

A RESEARCH ON CONSUMER PERCEPTIONS TOWARDS PACKAGING IN THE SHOPPING PROCESS*

ALİŞVERİŞ SÜRECİNDE AMBALAJA YÖNELİK TÜKETİCİ ALGILARI ÜZERİNE BİR ARAŞTIRMA

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Abstract

Consumer perceptions, which are influenced by environmental factors such as personal, store environment and merchandising presentation techniques, are influencing consumer behaviors and purchasing decisions in many respects. One of the elements of visual presentation that can affect consumer perceptions and have a positive effect on consumer behavior is also packaged in the store environment. Product packaging, as well as the competitive advantage to retailer businesses with many elements such as brand awareness, image, product information and quality, transport and storage facilities offered to benefits consumers. Retailer businesses that want to show success in a highly competitive environment be able to influence consumer behavior positively with visual presentations and packaging etc. elements and retailers will meet consumer expectations of innovation. At this point, consumers will be able to increase the amount of purchases and the frequency of purchases. In the study, the relationship between consumers of packaging and novelty expectations and purchasing frequency was examined in the shopping process from retailer stores in shopping centers in Turkey. It was aimed to give more importance to the consumer perceptions of packaging and innovative expectations for national and international retail enterprises with the study results.

Keywords: Packaging, Consumer Perceptions, Innovation Expectations, Purchase Frequency

JEL Classification: M31, M37

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Öz

Gerek kişisel, gerekse mağaza içi yerleşimi ve sunum teknikleri gibi faktörlerin etkisinde oluşan tüketici algıları birçok bakımdan tüketici davranışlarını ve satın alma kararlarını etkilemektedir. Mağaza ortamında, tüketici algılarını etkileyebilecek ve tüketici davranışlarında olumlu etki yaratacak görsel sunum unsurlarından biri de ambalajlamadır. Perakendeci işletmelere sağladığı rekabet avantajının yanı sıra ürün ambalajları, marka farkındalığı, imajı, ürün bilgisi ve kalitesi, taşıma ve saklama kolaylıkları vb. gibi birçok unsuru ile de tüketicilere faydalar sunmaktadır. Yoğun rekabet ortamında başarı sağlamak isteyen perakendeci işletmeler görsel sunumları, ambalaj vb. gibi unsurları ile tüketici davranışlarına olumlu yönde etki edebilecekler ve tüketicilerin yenilik beklentilerini karşılayacaktır. Bu sayede tüketicilerin satın alma miktarını ve satın alma sıklığını arttırabileceklerdir. Çalışmada, alışveriş merkezlerinde dolaşan, perakendeci mağazalardan alışveriş yapan tüketicilerin ambalaja yönelik algıları ile yenilik beklentileri ve satın alma sıklıkları arasındaki ilişki incelenmiştir. Çalışma sonuçlarının, ambalaja verilen önemin artmasını sağlayacağı düşünülmektedir. Ulusal ve uluslararası perakende işletmelerin ambalaja yönelik tüketici algılarına ve yenilikçi beklentilerine verdikleri önemin artması amaçlanmaktadır.

Anahtar Kelimeler: Ambalaj, Tüketici Algıları, Yenilikçi Beklentiler, Satın Alma Sıklığı.

JEL Sınıflaması: M31, M37

I. INTRODUCTION

In the globalizing world, as a result of the consumer demands and needs that are thought to be unlimited and unsatisfactory in the economic and technological developments, Enterprises are obliged to create more and more continuous affords (Odabaşı, 2006: 49). According to modern marketing, businesses in the race to succeed in a competitive environment will continue to be successful as long as they are able to meet consumer demands and needs at the focal points. By means of product and service variations and innovations that will meet the expectations of consumers, businesses will be able to serve positively for consumer buying behavior, buying frequency and brand loyalty.

Businesses will be able to create a successful brand positioning to the extent that they can occupy the consumer mind in the competitive struggle. Success in brand positioning will ensure that the brand image is strong, which will increase positive perceptions towards the brand. If perceptions towards branding and corporate image can be managed positively, this can increase the success of businesses.

In the event that consumer expectations and their severity are known, it can be an important factor in the success of brand positioning. In order to make a correct positioning in the consumer mind, it is necessary that the message is to be delivered to the consumer correctly and perceived in the desired way. When the message is delivered to the consumer through

advertising and other marketing communication tools, a successful “Halo Effect” is tried to be created. The Halo Effect is the assessment of one or more properties of a given object or person, even though it is a multidimensional feature (Odabaşı and Barış, 2003: 136). For example, reasonable price, quality, performance etc.

There are different products and images for the consumer in the shopping process and the following message is given to the consumers coming to the shopping centers: “Come, do your business as soon as possible, with pleasure, meet your needs and do it yourself” (Bati, 2015: 103). When shopping behaviors of consumers in shopping centers are considered, consumers are subject to perceptual selection within the boundless variety of products and services in the shopping process. As a result of this situations, packaging is helping as a guide and mentor in product selection.

In this research which is prepared by going out in these thoughts, it is aimed to examine whether “consumers’ perceptions on product packaging, consumers’ innovation expectations and purchase frequency” are related or not. The survey was applied to 385 people in July 2017 in Turkey.

II. LITERATURE REVIEW

In this competitive environment in which the technology is advancing rapidly and the production is increasing, the features of products that are put into the market are getting similar day after day and the product differentiation opportunities through functional features of the products are vanishing. Therefore, the corporations which seek to make more attractive products and to position their product differently when compared to competition need to add new values (Yaraş, 2005: 27). The corporations which create added values accordingly to the requests of the consumers are preferred due to this surplus value and be able to move to an advantageous position against competitors (Yıldız, 2010: 182). In this regard, businesses benefit from packaging as an important factor that adds a surplus value to the product.

From the consumer’s point of view, packaging is a component that enables ease of usage and handling and gives clear information regarding the usage of the product and manufacturer company, production date and expiration date (Şen, 2007: 148). At the same time, packaging, as a communication tool, has a multidimensional function as to providing information on features such as product quality, brand name, brand image, ingredients, expiration dates etc. Since consumers may visit every shelf do not have the time to review each product, they typically exhibit a certain type of behavior. If a product is worth being looked at for 2-3 seconds due to its physical and visual aspect and the information on it, with making the purchase decision within 3-10 seconds, it is differentiated and is successful, compared to other products on the shelf (Akgün, 2004: 36). This situation is realized rapidly with positive consumer perceptions towards packaging.

Consumer wants and needs, as well as being the main components affecting purchasing behavior, are influenced by many internal and external factors in the formation of these behaviors. Attitudes, perceptions, motives are the most important factors that constitute the psychological dimension of internal factors (Şen, 2007: 1). Attitudes a cognitive, emotional and behavioral reaction that one rationalizes to him/herself or to an object in his/her environment or to a social subject or an event on the basis of his/her knowledge, emotion, experience and motivation (İnceoğlu, 2004: 19). Perception is response of consumers and the specific interpretation of consumers, exposed to the stimuli that surround them, with the five sensory organs (experiences, anticipations, motives, etc.) and the effects of personal stimulants (image, sound, taste, smell, touch) (Odabaşı and Barış, 2003: 128-129). Each marketing message has three basic components: “Object, Symbol, Comment” (Odabaşı and Barış, 2003: 136). In this sense, packaging is one of the important communication elements for the store, it has an important influence on the recall and interpretation of the product brand and the formation of consumer perceptions.

It has been seen that the packaging has an important place in the consumption perceptions in the studies about consumer perceptions about packaging. In the study conducted by Demirci in 2006, it was seen that pre-school children preferred the main colors in the preference of food packaging and children are seen as important to packaging with this perceptive selectivity (2006: 13). Consumer perceptions were examined by Özdemir and Gökdemir in the study conducted in 2016; There were no differences in functionality and design between the packaging of retailer branded products and the packaging of other brands (2016: 1). Orel’s work in 2004 found that consumers’ perceptions of consumer branded and manufacturer branded cleaning products are determined in a comparative manner and the differences in consumer perceptions (price, quality, etc.) have been revealed (2004: 157). In self-service retail stores, consumer perceptions were examined as “colors, typography, graphical forms, images” and it was seen that different products were different perceptions for different market segments (Ampuero and Vila, 2006:100).

It is the period of those who want to experience strong emotions, great innovations, excitement and experiences that can be defined as “I feel, so I am” in the period of consumer in the globalizing world. An accustomed satisfaction is not enough for the postmodern consumer and consumers expect to be amazed (Torlak, 2007: 165). Therefore, it can be stated that the product packaging will provide a vital differentiation advantage to the manufacturer who meets consumers’ innovation expectations by shaping the product package in an innovative way. Moreover, success of these innovations not only lies on correctly identifying the people who have the potential to consume such products and their attitudes, but also on adoption of these innovations by the consumers (Akdoğan and Karaarslan, 2013: 4). Adoption of innovations means that consumers or consumer groups accept a new product or a new marketing component and make decisions upon them (İslamoğlu and Altunışık, 2008: 232). In the process of innovation adoption, which is comprised of being aware, being interested, consideration, trying

and accepting/denying stages, the effects of two important subjects need to be taken into consideration. 1. “Be aware that the product is new” becomes crucial. 2. Moreover, “the risk that the new product can bring is also high” is the subject (Odabaşı and Barış, 2003: 284-285).

Another notion that needs to be emphasized in adoption of innovations is consumer innovativeness. The concept of consumer innovation is expressed in terms of how early it is compared to other consumers and how often it purchases such innovative products (Roerhrich, 2004: 671). In other words, consumer innovation refers to how quickly or lagged consumers buy new products compared to other consumers. It is the second purchase frequency after a consumer purchases product for the first time. Purchase frequency varies depending on the consumers who use the product seldom, reasonably or frequently. The producers evaluate the market position of their new products according to the frequency of purchasing.

III. RESEARCH ON THE RELATIONSHIP BETWEEN CONSUMER PERCEPTIONS TOWARDS PACKAGING WITH INNOVATION EXPECTATIONS AND PURCHASE FREQUENCY

III.1. Purpose and Scope of the Research

With the ever increasing product variety, gradual growth of the retail sector makes the packaging an important element that provides competitive edge on the shelves of points of purchase in highly competitive fast moving consumer goods market.

When it is thought that the vast majority of consumers who shop at retail stores are making instant purchases, a good packaging that fulfills all these functions appears, which is thought to be the silent salesman of the shelves and performs its functions, plays an important role in purchasing decisions (Kocamanlar, 2009: 42). When advertisements and promotions made outside the store are left on the edge, the final confrontation takes place between the consumer and the packaging of the product. 68% to 80% of the purchasing decisions are made in the store when the customer faces the product on the shelf (Ambalaj Sanayicileri Derneği, 2008). In this context, it is thought that the packaging influences purchase decision positively and increases the purchase frequency.

When corporations present their brand to the consumers, they need to know the perceptions of consumers towards packaging, in order to create an open communication with the consumers and to reach them. Retail corporations will increase their accomplishments in the competitive environment when they follow the developments, changes and innovations in the sector and become aware of the innovation expectations of the consumers.

The relationship between “consumer perceptions towards packaging with “innovation expectations” and “purchase frequency” is analyzed with regression analysis and survey method is applied in this research.

Where “Consumer Perceptions Towards Packaging”, “Purchase Frequency” and “Innovation Expectations” are analyzed, Likert Scale was used (1. Definitely Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Definitely Agree).

The “Consumer Perceptions Towards Packaging” were defined and analyzed in this research. “Consumer Perceptions Towards Packaging” were subjected to factor analysis. “*Consumer Perceptions Towards Packaging*” is made of factor groups were emerged as a result of the factor analysis. “Consumer perceptions towards packaging” are considered as independent variables. Afterwards, “Purchase Frequency” and “Innovation Expectations” are gathered from the factor analysis. “Purchase Frequency” and “Innovation Expectations” of the consumers are dependent variables. For the relationship between the variables is used regression analysis.

III.2. Research Methodology

III.2.1. Limits of the Research

The “Consumer Perceptions Towards Packaging” and the “Purchase Frequency” and “Innovation Expectations” in the shopping process are analyzed with this research. The questionnaire is applied shoppers during the shopping process in Turkey on June 2017. The sample is 384 according to the calculation formula (Altunışık et al., 2005: 127), 385 people are participated in the survey.

III.2.2. Research Model

The research model, as you can see below Figure 1, “Perceptions Towards Packaging” is associated with “Innovation Expectations” and “Brand Awareness” (Figure 1).

Figure 1: Research Model on the Relationship between “Perceptions Towards Packaging” and “Purchase Frequency” and Consumers’ “Innovation Expectations”.

Research hypotheses are shown below.

H₁: There is a significant relationship between “Consumer Perceptions Towards Packaging” and “Purchase Frequency.”

H₂: There is a significant relationship between “Consumer Perceptions Towards Packaging” and Consumers’ “Innovation Expectations.”

III.2.3. Determination of Research Bulk Sample

The research has been applied with face to face to 385 people.

III.3. Findings of the Research

“Consumer Perception Towards Packaging” Reliability Analysis Results

For “*Consumer Perceptions Towards Packaging*” variables comprised of 26 variables. According to the results of reliability analysis, a significance level of 0.05 and Cronbach’s Alfa Value of 0.953 have been seen. Alpha value takes from 0 to 1 (Altunışık et al., 2005: 116). Hence, the reliability of this research is high.

“Consumer Perceptions Towards Packaging” Factor Analysis Results

The scale of “*Consumer Perceptions Towards Packaging*” consists of 26 questions. 26 questions are subjected to factor analysis and five factor groups are emerged; these are: “Providing Convenience to Consumers, Comparison and Promotion, Providing Information, Creation of Brand Image, Environmental Awareness”. The factor analysis results in the study, “consumer perceptions towards packaging” are considered as independent variables.

The deductional analysis of the research has been examined as below;

The abbreviation for the independent variables “*Purchase Decisions*” (*purchase frequency*) is below.

- *Purchase Frequency* : **PF**

The abbreviation for the dependent variables “**Innovation Expectations**” is below.

- *Innovation Expectations*: **IF**

The abbreviations for Independent Variables “**Consumer Perceptions Towards Packaging**” are included below.

- Providing Convenience to Consumers: PCC
- Comparison and Promotion: CP
- Providing Information: PI
- Creation of Brand Image: CBI
- Environmental Awareness: EA

“*Consumer Perceptions Towards Packaging*” is made of five factor groups were emerged as a result of the factor analysis.

Purchase Frequency is thought to be a dependent variable and a hypothesis is created for independent variables, showed that its relationship with independent variables is analyzed with regression analysis.

The research’s first hypothesis and the results of regression analysis with related this hypothesis have been shown below:

Hypothesis;

H₁: There is a significant relationship between “Perceptions Towards Packaging” and “Purchase Frequency.”

It is shown in below that can be expressed with equation.

- **PF = 0.001 + 0.114 C**

- **BI + 0.108 CP**

In the regression analysis of the study; application has been made by integrating all variables with Stepwise Method for every hypothesis test. The model has emerged due to various iterations. As a result of the iterations of Stepwise Method, final model has been presented in the testing of hypotheses in these studies.

Table 1: Regression Analysis Model Summary Table of the Relationship Between Consumers’ “Attitudes Towards Packaging” and “Purchase Frequency”

Model	R	R ²	Corrected R ²	Standard Error of Estimate
2	0.157	0.025	0.019	0.996

Table 2: Regression Analysis ANOVA Table of the Relationship Between Consumers’ “Attitudes Towards Packaging” and “Purchase Frequency”

Model		Sum of Square	sd	Mean Square	F	p - value
2	Regression	9.382	2	4.691	4.769	0.009
	Residual	372.778	379	0.984		
	Total	382.159	381			

Table 3: “Beta, Standard Error, t, p” Value Results as a result of the Regression Analysis of the Relationship Between Consumers’ “Attitudes Towards Packaging” and “Purchase Frequency”

Independent Variables		CBI	CP
Beta Value Values	-0.005	0.114	0.108
Std. Error Value	0.051	0.051	0.051
t Value	-0.105	2.237	2.129
p Value	0.916	0.026	0.034

Regression analysis is applied to this model and statistically relevant (F = 4.769 and p=0.009), as seen above Table 2. F value is smaller than (p<0.05), 0.05. This mean statistically relevant.

Five factors constitute independent variables of regression analysis. Our dependent variable is *Purchase Frequency*. As a result of the regression analysis, it is seen that there is only

two factor which have a suggestive effect on “Purchase Frequency” and this independent variable is *Creation of Brand Image*. Independent variable explains the 0,025 % (R^2 value) of the change in dependent variable, as seen above Table 1.

Regression analysis was applied to hypothesis **H₁ hypothesis**. There is a significant relationship between “Perceptions Towards Packaging” and “Purchase Frequency”. As a result of the regression analysis, only two variable (“*Creation of Brand Image-CBI and Comparison and Promotion – CP*”) of the five factor group forming the independent variables, were found to have a suggestive effect on “Purchase Frequency”. H₁ hypothesis is only validated for only two variable.

The research’s second hypothesis and the results of regression analysis with related this hypothesis have been shown below:

Hypothesis;

H₂: There is a meaningful relationship between “**Consumer Perceptions Towards Packaging**” and Consumers’ “**Innovation Expectations**.”

It is shown in below that can be expressed with equation.

- **IE = 0.001 + 0.205 CBI + 0.105 CP**

In the regression analysis of the study; application has been made by integrating all variables with Stepwise Method for every hypothesis test. The model has emerged due to various iterations. As a result of the iterations of Stepwise Method, final model has been presented in the testing of hypotheses in these studies.

Table 4: The Regression Analysis Model Summary of the Relationship Between Consumers’ “Perceptions Towards Packaging” and “Innovation Expectations”

Model	R	R ²	Corrected R ²	Standard Error of Estimate
2	0.230	0.053	0.048	0.978

Table 5: The Regression Analysis ANOVA Table of the Relationship Between Consumers’ “Perceptions Towards Packaging” and “Innovation Expectations”

Model		Sum of Square	sd	Average Square	F	p – value
2	Regression	20.262	2	10.131	10.576	0.000
	Residual	363.054	379	0.958		
	Total	383.317	381			

Table 6: “Beta, Standard Error, t, p” Value Results as a result of the Regression Analysis of the Relationship Between Consumers’ “Attitudes Towards Packaging” and “Innovation Expectations”

Independent Variables		CBI	CP
Beta Value Values	0.001	0.205	0.105
Std. Error Value	0.050	0.050	0.050
t Value	0.021	4.095	2.093
p Value	0.983	0.000	0.037

Regression analysis is applied to this model and statistically relevant ($F = 10.576$ and $p=0.000$), as seen above Table 5. F value is smaller than ($p<0.05$), 0.05. This mean statistically relevant.

Five factors, which have been obtained as a result of the factor analysis, constitute the independent variables of regression analysis.

Our dependent variable is “Innovation Expectations.” As a result of regression analysis, it is seen that there are two factors which have a relevant effect on “Innovative Expectations” and these independent variables that are: “Comparison and Promotion: CP” and “Creation of Brand Image: CBI.” Independent variable explains the 0.053 % (R^2 value) of the change in dependent variable, as shown above Table 4.

Regression analysis was applied to hypothesis **H₂ hypothesis**. There is a significant relationship between consumers’ “Perceptions Towards Packaging” and “Innovation Expectations.” As a result of the regression analysis, it has been examined that only two variables “Comparison and Promotion: CP” and “Creation of Brand Image: CBI”) of the five factor groups, have suggestive, statistical effect on “Innovation Expectations” and H₂ hypothesis could not be validated. H₂ hypothesis is only validated only for these two variables.

As the result of conducted analysis;

H₁ hypothesis has been resulted that there is a significant relationship between consumers’ “Perceptions Towards Packaging” and “Purchase Frequency.” As a result of the regression analysis, only two variable was found to be in a suggestive relation with “Purchase Frequency.” “Creation of Brand Image” and “Comparison and Promotion” variable were observed to have a statistical effect on “Purchase Frequency” and other independent variables did not have a suggestive effect.

The “Creation of Brand Image” variable prompts “**Purchase Frequency**” in positive direction with an increase of 0.114 units. The “Comparison and Promotion” variable prompts “**Purchase Frequency**” in positive direction with an increase of 0.108 units. This situation can be interpreted as the ability of the variable “creating brand image” to increase the purchase frequency, i.e. forming the recurring purchase behavior.

H₂ hypothesis has been resulted that there is a significant relationship between consumers' "Perceptions Towards Packaging" and "Innovation Expectations." As a result of the regression analysis, it has been examined that only two variables "Comparison and Promotion: CP" and "Creation of Brand Image: CBI") of the five factor groups, have suggestive, statistical effect on "Innovation Expectations."

The "Creation of Brand Image" variable prompts consumers' "**Innovation Expectations**" in positive direction with an increase of 0.205 units and "Comparison and Promotion" variable prompts consumers' "**Innovation Expectations**" in positive direction with an increase of 0.105 units. This situation can be interpreted as the variables of consumer perceptions towards packaging "creating brand image" and "comparison and promotion" effect consumers' innovation expectations and purchase decisions positively.

IV. CONCLUSION

Today, packaging is an important aspect of the product as a communication tool (Oda-başı and Oyman, 2002: 243). In other words, along with features like protecting the product from outside factors, enabling handling and storage, it also bears the responsibility to communicate with the consumer. It efficiently presents all necessary information of the products at the least amount of time and moreover, it is the representative, spokesman and the exposed face of the corporation (İlisulu, 2012: 125). With these features, packaging affects the in-store purchase decisions of the consumers to a large extent. Purchase behaviors are the decisions and behaviors of consumers' product purchase perceptions (Karalar, 2009: 334).

An individual's behavior depends on his/her perception and the perceptions are made of two layers (Erdem, 2006: 98). One of them is related to reason and the other one is related to feelings. In addition to this, perceptions are formed once and afterwards these perceptions are developed or altered (Altunışık, et al. 2001: 62). For example, consumer's action to purchase a new product, to replace an old product with a new one is about forming an perception and altering an perception (Koç, 2007: 158). For this reason, knowing the direction and the severity of the consumer perceptions is vital with regards to being able to act accordingly and alter these behaviors. Likewise, knowing the perceptions towards packaging is equally important in developing packaging strategies. Packaging strategy plays an active role within marketing communication activities for manufacturers. The main reason is that the consumer needs to learn everything about the product from the packaging and he/she can differentiate the product from the others with the help of packaging. In packaging strategy, the corporation should question its packaging's strong and weak aspects when compared to the competitors and it should define future constraints so that it can devise a competition strategy by involving innovation (Şen, 2007: 47; Uzkurt, 2010: 47).

In today's business world where the change occurs faster than before and the future is hard to predict, innovation is another vital tool that the corporations can utilize in order to survive in this competitive environment, increase their efficiencies and profitability, sustaining growth in present markets and position their products in varied shapes. Innovation is the process of converting a commercial benefit from the newly implemented ideas. In other words, it is the combination of business expertise and creativity. In general, when one talks about innovation, the concept of 'product' and 'services' comes to mind. However, in reality, innovation can also be implemented in the process of distribution, customer experience, and business model and brand). Nevertheless, in reality, innovation can also be implemented in the process of distribution, customer experience, and business model and brand formation (Gün et al., 2012). Therefore, there are four types of innovation that are implemented in activities of corporation. These are; "product innovations, process innovations, organizational innovation and marketing innovations" (OECD, 2005 extracted by Çelik et al., 2012: 469).

A company launching a new product or adding a new aspect (on packaging, for example) to its existing product increase the consumer expectations. Consumers believe that new is better. Even though the increase in consumer expectations is positive, this situation is like a knife that cuts both ways. If the innovation does not satisfy the expectations, consumers would feel less happy, compared to their previous state. As a general rule, satisfaction is the difference between consumer's expectation and what he/she has. If, what he/she has is below his/her expectation, the consumer will be upset (Aksoy, 2015). Therefore, all innovators need to manage this feeling among consumers. In today's information economy age, if the corporations consider consumers' needs and expectations in innovation work, the consumers' adoption of innovation will be very smooth (Köse, 2012: iii). Consumer innovativeness is another important notion in adoption of innovations. Consumer innovativeness is defined as consumers' ability to try and purchase new and different products, compared to previous choices and consumption examples (Steenkamp et al., 1999: 56; Xie, 2008: 240). If aforementioned new and different products make consumers life easier, are more economical or make consumers feel good about themselves, consumers would commit to that product and purchase it more frequently.

This research has revealed the relationship between "expectations on product packaging, consumers' innovation expectations and purchase frequency". The survey was observed that the consumer perception towards product packaging was positive and high (Average values shifted between 3.81 and 4.09). Then, factor analysis was applied to consumers' perception towards product packaging and five variables have emerged.

The factor analysis results emerged variables were thought as an independent variable, for the 1st Hypothesis, "**Purchase Frequency**" and for the 2nd Hypothesis, "**Innovation Expectations**" were accepted as dependent variables and regression analysis was performed. The results of the regression analysis are:

* The “Creation of Brand Image” variable prompts “**Purchase Frequency**” in positive direction with an increase of 0.114 units and the “Comparison and Promotion” variable prompts “**Purchase Frequency**” in positive direction with an increase of 0.108 units.

*The “Creation of Brand Image” variable prompts consumers’ “**Innovation Expectations**” in positive direction with an increase of 0.205 units and “Comparison and Promotion” variable prompts consumers’ “**Innovation Expectations**” in positive direction with an increase of 0.105 units.

This situation can be interpreted as the variables of consumer perceptions towards packaging “creating brand image” and “comparison and promotion” effect consumers’ innovation expectations and purchase decisions positively.

This study contains information about the about the relationship between consumer packaging perceptions with innovative expectations and frequency of purchase in the shopping process from retail stores and aims to contribute to relevant literature and practitioners for its inherent results in Turkey.

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