

Generating Spontaneous Purchase Through Packaging and Displays

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Abstract

The development of retail business, characterized by the increasing number of modern supermarket, helped change shopping cultures and patterns. Originally, buyers shopping in traditional markets can communicate with the seller. But at the supermarket, buyers communicate with packaged goods on display. Check out counter, which is an area that the customers' end their spending process, has become highly regarded optimization strategies by the supermarket manager. The data was obtained through observation at five supermarkets that were selected based on criterion, as well as in-depth interviews to the managers and structured interviews to the consumer. Data analysis was performed by means of a data matrix of the observation, the interview was associated with a theoretical review and research questions. The result that a spontaneous purchase process is influenced by external factors such as the display of patterns, shapes and packaging design, internal factors consisting of insight, lifestyle, knowledge, behavior and attitudes of consumers. The decision to buy is more influenced by irrational factors. The results of this study become an important information in planning the design of packaging and display, especially in the checkout area.

Keywords: Check Out Counter, Display, Packaging, Impulse Buying.

1. Introduction

The retail sector is growing, the opportunity for consumers to get goods as they wish is easier, so that manufacturers or suppliers are stringent compete with each other to provide a product that is interesting in meeting the desires and tastes of consumers. Supermarket is a place to meet the consumers' needs of goods. The shopping style at the supermarket has a characteristic that is to serve themselves (self-service), by selecting and taking the items according to taste at the supermarket shelf and then put it into a cart. No bargaining or discussion about the quality of the product and brand comparisons with the seller. This is a feature that distinguishes between shopping in a supermarket with shopping in the traditional market. A display shelf becomes instrumental to promote the product, making the product with other products on display together and compete with each other through attractive packaging of consumer buying interest. With the payment system in the supermarket checkout, make consumers carry goods in a cart to be calculated individually and added up the price. This happens to all consumers who will pay, resulting in the payment queue at the checkout. The queue system to make consumers have to wait before paying. This situation is exploited by the manager of the supermarket shelf to put in the check out counter. Display cases that provide goods packaged in an attractive manner, so that the consumer may suddenly become interested in taking the goods on display and incorporate it into a driving basket. The behavior of consumers who make spontaneous purchases or impulse buying is suddenly interested and take the goods are displayed around the place of payment, when these items are not necessarily needed. Based on this premise, interesting to study about impulse buying consumers to shop for products on the

shelf in the supermarket check out counter. The research question is How to generating implus buyers outcome to Supermarket customer, and what kind of display are more impuls for customer?

2. Theoretical reviews

Ideal packaging is that encapsulates three things, the first is able to protect the contents from the weather and the time of delivery. second, delivering messages and advertising of the product suggestions. Third, the type of packaging does not cause pollution to the environment after use [8]. Packaging serves as a promotional tool is more than just a complementary product. Packaging is very important, given that it is the first thing people see before making a final decision to buy [1]. Packaging used to wrap an object not only to protect the objects but also to make the object look more attractive for consumers. Packaging becomes a communication tool for consumers and a determinant of sales. Packaging should be considered starting from the raw material to the final display seen by the consumer. The requirements to packing to excel in the competition when placed on the display, should pay attention to are: layout, focal point, the information hierarchy, typography, use of photos or illustrations, and color [6]. Display of merchandise is part of the visual merchandising, which only focuses on the techniques and ways of presenting or displaying goods. While visual merchandising has a wider scope that combined elements of environmental design stores, merchandise presentation, and in store communication[2]. Display Product impulse buying, placement of display goods at strategic places within easy reach of buyers, usually located at the check out counter near the exit[6]. Impulse buying "the act of buying a previously planned as a result of a conscious consideration or purchase intent were formed before entering the store" [3]. Any attempt to explore the deepest element of this consumer behavior in modern marketing science called consumer insight, is a major part of the art. Literature study in the form of books, design magazines, journals, conference papers, to collect information related to the design of the packaging on the supermarket and its relation to spontaneous impulse purchases. The validity of the data used to fulfill the method of triangulation [5].

3. Materials and Methods

Data were collected by means of observation on the displays, packaging design and consumer behavior at the check out counter supermarket by: a) observation, field observations into major supermarkets in the city, which is also found in other major cities in Indonesia . b) Collect packaged goods are sold around the supermarket checkout a light meal/snack, candy, stuff toys, batteries and the like. Interview to consumers or buyers who shop in supermarkets which is the object of research. In-depth interviews, media designer showroom display as well as consumers. Structured interview using visual data packaging and questions to determine the perception and interpretation of sources on the packaging design is about supermarket checkout counter.

Analysis of data interactively, which consists of a sequence of data collection, data reduction, data display and conclusion and verification [4]. Verification of data with visual data analysis using matrix analysis. "A matrix contains columns and rows that gave rise to two different dimensions, concept or set of information. Matrix is also very useful to make a comparison set of data, for example to identify differences and similarities in the research data[4].

The survey was conducted at 5 supermarkets, namely: Superindo, Giant, Yogya, Hypermart and Carrefour, the object of research is the products sold at the check out counter that is always there in the supermarket. Types of candy (confectionary) is a high-calorie foods that are generally made from sugar, water, syrup and fructose. Chocolate is the name for the processed food or beverages from cocoa beans (*Theobroma Cacao*). Candy and chocolate, sweet gum, lozenges, various processed chocolate. In addition there is a candy snack or light meal is like wafers, biscuits and pastries such like. Also on display at the counter area shaver, which consists of shaver (razor) for men with blue and green packaging, as well as the shaver for women with pink packaging. Batteries, which are sold at the counter area is dry batteries to power electronic devices with a voltage of 1.5 volts a standard and alkaline type.

From interviews conducted found that respondents often shopping at the supermarket and often pay attention to the products displayed on the shelves around the checkout. The purchases were made by respondents because of the impulse, where price and brand factors into consideration in the purchase of the product. Dominant product bought also varied, and respondents felt that the purchase of such products are considered useful. Interviews to 42 people (100%), on the purchase of goods in the area check out counter snack buyers 11 people (19%), candy or chocolate 15 people (37%), battery 7 (17%), 8 razors (19%). Interviews showed that 53% of respondents stated often noticed the product on the shelf at the check out counter, 33% stated always pay attention and 14% said rarely notice.

Consumers when they are at the check out counter wracked visually to obtain sensory sensations received by the eye senses.

At the time of observation in the data can be obtained through: a) the reason for a middle-aged mother bought chocolates displayed because remember the grandson. b) The reason for the children to buy chocolate "joy kids" because of packaging forms such as eggs with striking colors, and want to play it. c) The reasons a male employee buy mints throat because she had a cold and cough, by looking at the picture on the packaging gives a fresh impression. d) The reason men buy razors and battery because he remembers it needs it, or simply for stock. e) Teens and kids buy candy because interested cute packaging, or young mothers who buy chocolate when inspired when she was a teenager.

Packaging Design Patterns On Display at Check-out counter. Looking at the results of questionnaires from visitors, packaging design has an important role, the packaging of products on display received 25 responses (59%) say interesting.

Appearance of the packaging on display at the check out counter highlight the power of the visual identity to attract the attention of consumers. Based on the observation of the principles of layout symmetry and asymmetry, the products on display at the check out counter has different characteristics, it is to help differentiate the target market segmentation, which can be explained as follows, pattern layout symmetry appear on product packaging chocolate and candy, batteries, tools shaving, with a target of childbearing age or adult products with a long history of brand, products that require formal impression or serious, and reliable.

The pattern layout asymmetry appears on the product candy and chocolate, snack, with a target children and adolescents. This product has a dynamic tendency and bubbly, stir the urge to play.

Focal Point : a packaging which has small dimensions or easily grasped by the consumer, has a limited field of design. It takes foresight designers to leverage the strength of the product to

be easily recognizable. Based on observations in the field almost all the products utilize the focal point of a custom font as the main attraction in the packaging. Only a few products that utilize shape as the focal point of the packaging. Utilization of custom fonts brand products more widely used as a focal point. This can be understood as a visual focal point is a dominant force and a point of attention of consumers. Utilization of custom fonts for brand packaging design used as a focal point of a product, a brand product branding strategy that has become top of mind.

Hierarchy: packaging convey information that consumers need to be digested in a short time. Structuring the hierarchy in the delivery of the message on the packaging must be planned carefully, because the effect on the message display. Packaging candy and chocolate, snacks, batteries, razors almost all of them have a similar hierarchical pattern. Based on observations, the dominant element of the hierarchy is the brand or brands of products, followed by product information, illustrations, photographs, manufacturer, net weight of products, raw materials, other information such as time period, barcode and label kosher. Special to the shaver and battery packs, functionality and user information is always included at the back of the packaging. This is important because the product has more value on quality and security.

Utilization of typography: the letter is a means to disseminate information, further letters is an identity that is applied to brand products. The role of typography be important to match the character of the product and also consumers. Products in the area check out counter that harnesses the power of letters to his brand, mostly seen on the packaging of sweets and chocolates. There are 3 groups of letters that are in use, namely, serif, slab serif, normal, light, bold and extra bold. Sans serif, bold, extra bold and rounded (rounded end of the letter). All brands of average use custom fonts as the identity of the product differentiator with its competitors. Custom fonts, sans serif, bold, extra bold, rounded/font rounded tip, used for products for teenagers and kids like candy, chocolates and snacks. Serif, normal, bold, extra bold sans serif and is also used for battery products, shavers to form the impression of a mighty, powerful, fast, and formal. Candy and chocolate, lots of letters utilizing custom fonts, sans serif, bold, extra bold, rounded, impressive dynamic and excitement for children and adolescents.

4. Result

Displays and packaging design in the checkout area affect consumers make spontaneous purchases (impulse buying). Effect of packaging and product display pattern at the check out counter of consumer behavior in doing impulse buying, from consumer response, the pattern display and the six elements of the packaging design: the layout, the focal point, the information hierarchy, typography, use of photos, illustrations, and color.

Consumer insight reinforces this opinion impulse buying stimuli to become stronger. Results of structured interviews with various sources, support the truth of the information that was obtained that the majority of consumers make spontaneous purchases at the check out counter. Emotions influence impulsive purchasing behavior is human behavior within certain limits is still considered normal. From the observation at the check out counter display area looks so strong involvement and packaging design in encouraging consumers make spontaneous purchases, so the check out counters be means of sales promotion activities are often not realized by the consumer.

From the overall results of the discussion, some of the important things is the conclusion that,

This external influence factors influenced by displaying an attractive pattern with attention to ergonomic elements, maximizing the queue flow, as well as fused and complementary packaging products displayed. From a review of the pattern of the display at the check out counter, typography design a custom font brand name generally be an option to be a focal point manufacturers in packaging that is placed at the check out counter. Utilization of packaging design elements such as layout, focal point, information hierarchy, typography, color, illustration / photo on the packaging, known relationships between the elements that make up the design of packaging and packing characteristics of the visual impression, cause a response in the consumer in making the decision to make spontaneous purchases.

Arranging the display and the appearance of an attractive product packaging at the check out counter is an interesting visual input when consumers are in the checkout queue. By utilizing the duration of the queue, then the chances of impulse buying is increasing. The products are on display at the check out counter are generally items with a price range that has been unexpected by consumers. This strategy is applied to further encourage spontaneous purchases, which as far as possible avoid rational considerations.

Internal factors influence consumers include: past experience, behavior (lifestyle), knowledge, and attitudes to encourage spontaneous purchases. Spontaneous buying decision process is different from the usual purchase process, the dominance of irrational thoughts thicker seen in spontaneous purchases, which involve an element of emotion, favouritism, nostalgic, and instantaneous suggestion needs. The entire process of spontaneous purchases generally provide outputs on consumer satisfaction.

The rise of retail trade business in Indonesia, which is characterized proliferation of supermarkets, causing increasing competition in the supermarket manager to attract the attention of consumers. In addition to conventional promotion, convenience shopping, also uses every inch of area supermarkets are laid out in such a way that consumers receive visual stimulus as well as supporting spontaneous purchases.

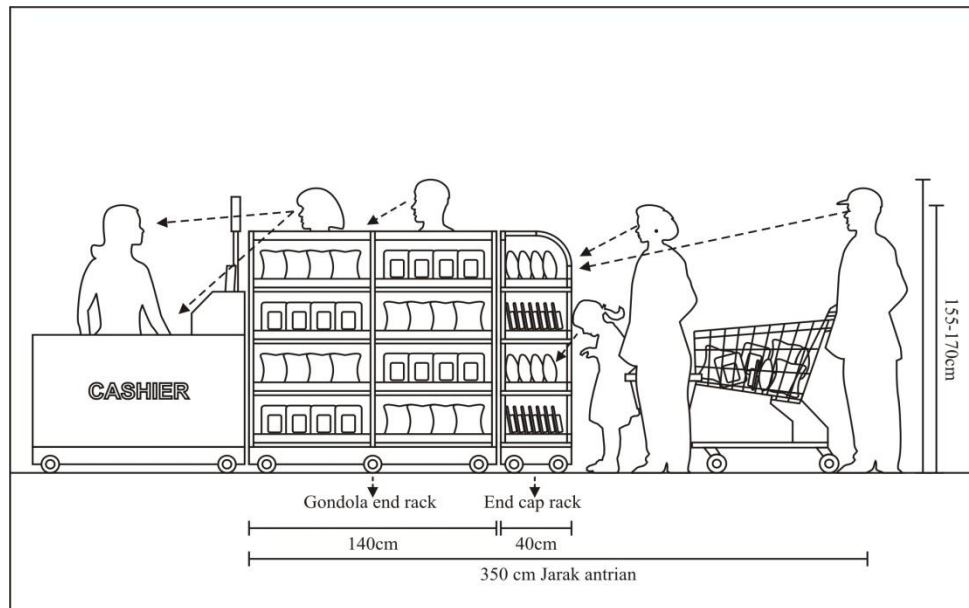


Figure 1. Consumer at Supermarket's Chek Out Counter [6]

5. Conclusion

Thus the results of observation, analysis and relation to theoretical, it can be said that the pattern of displaying and packaging design are on display at the check out counter is one of the marketing communication efforts by utilizing the external factors that influence consumer perceptions, namely: product display, properties of environmental stimuli and situations to provide visual stimulation to the consumer that ultimately lead to the desire to buy. In essence, think creatively and broader than just translate the data quantitatively. Digging something that does not appear on the surface.

Check out area is the most recent counter that will be skipped when consumers already feel finished shopping needs. This area became an important and actually utilized by the manager of the supermarket to re-tempt consumers to shop. In this area the consumer as if forced to see the items that are sold, so it can not be avoided observe the items on the shelf at the check out counter. Supermarket managers have a good understanding of consumer attitudes and use it to do spontaneous purchase.

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