PACKAGING-A TURNAROUND WAY TO ADVERTISE

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ABSTRACT:

The purpose of the study was to examine the consumer perception on different design elements of food products and to provide essential information for the companies about the consumer attraction and importance of design attributes from the consumer point of view. Buying decision of the customer is strongly based on packaging of product & its features. Nowadays people use to prefer product better packed well as a good packaging of any product ensures that the product inside the packaging is authentic. This also helps the producer to deliver the product easily and safely, also making it a promotional requisite.

By examining consumer's perception it came into knowledge that the design elements of packaging that are color, graphics, packaging material and information of the product plays a main role consumer's purchase decision. Quantitative data was collected from 60 questionnaire responses and was analyzed, the results of the study revealed the importance of packaging design in consumer buying behavior. Moreover, Packaging is important element in sense of the sale promotion as well as treated one of the most important factors to influence the customer buying decisions.

In today's business packaging factor has become a vital means for making items different so that it can attract attention of consumers. Packaging of food product is now an important aspect in marketing and it is now treated as most influential factors concerning consumer purchase decision at the point of purchase. Therefore, this research is conducted to study the effect of visual and verbal attributes on packaging of food in decision of purchase.

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INTRODUCTION:

In the earlier times, packaging was done to protect the product. Today, according to the varying trends in marketing packaging is being used as a tool to increase the sales and attracting the consumers. With advanced trends in marketing packaging has changed due to increasing changes in the consumers' needs and wants. Currently most companies are showing their interest in finding new methods of packaging so that they can use it as a tool to increase their sales and percentage profit. Product variables such as sizes, features, varieties, brand name, and quality contribute towards an effective packaging. However, only certain attributes can attract and increase consumer purchase intention. These attributes include color, designs, shapes etc. and they help consumers to know the products and differentiate them from competitor's products. More than that it helps in gaining and sustaining customer attention. The uses of packaging as a vital tool can be used to endorse the product to the target market.

(The Relationship between Packaging and Consumers Purchase Intention: A Case Study of Nestlé Nigeria Product, Published online 28 February 2015)

Urbanization has resulted in increased consumption of packaged and processed food; consumers are now seeking their food in packages on the shelves of food stores. It can be seen by observing Western developed countries moving away from primary production.

With the increase in consumer's income, packaged food industry has become a largest market share in developing and developed countries (USDA 2011). A good packaging of product helps its consumer to identify it easily. Product packaging helps in easy delivery and also ensures the safety of the product. The producer of the product uses the packing for satisfaction of consumer that the product is new and original. These days food product industry is also using packaging techniques for the promotion of the product and to make the product look different from its competitor's brand. In 2005 it was explained by Rundh that good packaging catches customer's perception about any specific product. In 2004 Silayoi & Speece said that package works as a tool for differentiation the brand. In 2007 wells Farley & Amerstrong said that packaging is use for marketing communication purposes and they are the important element which influences the buying behavior of the individual.

We have two variables: dependent and independent.

Dependent variable is Purchase intention and independent variable is Packaging of Food Product

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PACKAGING: Packaging is defined as 'the 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.

(http://en.wikipedia.org/wiki/Packaging_and_labelling).

Packaging is one system whose objective is to protect the contained product against an always-hostile environment of water, water vapour, air and its oxygen, microorganisms, insects, other intruders, dirt, pilferage, and so on—because a constant competition exists between humans and their surroundings. Packaging is designed to facilitate the movement of a product from its point of production to its ultimate consumption. *(Aaron l. Brody)*

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 user or consumer".

(Paul Dobson and Arvind Yadav, Norwich Business School, University of East Anglia) 28 June 2012.

PURCHASE INTENTION: Purchase intention refers to a plan to purchase a particular good or service in the future

(BusinessDictionary.com, 2010, Research report in partial fulfilment of the requirements for the degree of master in business administration, University Sains Malaysia, 2010)

Purchase intention is described as the scale used to measure the inclination of a consumer to buy a specified good or a use a service. (Dr. Gordon C. Bruner II)

Purchase intention is described as the willingness of the consumer to buy.

Packaging, as a promotional tool is focused upon stimulating this willingness in the consumers to choose your product over the competing products. The appeal for the same may be emotional attraction, convenience, portability, in terms of the package design insuring customer satisfaction.

Consumers often look at the packaging of the products as an aid in the purchase decision making process. Packaging refers to the container or wrapper that holds a product or group of products (Vidales, 1995). Apart from protecting the product from damage during storage and distribution, packaging is also an important sales tool in promoting the product to the ultimate consumer. Pilditch (1972) has defined packaging as the silent salesman in the store and it was the only communication medium between a product and the final consumer at the point of sales. Packaging is an ultimate selling proposition that stimulates impulse buying behavior (Kuvykaite, Dovaliene, & Navickiene, 2009).

A good packaging design is regarded as an essential part of successful business practice. Besides providing versatility, sustainability and convenience to consumers, most importantly, packaging

enables marketers to better enhance the appeal of their products and attract consumers to the shelves (Rundh, 2005).

Marketers not only optimize the visibility of the packaging but also ensure that the packaging is able to communicate the specific benefits of the product and facilitate the consumers in product selection from among the variety of brands available on the market. Recently, there has also been an increasing trend of environmental concern in respect of packaging. Some governments have prohibited the use of harmful materials, and imposed requirements for packaging to be reduced, reused or recycled. In addition, various laws and regulations have been gazette to protect the consumers from falsification and unsafe products. Perhaps the most influential class of laws that affect packaging is the one related to labelling, which requires the manufacturer or packer to declare on the packaged food the nutritional facts, added ingredients and best before date, etc. The reason for this requirement is to ensure that the product meets the stipulated quality standard, and, at the same time, provides necessary information on the packaging to facilitate consumer purchase decision.

LITERATURE REVIEW:

Many studies have been carried out to know the effect of different packaging elements on consumer buying behavior like Kuvykaite Rita *(2009)* said that a package attracts consumer's attention to a particular brand, enhances its image, and influences consumer's perception about a product.

Kuvykaite Rita, Dovaliene Aistė and Navickiene Laura *(2009)* examined package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior.

For this purpose two main blocks of package's elements could be identified: visual and verbal elements, where graphic, color, size, form, and material are considered as visual elements, while product information, producer, country-of-origin and brand are considered as verbal ones. Moreover, the impact of package elements on consumers purchase decisions should be evaluated depending on the consumer's involvement level, time pressure or individual characteristics of consumer

Dobson Paul and Yadav Arvind *(28 June 2012)* identified that packaging has many other roles beyond protection, preservation and presentation. Notably, packaging offers brand owners the possibility to communicate with consumers through distinctive designs and on-pack communication in the form of logos, graphics, images, colours, messages, and product information. This represents an important medium for marketing communication and an important battleground for the intense rivalry evident in most FMCG markets where brands compete for the attention of consumers.

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Hill and Tilley *(2006)* carried out a study with consumers to determine whether packaging has its impact on the preferences of children and their related decision making processes. Though focus group, they concluded that all children have a preference for the different kind of characters printed on the product package. This emphasized for the use of characters in communication with children.

Marshall et al. *(2006)* also founded that color was an important element in food choice. Product marketed towards children are brightly colored in order to attract their eye and make them seem fun and exciting; this is in line worth Roberts *(2005)* concept of "*entertainment*". That is, children may respond to food products not necessarily because of the nutritious nature, but for the fun or perceived imaginary or actual entertainment to be beyond.

Amity School of Business, Amity University, *(Indian Chocolate Packaging Industry, 6, June 2008)* tested the concept of packaging started with need to maintain the cleanliness of the product and ease of handling during transport and retailing. During the course of time, packaging has evolved into a full-fledged science and art. These days, packages are designed beautifully in multiple colour combinations to suit customer preference; and at the same time information regarding contents, batch no., dates of manufacture an Expiry and maximum retail price is provided on the packaging.

Thomas Sioutis, *(July 2011)* evaluated that most important package design attribute in terms of healthiness expectations is the package's shape. The "Shape" must be seen as a super attribute, because as it seems, this attribute summarizes the three dimension status of the package thus it includes also its type as well as its construction materials. Consumers' preferences for the different variance levels of the "shape" are strongly product oriented. Consumers prefer the square box in the case of cereals but they prefer the round bottle in the case of fruit juices. This along with previous research means that packages with classic and traditional shape for their product category make consumers to feel more confident for the product and generate higher healthiness expectations.

Udo R. Gottlieb, Drennan Judy, *(2012)* testified improving trade show visitors' perceived service quality positively affects visitor perceptions of trade show effectiveness. Furthermore, both trade show effectiveness and service quality directly influence future purchase intention.

Thomas Sioutis *(2011)* projected through his study that the visual and aesthetic dimens. Young *(2003)* has studied packaging influence on children's products.

Underwood et al. (2001) emphasize that, as with all point-of-purchase communication vehicles, the primary role for product packages is to generate consumer attention by breaking through the competitive clutter and gain consumer notice. For instance, Silayoi and Speece *(2004 and 2007)* find in the packaged Thai food market that consumers have no pre-thoughts about the product much

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before entering the store, and purchase intentions are essentially determined by communication at the point of purchase. *(See Garber et al. (2000).*

Blackman *(2005)* has concluded that current shifts in food trends of consumers has led to changes in normal day to day food marketing to focus on healthy food marketing hence impacting on consumer's behaviour. The impact of the changes more apparent on consumer perception, tests and needs including changes in food products that are being manufactured and their subsequent positioning. These changes have increased consumer awareness and have led to the demand for healthy food and information on the packaging of food they consumed.

Nancarrow et al., (1998), food products use a range of packaging attributes, combining colours, designs, shapes, symbols, messages. The packages outlook and features give it the most suitable uniqueness and originality it needed.

The use of refillables packaging has long been cited as a possible solution to this problem however in the past attempts to extend the use of refillables packaging, beyond a few traditional areas have met with little success.

Thus, packaging can be seen to relate to both marketing and logistics.

For marketing the package sells the product by attracting attention and communicating.

For logistics the package allows the product to be contained, apportioned, unitized and communicated.

Packaging is one of the critical factors in the decision making process as it communicates to the consumers (Estiri, Hasangholipour, Yazdani, Nejad, & Rayej, 2010). Decision making is regarded as the continuous cognitive processes in the selection of a course of action among several alternatives in the environment to making final a choice (Lysonski, Durvasula, & Zotos, 1996). In decision making theory, intention to purchase depends on the degree to which consumers expect the product to satisfy their need and desire when they consume it (Kupiec & Revell, 2001). In the pre-purchase decision making process, consumers consider factors such as the product itself, the packaging, the store and the purchase method (William, 1994). Emphasis of this research study is given on packaging elements. In general terms, packaging is the container to hold, protect, preserve and facilitate the handling and commercialization of products. Different researchers emphasized different functions of packaging and some of their studies relate either to logistic or marketing functions (Prendergast & Pitt, 1996). According to Rundh (2005), changes of consumption patterns and habits have resulted in higher demand for innovative packaging solutions in retail outlets. In addition to the logistic function, packaging now has a major role in marketing and is treated as one of the most important factors influencing consumer purchase decision at the point of sale (Kuvykaite

et al., 2009). Analysis of the findings from Wells, Farley and Armstrong (2007) clearly indicates that there is a strong association regarding the influence of packaging on purchase decision, with over 73 per cent of consumers interviewed stating that they rely on packaging to aid their decision-making process at the point of purchase.

OBJECTIVES OF STUDY:

- Underlying the factors of packaging which develop purchase intention for food products.
- To check the effects of factors on purchase intention.
- To check the impact of packaging on purchase intention.
- To open up new vistas for further research.

RESEARCH METHODOLOGY:

There are two main sections of questionnaire. The first section consists of statements on the **visual and verbal package attributes** that have a decisive effect upon consumer purchase decisions. It comprises some of the questions that are used to measure the constructs of this study. The items for visual package attributes were adapted from Vila and Ampuero (2006); Silayoi and Speece (2007); Yang and Raghubir (2005); and Ahmed et al. (2005). For the verbal package attributes the items were adapted from Silayoi and Speece (2004), and Kuvykaite et al. (2009). Finally, the items for purchase decision were adapted from Schlegelmilch, Bohlen and Diamantopoulos (1996). Data for this study was collected from method of sampling.

3.1 THE STUDY: The Study is Exploratory in Nature.

3.2 SAMPLE DESIGN:

- Population: the total population of the study is entire possible customers.
- Sample size: 60 Customers
- Sample element: All packaged Food products.
- Sampling technique: convenient sampling technique is used.

3.3 TOOL USED FOR DATA COLLECTION: The date will be collected on the basis of Questionnaire.

3.4 APPLIED FACTOR ANALYSIS by using SPSS 19.0

DATA ANALYSIS AND INTERPRETATION:

Following are the findings:

TABLE: 1

COMMUNALITIES

	Initial	Extraction
V1	1.000	.645
V2	1.000	.634
V3	1.000	.750
V4	1.000	.794
V5	1.000	.742
V6	1.000	.570
V7	1.000	.759
V8	1.000	.769
V9	1.000	.690
V10	1.000	.839
V11	1.000	.844
V12	1.000	.740
V13	1.000	.873
V14	1.000	.752
V15	1.000	.738
V16	1.000	.766
V17	1.000	.745
V18	1.000	.752
V19	1.000	.689
V20	1.000	.740
V21	1.000	.782
V22	1.000	.701
V23	1.000	.721
V24	1.000	.762
V25	1.000	.671
V26	1.000	.716

Extraction Method: Principal

Component Analysis.

We have taken 26 variables on the basis of review of literature and above are the co-relation matrix of this
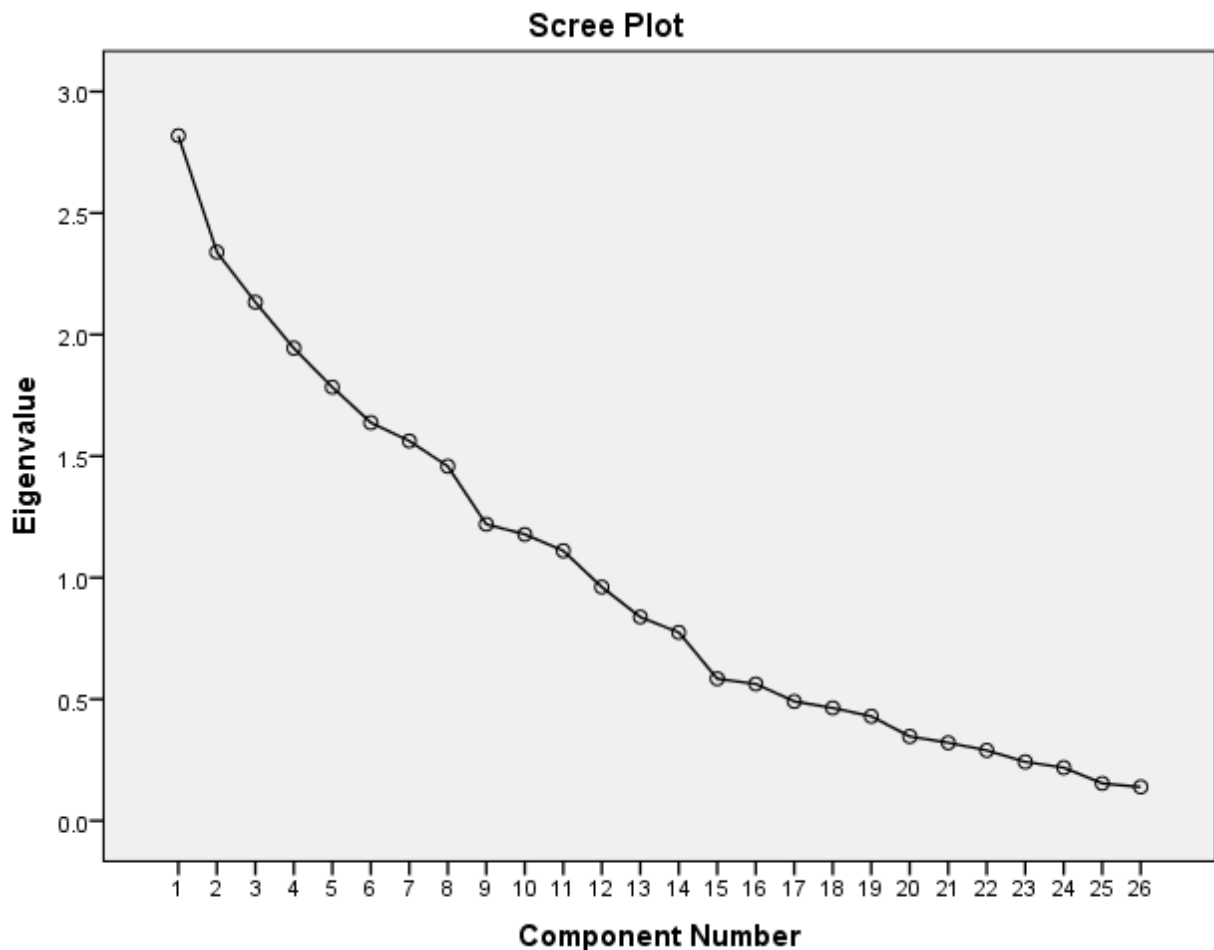
variable.

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Table: 2

Analysis of Factors

Explained Total Variance

Component	Eigen values Initial			Extraction Sums of Squared Loadings		
	Total	% Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.818	10.840	10.840	2.818	10.840	10.840
2	2.339	8.998	19.838	2.339	8.998	19.838
3	2.133	8.206	28.043	2.133	8.206	28.043
4	1.944	7.478	35.521	1.944	7.478	35.521
5	1.784	6.860	42.381	1.784	6.860	42.381
6	1.638	6.299	48.680	1.638	6.299	48.680
7	1.562	6.009	54.689	1.562	6.009	54.689
8	1.458	5.608	60.298	1.458	5.608	60.298
9	1.220	4.691	64.988	1.220	4.691	64.988
10	1.178	4.530	69.519	1.178	4.530	69.519
11	1.111	4.272	73.790	1.111	4.272	73.790
12	.961	3.697	77.488			
13	.838	3.223	80.711			
14	.775	2.980	83.691			
15	.584	2.247	85.937			
16	.563	2.164	88.101			
17	.491	1.888	89.989			
18	.464	1.784	91.773			
19	.430	1.652	93.425			
20	.347	1.334	94.759			
21	.321	1.234	95.992			
22	.289	1.113	97.105			
23	.242	.931	98.036			
24	.219	.841	98.876			
25	.154	.591	99.467			
26	.139	.533	100.000			

Extraction Method: Principal Component Analysis.

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We can see that 26 variables are compressed into 11 factors as Eigen value of the variables is more than 1. Whereas the top three factors are showing 28 percent of the variance in the model. While all extracted 11 factors are showing 74 percent variance in the entire model.

Figure 1

Same can be infer from the scree plot diagram.

Table: 3

Component Matrix

	Component							
	1	2	3	4	5	6	7	8
V1	.016	-.167	.525	-.056	.363	.302	.283	.037
V2	.566	.013	.012	-.227	.390	.046	.081	-.272
V3	.260	-.215	.519	-.027	.265	.326	.347	.023
V4	-.014	-.427	-.087	.349	-.237	-.318	.419	-.084

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Asia Pacific Journal of Research in Business Management
Vol. 8, Issue 4, April 2017 Impact Factor: 5.16, ISSN: (2229-4104)
www.skirec.org Email Id: skirec.org@gmail.com

V5	-.184	-.336	.510	.412	-.006	-.262	.105	.046
V6	.444	-.347	-.196	-.070	-.125	.020	.186	.208
V7	-.391	.402	-.232	.429	.342	.174	-.108	.069
V8	-.364	.141	-.308	.304	.540	.234	-.051	.026
V9	.283	-.281	.159	.173	.274	-.170	-.440	.313
V10	-.125	.213	.646	.385	-.239	.239	-.102	-.195
V11	.368	.387	.034	.262	-.175	-.058	.179	.126
V12	.191	.321	-.074	.598	.026	-.092	.028	-.061
V13	.167	-.152	-.176	.328	-.118	.197	-.040	-.448
V14	.419	.338	-.067	.099	.278	-.022	-.065	.226
V15	-.359	-.061	-.106	.249	.362	.026	.356	.453
V16	-.208	-.474	-.150	.187	-.127	.465	-.104	.333
V17	-.566	.504	.061	-.157	-.271	.145	.000	.056
V18	.433	-.124	.031	.390	-.223	.111	-.380	-.023
V19	-.197	-.199	-.224	-.165	.407	-.470	-.060	-.221
V20	-.514	-.284	.028	-.069	.199	-.242	.034	-.273
V21	.024	.238	-.356	-.099	-.103	.391	.311	-.356
V22	.634	.196	-.289	-.024	.152	.035	.280	.167
V23	-.002	.345	.320	-.436	-.066	-.094	-.271	.391
V24	-.051	.484	.367	.009	.008	-.308	.476	-.015
V25	-.208	-.296	-.114	-.256	-.193	.407	.210	.201
V26	.097	-.021	.315	-.155	.377	.302	-.265	-.354

Now through component matrix we need to identify and name the selected factors which have the most effective influence and the findings are mentioned in the next chapter.

FINDINGS AND CONCLUSION:

INDIVIDUAL DESCRIPTION OF FACTORS:

1. Among the factor 1 the variable V_2 which refers to "**Endorser**" is the most influencing variable. According to the table its value is 0.566 and its percentage of variance is 10.840.

2. Among the factor 2 the variable V_{24} which refers to "**Experience by others**" is the most influencing variable. According to the table its value is 0.484 and its percentage of variance is 8.998.

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3. Among the factor 3 the variable V_1 which refers to "**Color**" is the most influencing variable. According to the table its value is 0.525 and its percentage of variance is 8.206.

4. Among the factor 4 the variable V_{12} which refers to "**Calorie chart**" is the most influencing variable. According to the table its value is 0.598 and its percentage of variance is 7.478.

5. Among the factor 5 the variable V_{19} which refers to "**Place of Manufacture**" is the most influencing variable. According to the table its value is 0.407 and its percentage of variance is 6.860.

6. Among the factor 6 the variable V_{16} which refers to "**Means of Reclosing**" is the most influencing variable. According to the table its value is 0.465 and its percentage of variance is 6.299.

7. Among the factor 7 the variable V_{24} which refers to "**Experience by Others**" is the most influencing variable. According to the table its value is 0.476 and its percentage of variance is 6.009.

8. Among the factor 8 the variable V_{15} which refers to "**Contents**" is the most influencing variable. According to the table its value is 0.453 and its percentage of variance is 5.608.

9. Among the factor 9 the variable V_{11} which refers to "**Brand Name**" is the most influencing variable. According to the table its value is 0.579 and its percentage of variance is 4.691.

10. Among the factor 10 the variable V_{20} which refers to "**Manufacturing Date**" is the most influencing variable. According to the table its value is 0.355 and its percentage of variance is 4.530

11. Among the factor 11 the variable V_{14} which refers to "**Tag Line**" is the most influencing variable. According to the table its value is 0.553 and its percentage of variance is 4.272.

The results of this research did support the proposition that the packaging has led a significant impact on purchase intentions of the buyer and thus is an effective promotional tool in context of the food product 'chips'. An attractive packaging gains consumer attention by standing out from the competitive clutter and amongst the various factors rank in the factor analysis, visual variables like celebrity picture, endorser of the product, tagline and logo, informational variables like ingredients, price, manufacturing date, recipe information and creative and social variables

like eco-friendly message, have the most positive impact on the buying behaviors of the customers of this product whereas factors including variables like means of reclosing, size of the package have the least impact on the buying behavior of the customer of the product.

Thus it can be inferred that the participants tend to judge the food product on the basis of the above preference order and the proportionate dependency of the independent variable on the dependent one that is the packaging and purchase intention respectively is also based on the above preferential factors.

This is also supported by the study done by Sunil Giri and Vishal Sharma *(May 2012)*; Food Products Packaging: a study of its effect on consumer behavior, Indian journal of marketing and also in the study done by Silayoi P., & Speece, M. *(2004)*.

Thus it can be concluded that well designed visual elements and appropriately delivered information on packaging helps to create strong impact on the consumer purchase intention.

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