresponding decrease in packaging size, and misleading labels) affects negatively their purchase decision making. This result is consistent with Lonergan *et al's* Study (2002).

Furthermore, the majority of the respondents (67.8%) agreed that the creation of some uses of a package after the use of a product affects their purchase decision making. In contrast, (15.6%) of the respondents disagreed. As regards variations in perception, the mean value is (2.26), implying that the creation of some uses of a package after the use of a product affects their purchase decision making.

Table (4.1) demonstrates that packaging design affects consumers' purchase decision making, as the total mean value was equal to (2.014) from Palestinian consumers point of view. This conclusion is consistent with El-Omari's Study (1998), Barnes *et al's* Study (2003), Silayoi *et al's* Study (2004), Rouillet and Droulers's Study (2005), De Run and Fah's Study (2006), Kumar's Study (May 6, 2006), Kusumasondjaja's Study (2007), and Lu *et al's* Study (May 23, 2007).

In addition, sign (binomial) test (table 4.2) of consumer respondents' attitudes was significant at sig. (2 – tailed) = (0.000). This indicates that packaging design affects consumers' purchase decision making. At this juncture, the clients' opinion will be accepted because clients, not dairy products companies, buy the dairy products, and because the client is the most important and influential assessor according to the modern marketing, as "a client is the king".

Table (4.2): A binomial (sign) test for the respondents' attitudes

Test value = 3	
Item	Asymp. Sig. (2-tailed)
Packaging design	.000

Table (4.3) shows the most important packaging aspects of consumer products they buy.

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 Table (4.3):The most important packaging aspects of consumer products they buy, Palestine.

The packaging aspects	Frequency	Percentage	The mean
Easy to read instruction	139	27.8	1.90
Easy to read ingredients	130	26	1.90
Easy to read product features	56	11.2	2.38
Familiar appearance	140	28	1.88
Package has extra function	25	5	3.15
Others, please specify?	10	2	5.65
Total	500	100	

As shown in the previous table, consumer respondents think that familiar appearance is the first important packaging aspects of consumer products they buy, as its mean was (1.88). The second important packaging aspect was easy to read instruction, as its mean was (1.90), while easy to read ingredients were the third (1.90). Easy to read product features came next (2.38), followed "package has extra function" aspect by (3.15), and finally others, please specify? (5.65%). This results is consistent with Lu *et al's* Study (May 23, 2007).

Table (4.4) shows the most important features of packaging design.

Table (4.4): The most important features of packaging design, Palestine.

Features of packaging design	Frequency	Percentage	The mean
Logo	120	24	2.00
Script style	129	25.8	1.91
Picture	67	13.4	2.23
Shape	159	31.8	1.79
A combination of two or more features stated above	23	4.6	3.06
Others, please specify?	2	0.4	4.50
Total	500	100	

As shown in the previous table, consumer respondents think that the shape of package is the first important features of packaging design, as its mean was (1.79). The second important feature of packaging
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 design was script style, as its mean was (1.91), while logo was the third (2.00). Picture came next (2.23), followed "a combination of two or more features stated above" by (3.06), and finally others, please specify? (4.50%).

Table (4.5) shows packaging color that consumers prefer for dairy products.

Table (4.5): Packaging color that consumers prefer for dairy products, Palestine.

Packaging color	Frequency	Percentage
Red	64	9.07
Blue	218	30.88
Yellow	60	8.50
Green	62	8.78
Black	18	2.55
White	256	36.26
Others, please specify?	28	3.97
Total	706*	100

* The number is more than 500 because the respondents can choose more than one answer

In table (4.5), it can be noticed that consumer respondents think that white is the first packaging color that consumers prefer for dairy products (36.26%). The second color was blue as it accounted for (30.88%), while red was the third (9.07%). green came next (8.78%), followed by yellow (8.50%), then others color (3.97%), and finally black (2.55%).

From the previous table, it is noticed that the majority of respondents prefer white and blue colors for dairy products. The reasons that made consumers choose white and blue colors are as follows:

White color: it means purity as well as sanitary and clean. In addition, it is used visually to express totally silence.

Blue color: it means peace, calmness, loyalty, security, cool, refreshing and water, and tenderness. It can be identified with cold, ice, and infinity as well as calm reflection. Blue is also perceived heavy, reliable, high quality and expensive.

Table (4.6) shows the importance of packaging attributes from

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 Palestinian consumers point of view.

Table (4.6): The importance of packaging attributes from consumer point of view.

Items	Very high	High	Average	Low	Very low	The Mean	Interpretation
Easy to grip and hold	37	41.8	19.2	1.6	0.4	1.87	High
Easy to open and close	43.2	37.8	15.6	2.8	0.6	1.80	High
Easy to empty completely	29.8	39.2	23.6	5.8	1.4	2.10	High
Fit in storage spaces	47.2	33	13.8	4	2	1.81	High
Contain just the right quantity	47.8	35.6	11.6	3.4	1.4	1.75	High
Easy to dispose	25.6	30.6	26.6	13.4	3.8	2.39	High
Total mean of the importance of packaging attributes.	1.95						
Interpretation	High						

As shown in table (4.6), the great majority of respondents (78.8%) thought that the importance degree of "easy to grip and hold" packaging attribute is between high and very high, while (2%) of them said between low and very low, and (19.2%) said "average". The variations in evaluation resulted in a mean of (1.87), which reveals that the importance of "easy to grip and hold" is high.

In addition, the great majority of the respondents (81%) classified that the importance of "easy to open and close" packaging attribute is between high and very high, while (3.4%) of them said between low and very low, and (15.6%) said "average". The mean value is equal to (1.80), which reveals that the importance of "easy to open and close" is high.

Besides, the majority of the respondents (69%) said that the importance of "easy to empty completely" packaging attribute is between high and very high, while (7.2%) of them said between low and very low, and (23.6%) said "average". The mean value is equal to (2.10), which reflects that the importance of "easy to empty completely" is high.

However, (80.2%) of respondents thought that the importance of "fit
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in storage spaces" packaging attribute is between high and very high, while (6%) of them said between low and very low, and (13.8%) said "average". As regards differences in perception, the mean value is equal to (1.81), which reveals that the importance of "fit in storage spaces" is high.

Moreover, the majority of respondents (82.8%) said that the importance of "contain just the right quantity" packaging attribute is between high and very high, while (4.8%) of them said between low and very low, and (11.6%) said "average". The data also shows that there were variations in evaluation resulting in a mean of (1.75), which reveals that the importance of "contain just the right quantity" is high.

Furthermore, the majority of respondents (56.2%) ranked the importance of "easy to dispose" packaging attribute between high and very high, while (17.2%) of them said between low and very low, and (26.6%) said "average". From variations in perception, the mean value is (2.39), revealing that the importance of "easy to dispose" is high.

Table (4.6) demonstrates that packaging attributes affected consumer purchase decision making, as the total mean value was equal to (1.95). In addition, sign (binomial) test (table 4.7) of consumer respondents' attitudes was significant at sig. (2 – tailed) = (0.000). This indicates that packaging attributes affects consumers' purchase decision making. At this juncture, the clients' opinion will be accepted because clients, not dairy products companies, buy the dairy products, and because the client is the most important and influential assessor according to the modern marketing, as "a client is the king".

Table (4.7): A binomial (sign) test for the respondents' attitudes.

Test value = 3	
Item	Asymp. Sig. (2-tailed)
Packaging attributes	.000

Second Hypothesis: There is a relationship between packaging benefits and consumers' purchase decision making.

Table (4.8) shows the opinion of consumer respondents toward some statements.

Table (4.8): The opinion of consumer respondents toward some

----- Packaging and its Effect on the Palestinian Consumers' statements from consumer respondents' point of view, Palestine.

Items	Strongly agree	Agree	No Opinion	Disagree	Strongly Disagree	The Mean	Interpretation
Functional benefit (with acceptable standard of quality) affects my purchase decision making	52.2	36.4	6.6	4	0.8	1.65	Agree
Emotional benefit (making you feel good and pleased) affects my purchase decision making	24.4	44.8	16	11.8	3	2.24	Agree
If companies behave in a non-socially conscious manner concerning packaging, the brand image of the company can be negatively affected, and brand loyalty in turn	39.4	38.8	12	7.8	2	1.94	Agree
Environmentally, my purchase decision making can be influenced by product packaging elements such as: its ability to be recycled and an absence of hazardous chemicals	33.6	37.6	16.2	9.6	3	2.11	Agree
Total mean of packaging benefits	1.99						
Interpretation of total mean of packaging benefits	Agree						

In table (4.8), the great majority of consumer respondents (88.6%)

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agreed that functional benefit (with acceptable standard of quality) affects their purchase decision making, while (4.8%) of them disagreed, and the remaining (6.6%) said no opinion. The mean value is equal to (1.65), which reveals that the majority “agree” that functional benefit (with acceptable standard of quality) affects their purchase decision making. This results is consistent with Kumar's Study (May 6, 2006) and El-Omari's Study (1998).

Also, the majority of the respondents (69.2%) agreed that emotional benefit (making you feel good and pleased) affects their purchase decision making, while (14.8%) of them disagreed, and the remaining (16%) said no opinion, as shown in table (4.8). The data also shows that there were variations in evaluation resulting in a mean of (2.24), which reveals that consumer respondents agreed that emotional benefit (making you feel good and pleased) affects their purchase decision making. This result is consistent with Lu *et al's* Study (May 23, 2007).

Besides, the majority of the respondents (78.2%) agreed that if companies behave in a non-socially conscious manner concerning packaging, the brand image of the company can be negatively affected, and brand loyalty in turn, while (9.8%) of them disagreed, and the remaining (12%) said no opinion. The data also reveal that there were differences in perception as the mean value was (1.94), revealing that if companies behave in a non-socially conscious manner concerning packaging, the brand image of the company can be negatively affected, and brand loyalty in turn. This result is consistent with Lonergan *et al's* Study (2002) and Pongracz's Study (February 1998).

Moreover, as shown in table (4.8), the majority of the respondents (71.2%) agreed that environmentally, their purchase decision making can be influenced by product packaging elements such as: its ability to be recycles and an absence of hazardous chemicals, while (12.6%) of them disagreed, and the remaining (16.2%) said no opinion. As regards differences in perception, the mean value is equal to (2.11), which reveals that environmentally, consumers' purchase decision making can be influenced by product packaging elements such as: its ability to be recycles and an absence of hazardous chemicals. This result is consistent with Birgelen *et al's* Study (March 19, 2008) and

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Table (4.8) demonstrates that packaging benefits affect consumers' purchase decision making, as the total mean value was equal to (1.99) from Palestinian consumers point of view. This conclusion is consistent with Pongracz's Study (February 1998), Thogersen's Study (1999), Lonergan *et al's* Study (2002), Woodside's Study (March 2005), Barber and Almanza's Study (2007), and Birgelen *et al's* Study (March 19, 2008).

Table (4.9): A binomial (sign) test for the respondents' attitudes.

Test value = 3	
Item	Asymp. Sig. (2-tailed)
Packaging benefits	.000

In addition, sign (binomial) test (table 4.9) of consumer respondents' attitudes was significant at sig. (2 – tailed) = (0.000). This indicates that packaging benefits affect consumers' purchase decision making. At this juncture, the clients' opinion will be accepted because clients, not dairy products companies, buy the dairy products, and because the client is the most important and influential assessor according to the modern marketing, as "a client is the king".

In line with the previous results in table (4.8), table (4.10) shows benefits that consumers got from their favorite package of the dairy products.

Table (4.10): Benefits that consumers got from their favorite package of the dairy products, Palestine.

Benefits	Frequency	Percentage
Functional benefit (with acceptable standard of quality)	330	29.33
Social benefit (helping consumers with making good impression on other people)	244	21.69
Emotional benefit (making consumers feel good and pleased)	197	17.51
Environmental benefit (easy to dispose)	342	30.4
Other benefits, please specify?	12	1.07
Total	1125*	100

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* The number is more than 500 because the respondents can choose more than one answer

In table (4.10), it can be noticed that consumer respondents think that environmental benefit (easy to dispose) is the first benefit that that consumers got from their favorite package of the dairy products, which accounted for (30.4%). The second benefit was functional benefit (with acceptable standard of quality) as it got (29.33%), while social benefit (helping consumers with making good impression on other people) was the third (21.69%). Emotional benefit (making consumers feel good and pleased) came next (17.51%), and finally other benefits (1.07%). This result is in harmony with modern marketing which emphasize that the key to achieving company goals consists in determining the needs and wants of consumers and delivery of the desired satisfactions more effectively and efficiently than competitors (Kotler, 2006).

Table (4.11) shows the classification of dairy products companies packaging operating in Palestine.

Table (4.11): Classification of dairy products companies packaging the respondents dealt, Palestine.

The name of the company	Good	Average	Bad
Aljuneidi	68.4	27.4	4
Safi	25.4	53.4	17.2
Alnada	30.6	48.6	18.6
Algebrini	28.4	46.8	19
Tnuva	70.8	19.4	7.2
Strauss	52.4	32.2	9.8

In table (4.11), (68.4%) of respondents rate Aljuneidi company as good, while (27.4%) of them said average, and the remaining (4%) said “bad”. In addition, (25.4%) of respondents rate Safi company as good, (53.4%) chose average, and the remaining (17.2%) said bad. Besides, (30.6%) of respondents rate Alnada company as good, while (48.6%) of them said average, and the remaining (18.6%) said “bad”. However, (28.4%) of respondents rate Algebrini company as good, (46.8%) chose average, and the remaining (19%) said “bad”.

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Moreover, (70.8%) of respondents rate Tnuva company as good, while (19.4%) of them said average, and the remaining (7.2%) said "bad". Furthermore, (52.4%) of respondents rate Strauss company as good, (32.2%) chose average, and the remaining (9.8%) said "bad". This result is in harmony with results in tables (3.6) and (3.7).

5. Conclusions and Recommendations

The aim of this part is to outline the conclusions and to offer some recommendations based on the findings of the analyses in the previous parts.

5.1 conclusions:

After careful, thorough, and statistical analyses of the data collected, the following are the most important conclusions of the study.

1- Packaging design affects the Palestinian consumers' purchase decision making. This conclusion has been based on the following facts and observations:

- The great majority of consumer respondents (92.6%) agreed that the existence of product information which includes ingredients, warning, pictures, illustrations, uses, advantages and hazards affects their purchase decision making.
 - The majority of the respondents (91.2%) agreed that the good shape of packaging affects their purchase decision making.
 - The majority of the respondents (79.6%) agreed that the ideal or true size of packaging affects their purchase decision making.
 - The great majority of the respondents (80.8%) agreed that the easy use of a product when they open and close it, affects their purchase decision making.
 - The great majority of respondents (86%) said that some laws stipulate to put some information about the name of a firm, address, weight, date of production, date of expiry. This affects positively their purchase decision.
 - The great majority of respondents (67.4%) said that the transparent package which show the product through it, affects their purchase decision making.
 - The great majority of respondents (55.8%) said that few drawings on
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a package affect positively their purchase decision making.

- The great majority of respondents (70.2%) said that color in packaging affects their purchase decision making.
- The great majority of respondents (89.2%) said that brand name on packaging affects their purchase decision making.
- The great majority of consumer respondents (64.4%) agreed that they react more favorably to product packaging imprinted in their own Arabic language.
- The majority of the respondents (82.4%) agreed that deceptive packaging (passing off, reducing product size without a corresponding decrease in packaging size, and misleading labels) affects negatively their purchase decision making.
- Consumer respondents think that familiar appearance, easy to read instruction, easy to read ingredients, and easy to read product features are the most important packaging aspects of consumer products they buy.
- Consumer respondents think that the shape of package, script style, logo, and picture are the most important features of packaging design.
- Consumer respondents think that easy to grip and hold, easy to open and close, easy to empty completely, fit in storage spaces, contain just the right quantity, and ways to dispose are the most important packaging attributes.

2- Packaging benefits affect the Palestinian consumers' purchase decision making. This conclusion has been based on the following facts and observations:

- The majority of the respondents (88.6%) agreed that functional benefit (with acceptable standard of quality) affects their purchase decision making.
- The majority of the respondents (69.2%) agreed that emotional benefit (making consumers feel good and pleased) affects their purchase decision making.
- The great majority of the respondents (78.2%) agreed that if companies behave in a non-socially conscious manner concerning packaging, the brand image of the company can be negatively affected, and brand loyalty in turn.
- The great majority of respondents (71.2%) said that environmentally, their purchase decision making can be influenced by product packaging elements such as: its ability to be recycled and an absence

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5.3 Recommendations:

Based on the findings and analysis in the previous parts, the following are some important recommendations for academia, dairy products companies operating in Palestine and other future competitive company (companies), and consumers:

First, in the field of studies:

- Conducting specialized researches on:
 - * Packaging color and its effects on consumers' purchase decision.
 - * The social importance of packaging and its influence on consumers' purchase decision.
 - * The environmental importance of packaging and its effects on consumers' purchase decision.
 - * Local language use in packaging and its influence on consumers' purchase decision.
 - * Packaging shape and its effects on the consumers' purchase decision.
 - * Packaging as a strategic marketing tool.
- Agreeing on a unified definition of packaging.
- Identifying all the measurement methods of packaging efficiency and effectiveness to facilitate its application in practical way to software programs.

Second, for dairy products companies and other future competitive companies:

- Conducting researches on how to meet consumer needs and wants through designing good packaging.
- Each company tries to benefit from the positive points in this research, at the same time, trying to overcome the negative points.
- The companies should take into consideration the importance of packaging design as well as packaging benefits.
- The packaging must increase sales of the product by the use of special promotional efforts.
- It must design, manufacture, and sell the package in conjunction with a fully coordinated advertising program. The purpose of this coordination is to make it instantly recognizable to the consumer.

Third, for regular consumer:

It is recommended for the regular consumers to deal with dairy

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products company (companies) that offer good packaging design and good packaging benefits to meet consumers' needs and wants.

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