

2nd Life of Packaging and Brand Equity



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FINAL THESIS REPORT:
“2ND LIFE OF PACKAGING AND BRAND
EQUITY”

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ABSTRACT

This endeavor explains the results of a quantitative research regarding how a product's packaging (specifically the one which the consumer uses even after the product has been completely consumed) can impact its brand equity. As compared to disposable packaging, such kind of packaging promises longer brand-consumer interaction which results in higher recall and recognition rates; basis of consumer based brand equity. A few examples of brands that took on a second-life because of a new use of their package are also discussed. During the primary research, respondents answered a 7 quantitative item questionnaire adopted from IPSOS Brand Health Tracker. On ground research was also conducted by visiting multiple retail formats and identifying different brands that offer such a packaging.

ACKNOWLEDGEMENTS

All of our gratitude and praises rest with the Great One; Almighty Allah, who made this little endeavor a reality. From initiation of the idea to finalization of the deliverables Allah's continuous help and guidance kept me going.

I would like to thank my Mentor; my supervisor, *Ms. Maria Qadri* (Assistant Professor, Marketing, NBS) for providing continuous support and guidance through all means possible.

My parents, like always, supported me a lot and provided every sort of assistance they could provide. From childhood till the present day they always tried to reduce our burdens and face it themselves and this time again they did the same. I am really very grateful to them.

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CHAPTER # 1:

“INTRODUCTION”

1.0 Overview

The concept of brand value has pulled in scholastics and experts for a decade, mostly because of the importance in today's commercial center of developing, upholding and utilizing brands further bolstering attain vital good fortune. Brand value has been outlined as "the profit invested by the brand to the item" (Farquhar, 1989). The main point may be seen and broke down from the view of either the customer or the association. Brand value, in promoting exploration keeps tabs on purchasers' association with the brand. The thought of brand value is profound established in cognitive brain research and keeps tabs on client cognitive techniques. The worth of a brand and its value is inevitably inferred in the business sector from the words and activities of customers. The premise of brand value comes up from the client mentality. Brand value happens when shopper has a lifted level of responsiveness and recognition with the brand.

"Buyers fabricate a picture of a brand as fledglings assemble homes. From the scraps and straws they risk upon." Therefore, an item name, pictogram, a solitary tune, bundling or any visual separation with the brand or any kind of showcasing works like an insight for buyer to secure a picture or recognition about the brand. Some regular brand elements are to recognize how they function commonly or independently to help brand value.

"A brand can be characterized as a name, term, sign, image, or configuration, or blend of them which is proposed to distinguish the products and administrations of one dealer or gathering of venders and to separate them from those of contender" (Kotler 1991; p. 442). Any buyer comprehends another brand's insurance since its worth is put into the genuine useful administrations or an item basically by back connections that with the producer. Consistent with administration point of view, it is a situated of advantages of which oblige brand name admiration, brand name mindfulness, watched high caliber, and in addition brand name companionships which might be joined with a brand name.

Brand value is right away built by creating a schema of brand care in the long run encircling positive brand pictures - and is finally stretched by atypical of brand faithfulness (Key Marketing and Research Techniques, 2008) Keeping in mind the end goal to make an influential brand picture you must depict your item in a manner that how client feel and contemplate your item. You may as well collect suitable experience about your brand, to verify customers get great theory and notion with respect to the item. For the individuals who have firm brand value, your clients will positively get a greater amount of your item, they may suggest it to others, and they

will be more loyal to the item. The point when acknowledging a most recent or new item, buyers experience two differentiated choice making methods: To start with, if to study the new item all the more nearly; the second, if to purchase it. Therefore, bundle outline has the opportunity to not just control shoppers' recognition of the item and brand, however edify their obtaining conduct, such as the wish to further investigate the item or purchase it. Assuming that bundle outline:

- (1) impacts customers' observation of a product/brand;
- (2) can influence or demoralize customers' to further explore or buy the item;
- (3) can change brand loyalties and modifying this can have sad outcomes for an organization, as it runs the danger of estranging brand-reliable shoppers who may not distinguish or trust the new item or administration.

Packaging is the holder for an item encompassing the material look of the compartment and including the outline, shade, structure, classification and materials utilized. Most advertising course book think about bundling to be a vital some piece of the item' component of the 4 P's of promoting: item, value, spot and advancement. Some contend that bundling give a limited time apparatus instead of a development of the item.

Kotler characterizes "packaging as all the exercises of planning and transforming the compartment for an item" inasmuch as Keller acknowledges "Packaging to be a property that is not identified with the item". He says, " It is one of the five components of the brand together with the name, the logo or realistic image, the identity and the mottos". While the significant utilization for bundling could be recognized to be insurance of the products inside, bundling likewise fulfils a key part. From the shopper perspective, bundling assumes a fundamental part when items are acquired as both a sign and as a premise of data. Packaging is discriminating, given that it is the first thing that the client sees before making the last choice to purchase.

Packaging is presently for the most part viewed as a fundamental segment of our up to date life style and the way business is sorted out. It is distinguished as an essential some piece of present day advertising procedure, which holds all periods of exercises included in the exchange of merchandise and administrations from the maker to the customer. It is a critical some piece of the marking process and assumes a part in imparting the picture and character of an organization.

It is the proposed reason for the packaging to make an item promptly sellable and in addition to secure it against harm and counteract it from crumbling while archiving. Besides the bundling is frequently the most related component of a brand name and conduces to promoting or correspondence.

Of course elevating should be focused at making strong brand insight through positive, momentous collaboration's (distinguishments) in the cerebrum of purchasers

so they can remember and divide the milk checks as specified by Aaker (1991), in this manner giving the brand a remarkable character by making it i) essential ii) normal presentation iii) uncommon instruments, for instance usage of jingles, sponsorship, consideration iv) emphasis could be an interchange prescription for chiefs and promoters to appropriate.

2.0 Purpose

The purpose of this study is to compare brands that have a reusable packaging with the ones that don't and how this feature impacts their brand equity. This endeavor enlightens marketers about the second-life of their brand's packaging and the potential of using that life-cycle stage for their brand's benefit. Usually, after consumption such packages hold to everyday use items but that may contradict with the meaning of the brand. For example Altoids is a breath mint but its tin packs are later on used to hold first-aid kit.

3.0 Scope

Fulfilling its purpose, the study focuses on packages in consumer category and tries to determine a relationship between package and brand equity. Only determinants of brand equity are considered and not the elements as outlined by Kevin Lane Keller's Customer Based Brand Equity model.

CHAPTER # 2:

“LITERATURE REVIEW”

1.0 Concept of Branding

The thought of Branding holds unbelievable hugeness since numerous years. It is the way to separate the merchandise and administrations starting with one then onto the next. Client's thought of brand is to relate and figure with data transforming in regards to products buying and being persuaded about the brand to collect their trust with time. Marketing today is utilized to make passionate connections to items and organizations (Dolak, 2003; Kotler & Armstrong, 2004). Marketing exertions make an inclination of cooperation, a feeling of predominant quality, and an environment of elusive qualities that encompass the brand name, imprint, or image (Aaker, 1991; Dolak, 2003).

1.1. Brand Equity

The most huge holdings of any business are immaterial possessions incorporating its base of committed clients, brands, images and mottos, the brand's essential emotional disposition, picture, uniqueness, mentality, cognizance, relations and name responsiveness. These stakes on top of rights, brand name, and channel dealings include brand value; a principle wellspring of intense focal point and future profit (David Aaker, 1991; Neal & Strauss, 2008). Brand value is at the begin constructed by lying a base of brand mindfulness at last framing positive brand pictures and is finally augmented by large amounts of brand faithfulness. The vitality of brand value comprises of various profits for organizations that claim brands. Brand value has hopeful association with brand devotion. All the more faultlessly, brand value expands the probability of brand determination, alluding to client unwaveringness to a specific brand (Pitta & Katsanis, 1995). To impact the Brand Equity as 'Brand Equity (like organization value) is the situated of brand stakes and liabilities connected to a brand that includes or subtract from the brand esteem'. Aaker (2002, p.7)

1.2. Factors that Influences Brand Equity

Kevin Lane Keller initially sketched out five segments of brand value. He suggested that it is a regulated process that answers the essential inquiries that clients will get some information about the brand. Here are the steps that constitute brand value:

Step 1: Brand Identity (Who Are You?)

The objective is to create "brand notability," or as such brand mindfulness. Essentially, you are attempting to determine that brand recognitions are "right" at essential phases of the purchasing methodology.

Step 2: (Brand Meaning -- What Are You?)

At this stage brand is distinguished and impart what your brand implies. There are two key components: "execution" and "symbolism." "Execution" is the way well your item helps. It incorporates fundamental components like item dependability, toughness, and serviceability and key characteristics like administration adequacy, effectiveness, and compassion, outline, style and cost. "Symbolism" is the manner by which well your brand helps on a social and mental level.

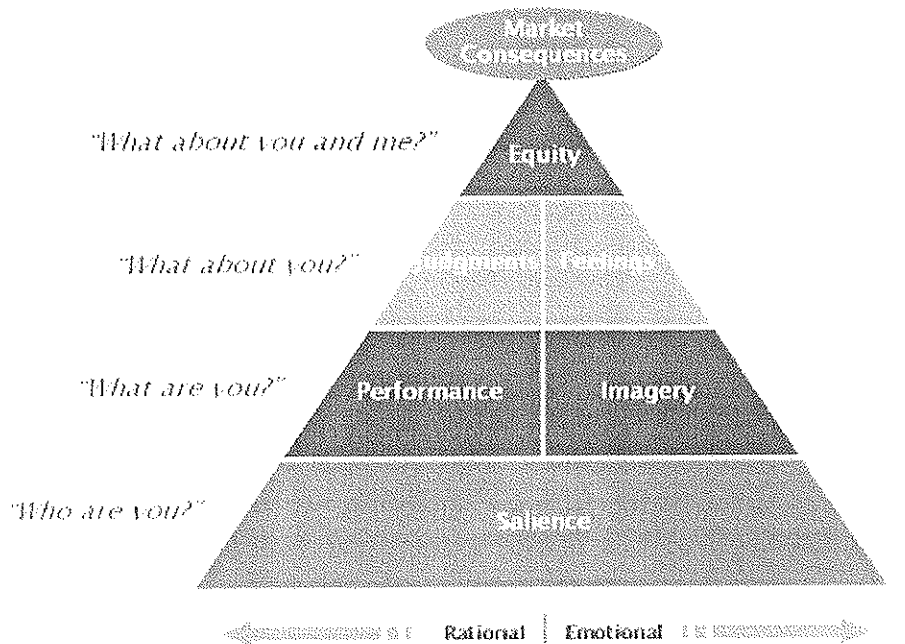
Step 3: Brand Response (What Do I Think About You?)

At this stage we enter clients "judgments" and "sentiments." It is on the groundwork of these four qualities quality, tenability, predominance and thought.

Step 4: Brand Resonance (How Much of a Connection Would I Like to Have With You?)

Brand "Resonance" is the focus where the brand value is at long last constituted. It is most challenging yet and the same time generally attractive. It is clients bond with the brand. It is arranged into four classes: attitudinal connection, behavioral unwaveringness, feeling of neighborhood and animated engagement.

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2.0 Concept of Packaging:

Bundling is an essential brand component, connected to the capacity of planning and assembling holder or wrappers for an item (Croft, 1985, as referred to in Keller, 2003). The holder for an item which incorporates the physical manifestation of the compartment incorporating color, configuration, structure, grouping and materials utilized (Arens, 1996).

To attain advertising destination and additionally target shoppers' wishes, tasteful and viable segments of bundling must be chosen rightly. Tasteful segments depict to a bundle's size, material, shade and design where creative printing methodology assumes fundamental part to pass on involved and beautiful messages on the bundle at the "minute of truth" throughout the purpose of procurement (Serafin, 1985, as referred to in Keller, 2003). Yet structural outline is basic. For instance, bundling headways with sustenance things all around the years have been achieved bunches being resalable, fixed and more accommodating to use. Changes in canning have made vegetables crunchier, and remarkable wraps have stretched the life of refrigerated support (Hall, 1986, as referred to in Keller, 2003). The accepted part of the bundle has been to safeguard, hold and circulate the item to the distribute rack (Feig, 1999, as referred to in Underwood, 2003). Notwithstanding, Schoormans and Robben (1997) discussion about that the bundle is not just for assurance of within and assistance of

¹ www.knowledgenetworks.com - 525 x 415 - Search by image From Kevin Lane Keller's Brand Resonance Model

appropriation, yet is likewise performing various correspondence capacities like brand and item arrangement, value data and item use. Along these lines, the undertaking of the bundle is to pass on the item's passionate and sound capacities and profits (Gawek, Pauw, & Wijgerse, 2007).

Packaging can have essential brand value profits for an organization. Manifestation of a bundle can strengthen important brand relationship and can transform into a critical method of brand affirmation. Recognizing and related bundling is a valuable advantage for brand quality. For the incredible number of customer items, bundle configuration is the best communicator of a brand's center uniqueness.

Research shows an unaided consciousness tests, consumers remember more about the package than they do about the marketing or promotions. Based on analysis brand equity evaluation, Elliot Young, chairman of Perception Research Services, verifies that consumers recall the color of package first, the form of package second (if you have a distinctive package structure), and the style of brand logo third (Wallace, 2001). Effective branding elevates a product from just being one article of trade amongst many identical commodities, to be converted with a unique promise.

It is one of the major visual design fundamentals for a package is the color.

3.0 The Role of Packaging in Brand Equity

The essential capacity of bundling is to ensure the item against potential harm while transporting, stocking up, offering and exploiting an item and to guarantee the straightforwardness throughout execution of these exercises. Sogn-Grundvag & Ostli have shown the essentialness of bundling on account of staple need, when purchasers purchase unbranded items. Seeing that most clients tend to touch things before getting, they treat thing bundling as an instrument for guaranteeing customers from debasement, for allowing those to touch things without farthest point and without any requirement to refuse spreading their hands.

Give us a chance to consider this sample: Altoids have been rousing awful breath since nineteenth century. You can transform it into different varieties of without doubt helpful and out and out fun, manifestations. The tins we use for Altoids® are handled from tin plate, which is a champion around the most recyclable materials used as a piece of the collecting of packed stock. Altoids tins are otherwise called BOAT (Bug-out Altoids Tins).

The remarkable news about these tins is that they in like manner end up being of service as meager space holders for things like nails, coins, paper cuts, and gets to name several the possible results are gigantic. We have even found that the tins have been used for extra curious purposes as hand held centerpieces, even as an emergency wild stove. This is ideal for any person who requires having the crucial survival contraption along every time they head into the field.



Beholding the inventive and innovative uses for an Altoids tin simply brings a smile to your face. There are list of 22 many ways to reuse an Altoids tin like first aid kit, electronic lab, char cloth maker, pocket game chest, router plane etc.

Part of packaging in brand value has additionally been characterized as "the improvement in the apparent utility and allure a brand name presents on an item" (Lassar, Mittal and Sharma 1995, p. 13). Elevated brand value is acknowledged to be an aggressive playing point since: it intimates that firms can charge a premium; there is an expansion in client interest; broadening a brand gets to be less demanding; correspondence fights are more viable; there is better exchange power; edges might be more terrific; and the organization gets less powerless against rivalry (Bendixen, Bukasa, and Abratt 2003). As it were, high brand value creates a "differential impact", higher "brand learning", and a bigger "purchaser reaction" (Keller 2003a), which ordinarily prompts better brand execution, both from a monetary and a client point of view.

4.0 The second life of a package

Reusable product packaging can be helpful in many ways to the consumer but for the marketer it may mean strong brand equity. Consumer's exposure to the brand increases when he keeps the package in use. How the package is used after complete product consumption may not be helpful for the product but it does affect brand perception. Because such kind of packaging prolongs brand-consumer interaction, the overall brand lifecycle is stretched over more time. These days, consumers prefer environment friendly packages i.e. packages that can be recycled or reused. This is furthered by government obligations in countries like USA and those of EU. Seemingly an increase in cost, this offers an opportunity to enhance brand value (Nalewajek and M\Kacik,).

Monika and Radoslaw are of the view that "utility value of the package can decide its reuse", even if brand is from a product category not related to the user. In a study that they carried out in Maria Curie-Skłodowska University it was found out that most of the product packages retained by consumers are the ones that can hold items for

example jam jars. Other packs that consumers retained were LTO (Limited Time Offer) packages that are mostly rare and are not produced regularly. Unlike other packages, respondents were found to be deliberately keeping such packs in visible places of their homes as decoration. Last type of packages reported by respondents was kept because of their physical characteristics for example ice-cream buckets that have a lid at the top hence can cover things. This study has stated 4 reasons for retaining the package:

1. Brand loyalty – the consumer feels attached to the brand and after consumption gives the pack a new life in the form of a new use
2. It was presented to the consumer as a gift, visual appeal or functional benefit
3. It saves cost of another carrier (for example a box) and helps in managing small items
4. It's a collector's item

Furthermore when asked to mention associations that consumers think belong to test brands and their packaging, brands that come in plastic or cardboard packaging received inferior responses whereas common association among tin-packages (and brands) was “luxury, elegance, exclusive”. The study concluded that “the more useful, unique and/or better perceived a brand is, the higher the chance for the package to be reused” (Nalewajek and MKacik,).

5. Definition of terms

Two variables i.e. Customer-based brand equity and sustainable packaging were used in this study to determine a relationship between them. These and associated terms are defined below:

5.1. Customer-based brand equity (CBBE):

According to Kevin Lane Keller “Knowing a brand develops a disparity that is reflected in a consumer’s positive response to the marketing of that brand”, Keller (2008). Keller believes that in order to have positive customer-based brand equity, consumer should be aware of the brand and hold a positive image of the same. Hence, his CBBE construct is built on *two* concepts i.e. Brand awareness and brand image.

5.1.1. Non-disposable/reusable packaging:

A packaging that is not disposed off after product usage and is used for a purpose that may or may not be related to the product, for example storing a liquid.

5.1.2. Hypothesis:

Ho: Non-disposable packaging and brand equity are related

H1: There is no relationship between Non-disposable packaging and brand equity

CHAPTER # 3:

“RESEARCH METHODOLOGY & MODEL”

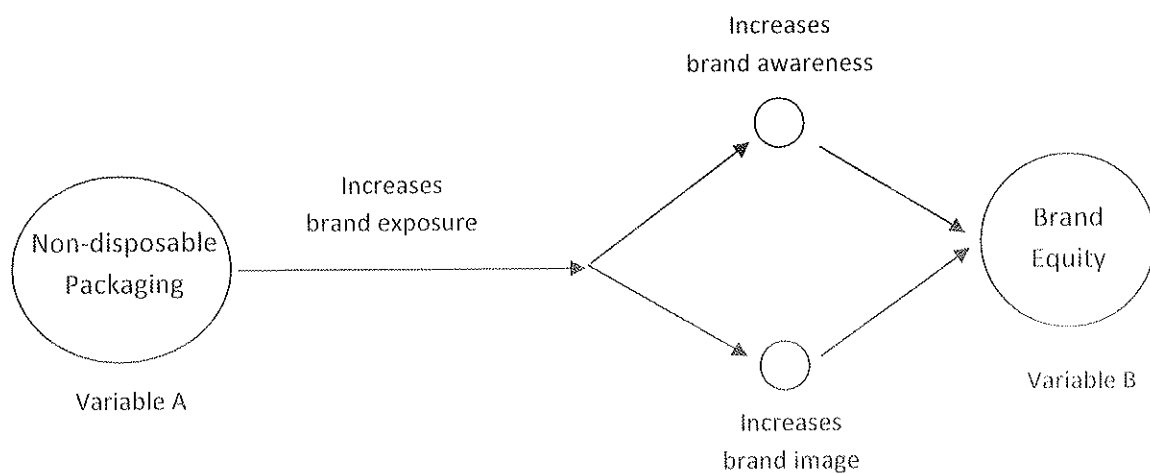
1.0 Methodology

An online survey was conducted to collect data from 100 individuals from Islamabad using a 7 item questionnaire (ANNEXURE – A). Except for brand recognition, all questions were quantitative. Equal number of both genders was surveyed for this study. The respondents mostly ranged between the ages of 19 – 30 (95%), were either university students or employed at entry level positions. Respondents were first required to recognize a masked package of Pringles Original followed by relevant questions. Google Docs was used to make and disseminate the questionnaire while Microsoft Excel was used to interpret the collected data

2.0 Research constraints

The research would have been very helpful, had it involved more than one masked product but it was done so to reduce complexity. Also, due to shortage of time the sample size was deliberately capped at 100. Furthermore, only the most approachable segment was surveyed.

3.0 Research Model



CHAPTER # 4:

“RESEARCH FINDINGS”

To completely participate in the survey, respondents were required to recognize the masked jar. Hence, only those respondents were considered who recognized the jar. Given below are the primary findings of the research.

1.0 Package possession and possession duration:

70 respondents (70%) had the package in their home and were using it to keep important stuff (nails, buttons and threads etc) or as a decoration piece. Rest of the 30 respondents (30%) did not have the package. Those who possessed the package were keeping it with them for a month or more.

2.0 Brand Recognition and TOM Awareness

93 respondents were able to correctly recognize the brand (93%). This also includes the respondents who didn't possess the package but answered correctly by recognizing it. 26 of these 30 respondents recognized the brand correctly too.

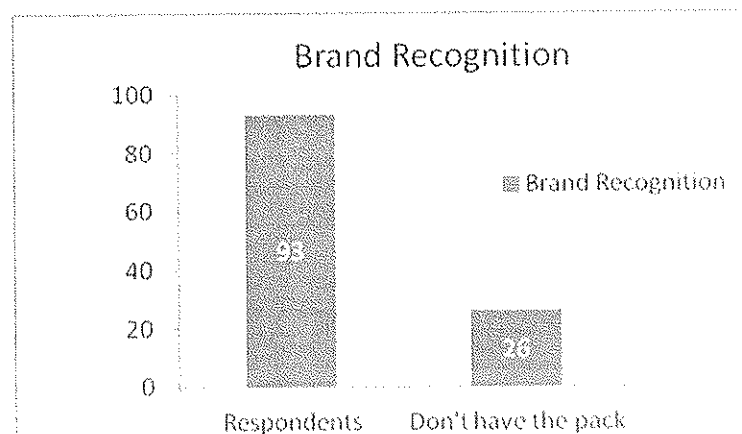


Figure 1 Brand Recognition (All respondents and those who didn't possess the packaging)

When asked about the best packaged snacks/chips brand in town, 76 respondents liked Pringles. 62% of them had the package too at home. As mentioned above, 70 respondents had the pack hence 88% (62/70) of them had Pringles as Top of Mind brand.

3.0 Package possession and Imagery ratings

To garner imagery ratings, a 6 point Likert scale was developed based on 8 out of 20 Imagery characteristics that were adopted from IPSOS's Brand Health Tracking

survey questionnaire. Below are the responses of those respondents who had the package with them

4.0 Its products have a delicious taste.

Most of the respondents found Pringles to be tasting great. It was observed that they frequently purchased the product and had more information about the brand and its products.

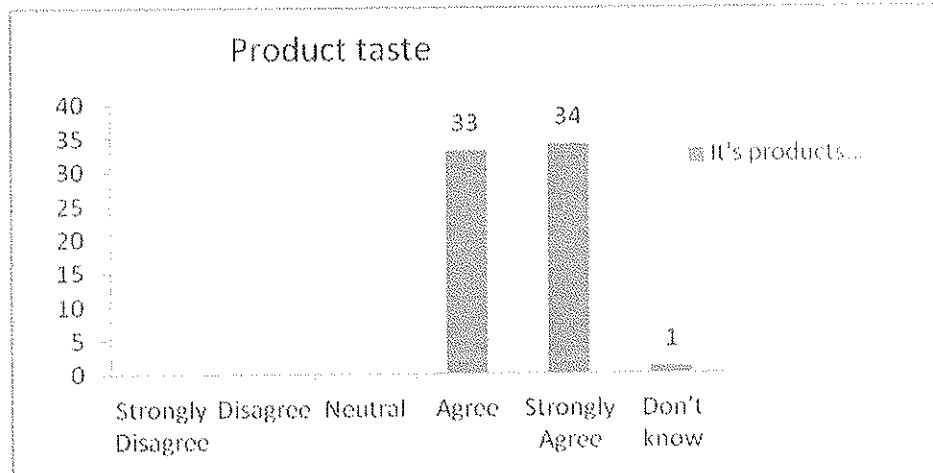


Figure 2 Product taste

5.0 Is a brand I would pay more for

Most of the respondents found Pringles to be a brand worth paying for.

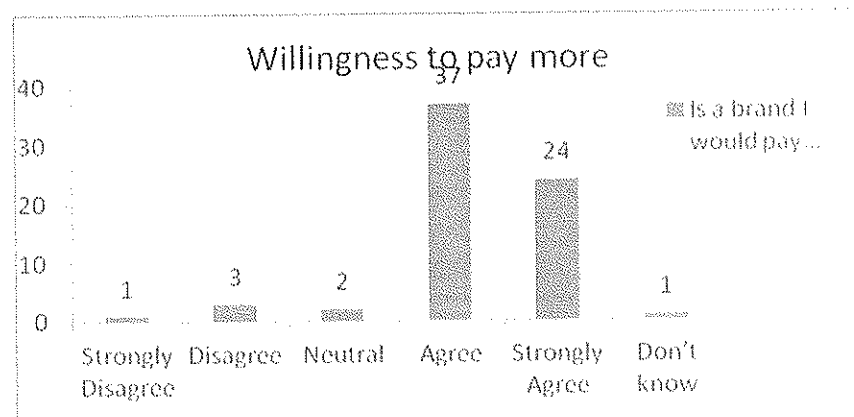


Figure 3 Willingness to pay more

6.0 It tastes the same always.

Most of the respondents found Pringles to be consistent in taste.

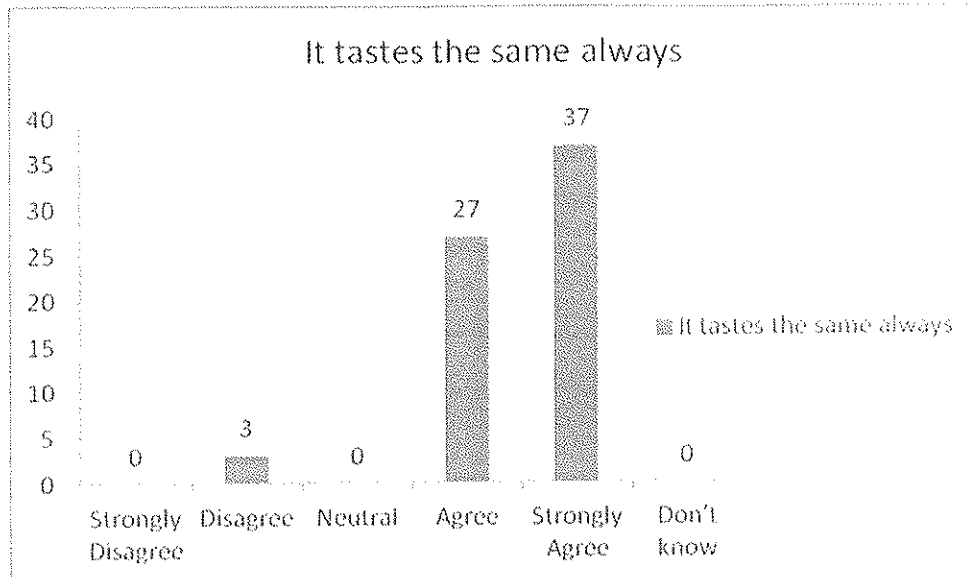


Figure 4 Taste consistency

7.0 Its ingredients are of high quality

Most of the respondents thought that Pringles was made of high quality ingredients.

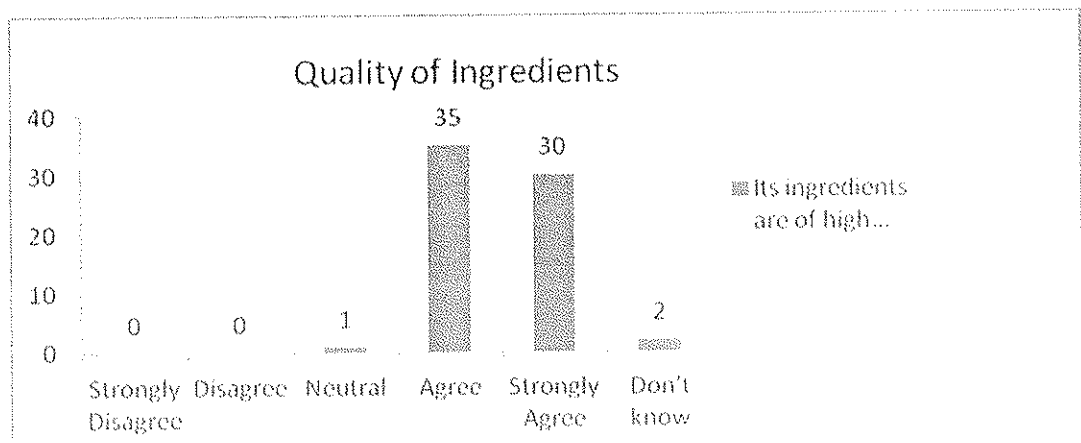


Figure 5 Quality of ingredients

8.0 It's easily available.

Lately, the brand has aggressively started distributing its products at large and local retail formats. Pakistan's retail industry is experiencing a boom in the form of cash and carry model which has attracted plethora of imported and local brands. Most of the respondents think Pringles is easily available in retail stores.

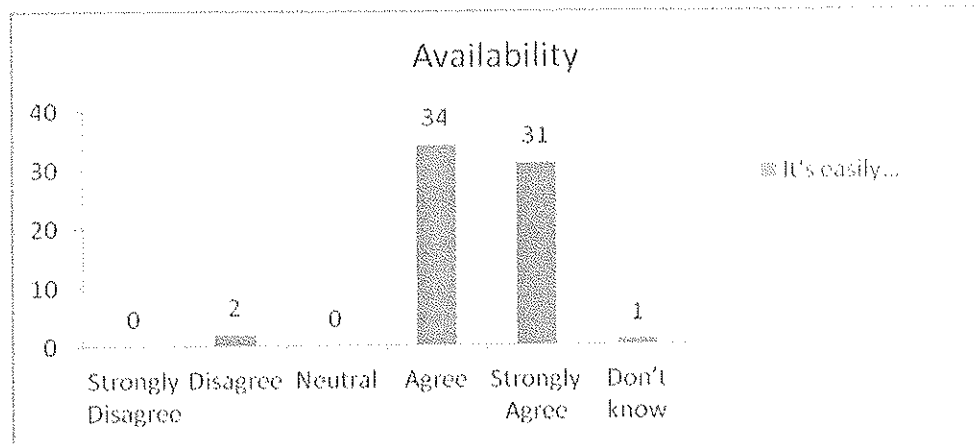


Figure 6 Quality of ingredients

9.0 It's better than other brands

Most of the respondents consider Pringles to be better than other available brands. In most of the recently opened retail stores, Pringles is competing with local snack brands for both shelf space and market share. It's a good sign for the brand that most of the respondents think it's better than the low-cost alternatives.

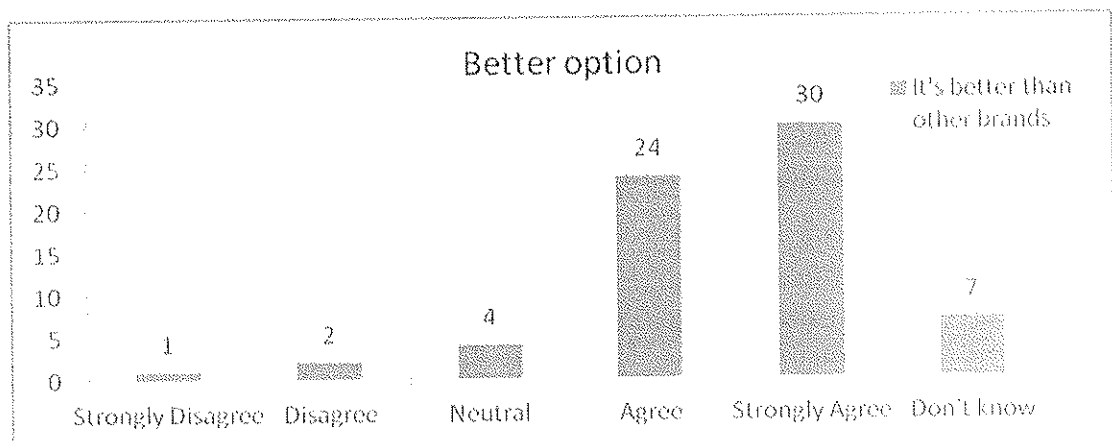


Figure 7 Quality of ingredients

10.0 The brand always fulfills what it promises

The respondents think that the brand is consistent in fulfilling its promise of delivering saddle shaped thick and crunchy snacks that are highly fulfilling. One of the differentiating factors of Pringles is its *patented* saddle shape.

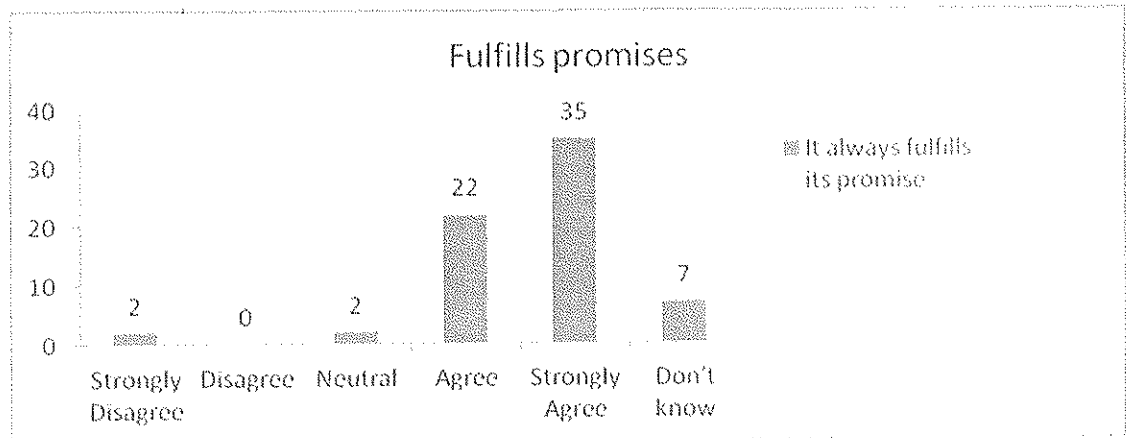


Figure 8 Promise fulfillment

11.0 I would definitely recommend it to others

Most of the respondents strongly agree that they will definitely recommend the brand to others.

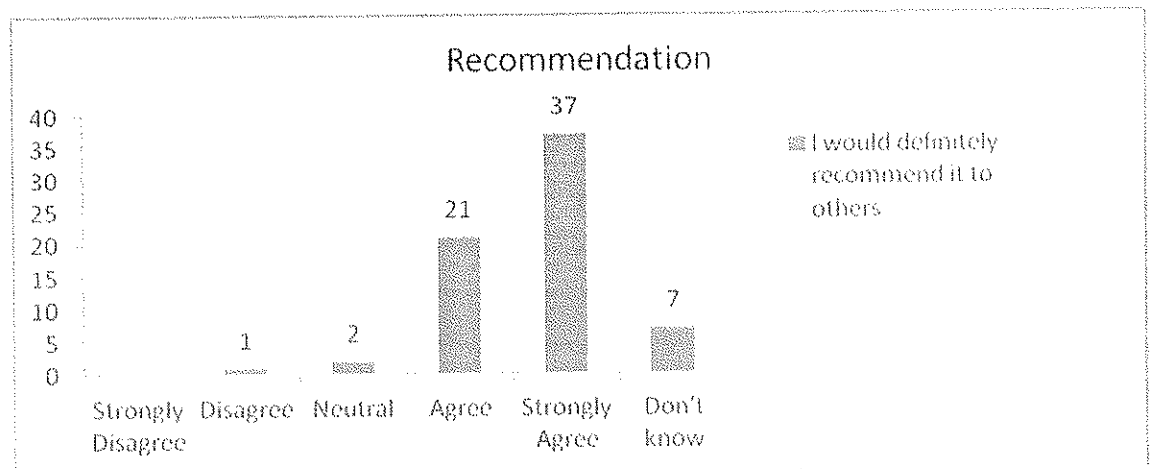


Figure 9 Quality of ingredients

12.0 Inference:

As it can be seen, respondents who had the package of Pringles rated the brand positively on relevant imagery traits. It was also observed that these respondents were frequent buyers of the product.

1. Imagery ratings and inferences of 30 respondents who didn't have the package

1.1. Its products have a delicious taste

There was less difference between respondents who agree and those who were neutral. But, as compared to respondents who have the package, neutral respondents were more. Consumers who have the pack and are keeping it for a longer period of time must know more about the brand, its products and consumption experience.

1.2.

The difference between low priced and easily available local snack brands. A large pack of Pringles costs around PKR 160 where as local large packs cost around PKR 70.

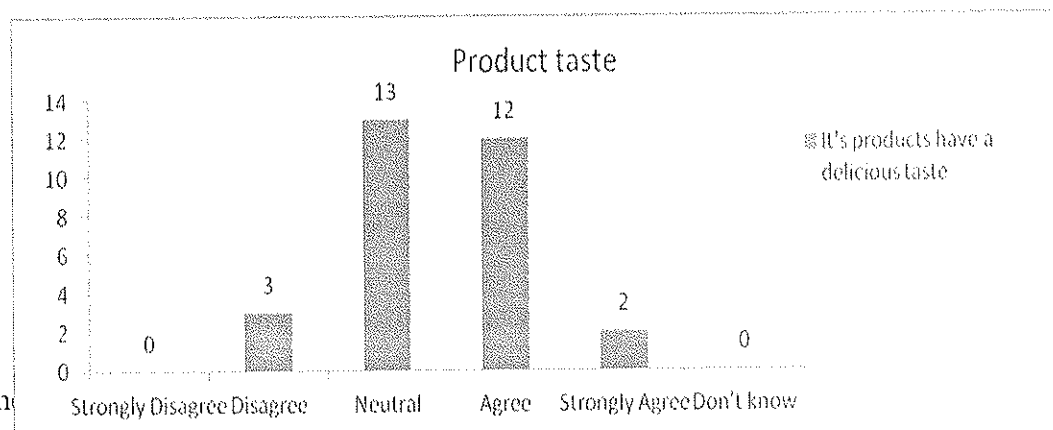


Figure 10 Product taste

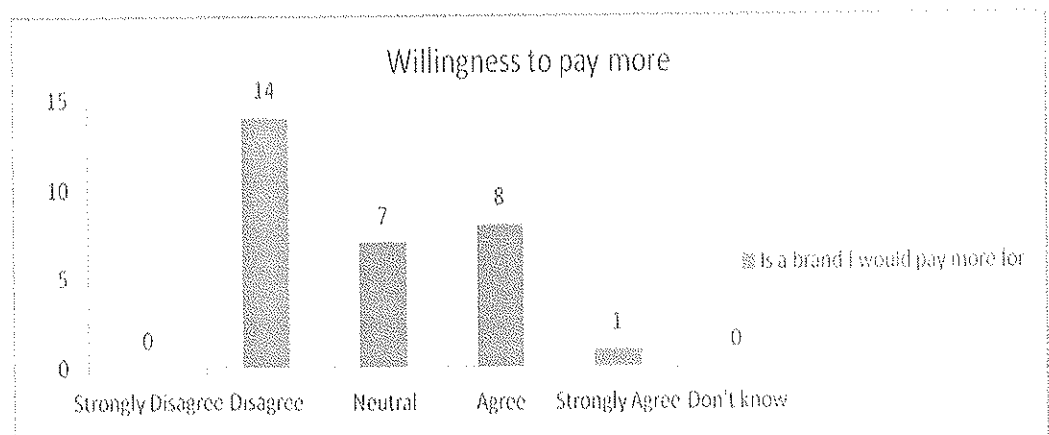


Figure 11 Product taste

1.3. It tastes the same always

Response inconsistency shows that most of the respondents might be buying only Pringles Original whereas others switched flavors or consumed it after a long period of time. Presence of a pack that belongs to a specific flavor reinforces your experience with that brand, product or flavor. Hence, as compared to these respondents, those who have the pack indulge in repeat purchases and usually buy the same flavor or know how the new flavor would taste; it's coming from Pringles.

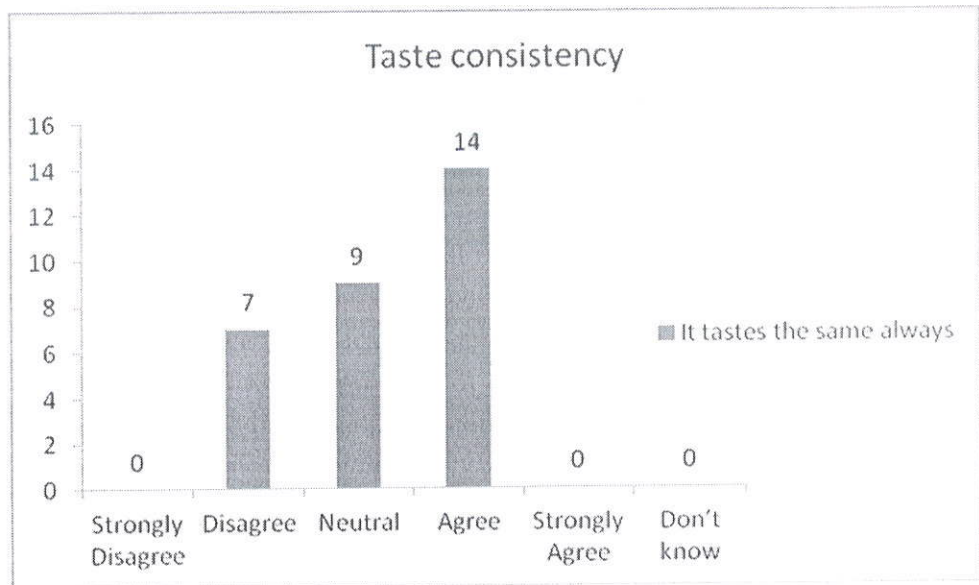


Figure 12 Product taste

1.4. Its ingredients are of high quality

There is not much difference between respondents who agree, are neutral or disagree. Secondly, as it was observed these respondents are usually brand switchers and hence cannot precisely judge the right quality of Pringles.

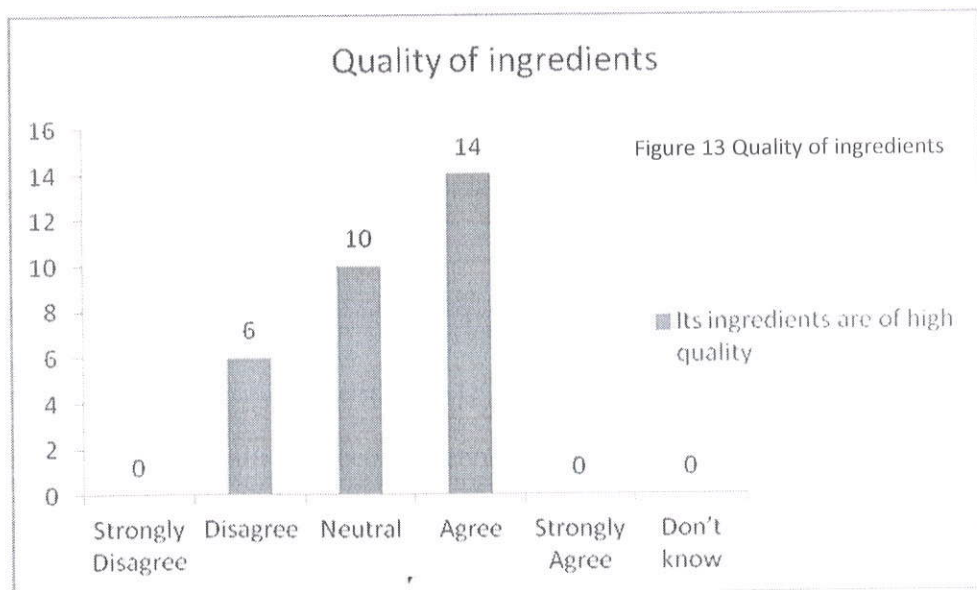


Figure 13 Quality of ingredients

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1.5. It's easily available

Both respondent categories (those who have and don't have the pack) have rated this characteristic of the brand as positive. Lately, the brand has started distributing its products in all major local stores and other retail formats

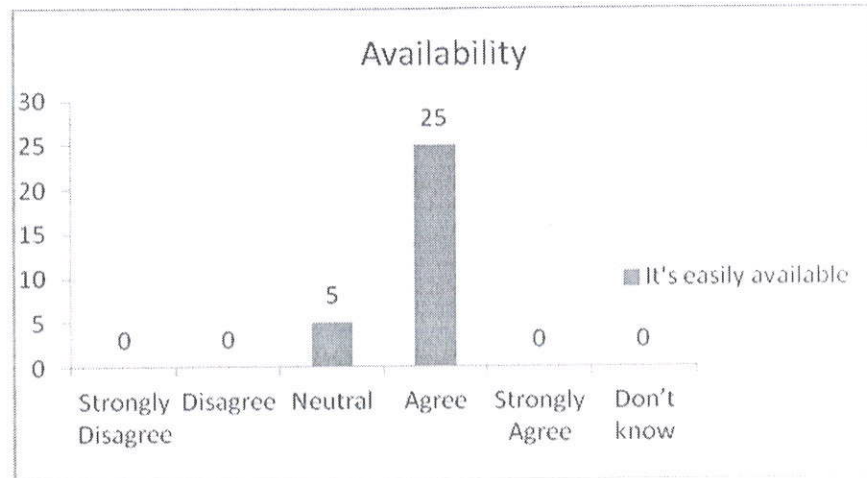


Figure 14 Availability

1.6. It's better than other brands

Respondents disagree to this characteristic. As they were found to prefer low-priced local brands that are easily available, they would definitely consider Pringles not the right choice.

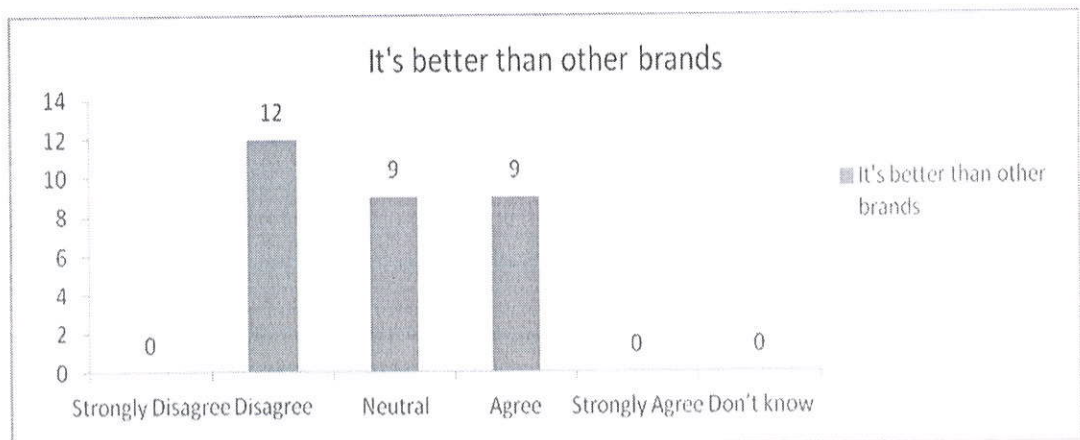


Figure 15 Availability

1.7. The brand always fulfills what it promises

They were unaware of the true promise of Pringles because of not indulging the consumption and post-consumption experience.

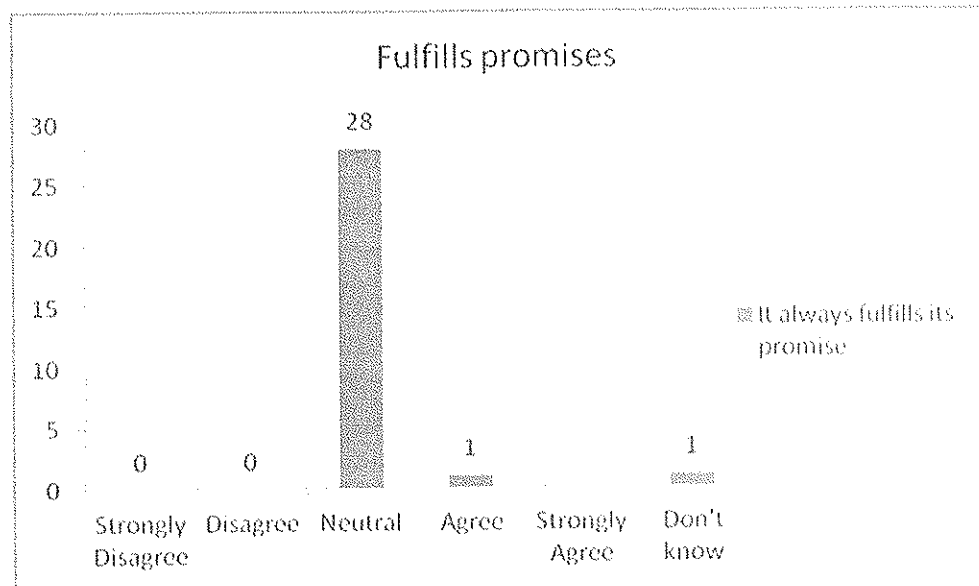


Figure 16 Promise fulfillment

1.8. I would definitely recommend it to others

Unlike their previous mixed ratings about the brand, these respondents were found to be unwilling to recommend the brand to others. Refer Figure -- 17 (Annexure -- B) for the graph.

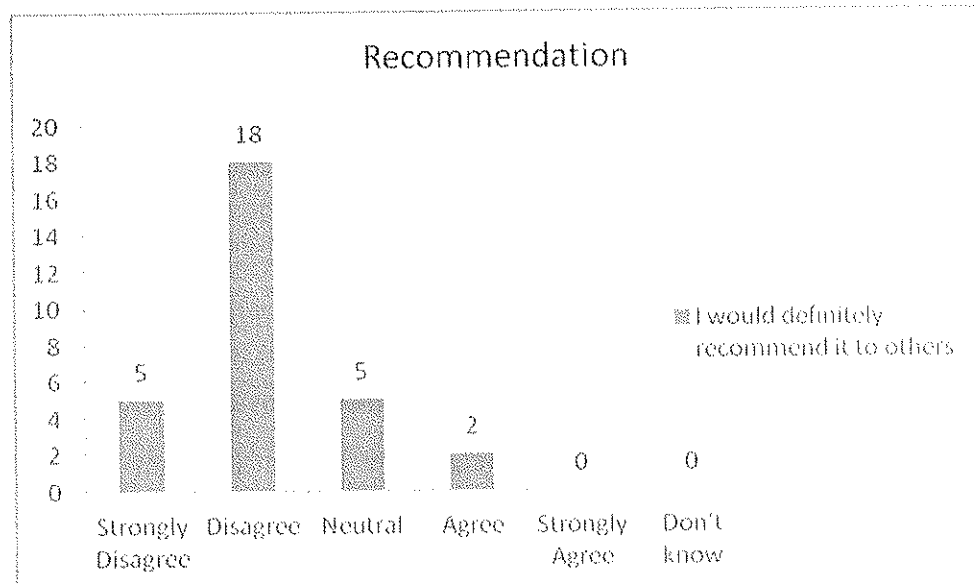


Figure 17 Promise fulfillment

1.9. Inference:

As it can be seen, respondents who didn't have the package of Pringles were unable to rate the brand positively on relevant imagery traits but their strength was less than those who had the package (30 as compared to 70).

CHAPTER # 5:

“CONCLUSION AND FUTURE RESEARCH POTENTIAL”

Respondents who had the product package were keeping it for a long period of time and it was still in use even after the complete consumption of product. Although respondents filled the survey online, most of them were also visited personally to unearth their attachment (or opposite) with the brand. They also had more information about the brand, its difference, flavors etc. Likewise it can also be seen in their imagery ratings; they have proved a strong relationship with the brand even there. But unlike them respondents without package of Pringles were found to be brand switchers and only a few mentioned Pringles in TOM item. They had tried the brand only a few times and were unaware about different varieties of the brand, its promise and difference etc. hence rated the brand below par at imagery and awareness ratings.

In terms of the hypothesis stated in the beginning:

Respondents who had been keeping the package for a longer period of time even after complete consumption of the product rated the brand favorably at Brand Awareness and Brand Imagery; the building blocks of CBBE. Whereas respondents without the pack were less aware about the brand, its variants, USP etc. which is also evident in their imagery ratings of the brand. This conclusion nullifies H1 and proves the existence of a relationship between non-disposable packaging and Brand Equity.

During the literature review and primary research phases it was found out that, after consumption, the brand takes on a new life. In case of Pringles, it was associated with a pack that keeps things safe. Likewise Altoids, which is a bubble gum or breath mints, becomes part of first-aid kit. Same is the case with Royal Danish cookies. In an interesting case, Apple Macintosh monitors were used as aquariums known as *Maquariums*.

So based on this research, future researchers may be curious about how post-consumption use of product packaging can give a new life to brand and whether it is healthy for it, can this new life be used for brand's benefit? If the package somehow continues to serve the purpose of primary product, marketers will be able to reap lasting and reciprocating returns from small investments in product packaging.

ANNEXURE - A

SURVEY QUESTIONNAIRE

BRAND AWARENESS SECTION

Q1. Name the best packaged chips brand in town: _____ (measures TOM)

(Show product pack)

Q2. Have you seen this pack/jar at shopping stores? _____ (measures brand recognition)

Q3. This pack belongs to which brand? _____ (measures brand recognition)

Measures how much the packaging is associated with the brand. Do the respondents separately treat the packaging and brand or the pack helped them recognize the brand? According to Associative Network Memory model, how strong is the relationship between PACKAGING node and BRAND node?

BRAND TANGIBILITY SECTION

Q4. Do you have this pack at home?

Q5. If "YES", then how are you using it?

1. It's *useful in many other ways* (for storing small items like coins, pencils, nails, first aid etc.)
2. I can keep it as a decoration piece
3. It *reminds* me of an event
4. Other: _____

Q6. Since when:

1. A day (REJECT)
2. A week
3. A month
4. More than a month

BRAND IMAGERY SECTION

Q7. Now keep in mind the brand you've mentioned in Question 3 and rate it below:

1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = strongly agree

	1	2	3	4	5
Its products have a delicious taste (taste rating)					
Is a brand I would pay more for (price rating)					
It tastes the same always (brand consistency rating)					
Its ingredients are of high quality (perception about quality)					
Is easily available (Availability rating)					
It's a brand for me (relevance rating)					
It's better than other (Rating on being different)					

This brand always fulfills what it promises (Believability rating)					
I would definitely recommend it to others (recommendation rating)					

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