

How Package Design Influences Purchase Intention

— A Study Using the Eye Tracker —

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1. Package Design

Since there are plenty of products in the market, when the consumers purchase a product, they are likely to look at the package design first. In a matured market environment, the package design is becoming a more important factor for consumers in differentiating and choosing among products in the market [1]. No wonder companies now are getting more and more concerned about how to develop package designs to differentiate their products for their target market. Therefore, this study examines the package design elements of three kinds of Almond Chocolate in terms of gaze order and retention time. This is to know how consumers look at them, feel about them, and eventually purchase them [2]. By testing how people feel about package design elements, we can suggest a package design strategy.

2. Framework of Analysis

1) Research of Package Design

The purpose of this research is to investigate which order people look at the package design of three kinds of almond chocolate in Japan. Measuring the motion of the line of sight for each design element demonstrates the retention order of the viewpoint and retention time. It was intended to measure the motion of the line of sight for each design element and demonstrate the retention order of the viewpoint.

Tracking the gaze of a person over the package designs has mostly been done in psychological investigations of perceptual or cognitive processes. To get data on the consumer's attention to the design elements of three kinds of Almond Chocolate in Japan, we examined the consumer's eye movements over the design elements (product name,

company name, illustration, and product description) of these chocolates.

2) Hypothesis

As the design elements are larger, people are likely to pay attention to them first.

H1: The larger the design element, the more likely it will attract a person's attention first.

When people look at some packages to buy some products, people are likely to gaze at larger elements longer.

H2: The larger the design element, the longer the retention time is.

3. Data

1) Subjects

Experiments were carried out with fifteen college students and one graduate school student (female 13 students, male 3 students; one graduate student: one male) from a university in the northeastern part of Japan. With sixteen subjects, the eye movement was carried out for about 15 minutes per person on the 22nd and 28th of April, 2014. The subjects were provided three kinds of Almond chocolate: A, B and C.

2) Experiment

As each subject was provided three kinds of Almond chocolate, their gaze order over the design elements were traced. The order of the eye movements was measured for product name (Almond), company names (A, B, C), illustration, and product description.

We measured the design elements which the subjects looked at once. For those design elements which they looked at more than once, we did not count that sight.

4. Conclusion

1) Retention order

We counted the order of the design elements were first seen. Subsequent looks to the same design element were not counted. Quantify the data is given a score out of 4 was given (1~4point) from the highest score (4 points) to the lowest score (1 point).

We calculated the retention order of the design elements of A,B, C company. The first sight was given four points, the second sight, three, the third, two and the fourth sight was given a point.

Among Company A, B and C, it's the product name that's scored the highest among the other design elements. This result supports the H1 which states that the larger the design element, the more likely it will attract a person's attention first. The product name "Almond " is larger than company name, illustration and product description.

2) Retention time

We considered the retention time or the amount of time the subject stayed in each design element to be more than 0.1 second. As for the retention time for Company A, B and C, it's the product name that scored the highest among the other design elements.

H2, which says that the larger the design element, the longer the retention time is, was also supported . As for the retention time for Company A, B and C, it's the product name that scored the highest among the other design elements. Which means that the subjects take a look on the product's name much longer than any other design element.

3) Implications

Finally, we identified that the larger the design element, the more people pay attention to it when they buy some products. Therefore, it is suggested that when marketers design the packages for their products, they should concern themselves with the size of the design elements.

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References

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