Research Article

Effective factors on package quality in the process of final consumer's choice (study case, active tissue)

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ABSTRACT:
In today's competitive world that consumers attraction and maintenance is one of the organizations major is not only the necessary condition for implementing such a target, but also it can create many competitive advantages, due to several reasons like goods preservation, consumers safety, appropriate customer informing, marketing and products introduction, environmental protection via material recycling, decrease in distribution time and increase in transportation speed. But in addition to the mentioned cases, packaging quality can be effective on consumers perception and viewpoint and influence the process of products choice and buying by them. But in studies related to packaging quality, this matter has been less addressed in cosmetic. On this basis, the purpose of the survey research is to study the effect of package quality is different dimensions on the choice process of active tissue consumers. Statistical society of the current research include the consumers of active tissue in Tehran, that by using morgan table and the method of simple accidental clustered sampling among Tehran customers that had used active tissue products at least once. 384 persons were selected as a sample. Research tool was a questionnaire including parts of respondents personal and professional features, consumers perception of products quality, complete protection of products, products modern design, ease of use of product, recycling possibility (decreasing environmental damages). The questionnaire justifiability was done through structure justifiability and also content justifiability by surveying guide masters and consultant and some professional and skilled, experts, questionnaire reliability was determined by cronbachs alpha and composite stability that its amount for questionnaire basic scales was acquired higher than 8% that is acceptable. Data analysis was done by software spss version 18 and LISREL VERSION 8/5. The results of investigation on surveying the process of consumers choice showed that items (the tendency to use this companies other products regarding the quality of active tissue compared with markets other brands) were highest degrees respectively. The results of research on studying respondents point of view in the field of tetraploid dimensions of active tissues packaging quality also showed that in the field of complete protection of products, the item (product protection and increasing package contents life time) in the field of products modern design the item beauty and attractiveness of active issue package) in the field of products ease of use, the item (suitable protection of contents after the opening of package to the end of usage) and in the field of recycling possibility and decrease in environmental damages the item (using material in package that can be re4cycled) were in highest degrees respectively also results of structured equations about the study of the effect of package qualities different dimensions on consumers choice process showed that three indexes of complete protection of products, products modern design, products ease of use have significant relationship with consumers choice process, but the relationship between the index of recycling possibility (decreasing environmental damages) and consumers choice process was not significant.

1) INTRODUCTION:

Packaging is one of the markets mixed elements. That is anybody do activities as a marketing researcher any marketing manager or expert or anybody who wants to study about a corporation and its products in a way, should study methods and types of package of that corporations

production and this study should be done in two fields of protective and informing of the main issues in surveys about goods are shape, color, design and package and these components in combination with each other, form goods external shape in a way that it appears in full beauty before consumer (katler 2009).

In today's world, market development and attracting new customers and even maintaining the current ones, is the concern of many companies. So, because of very strong competitive pressures, companies and organizations use different methods of sale protection and marketing to convince or even force consumers to buy their intended goods among different brands. Considering their activity type, theses companies use different methods like high quality, appropriate price, good services, suitable treatment with customer to satisfy customers. One of the methods companies use for this purpose is using fashionable and high quality package. In a way that package can communicate with buyer effectively and provides the context of selecting the product by creating tendency and attachment in people. Package is products cover and clothing and the buyer guesses its quality level, price, content type and function by seeing the package. (Rangbarian, 1999).

In marketing literature, package is considered as a part of product and brand. However in the meantime every expert propose also his own special points of view for example Iran's and Berman (1992) know package as a products feature but alson and jakobi (1972) introduce package as a products external element and this means that package although being a feature related to product is not a part of physical product (Ampuerovila , 2005) .

In fact, this is package that makes a product. A good product will not have a good sale in an mediocre package, unless buyer is faithful to it : on the other hand an attractive package for a product having no so much desirability, just

discourages the customer. It is useless that a package attracts public's attention, but cannot create positive effects (Firoozanetal, 2009).

In this research the discussion of package quality and its effect on the process of final consumers choice is addressed.

2) Literature

Package : packages are all products made of different material that with observing technical rules, are used as a cover, container or protector for goods protection and providing their quality in the distance after production to consumption by consumer, and for goods displacement , transportation, delivery and maintenance. (Montaghemi, 2006). Lee and lye have defined package as the science, art and technology of goods protection for control preservation, transportation, storage and display of information (lee and lye, 2003).

Quality: in Dehkhoda dictionary quality means as attribute, circumstance, status and condition obtained from something. In main dictionary quality is synonym of circumstance and status (DaneshvarHossieni, 2005).

Quality finds, different in interpretations by different peoples mentality, like beauty, goodness and other mental concepts and according to Dias everybody may define quality in the framework of their intended values and may judge about it in a special manner. Intrinsically, quality is pronounced in relation to meet the need and can be defined to the best way by customers. In fact, quality is a relative concept, its meaning can change in terms of customers needs (disability services commission, 2006).

Customers satisfaction: satisfaction is a positive feeling created in a person after goods or receiving services. This feeling is created by reciprocity of customers expectations and suppliers operation. If the received goods by customer are assessed at the level of his expectations, he is satisfied if the service and goods proportional to expectations leads to his dissatisfaction (Gholami, 2008) .

Perceived quality :Aker defines the perceived quality as customers perception of total or higher quality of goods or services considering his intended purpose compared with other options. He states in his model that the perceived quality could be effective on board value through five ways : 1) a reason for buying commercial name, 2) distinction with place finding Services commision, 2006)

Customers satisfaction: satisfaction is a positive feeling created in person after using goods or receiving services. This feeling is created by reciprocity of customers expectations and suppliers operation. If the received goods by customer are assessed at the level of his expectations, he is satisfied, if the service and goods level is higher than customers expectation level, it will result in his over joyfulness and the lower level of service and goods proportional to expectations leads to his disatisfaction. (Gholami, 2008).

Percieved quality: Aker defines the percieved quality as customers perception of total or higher quality of goods or services consideringhis intended purpose compared with other options. He states in his model that the percieved quality five ways: 1) a reason for buying commercial name, 2) distinction with place finding 3) prices added pay, 4) attracting the members of distribution channel to use the product with higher perceived quality and 5) brand development (Aker, 1991).

Consumers buying behavior: consumers behavior means to study people, groups, organizations or process that they use for safe and useful selection of products, services, experiences, thoughts and ideas in order to meet their needs (Bianbani, 2010). Consumers behavior includes a set of mental and physical processes that start before buying and continues after consumption (peter 1999, quoted by shahosseini et al, 2011).

3) theoretical framework- Theoretical framework is a basis on which the whole research is set (Farhangi and safarzade,2006). In these reserch

effective factors on package quality in the process of final consumers choice is explained for creating an appropriate framework.

This investigation cites to the model of lamb etal 2004). According to the offered model the effective factors on the variable of efficacious factors on package quality are : complete protection of products, products modern design, producers ease of use and recycling possibility (decrease in evironmental damages). So this investigation is going to find effective factors on package quality in the process of consumers choice. By extracting of the research model (lamb etal, 2004).

Complete protection of products

Products modern design

Products ease of use

Recycling possibility (decrease in environmental damages)
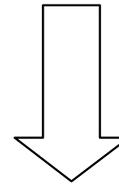
Consumer's perception of products quality in a point of shopping

Graph 1. Conceptual model of investigation: effective factors on packaging quality.

4) Research hypothesis:

Hypothesis have been designed in this investigation based on existing theories and models, and have been analyzed scientifically in the next stages, in order to prove their correctness. So the proposal hypotheses have been either rejected or accepted and their correctness or falsehood have made clear by some tests (Delavar , 1380,85).

Table/Figure 1.research hypotheses.

H_1 : complete protection of products affects consumers perception of products final quality in appoint of shopping.

H_2 : products modern design affects consumers perception of products final quality in a point of shopping.

H$_3$: products ease of use affects consumers perception of products final quality in a point of shopping.

H$_4$: recycling possibility (decrease in environmental damages) affects consumers perception of products final quality in a point of shopping.

5) Research method

From experts point of view, research method in social sciences, has in the general criteria and types. But the most common type of researches division is based on the target,variables amount and degree of control and the method of data gathering. This research is applied in terms of target, for this research is done about the operation of a live and dynamic organization, that aforementioned organization can use its results. Also since this research has been done about a real, objective and live (dynamic) matter and its results can be done applicably, it is an applied research (sarmaeletal, 1997). Also, the used method in this research is descriptive- summary of sectional type in terms of method, non-experimental in terms of supervision and variables control degree, and field work in terms of data gathering. The sample volume is the number of those who constitutes statistical sample, that is very important in research designs, for if we selected the sample number very large, it involves large amount of work and cost, and if we consider the sample number less than a certain amount, the results will be incorrect and won't provide us necessary and exact information (mansourfar,2001). In this research regarding statistical society that are Tehrani customers and their number is unlimited the simple accidental clustered sampling method has been used. In clustered sampling the measurement unit is not an individual but they are a group of people that have been shaped normally and have constituted their own group. This method is used when complete list of society's people is not available. For this purpose people are clustered in classes (Tehrans districts)

then sampling is done among clusters (Mansorfar, 2001). Also in this research Morgan table is used in order to determine sample volume, in cases you don't have society's variance or the required percentage, you can use this table for estimating sample volume. This table gives the maximum sample number. On this basis, the research sample volume was calculated 384 persons. Formula. The demographic biography of the participants of this research is in figure 2 that we forgo describing them in order to prevent prolongation of sentences.

Table/Figure 2.peoples demographic features

row	title	Woman man	frequency
	gender age	15 to 25 26 to 36 years 32 to 47 48 to 50 more than 58	
	education	under diploma diploma associate degree BS MSC PHD	
4	marital status	single married	
5	the main job	government private self – employment other	

6) Investigations findings

In this research the retest method (chronbachs Alpha) has been used for all investigations variables, in order to estimate reliability. Chronbach Alpha coefficient has been estimated for different parts of questionnaire that in figure 3 they have been pointed in detail.

Table/Figure 3- the estimation of pretest questionnaire reliability based on retest method (chronbachs alpha)
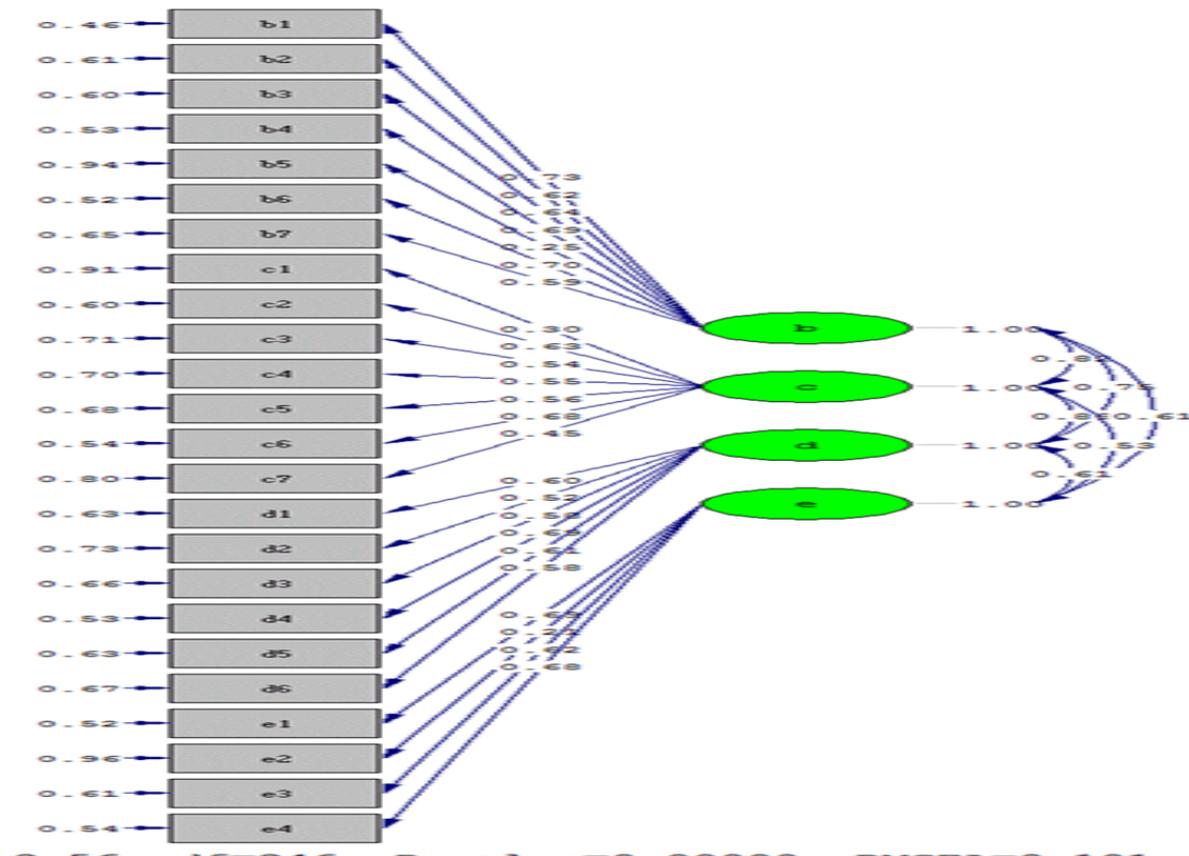
hidden variables	chronbachs Alpha
the process of consumers choice based on quality	0.897
complete protection of products	0.886
products modern design products ease of use	0.901
recycling possibility (decreasing environmental damages)	0.863
	0.893

Table/Figure 4. reliabilitycoefficients the explained variance average, determination coefficient and chronbach alpha

hidden variables	variance average	composite reliability	chronobach Alpha
products complete protection	0.885	0.980	0.897
products modern design	0.856	0.914	0.901
products ease of use	0.876	0.906	0.863
recycling possibility (decreasing environmental damages)	0.832	0.882	0.893

Figure 5 .shows indexes of determination coefficient justifiability and reliability. The extracted variance average (AVE) for justifiability are composite reliability $(cr)^2$ and chronbach alpha for reliability. In addition, results of this table show that the amount of indexes, AVE and CR is suitable for all factors

implying that all selected markers for factors measurement enjoy necessary and sufficient accuracy and their justifiability and reliability is being confirmed. Whatever this rate is higher, the effect coefficient of independent variables on dependent ones is more.

7) testing hypothesis

Graph 2 shows the first model of measuring package quality. In fact this model tests all measurement equations (factional loads) and structured equations (route coefficients) by using the statistic (t). according to this model route coefficient and factorial load are significant in the safety level of 95 %, if the amount of statistic (t) is higher than 1/95 and if the amount of statistical (t) is less than this, so factorial load or route coefficient is insignificant. The route coefficient and factorial load are significant at the safety level of 99% if the amount of statistic (t) is more than 2/58.

Graph 2 .the first model of package quality the fitted model of package quality

Chi-Square=1203.56, df=246, P-value=0.00000, RMSEA=0.101
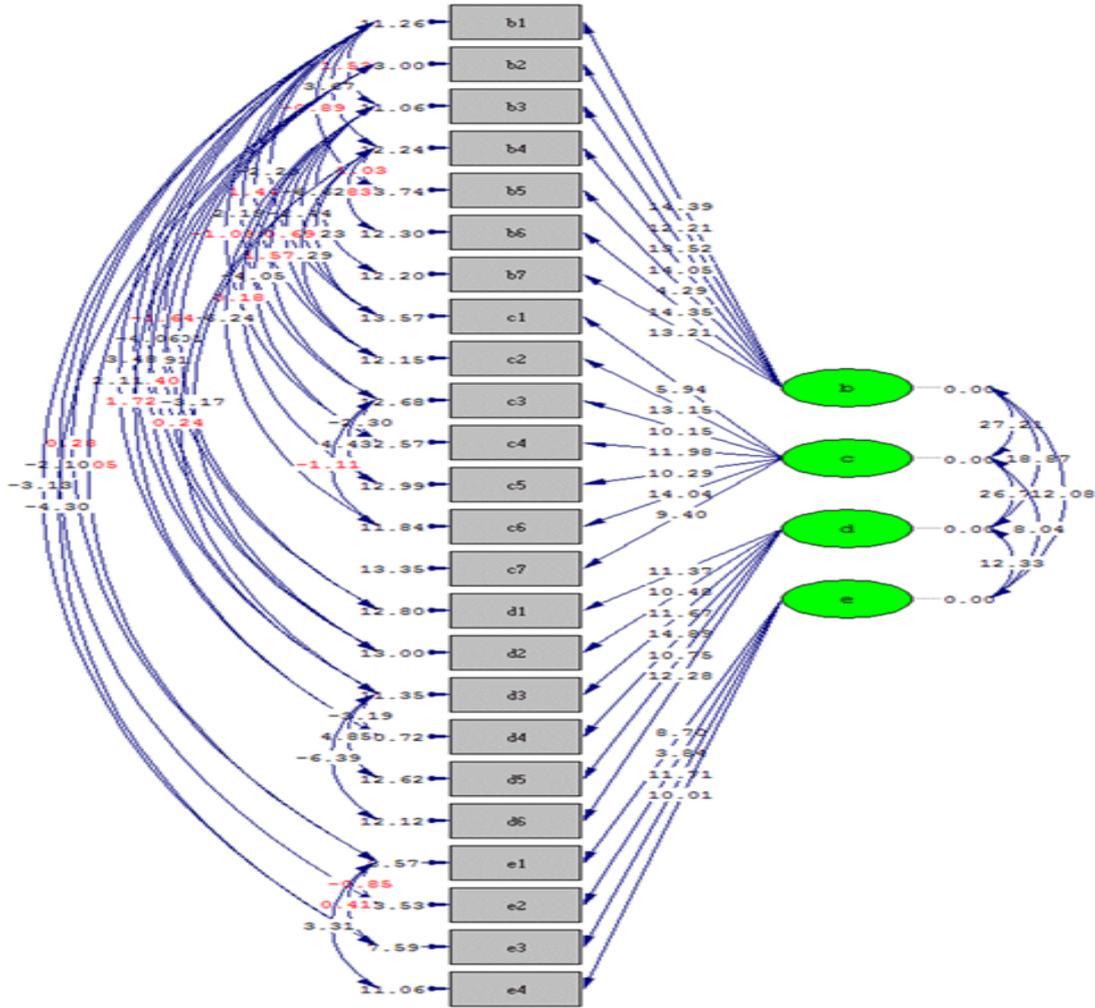
Chi-Square=763.39, df=204, P-value=0.00000, RMSEA=0.085

Figure 6. direct effects, statistic (t) and the results of research hypothesis

research hypothesis	route coefficient (B)	statistic (t)	significant level	the results of research hypothesis
complete protection of products consumers choice	0.31	5.56	0/06	confirmed
products modern design consumers choice	0.20	3.99	0/05	confirmed
products ease of use consumers choice	0.31	5.42	0/06	confirmed
recycling possibility consumers choice	0.05	1.01	0/05	rejected

Research hypothesis:

There is a significant relationship between complete protection of products and consumers choice. For this (t) the route coefficient of the effect of products and consumers protection on consumers choice was estimated 31% and the

parameter amount of 5/56 was achieved that is higher than 1/96. So there is sufficient reason for rejecting zero hypothesis and we can say that protection of products and consumers has significant effect on the process of consumers choice, so this research hypothesis is accepted.

There is significant relationship between products modern design and the process of consumers choice. Also for this parameter 3/99 (t) route coefficient of the effect of products modern design on the process of consumers choice was estimated 20 % and the amount achieved was more than 1/96. So there is enough reason for rejecting zero hypothesis and it can be said that products modern design has significant effect on the process of consumers choice, so this research hypothesis is accepted.

There is significant relationship between products ease of use and the process of consumers choice also for this parameter 5/42 (t) the route coefficient of products ease of use on the process of consumers choice estimated 31% and the amount achieved was more than 1/96. So there is enough reason for rejecting zero hypothesis and it can be said that products ease of use has significant effect on the process of consumers choice, so this research hypothesis is accepted.

There is significant relationship between recycling possibility (decreasing environmental damages) and the process of consumers choice.

Also for this parameter (t) the route coefficient of the effect of (decreasing environmental damages) on the process of consumers choice estimate 0/05 and the amount of 1/01 was achieved that is less than 1/96. So there is not enough reason for rejecting zero hypothesis and it cannot be said that recycling possibility (decreasing environmental damages) has significant effect on the process of consumers choice, so this research hypothesis is rejected.

8) CONCLUSION

Respondents personal and professional features the study of respondents personal and

professional features that 42/7 % of the respondents were male and the rest that is 57/3 % were female that the number of female respondents was a little more than male. The most frequency related to the age group of 26-36 years old and the least of which related to the age group of more than 58 years old. Totally, most respondents were young. The study of consumers educational status showed that most of respondents that is 40/9 % had BS degree and the least of them that is 9 persons (2/3) % were under diploma. The frequency distribution related to consumers marital status showed that most of respondents that is 61/7% were married and the rest of 38/3 % were single. Also, research findings showed that most of the respondents (53/4 %) had private jobs and the least of them (7/8%) had self – employment. The process of consumers choice based on products quality.

The research findings in the field of studying the process of consumers choice based on products quality showed that the tendency to use other products of this company regarding the quality of active tissue products and the more desirability of active tissues quality compared with other brands existing in the market were at the highest ranks respectively and meeting expectations rate of the customers of active tissue products and the purpose of using a tissue other than active were at the lowest ranks respectively. As it can be observed generally the studied consumers have a suitable perception of active tissues quality relatively. Their tendency to use other products of this company shows their satisfaction of qualitative level of this tissue compared to other brands and the faultlessness of these companies products.

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