

Influence of coffee packaging on consumer purchase decision



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ABSTRACT

Packaging, aside from its primary role in containing food products, serves the crucial function of shaping expectations for a brand or product through its visual appeal, significantly influencing purchasing decisions. In the context of coffee, this

has gained heightened relevance given the evolving market dynamics and the increased emphasis on the product's positioning and differentiation in recent years. This study aimed to identify the key elements consumers prioritize when evaluating coffee packaging and examine the impact of both packaging and labels on the purchasing decisions of consumers. Through the administration of questionnaires (n = 100), the research revealed that color choices significantly influence consumer attraction, with red, dark brown, orange, and black standing out as particularly captivating options. The study also noted a substantial receptivity to innovative packaging, featuring distinctive graphic or technological elements. Conversely, aspects such as packaging format, ergonomics, vacuum/QR Code technologies, and packaging material demonstrated limited discernible impact on consumer preferences. The findings not only offer valuable insights for coffee-producing companies seeking to standardize packaging based on consumer preferences but also contribute to future research endeavors. By uncovering factors that may not resonate with consumers, this study lays the groundwork for further inquiries and the validation of hypotheses within the realm of coffee packaging research.

Keywords: Consumer behavior, Market research, Packaging design, Coffee.

1 INTRODUCTION

Coffee is one of the most consumed beverages in Brazil today, and the consumer has been demonstrating an emotional and affective relationship with the product, associating the experience of consuming coffee as one of life's pleasures, in addition to being a way to improve mood and mood. During the COVID-19 pandemic (2020-2021), a survey was conducted where it was possible to observe that consumers started to drink more coffee and claimed that social isolation and staying at home had a great influence on the increase in desire for the drink. Most respondents (72%) stated that coffee helped them overcome the worst moments of the pandemic (DOMINGUES, 2021).



Food packaging, according to the definition presented in RDC 91/2001 (ANVISA), is the article that is in direct contact with food, intended to contain it, from its manufacture to its delivery to the consumer, to protect it from external agents, alterations and contamination, as well as from adulteration. Therefore, by the definition of packaging, it is possible to perceive some of the main functions, such as: containment, protection, communication and convenience.

Blessa (2012) apud *Oliveira (2018)* , adds that the packaging must be designed to attract and attract the consumer and then cause the sale of the product. Being an important marketing tool at the point of sale, it must catch the consumer's attention through the colors, shapes, textures, and typography used in its design. Faced with this reality, companies become increasingly competitive, seeking a differential between the various products offered with similar characteristics. Thus, the packaging, together with the label, gain significant representation not only to store and transport the product offered, but also to position it on the shelves and seduce the consumer through an eye-catching design (OLIVEIRA, 2018). Consequently, it is necessary to improve the visual attractiveness of the packaging, since market globalization promotes an increasing supply of products with the high quality standard required, making industries need to use all possible resources to remain in the market.

In view of this, it is important to understand which attributes are observed by the consumer when buying a coffee, which information they will consider essential and which will not be so relevant. In this context, packaging elements such as: design, font, colors, application of new technologies, ergonomics, content, material, quality seals, legibility, illustrations, phrases, recyclable material, among others, can be evaluated. As the demands increase due to the improvement of packaging in terms of design, so does the need to produce packaging that is convenient and competitive. Several studies have been conducted with the purpose of observing the role of the packaging or factors contained in it in the consumer's purchase intention, however, there are few studies that address the reasons that lead the consumer to choose a certain type of coffee by analyzing the items that appear on the package. Thus, with this work, we aim to expand the understanding of the coffee consumer's purchase decision process. These results can help companies producing roasted and ground coffee powder to determine the best combination of packaging aspects, and consequently, facilitate the development of packaging that is attractive, making research important for the coffee industrial sector.

2 METHODOLOGY

The work was a cross-sectional research, of a self-applied nature, with a quantitative and descriptive approach, and the data were collected through an online questionnaire, which was made available from April to November 2022. The questionnaires were disseminated mainly through social networks and messaging applications, randomly to individuals aged between 15 and 71 years.



The questionnaire was structured in two sections, containing a total of 28 structured or semi-structured questions. However, in order for the questionnaire to take place, it was necessary to answer the main question about coffee consumption; If the individual answered no, the questionnaire would be closed, if he answered yes, he would continue.

a) Influence of the characteristics of the coffee packaging: in this section, 23 questions were addressed in Likert-type degree of agreement, constituting questions such as; Colors that refer to childhood influence or not the purchase decision, if the color of the packaging is a determining factor, innovative product, with colors different from the conventional would draw the consumer's attention, packaging format, ergonomic packaging, vacuum packaging, packaging that appears to have greater resistance, smelling the coffee before buying, if it would be a determining factor, contents of the package, packaging material, presence of a logo of a recognized brand, clarity of information, presence of quality seals, font of the letter, font size, illustrations, phrases, economical packaging, originality and exclusivity, packaging produced from recyclable material, use of *QR Code* and *Zip Lock*. Finally, a question evaluating which color the consumer has the most affinity or prefers when buying a coffee (red, yellow, orange, green, black, dark brown and white).

b) Sociodemographic issues: 5 questions were addressed with the objective of characterizing the respondent population, being the questions related to gender, age, level of education, monthly income and state of residence. It is important to emphasize that each participant had their information anonymous, directing all data and information obtained in an ethical manner.

3 RESULTS AND DISCUSSION

3.1 SOCIODEMOGRAPHIC PROFILE

Table 1 shows the data on the sociodemographic profiles of the 100 participants.

Table 1 - Sociodemographic profile of the research participants (n=100).

Variable	Absolute frequency (n)	Relative frequency (%)
Gender		
Female	52	52
Male	48	48
Age group		
15 to 18 years old	7	7
19 to 25 years old	40	40
26 to 32 years old	21	21
33 to 39 years old	13	13
40 to 50 years old	10	10
51 to 60 years old	6	6
61 to 70 years old	3	3
71 years or older	0	0
Schooling		



No schooling	0	0
Incomplete elementary school	0	0
Complete Elementary School	4	4
Incomplete high school	2	2
Completed high school	33	33
Incomplete tertiary education	32	32
Completed higher education	19	19
Postgraduate studies	10	10
Monthly income		
No income	18	18
Up to 1 minimum wage	20	20
From 1 to 3 minimum wages	33	33
From 3 to 6 minimum wages	24	24
From 6 to 9 minimum wages	5	5
From 9 to 12 minimum wages	0	0
From 12 to 15 minimum wages	0	0
More than 15 minimum wages	0	0

Source: Prepared by the author, 2022.

It is possible to note that the gender was divided between 48% of the male public and 52% of the female public, most individuals (40%) were between 19 and 25 years old, 33% had completed high school and 33% had an income of 1 to 3 minimum wages.

In a survey conducted by Domingues (2021), on the habits and preferences of coffee consumers in Brazil, the sample obtained was 4200 people interviewed and the gender was divided between 45% of the male audience and 55% of the female audience, which was similar to that of this study. The profile of the participants was also relatively similar to that of the audience in the study by Della Lucia et al. (2007), in which 75% of the participants were aged between 20 and 39 years, and 42.4% had incomplete higher education.

Regarding salary, according to data obtained in the Continuous PNAD (2021), 10% of Brazilians earn more than 3,359.00 reais, but in this survey it was obtained that 33% of respondents



receive from 1,212.00 to 3,636.00 reais. The knowledge of the monthly income is of great importance so that the consumer's profile can be analyzed.

3.2 FEATURES OF COFFEE PACKAGING

Table 2 shows the results obtained in relation to the characteristics of the coffee packaging.

Table 2 - Characteristics of the coffee packaging (scale from 1 = Strongly Disagree to 5 = Strongly Agree)

Statement	Average	Standard deviation
Coffee packaging colors refer to childhood memories and can influence the purchase decision	3,29	1,45
The color of the packaging is a determining factor	3,27	1,50
Of all the colors, which one catches the most attention	3,24	2,14
Innovative product, would draw attention and could lead to buying the product	4,08	1,22
Format is a determining factor	3,15	1,34
Packaging ergonomics influences the purchase decision	3,28	1,24
Vacuum packaging draws more attention than conventional packaging	2,83	1,40
Packaging that appears to be more resistant influences the purchase decision	3,95	1,26
Possibility to smell the coffee before buying	4,49	0,94
Package Contents	4,57	0,78
Packing material	3,05	1,30
Presence of a logo of a recognized brand	4,05	1,18
Preference for packaging that clearly shows all information	4,64	0,69
Presence of quality seals	4,01	1,17
Spelling is a determining factor	3,61	1,48
Readability	3,89	1,33
Illustrations	3,71	1,49
If the illustrations do not attract attention, it can lead to not choosing the product	3,53	1,26
Presence of sentences	3,7	1,46
Cost-effective packaging	3,89	1,34
Originality	4,11	1,19
Recyclable material	3,42	1,52
QR Code <i>Technology</i>	2,66	1,50
Zip Lock <i>Technology</i>	4,13	1,33

Source: Prepared by the author, 2022.



The statement that presented the highest agreement in this topic was: "Preference for packages that clearly show all information", reached a mean of 4.64 and a standard deviation of 0.69, followed by the statement "Package contents" obtained a mean of 4.57 and 0.78 standard deviation, while the statement "Possibility of smelling the coffee before buying" reached a mean of 4.49 and a standard deviation of 0.94.

The *Zip Lock* Technology with the mean and standard deviation respectively (4.13 and 1.33), originality of the product (4.11 and 1.19), innovative product (4.08 and 1.22), presence of a recognized brand logo (4.05 and 1.18), presence of quality seals on the packaging (4.01 and 1.17), were important statements for the research, as they reached the averages between 4.13 and 4.01, which refers to the average number of answers marked in the alternative: "partially agree".

On the other hand, statements such as "Packaging that presents itself to be more resistant", "Presence of the phrase economical packaging", "Legibility", "Illustrations", "Presence of phrases", "Spelling", "If the illustration does not arouse attention, this can lead to not choosing the product", "Recyclable material", "Colors of the coffee packaging refer to childhood memories", "Ergonomics", "Packaging color", ranged from 3.95 to 3.27 on average, that is, respondents marked the alternatives: "Neither agree nor disagree", "Partially agree" and "Strongly agree".

In a survey conducted by Esteves (2012), in relation to the color of the water bottle, it was asked if it arouses sensations that can attract or drive away the consumer, to which 1.8% of the respondents answered that they totally disagreed; 2.7% disagreed; 23.6% neither agree nor disagree; 38.2% agree; and 33.6% strongly agreed. On the other hand, in this research it was possible to observe a difference in relation to the public that totally disagrees with the statement (22.5%), different from what was expected at the beginning of the work, considering the difference in the product analyzed.

Regarding the colors that most attract the attention of the respondents (mean and standard deviation: 3.24 and 2.14), red was the dominant color with 40% of the votes, followed by dark brown with 22%, black (18.6%) and orange with 12%.

Della Lucia et al. (2009) point out that most of the consumers evaluated in the survey (a total of 75%) reported preferring brown and reddish colors for coffee packaging, claiming that "the color for coffee is brown with red". The possibility was raised by some consumers (37.5%) that green was associated with the organic product, since all the labels on the organic coffee packages had this color, at least in some details. This was similar in this study, where the colors that most caught the attention of the respondents were red and dark brown, followed by orange and black.

In addition, it is worth emphasizing the importance of conducting this type of research prior to product development, since understanding the factors that lead consumers to choose a particular product enables the industry to develop, innovate and define marketing strategies for it (DELLA LUCIA et al., 2009).



4 CONCLUSION

It is possible to conclude that, in the sample studied, coffee consumers are young, mostly female, with complete high school education, with an income of 1 to 3 minimum wages. Regarding the colors of the coffee packaging, there was a significant influence, and the colors that most attract the consumer's attention are red, dark brown, followed by orange and black. The aspect of an innovative product, which consists of different colors from the conventional one, i.e., a coffee package composed of graphic or even technological innovations, would be well accepted in relation to the respondent public, without taking into account the price and the answers regarding the acceptance of technological applications.

The shape of the coffee packaging, ergonomics, vacuum/*QR Code* technologies and packaging material did not bring significant results. It was also observed that factors such as: perception of resistant packaging, ability to smell the coffee before buying it, content (net weight), clarity of information and readability, were elements that constituted a high acceptance of the respondents. The illustrations contained in the coffee packaging, such as heart, cup, farm and gate, were factors that influenced the consumer. The presence of phrases on the packaging, the term "economical packaging", the originality/exclusivity factor and the "*Zip Lock*" technology were also relevant aspects in the research.

Finally, to collaborate in future studies, considering the questions used in this research. By establishing a direct and objective questionnaire, it will be possible to help coffee manufacturers to prepare a standardized booklet with all the characteristics that were relevant in relation to the consumer's choices, facilitating the development of a new coffee package, saving time and money with research and prototypes, obtaining a greater chance of success in the development of a new packaging.



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