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IMPULSE BUYING BEHAVIOR: PACKAGING

EFFECTS OF SNACK FOODS


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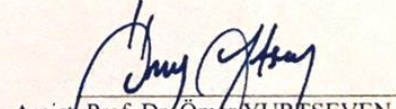
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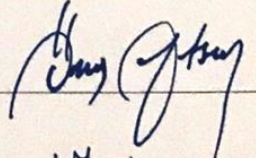
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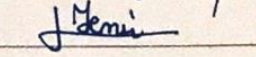
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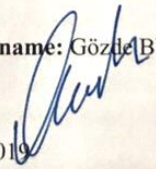




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ABSTRACT

IMPULSE BUYING BEHAVIOR: PACKAGING EFFECTS OF SNACK FOODS

BÜLBÜL, Gözde

Master Thesis

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The purpose of this study is to investigate whether the packaging effects of snack foods lead consumers to impulsive buying behavior. It is becoming progressively difficult in today's world to attract the attention of consumers in the ever changing and evolving product categories. It therefore becomes necessary to attract the consumers' attention in order to keep the products in the market and to increase the purchase amounts.

How do the products that we contact with our eyes or hands on the shelves everyday attract us? The most obvious answer to this is the difference in packaging. The packaging which is considered as silent seller attracts attention with their visuals and takes place in the consumer's memory. In the next purchase the consumer exhibits a familiar attitude for the product.

A sense of awareness may lead the consumer to buy the product, even if s/he does not need it. In addition, the products' packaging may lead the consumer to impulsive buying behavior. The many different features of the packaging may appeal to different consumer groups or different consumers' wants and needs and this in turn, exhibits itself in impulsive buying behavior.

The study used survey method with 174 participants to investigate the packaging effects on impulsive buying behavior. According to the results of the statistical analysis, factors which are "packaging effects of snack foods, consumer's mood and functions of snack foods packaging" influence the impulse buying behavior of the consumers.

Key words: impulse buying behavior, packages, packaging effects, snack foods.

ÖZET

DÜRTÜSEL SATIN ALMA DAVRANIŞI: ATIŞTIRMALIK ÜRÜNLERİN PAKETLEME ETKİSİ

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**Yüksek Lisans Tezi
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Bu çalışmanın amacı, atıştırmalık gıdaların ambalajlama etkilerinin tüketicileri anlık satın alma davranışına yönlendirip yönlendirmediğini araştırmaktır. Sürekli değişen ve gelişen ürün kategorilerinde tüketicilerin dikkatini çekmek günümüz dünyasında giderek zorlaşıyor. Bu nedenle, ürünleri piyasada tutmak ve satın alma miktarlarını artırmak için tüketicilerin dikkatini çekmek gerekli hale gelmektedir.

Her gün gözlerimizle veya ellerimizle raflarda temas ettiğimiz ürünler bizi nasıl etkiliyor? Buna en bariz cevap ambalajdaki farktır. Sessiz satıcı olarak kabul edilen ambalaj, görselleriyle dikkat ekmekte ve tüketicinin hafızasında yer almaktadır. Bir sonraki satın alımda tüketici, ürüne karşı tanıdık bir tutum sergiler.

Farkındalık duygusu, tüketicinin ürünü satın almasına neden olabilir. Buna ek olarak, ürünlerin ambalajı tüketiciyi dürtüsel satın alma davranışlarına yönlendirebilir. Ambalajın birçok farklı özelliği, farklı tüketici gruplarına veya farklı tüketicilerin istek ve gereksinimlerine hitap edebilir ve bu da kendini dürtüsel satın alma davranışında gösterir.

Araştırmada, dürtüsel satın alma davranışındaki paketleme etkilerini araştırmak için 174 katılımcı ile anket yöntemi kullanıldı. İstatistiksel analiz sonuçlarına göre, "atıştırmalık gıdaların ambalajlama etkisi, tüketicinin ruh hali ve atıştırmalık gıdaların ambalajlama işlevleri" olan faktörler tüketicilerin anlık satın alma davranışını etkilemektedir.

Anahtar Kelimeler: dürtüsel satın alma davranışı, paketler, ambalajlama etkileri, atıştırmalık ürünler.

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INTRODUCTION

The consumer is a complex entity. His/her decisions may change rapidly. It is utterly important for business people to study and learn consumer buying behavior. Consumers sometimes act in a planned manner and at other times not in a planned way. According to Rook & Fisher (1995) impulsive buying behavior is an irrational behavior resulting from a lack of behavioral control of consumers. Consumer needs are not always created by him/her; they may also be created by companies.

If a consumer makes a buying decision without thinking, this is actually impulse buying behavior. Promotions, packaging discounts and mood of a consumer may influence the buying decision. Consumer's mood is one of the key points in impulse buying decision. Sometimes just seeing the product may trigger impulsive buying. For example, in summer times, consumers usually wish to feel cool, so buying ice cream, cold drinks, and air conditioner may not be planned in advance. It may be a result of their habits. In winter buying decisions such as hot drinks the same principle applies.

Impulse buying products generally referred to as convenience goods. Also, these products categorized as low-cost, non-over thing purchased that demand a little effort from consumer (Rook & Hock, 1985). Snack foods are one product category where impulse buying becomes important. And, according to Verplanken et al., 2005, tendency to buy on impulsively and habit of eating snacks are strongly related. Today, young consumers are preferred to buy snacks foods. Hausman (2000) found that consumers buy on impulsively, Not only for economic reasons, but also having fun and emotional satisfaction. Liao et al. (2009) referred consumers' shopping behaviors and habits on a study. Consequently, a study shows us that young people are more actively to buy on impulse than elderly people who have brand loyalty.

According to Kacen and Lee (2002) most consumers can give up buying impulsively one time or more. Therefore, understanding factors that linked to buyers are important. Also, finding a trigger that is connected to consumers has importance on impulse buying behavior. Several authors showed that diversity of factors are related to impulse purchasing behavior.

The flow of this research is as follows, first chapter is about impulse buying behavior with sub-titles, second chapter is about packaging with sub-titles and last chapter is about survey with explanations of analysis and findings.



CHAPTER I

1. IMPULSE BUYING BEHAVIOR

1.1. Defining Impulse Buying:

An impulse buying behavior is an unplanned purchasing decision to buy a good or service. People can make their purchasing decision just before the buying.

“When a consumer experience a sudden, often powerful urge to buy something immediately (Rook, 1987; Jalees, 2008)”

Unplanned purchasing is defined like “a buying action undertaken without a problem having been previously recognized or a buying intention formed prior to entering the store” (Engel&Blackwel,1 1982). It can be said that impulse purchases are some type of unplanned buying situation or an advantage of unplanned buying (Stern, 1962; Kollat& Willet, 1967).

The descriptions of impulse buying prior to the study by Rook (1987) focused on the product in determining impulse buying. In previous studies, the consumer and his personal characteristics were not considered as drivers of impulse buying. The researchers of the later year focused on personal impulsivity by examining the various behavioral aspects of impulse buying. Rook (1987) argued that the consumer feels an immediate, overwhelming and persistent desire during impulse buying. He characterized the impulse purchase as an unintentional, non-reflective reaction that occurs in the store shortly after exposure. Rook and Gardner (1993) defined impulse buying as unplanned behavior that involved rapid decision making and the tendency to immediately acquire the product.

Impulsive purchases are substantiated and theoretically supported in the emotional or impulsive decision making of Schiffman and Kanuk (2007). This view postulates that consumers are likely to associate very influential feelings or feelings such as joy, love, fear, hope, sexuality, fantasy, and even some magic with certain purchases or possessions. Instead of carefully searching for, considering, and evaluating alternatives before they are purchased, consumers

are just as likely to spontaneously do many of these purchases because they are emotionally motivated (Schiffman & Kanuk, 2007).

Park et al. (2005) had earlier concluded that retailers, if they did not have a specific product offering or pricing strategy, could differentiate their store by building on the relationship between the store's atmosphere and the consumer's emotional state.

Stern (1962) describes in his studies the term "impulse purchases" as "unplanned purchase" - that is, it describes every purchase made by a buyer but not planned in advance. He further identified "mix" of four different types of impulse buying, Pure, Remembrance, Suggestion, and Planned Impulse Buying. Pure Impulse Buying is a buy that is impulsive and does not follow a standard buying pattern.

The retail sector has grown rapidly, and its purchasing power has increased in recent years (Sharma & Levy, 1995). Retail is the goal in the sales process and one of the most sensitive sectors.

1.2.Types of Impulse Buying Behavior:

In the first years, many authors suggested that impulse buying behavior is based on low-price. In following years, with the expansion of research, impulse buying is not a reaction that is affected by discounts. It is revealed that personalities of consumers. (Hausman, 2000).

In some studies, the term impulse purchases are defined similarly as unplanned purchase (Clover, 1950; West, 1951), but it is not sufficient to explain what the exact definition of impulse purchases is (Stern, 1962). For a better explanation of impulse buying, Stern (1962) has mentioned four different types of impulse purchases. These are pure, memory, suggestion, and planned impulse purchase.

Pure impulse buying (classic impulse buying): It is out of normal planned purchasing. It is the purchases arising because of the being exposed to impulse. This category includes emotional factors, and, in this category, impulsiveness is very high. The consumers are not looking for the product; they want to be satisfied in emotional ways. It is identified as "the novelty or escape purchase" (Stern,1962).

Suggestion impulse buying: In suggestion impulse buying, when the consumer sees a new product for the first time, visualizes an application and decides to buy it (Stern, 1962). Consumers have not knowledge about the product, but consumers are sensitive and make purchases with characteristics of the products. This purchase is also unplanned purchasing.

The main difference between a pure impulse purchase and a suggestion impulse purchase is the strong desire to purchase a consumer product in pure impulse purchase. So, the emotional extent manifests itself at the highest level.

Reminder impulse buying: Memories play a role in this step. When consumer remembers something based on stored in consumer's mind during to shopping, the consumer decides to purchase. Childhood memories, happy times, family, old but good memories and sometimes unhappy memories also can have a role in this impulse buying. The difference between reminder impulse and suggestion impulse is the face to face the product and realizing a need for it (Stern, 1962).

Reminder impulse buying, and suggestion impulse buying are different, and this differ is, suggestion impulse buying does not have the information about product to help consumer during the making purchase.

Planned impulse buying: When during a shopping, consumers have an idea about basic options of product such as price, product specials and quality. But, there is no special product exists in consumer's mind. Decision making process will have a result in shopping time. Consumers are looking for specific kind of product (Stern, 1962).

Planned impulse buying has the intent of purchasing certain products before entering to the store, but consumers can decide to buy other products after entered to the store due to store's sale conditions.

The common point of these types of impulse buying is that exposure to a reviver is needed for the impulse purchase to be made (Piron, 1991). Lioa (2009) explained the impulse buying with two part, these are pure impulse buying and reminder impulse buying. The author has made this classification based on shopping trip, shopping list and product information criteria in pure impulse buying. People do not plan to go to shopping and/or they have not a shopping list. In this situation, information of products is not enough. In reminder impulse buying, people plan to go to shopping, but they do not prepare a shopping list. Besides, they have enough information about products.

1.3. Why people choose impulsive buying?

Today's world, all people have not enough time to making decision about shopping. (De Grada, 1998). They think that researching, examining, asking questions about product or service is way of wasting time (Silayoi & Speece, 2004). The availability of money is creating accelerator effect in the impulse buying process (Beatty & Ferrell, 1998).

People want to feel safe in their social and personal environment Zhou and Wong (2004). Most important point is being comfortable. Nowadays, most brands use this statement in their shopping areas. Creating a comfortable air is helping to consumer's making decision process. People want to feel special (Hausman, 2000). If people are in high mood, they can purchase much more money than they planned to spend. Watson and Tellegen (1985) found that there is a positive relationship between positive emotions and consumers' impulse buying behavior.

Churchill and Peter (1998) created generally a model of the consumer buying process including five steps: need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation.

Decision-making process:



Figure1: Decision-making process

The Consumer Decision Making Process is the method that used by marketers to identify and track the decision-making process of a customer journey from start to finish (Solomon, 2004). A consumer's decision-making process includes five individual stages. These are; problem recognition, information search, evolution of alternatives, purchase and post- purchase

evaluation. According to Kotler (2005), the decision-making unit takes a shape with initiator, influencer, decider, buyer and user.

Problem recognition: Consumer buying decision process starts with need recognition. Consumer decisions are often the result of a specific problem. This need becomes a problem for the consumer as the need arises. Needs of people can arise from internal stimuli such as hunger and thirst, as well as by stimuli of external, such as mentioning a product with advertisements or acquaintances (Kotler & Armstrong, 2008).

To identify a need, it must first be "activated". There are factors that affect the activation of the need and that change the current state of the person or the state he / she desires. These are the effects of time, changing conditions, buying a new product, consumption of the product, individual differences and marketing. (Kotler et al, 2005).

Time is an important element that changes both the current situation of the consumer and the desire. With the passage of time, the consumer's satisfaction needs will recur, or the consumer's development of experience over time will have different values and willingness to change their needs. Again, changing the environment and circumstances in which the person is living may have different needs. When a person gets married, when they have children and when they enter a new job their needs will change. Likewise, when a person buys a new product, he or she will need other products. For example, buying a new home can create several different needs in the consumer. In terms of defining needs, individuals are divided into "the current situation types" and "desired type of statuses" (Kotler& Armstrong,2003).

The marketers must recognize the needs of the consumer. Problem recognition occurs when the buyer recognizes a problem or need. Marketers use sales personnel, advertising and packaging to help activate recognition of needs or problems of consumers. (Solomon, 2004)

Information search: After determining the problem, the consumer is looking for options and collecting information. Consumers can act on this collected information. The consumer can get information from multiple sources. Searching helps resolve the problem or fulfill the need. There are two types of information search in consumer behavior: internal search and external search (Schiffman & Kanuk 2010).

Internal search: In the internal search, the consumer tends to internal resources such as their own memory and knowledge. Internal resources are developed by the experience of the consumer. Buyers search their old experiences or memories for information about products that may solve their complex situation (Kotler & Armstrong, 2010).

The level of knowledge possessed by the consumer, the usability of the information for the present situation, and the complexity of the decision are key elements that determine the consumer's internal search level. The consumer has an inflexible approach to searching and processing information if brand loyalty exists. The adequacy of internal resources is related to the right or quality of the current knowledge of the consumer. If the consumer's information from the internal sources is not sufficient, the consumer will be directed to external sources (Kotler et al, 2005).

External search: External search can be defined as the consumer's use of resources in his / her environment to obtain information. Buyers try to find information from outside sources. External search provides diverse information about the product and brand. External search has four subtitles (Kotler & Keller, 2012).

- I. Personal sources: family and friends.
- II. Commercial sources: advertising and Internet.
- III. Public sources: mass media and consumer organizations.
- IV. Experiential sources: handling, examining and using the product.

Evaluation of alternatives: After getting the required knowledge about the product the consumer evaluates the possible alternatives based on want. The consumer will evaluate the alternatives according to different criteria and

choose the most suitable one among them. In this stage, it is important to determine the evaluation criteria. (Wright, 2006)

Assessment criteria are different qualities that the consumer is looking for without responding to a problem. While the consumer decides between the options, they can place them in the order of importance considering the specific characteristics of the alternatives. (Schiffman & Kanuk, 2010)

Purchase: The consumer has evaluated alternatives and is ready to do real purchase. Once the alternatives are evaluated and ranked, decisions are made as to which brand / product, where, how to buy and how to pay. In the evaluation of alternatives, consumers sometimes act very carefully and precisely as well as unplanned. In some cases, the seller choice might affect the final selection (Schiffman & Kanuk, 2010).

Price, delivery service and time can be affective on selection of buyer (Stern, 1962). Unplanned buying is purchases made on the basis on impulse, often without relying on any plan.

Post-purchase Evaluation: The last stage of buying decision process is post purchase evaluation. After the consumer has purchased the product, he/she will start to evaluate satisfaction level from the product (Schiffman & Kanuk, 2010).

There are three types of expectation for consumer purchasing;

- Fair performance: It is the performance that the consumer expects for the money he/she has paid.
- Ideal performance: Optimum or expected performance level.
- Expected performance: it is expected performance level.

The relationship between consumer's expectations and product's perceived performance is explaining the level of satisfaction. If the larger gap is exist between expectation and performance, dissatisfaction of the buyers will be inevitable. Also, cognitive dissonance is the worries of buyers who just made a purchase. This is the stage where the consumer worries if he/she made the right decision. On the other hand, high level of satisfaction can be a sign of loyalty to brand (Khan, 2006).

1.4.Differences Between Planned Purchase and Impulse Buying:

A planned purchase is characterized by a deliberate and careful search and evaluation that normally leads to rational, accurate and better decisions (Halpern, 1989; Johnson-Laird, 1988). In contrast to a planned purchase, impulse buying is a spontaneous and immediate purchase (Fisher, 1995) in which the consumer is not actively looking for a product and does not plan to buy (Beatty, 1998).

The main difference between planned purchase and impulse buying is related to the psychological aspects of both actions (Fisher, 1995). In other words, impulse buying behavior is psychologically different, and it differs in many ways from planned purchase. So, impulse buying is more unusual and exiting compared to planned purchasing (Solomon, 1996). Impulse buying behavior is spontaneous, but planned buying is more common and quiet. In addition, impulse buying is not logical but emotional, and consumers feel out of control in an impulsive purchase (Fisher, 1995).

In the early years of the study of impulse sales, the concept was synonymous with unplanned procurement. Later, the differences between the two concepts are revealed by the authors. Stern (1982) defined impulse buying as the purchase of products for which someone is not on the shopping list. Rook and Hoch (1985) argued that in their study they were the five key elements that distinguish impulse purchase behavior from unplanned acquisition. In a nutshell, impulse purchase is an irresistible purchase without thinking.

Compulsively buying and impulse buying are different from consumer's level of self-control. In the case of an impulse buy, the purchase event is the result of consumer stimulation. There is little control over the purchasing behavior of the person. Compulsive buying behavior is "a chronic and repetitive buying reaction that has been given to the negative emotions or events that have occurred to the person before"(O'Guinnve Faber 1989).The termination of this behavior is very difficult and usually ends with harmful results. Compulsive buying is an abnormal type of consumer behavior; the person feels he cannot or cannot end the behavior (shopping disorder).

1.5.Factors Affecting Impulse Buying:

Since the 1950s, impulse buying has been studied and became an important topic in consumer research. The impulse buying behavior study showed that some product categories are sold more and attract attention from buyers who rely on their own decision-making process (Clover, 1950). There are several factors and variables that may affect the pulse acquisition experience discussed in the literature, and impulse purchases are referred to as "ease of buying". Classified impulse buying behavior to planned, unplanned or impulse, and suggested that some product-related factors may be predictable via impulse buying (Stern, 1962).

Marketing researchers indicate that consumer personality traits are the most important factor in describing the immediate buying behavior (Beatty & Ferrell, 1998; Rook & Fisher, 1995)

Many of their impulse purchase behavior studies treat impulsivity as a personality trait. According to the studies, the individuals vary according to their tendency to purchase impulsively. Rook and Hoch (1985) described impotency as "impulsive purchasing personality".

The authors noted that it is appropriate to consider consumer impulse as a lifestyle feature. Rook and Fisher (1995) conceptualized the impulse buying tendency as a consumer trait and described the concept as "the tendency of the consumer to spontaneously, suddenly and unconsciously buy".

Rook and Fisher (1995) emphasize that consumers are only purchasing impulsively when they feel fit and that their tendency to purchase impulsively is very low when they are socially inappropriate. In other words, authors have indicated that consumers are more likely to purchase impulse if their impulse purchase is in line with the norms of society.

Impulsive buying behaviors usually occur after a consumer's stimulus, exposure to a product, etc. impulsive buying behaviors can be enhanced by environmental play within the store, creation of sales atmosphere, shelf arrangements, and purchasing points (Kotler, 1973). Retailers examine the needs and preferences of target market customers and create store order accordingly. However, they use different environment variables to attract shoppers' attention.

The purchasing behavior arising from the needs is realized by the introduction of marketing factors in the time between customers' requests and purchasing decisions. The orientation of external stimuli allows the consumer to be affected (Rook, 1987). Also, the consumer will head towards a product that is in the mind with products' marketing activities. It is beneficial to look at the cultural, social, individual, situational and psychological factors that affect this activity before choosing the marketing decisions. (Kacen & Lee, 2002). Marketers, based on these factors, try to make changes in the preferences of consumers. Thus, a well-managed mind-control process and promotion mechanisms, as well as changing, transforming or consolidating consumption patterns are the ultimate goal (Youn & Faber, 2000).

1.5.1. Individual Factors:

The characteristics of people are a factor affecting purchasing. The status, experience, habitat, attitudes, economic situation and occupation determine the shopping behavior of the person. It is generally accepted that the personality influences the sensation and buying behavior of consumers. Marketers believe that personality influences the types and brands of products purchased. Shopping shows that people generally choose brands and products that are compatible with their self-image.

Personality and self-image are reflected in a lifestyle that is seen as a way of life identified by a person's activities, interests, and opinions. Marketing researchers indicate that consumer personality traits are the most important factor in describing the immediate buying behavior (Beatty and Ferrell, 1998; Rook and Fisher, 1995) Many of their impulse purchase behavior studies treat impulsivity as a personality trait. According to the studies, the individuals vary according to their tendency to purchase impulsively. Rook and Hoch (1985) described impotency as "impulsive purchasing personality".

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The authors found that consumers tend to think negatively about impulse purchase, but that consumers do not view the impulse purchase behavior as inappropriate and do not judge it badly.

Rook and Fisher (1995) emphasize that consumers are only purchasing impulsively when they feel fit and that their tendency to purchase impulsively is very low when they are socially inappropriate. In other words, authors have indicated that consumers are more likely to purchase impulse if their impulse purchase is in line with the norms of society.

Demographic Environment: An important factor in the strategy formation of marketers is population density. The fact that consumption increases at the place where the population is high. And the average age of the population is also a determining factor for the marketers' products. Ethnic, cultural and familial characteristics as well as age distribution should be known (Kotler & Armstrong, 2005). It is a fact that different products will be demanded in high average age countries and in low average age countries. As the population of Mexico has grown rapidly and has a young population, the number of items for children such as school items, diapers, milk etc. is also high in this country. On the other hand, in Japan which has a very old population, the types of products offered will be different. (<http://worldpopulationreview.com/countries/median-age/>). The average age of the countries is the biggest factor in directing the market. In countries with a high average age, the means of marketing will change as the product offered according to the height of this average may change. It is not possible to talk about effective internet marketing in a area where elderly people live. On the contrary, in the areas where the young population increases, the internet is a great marketing tool. Ethnicities and nationalities of people are also important in product marketing. It may not sell ads for nationalism, or a t-shirt with the flag of that country in a country where many nations live. But where nationalist societies live, the same type of products can draw a sales chart well above what is expected. Many factors are used to increase the effectiveness of marketing activities such as societies where they live, intensity of sex and age ranges (Gunter & Furnham, 1992).

Gender: In the investigations carried out it shows that the behavior of impulse buying shows differences by gender. It is said that the ladies are more likely to do an instant buy. Women should be better informed about shopping in the city, shops and products, and women who are in the old traditional role can pursue household goods better at home. Women buy more for social needs, social interaction, while men make impulse purchases for individual,

independent use. Kollat and Willett (1967) suggested that there is no conspicuous behavioral difference between men and women. Literature on this topic shows clear traces of the different impulse buying behavior of women and men. Kollat and Willett also claimed that consumer characteristics could influence impulse buying behavior (1967). According to some researchers, it is obvious that women are more likely to buy impulsively than men, and their product choices are different (Dittmar et al., 1995; Verplanken & Herabadi, 2001).

Tendency: Another factor that can influence impulse buying is the Impulse Buying Tendency that is a sincere way of loving, unwilling, or doing something. Rook and Fisher (1995) identified the purchase of impulse as a consumer monument. Then they created a purchase impulse scale to measure between different individuals. Rook and Fisher (1995) also point out that consumers who tend to have an impulse buying tend to shop more frequently than others. Lack of control, stress response, and resumption are the personality traits associated with the impulse purchase (Youn & Faber, 2000), and these traits are also associated with consumer impulse purchases resulting from their responses to positive or negative emotions. In the definition of impulse purchases, it is pointed out that impulse purchases are strongly associated with sudden buying impulses and unplanned purchases. In addition, there is a connection between emotions experienced by individuals and impulse purchases in response to those emotions (Beatty and Ferrell 1998, Rook 1987, Rook and Gardner 1993, Verplanken & Herabadi, 2001). It has been found by Verplanken and Herabadi(2001) that the trend of impulse buying is more in women than in men, but there is no age difference. However, Wood has found an inverse relationship between age and impulse shopping. In literature, the most prominent and identifying emotional dimension is "sudden and imperative desire to buy" when buying impulses (Rook & Hoch, 1985).Kassarjian (1971) notes that the tendency of impulse buying may affect the consumer's response to environmental stimuli in a coherent manner. Thus, impulse shopping is described as a consumer feature. According to Horton (1979), the tendency of one's impulse buying instead of the characteristics of the price of the product can lead consumers to more impulse buying. Gerbing et al. they define the tendency of impulse buying as responding quickly without thinking and evaluating the results of a stimulus. According to Weun, the tendency of impulse buying is the degree of the possibility of buying suddenly and without thought, without the intention of buying one. Murray suggests that

consumers who tend to shop on the spot may have difficulty in blocking their behavior and therefore may be able to have frequent and consistent shopping behaviors. Verplanken and Herabadi (2001) show that it is the tendency of impulse buying may be related to the five dimensions of personality (Big Five dimensions of personality). Consumers with a higher tendency for impulse buying tend to have less conscience, independence, needed for structure and evaluation. However, outward turnover and action orientation are excessive.

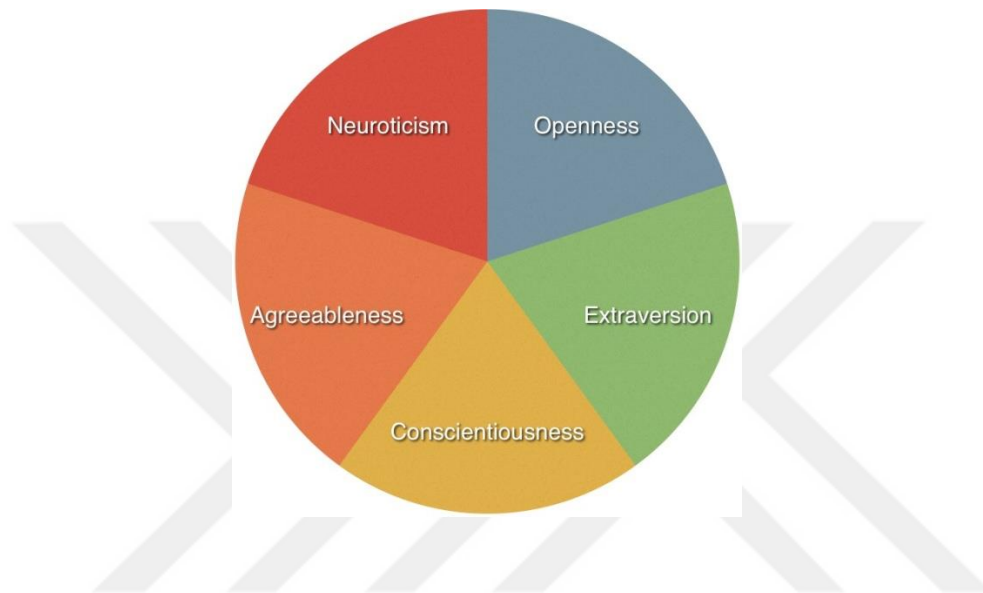


Figure2: Big Five Dimensions of Personality

In addition, all these factors are linked to each other in some way. The entity of only one factor or combinations of more than one factor can channel to impulse buying.

Moods of buyers: Nowadays, purchases are made based on the components of the consumer's emotional state and moods (Filser, 1996). Today's society is characterized by the importance attached to the components that based on moods of buyers and the freedom to choose and buy.

Moods are defined as emotional states that are less intense, temporary, and short-term. They are also referred to in a continuum as good or bad and therefore have a positive and negative value. Like emotions, they are triggered by perceptible and imperceptible stimuli, people, objects, situations and are

specific. However, we as humans are more aware of emotions than moods. What may attract or delay the moods may not always be clear. Similar to emotions, moods can be derived through our body language, gestures and behaviors (Schiffman & Kanuk, 2004).

In today's society, impulse buying has become a regular event. Today's consumers are showing stronger impulse purchasing behavior. The consideration of affects and moods has helped to better understand impulsive buying behavior (Filser, 1995). Also, Filser and Bourgeon (1995) have shown that the affective states of consumers influence the perception of products in stores. Similarly, Hetzel (2002) showed that consumers' affective states influence satisfaction. Moreover, Giraund (2002) emphasized the fundamental role of mood in triggering impulse purchases. She showed that positive sentiment can strongly influence individuals to make an impulsive purchase. So, they can afford to buy something to satisfy to themselves.

In addition, several theoretical studies on impulse buying have so far showed up the important role of affective consumer status in decision-making (Zajonc & Markuz, 1991). The emotional state which consumer is during to shopping plays a key role in buying impulses. Mood is one of the emotional components that cause such behavior. Consumers' emotions can turn into a mood. The intensity of emotions can affect consumers' impulse buying tendency (Rook, 1987).

Many writers in the impulse purchase studies reported that the emotional state affects the immediate buying behavior. Rook and Gardner (1993) found that the positive emotional state of a person affects more immediate buying behaviors than negative emotional states. Youn and Faber (2000) found that negative and positive emotional states encourage impulse purchase. Isen and Means (1983) found that subjects in a positive mood made faster decisions. All people cannot have a same mood in shopping. Feelings can change so fast based on the situation. Looking to area and see some interesting products affect customers' moods. Weinberg and Gottwald focused attention that impulse buyers show greater emotions such as excitement, delight and joy than planned buyers (1982).

Other personal variables are positive or negative moods that influence impulse buying and are referred to as moods of individuals who have a significant impact on impulse buying (Rook, 1987). For example, the influence of a negative mood can be illustrated with the suggestion of Verplanken and Herabadi (2001), since a considerable part of impulse buying results from coping with depressive mood. It is also proposed by Rook and Hoch (1985) in another way, citing "feeling of helplessness" as a trait, and that consumers tend

to buy impulsively to combat the blues (Piron, 1993) emphasize or diminish that negative effect of anxiety (Youn and Faber 2000). On the other hand, positive moods are also associated with impulse purchases such as joy and enthusiasm (Beatty & Ferrell, 1998). Research has shown that the signs of excitement and joy are the two emotions that appear in impulse buying (Rook, 1987, Verplanken & Herabadi, 2001). Impulse buying campaigns themselves were described as "exciting, exciting or wild" and associated with a high level of excitement (Rook, 1987). One of the causes of impulse buying is the desire for fun, excitement, and novelty that consumers' experience (Piron, 1991; Hausmann, 2000) and these feelings are associated with hedonic motives of consumers (Cobb & Hoyer 1986, Rook 1987, Hausmann, 2000). Consumers' purchasing behavior is determined by their needs, and impulse buying satisfies hedonic wishes (Gültekin & Özer, 2014).

1.5.2. Situational Factors:

Store atmosphere: The shopping environment in the shops is a very important factor for impulsive shopping. It consists of variables that correspond to specific purchasing situations and are restricted to a specific geographic area (Zhou & Wong, 2004).



Figure 3: Store atmosphere

According to research (Peck & Childers 2006) has shown that touching and impulse purchasing are directly connected to each other. The consumer does not navigate through the store, especially by looking at impulsive products. Appropriate display of products is the most important factor that increases the likelihood of impulse purchase of the consumer.

Store's design plays an important role in marketing. Then, strategic displays can be designed to help drive sales through unplanned consumer

purchases. The relationship between the shop environment and the consumer's buying decision is tempered by situational factors. (Xu, 2007). Lighting, floor design, shelf positioning, music, ceiling height and color scheme are all helpful in attracting customers' attention (Bellenger et al. 1978; Verplanken & Herabadi, 2001; Peck & Childers, 2006).

Depending on the material selected for the floor and the color, the store may look bigger, lighter or darker than it is. Floor design must have large openings. Because, large openings can give a time for shopping for buyers, but Small openings can create a rushing sensation. (Donovan & Rossiter, 1982)

Lighting is also important for the customers. Lighting can be direct or indirect, white or color. This preference will also depend significantly on the retailer's store and store image. Likewise, luxury stores can use simple lighting techniques using denser and brighter lighting, while discount stores use soft lighting that does not overheat flashy hunts and eyes. Having an appropriate lighting has shown that consumers have a positive effect on shopping behavior. (Piron, 1991).

In marketing, positioning of rack is using by marketers (Yu & Bastin, 2010). Generally, big brands pay money for positioning in a rack that has an eye level. In psychology, first eye contact of product can affect to decision of buying. Because of that, rack positioning has a serious role in marketing. Unplanned products are products that customers do not overpay. These products, which are decided instantly to be purchased, should be in places where customer flow is intensive in the store. (Mattila & Wirtz, 2008)

Music is also influential on sales. Music is capable of rising complex affective and behavioral responses in consumers (Kaur & Singh, 2007). According to North and Hargreaves (1998), sound level of music needs to be normal. Not too high or too low. And choosing of music style has not to be specific. If customers know the song, they can feel confident and their mood can rise now. This effect creates a staying feeling in a store. Because of this, customers want to stay and after that they can spend more money than planned. Slow-paced music keeps customers in store longer. On the other hand, high-tempo music can be exploited in the case of a store crowd, and the effect of accelerating the traffic flow of music can be exploited. Music can affect employees as well as customers in a positive or negative way. (Millman, 1982)

Ceiling height, the high ceiling gives the store a spacious and spacious air. Ceiling height and lighting are working together. Ceiling height needs to be high to creating a huge space in a store (Terrazas, 2006).

The last point is coloring. Here, we can define the color as the presence or absence because the light is reflected from a surface. Colors have their own meanings. It is known that the colors are effective in attracting customers to the store and making purchasing decisions (Grossman & Wisenblit, 1999). In marketing, vibrant colors such as red and yellow, customer attraction to the store is also more effective than colors like white and gray. Red is the most noticeable color. Dark and pastel colors shouldn't use in a store. These colors can create sadness and uncomfortable feelings. The colors in the shop can be chosen according to the trends of that year. In a study conducted, the decision moment when purchasing a product was set at 9 seconds. In other words, it is stated that the most important factor affecting decision within nine seconds is the color. Our brain visually chooses the colors that appeal to us and allows us to make decisions about this color (Bilge, 2009). The choice of colors in store style, suitable for their image and the use of correct color in different departments ensure that the store is perceived as desired by the customers and therefore the sale is positively affected. However, using exaggerated colors can cause discomfort in the environment as well as attracting the attention of the customer. Research in psychology and marketing reveals that the inclusion of different colors in different parts of the products increases the duration of the customer staying in the store (Tauber, 1972). The softness of the color transitions in the store allows the customer to enjoy the shopping time in the store. In this way, it has been observed that the amount of time spent in the store increases. But if color transitions are harsh, the customer feels that they are pushing from one corner to another in the store. It is well known that the colors leave an impression on the consumers, and should be used correctly. Where hot and vibrant colors are preferred in shops appealing to young people, cold colors should be preferred to middle age and over-the-counter stores (Morton, 2005).

Fashion/trends: Bellenger, Robertson and Hirschman (1978) defined impulse buying as a purchase, where consumers' decisions were made in the business. It seems that the initial research on impulse buying focuses on the typology of impulse acquisition and the role of fashion in predicting fashion-focused drive buying. (Han et al., 1991). Today's world, trends and fashion have been changed so fast.

Today's trend or fashion may not be the same yesterday's trends or fashion. Because of that, products are not the same too. Changing is hard to producers but they need to catch up. And they do most of time. In a nutshell,

fashion and trends affect customers' decision of buying. Customers shouldn't like products, but their feelings say; you must buy these products because these are trend, or this is fashion. Impulse buying behaviors are more exhibited in fashionable products. Consumers are in impulse buying behavior to enhance and consolidate their own image. (Han et al., 1991).

In the process of socialization, they try to adapt by dressing and shopping as the environment. Therefore, products are more symbolic than functional. Consumers who value their relationships and role in social life pay less attention to their financial adequacy when shopping, and do not give up impulse buying regardless of the situation. In the Han et al. (1991) found that consumers' interest and loyalty directly influenced their impulse buying behavior.

Sales person: Face to face selling has most effectible results. Communication between sales person and customer is headstone of marketing. Behaviors of sales person need to be naïf and positive. Mood of sales person can affect to customer's mood. And, this affect can change customer's mind. (Jones, 1999).

Consumers tend to enjoy a shopping experience with supportive and friendly sales people. Shopping assistances can really make the shopping experience fun and enjoyable by providing extraordinary service to buyers. Consumers enjoy shopping more without the presence of an overbearing salesperson although they do, however, be grateful when a salesperson is nearby and helpful (Jones, 1999).

Existence of a sales person at the purchasing place is also influencing the way that consumers actions. If consumers can shop by themselves, the prospect of impulse buying is higher since in this situation consumers have the chance to look around shelves (Stern, 1962).

Advertising: Advertises are easily remember during the shopping. Effects of advertises have a role of decision making process. Decision process time can be shorter with ads that known by consumers. Products in ads look like a familiar to customers. And, buyers do not think too much because these products have a place in customers' mind. (Youn & Faber, 2000)

Ads: It is important for the consumer to have product-related knowledge in many impulse purchase types such as reminders or planned impulse purchases.

Consumer product information is obtained from previous experience or advertising. Although, the primary goal of mass advertising is to create pre-planned purchases, but another effect is to encourage impulse buying (Youn & Faber, 2000).

1.6.Consumer Behavior Concept:

Within the historical development process, the importance of fulfilling the needs and desires of the people has led to the entrance of many various products. Consumer behavior emerges because of consumers' needs, motives, perceptions and attitudes, and includes mental and physical activities of people to evaluate, acquire and use goods and services. In addition, environmental factors such as the socio-cultural environment and marketing components of the consumer in the price, quality and similar characteristics of the goods and services in the market are also influential in the formation of consumer behavior. (Armstrong & Kotler, 2003).

Consumer behavior includes the attitudes of the consumer to the internal or external factors against the goods or services used to make the purchase decision, the characteristics of selecting and using goods or services (Muter, 2002). The structure of consumer behavior can be explained as follows: Consumer behavior is, above all, a human behavior. All variables affecting human behavior also affect consumer behavior. However, consumer behavior is limited to consumption. Instead of examining a specific action or event, a process examines it. Consumers buy goods and services to solve their problems.

The person's behavior, which can be defined as the process of interaction with the environment, is the basic structure of consumer behavior. However, the limit of consumer behavior is drawn in the context of one's behavior related to the market and consumption. Consumer behavior, which examines how consumers use limited resources such as time, energy and money for consumption, especially economic goods and services of the person, decisions about purchasing and using, and related activities (Sherlekar, 2012).

The main characteristics of consumer behavior are;

- Consumer behavior is related to goods and services that are limited,
- Consumer behavior may involve the purchase of concrete, hand-held products, as well as the purchase of abstract services,
- Consumer behavior may not always be rational and well planned,
- Consumer behavior can sometimes depend on habits,
- Consumer behavior includes the behavior of individuals as well as the behavior of groups,
- Profit-oriented businesses, non-profit organizations, or public organizations that provide various social services are directly related to consumer behavior (Karalar, 2005).

Motivation: Motivation is caused by psychological tension such as recognition, self-esteem and a place of belonging (Kotler & Armstrong, 2011). In marketing, Motivation is the force and elements that can drive the people to make a move or prefer one product to the others and influence them in a way that encourages them to the product (Khan, 2007). What is important in marketing is that these motives can be determined correctly and the real motives that affect the behavior of the individual are revealed (Trehan, 2009; (Gültekin & Özer, 2012)

1.7.4p Marketing mix:

In the modern marketing concept, there are efforts to create a process of planning and implementation of products, services, thoughts, pricing, distribution and marketing communication efforts in order to ensure that individuals and organizations change in certain environmental conditions in

accordance with their objectives and aim to satisfy the wants and needs of the consumers. (Kotler & Keller, 2006).

The marketing mix contains elements that have an important place in marketing strategies. These elements in the marketing mix are listed as product, price, place, promotion. Strategies developed in marketing processes begin with product planning. The product is the basis of all marketing activities of the enterprise. At the same time, price, promotion and distribution decisions are shaped with the product. The product is a bridge between enterprises and consumers. If consumers are interested in products, they include businesses in their fields of interest. Therefore, the image of the product in the consumer eye reflects the enterprises and it becomes an image element for them. (Kotler, 2008).

Product: Stern (1962) explained in their study that product properties can also influence consumers' purchasing behavior. Some variables, such as the appearance of products, the life of the product, the size of the product, and some product characteristics have proven to be effective in consumer buying behavior. The design and packaging of the product may affect the purchase of consumers. Retailers can influence the impulse buying decision by making the product attractive and packaging. Jones et al. (2003) found in their studies that contemporary marketing innovations also influence the buying decision.

This research is about relationship between impulse buying behavior and packaging effects of snack foods. Hence, packaging and its sub-titles are explained in chapter 2.

Price: Price is another important factor influencing impulse buying. Stern (1962) found in his studies that products that are bought impulsively often have a low price. Some researchers found that there is no correlation between the price of the product and consumer buying behavior (Goldsmith & Newell, 1997).

Promotion: Promotion has become an important marketing tool and retailers are using it to increase product sales. Youn and Faber (2000) showed in their research that people buy more impulsively and react more to the gifts (free gifts, free samples, etc.).

Place: The needs of the geography, average age, religious views, economic conditions, technology and natural resources will lead to the presentation of different products in different places. There is a link between the accuracy of these presentations and the impulse purchases of consumers (Hawkins et al. 2001).



CHAPTER 2

2. PACKAGING

2.1. Defining Packaging:

The packaging is made of metal, paper, cardboard, glass, tinplate, plastic and wood, which gives information about the goods in the consumer, which facilitates the distribution and marketing operations by keeping the products together and protecting the product from external influences (Coles, 2003). Packaging according to this; the protection of foods from external influences is the process of winding with substances which are capable of attracting the buyer's interest in a way that partially or completely prevents the changes in the qualities of foods from production to consumption. (Bener, 1995).

Packaging; the protection of foods from external factors is defined as the winding process by means of substances which are capable of attracting the buyer's interest in color and shape which partially or completely prevent the changing of the qualities of foods from production to consumption. (Emiroglu, 1985)

Packaging should attract the attention of the consumer, give information to the consumers about the characteristics of the product, provide consumer confidence and leave a positive impression on the product in the consumer's mind. In addition, the packaging contributes to the immediate recognition of a firm or brand. (Kotler, 2000)

Nowadays, packaging has become an integral part of this process since it was commissioned at every stage from the first product development stage and the design and adaptation to market requirements, production, protection, storage, transportation, distribution, advertising, sales and final use. In short, the packaging is not only a complementary tool to protect the product contained therein, but also part of the product. (Üçüncü, 2000)

Packaging is a very important element for the presentation of a product. Packaging is almost like the dress of the product. No matter how perfect your

product is, we need to present it in a very healthy, very attractive dress. There is very serious competition on shelves both in the world and as a result of rapid marketization. This complicates the decision-making mechanisms of consumers (ITO, 2004).

Packaging carries both the name of the company and the brand of the enterprise to the consumers. In this context, managers who work in production understand the importance of packaging, create a difference in the packaging of the product and give an identity to the product (Underwood, 2003).

Nowadays, product variety is increasing and it becomes increasingly difficult to make a difference between products (Rundh, 2005). Producers who want to make a difference aim to influence the decision making process of the consumer with these requests (Silayoi & Speece, 2004). In the food category, packaging is not only a protective factor, but it is a concept that affects the consumer's emotions and has an effect on the purchasing decision (Armstrong, 2007). The first contact with the consumer is the packaging. And this is the first interaction between the producer and the consumer. Packaging for this; is considered to be the fifth P of marketing. Packaging is seen as an important marketing activity that promotes the product. This function of the packaging is important in terms of facilitating the decision-making of the consumer (Underwood et al, 2001). Packaging is a factor that promotes the product and guides the consumer. As a result of this orientation, the decision-making process of the consumer is affected (Armstrong, 2007). With the effect of packaging, the consumer claims that the product is healthy, reliable and high quality. Packaging functions in packaged foods vary according to the type of product. The most important expectations from the packaging of foods in the consumers' decision to purchase; it has been determined that there are concrete benefits such as protection of the product, providing facilities and providing information (Wells et al, 2007).

2.2.History and Historical Development of the Packaging:

Human beings have a concern about conservation and storage in many issues. This concern arises from the fact that people sometimes wear clothes that they find by wanting to protect their cold body, or want to hide their products for use at a later date (Köse, 2009).

Packaging is not a new phenomenon. It is an activity related to the development of human society and in this respect it can be seen in the early stages of human life. The amount of packaging used and the degree of naturalness are indicative of the development of a society. Packaging reflects the needs of society, cultural patterns and technology (Schueneman, 2007). People migrated from one place to another to find food, until they found permanent shelters. In this case they had to collect food from a different location and bring the mold to where they were. This need resulted in the use of natural packages such as dried squash, sea shells and leaves. For example; people used animal lessons to carry water, milk, yogurt, buttermilk and oil (Soroka, 1998).

2.3.Packaging Types:

Primary Packaging (Inner Packaging): One product for winding, cap, box etc. it is an activity that requires producing and designing things, and the packaging may be the first container or wrapper of a product (Kotler & Armstrong, 2004). It is called consumer packaging or inner packaging. It is the first, original, inner package that directly covers the product.

With the increase in the living standards of consumers, the increasing effect of packaging is increasing. In order for the inner packaging to perform its promotion task effectively, the following features must be observed (Toyne, 1993):

- The packaging must have an attractive appearance. However, the attractiveness of the packaging may vary from market to market.
- Packaging should be appropriate to consumers' shopping habits and income levels.
- The packaging should provide information on the use and quality of the product and ensure that it is easily transported, stored and used.

Secondary Packaging (External Packaging): The main objective is to ensure the bulk delivery of the packaged product and to protect it from external influences that may occur during dispatch. We can list the main types of

packaging according to the criteria such as the production techniques of the packaging materials. Packaging technology evolves towards satisfying customer needs (Adebanjo, 2000).

2.4.Purpose and Function of Packaging:

The packaging must maintain all the healthy conditions and shape of the product required for this product until the product is delivered to the consumer (Underwood, 2003). However, the task of the packaging not only does this but also includes other functions belonging to the packaging. All of these functions are aimed at delivering the product to the consumer in a healthy way, protecting the product from contamination (Saghir, 2002). The packaging product should provide convenience during handling, transportation, distribution and marketing. When selecting the packaging, its size, shape and weight should be taken into account and the products must be protected, in particular, against physical and chemical damage (water, moisture, oxidation, light, etc.) and rodents. (Silversson & Jonson, 1998)

2.4.1. Packaging Functions:

The functions of the packaging are classified differently in various sources. There are some criteria in terms of the use that should be taken into consideration during the design of the packaging. (Pride & Ferrel, 1987)

These criteria may vary depending on the type of packaging.

However, we can list the functions of the packaging under the following headings;

1. Protection Function
2. Convenience Function
3. Information and communication Function
4. Price Adjustment Function
5. Visual Functions

Protection Function: The relationship between the product and the packaging has been an issue open to continuous development and positively affected each other (Tek, 1983). One of the main functions of the packaging is that it always has the possibility to protect the product. It is useful to determine the factors that adversely affect the packaged product in order to direct the protection of the packaging. The importance of these factors varies according to the type and characteristics of the product. The protection function is carried out in two ways as physical and quality protection. Physical protection is to protect against product damage such as impact, crush, puncture (moisture, dust, vibration, temperature etc.) and theft (Erdal, 2009).

Quality protection can be defined as ensuring that the product is protected in a robust, usable way during its shelf life, preventing from moisture and atmospheric effects, preventing spoilage and physical losses, preventing odor loss / permeability, light proofing, microbiological protection, and also quality protection is provide the required air gap or providing vacuum feature (Çakıcı,1987). The protection function, which ensures that the product is delivered to the consumers in a sound and clean manner, has been implemented more effectively with the development of packaging technologies. Packaging Reduces damages and waste caused by distribution. Thus, cost losses are prevented and product safety is ensured. The life of the package should be longer than the product to meet all these purposes, because the packaging is not able to protect after damage (Oğuz, 1997).

Convenience Function: The convenience function includes facilities such as product filling, opening, closing, disposing, storage, shelf placement in the container (Boone & Kurtz, 1998). Today, modern packaging applications are not solely based on the idea of the application to protect the product within. For companies, functions such as ease of use of packaging create a positive image for consumers and can be used as an example of convenience of packaging of canned and easy-to-open systems used in canned food packaging (Oktay, 1984). Various sizes, easy to disassemble, split into portions, keep the product healthy / usable, durability, placement, storage, easy to handle, easy to open-close for product packaging are important features in terms of marketing. (Spethmann, 1994; Underwood, 1999).

Information and communication function: Today, packaging is now seen as a powerful communication tool (Rundh, 2005). Now, a product or brand is first shown by means of packaging. The packaging also plays a role in the advertisement and the sale of the product benefits. The primary role for the package of the product that is standing on the shelf is to attract the consumers' attention with all communication tools at the time of purchase (Berkman et. al, 1997). In contemporary marketing, developing a good product and pricing the product in an appropriate manner are not enough, it is necessary to establish an appropriate communication with consumers. All text and images on the packaging are intended perception of this product image to convey to the consumer, and to provide communication between the product and the consumer (Lysanski, 1996). The form of the packaging should influence the perception of the consumer, address the consumer's feelings, and the consumer should create a desire for the product before reading the label or seeing the product (Soroka, 1999). Packaging gives the consumer an idea about the quality of the product, its image, its variability and its monetary value. In order for the packaging to have an attractive and easily recognizable image, all the communication channels that used must be in balance and harmony. (Meyers & Lubliner, 2003)

According to Erdal (2009), name and logo of the product, manufacturer's address, material of the product, product expiration date, amount of product and images on the label have to be included in the packaging label.

Advertising Function: The purpose of the manufacturer in advertising on the packaging is to raise interest in the goods and to increase the interest. According to Steward, consumers prefer to buy certain items without prejudice. The packaging plays an important role in provoking this desire. Each color on the package addresses a specific consumer audience. Color, the graphic on the package, text and picture are advertising elements. A known fact is that the consumer prefers products that are favorites on the market and are used by high classes (Steward, 2007).

Nowadays, because of the increase in consumption, a packaging that is able to convince the customer has made it necessary to be an effective advertising tool. Among the many brands and types in the market shelves, packaging of the products that are expected to be preferred; In addition to product protection, promotion, informational, attention-grabbing and purchasing functions, it also advertises the product. Therefore, among rival

brands; products that designed with graphic design elements and principles, color, illustration, typography, brand image and good material, have the highest market share (Düz, 2012).

Price Adjustment Function: The price means that the company wants to take a defined cost from target consumers for the goods or services. In recent years, pricing is also an element of a strategy of customer satisfaction, brand loyalty and a lifelong customer. Price is one of the factors that are highly effective in purchasing decision. Consumers consider the prices of the products they intend to buy and compare the prices with the products of different brands with the same type. In this respect, the price is used as a competition tool (Boone & Kurtz, 1998).

Visual Functions: It is expected from the packaged product that will be able to attract the potential customer's interest that at all levels, in order to enable the promotion of the product (Gürer, 1991). The targeted population should be identified and studied. At this stage, demographic and psychographic characteristics of the consumer profile are very important. A packaging communicates by itself on many channels. Graphic design on the packaging, color, printing and packaging are important elements in establishing the communication between consumers and the product. (Soroka, 1999).

Graphic design: Graphic design is to organize text and images in a perceptible to convey a message (Soroka, 1999).

Creative idea: We often encounter the word "creativity" in design. Creativity means to look critically and to make new propositions and means to establish a relationship between objects or thoughts that have not been established before. The main idea for a unique packaging is to create a simple example with memorable images (Erdal, 2012).

2.5.Importance of Colors in Packaging:

In the busy and vibrant world, most people buy what they are going to buy by looking at the packaging design and color (Silayoi & Speece, 2007). Color can identify a brand (Skorinko, Kemmer, Hebl, & Lane, 2006). The design, color and attractiveness of the packaging make a pleasant impression

on the customer (Aslam, 2006). Colors have a striking and profound effect on consumers' thoughts, feelings and behaviors. It is observed that the signs or packaging colors outside the product have an effect on the decisions of consumers who are in a hurry (Funk & Ndubisi, 2006; Singh, 2006). The eye-catching lines and colors have an effect that leaves lasting marks on consumers' purchase decision. In fact, the attraction gained through the colors plays a key role in the brand selection at the points of sale (Labrecque, Patrick, & Milne, 2013). Designing such useful packages can create a unique opportunity for manufacturers to promote the brand (Simms & Trott, 2010). The importance given to the packaging shows the value that given to the product and the customer. Sometimes, consumers can prefer the products because of the attractiveness of the seer package. (Underwood & Ozanne, 1998).

The first thing that attracts the attention of an observer is color. It is no coincidence that the leading brands of the sector have similar colors. Colors are perceived earlier than shapes. The graphic or text content on the package is taking the latest attention from the customers. In fact, the color element is one of the most important elements of motivation to make a purchase decision (Silayoi & Speece, 2004).

According to the results of the research conducted by Ampuero and Vila (2006) in different categories of packaging on 46 people, the high-priced products of the upper class are usually cold, dark-colored, especially in black-colored packaging, while the more affordable products are generally white and light-colored. The products, which are mostly national and mostly guaranteed, were more or less red in color, although they were not expressed in a specific color. According to the result of red color, it is thought that the study is done in Spain and it can be effective the red color of the Spanish flag (Ampuero & Vila, 2006).

Colors also have weight, size and movement characteristics (Bellizi & Hite, 1992). Generally, bright colors are look like a larger than dark colors of the same size. The color of an object can affect perceptions such as the size, quality, value and taste of the object. It was determined that the color of the packaging had a significant effect on taste perception on the researches with the research about the same type of biscuits in order to reveal the differences in the perception of the products based solely on the colors (Soroka, 1999). Certain colors continue to dominate the market environment, although some colors may follow the fashion or stay in the background. According to the research conducted by a supermarket, red, brown and blue colors are preferred in the market by the consumers, although purple tones are almost never used (Soroko, 1999).

The colors in the designs are placed in the consumer's memory together with the brand. Today, there are many colors around the world that are remembered with the brand. Kodak-Yellow, Nivea - Blue / White, Lipton-Yellow can be an example for brand- color combinations (Meyers & Lubliner, 2003). People use colors as a tool to reflect the image and personality or to give a message. In short, it can be said that the selection of the right colors to ensure the image of the design, to draw the attention of the target audience and to provide selectivity in the perception of the effects on the consumers (Lemmers & Phillippe, 2001).

2.6.Color and Product:

The product can be anything that meets the needs of people. A product is anything that is offered to a market to meet a request or need (Kotler, 2000). The positioning and image of the product in the market is of great importance for the marketing of this product. In order for companies to maintain their presence in the market, the products must have the qualities that can attract the attention of consumers in the market. The way to get the consumer's attention is through the value, price, image and color of the product. (Pantin, 2009).

The colors used can increase the attractiveness of the product or cool the consumer from the product. If the presented product is in a gallery or a different place, this space can be colored and the presentation of the product can be made attractive (Ezan & Piris, 2009). These tricks are always used to bring the customer closer to the product. In a way, the consumer's attention is drawn in that direction and the desired result can be reached with the help of colors (Percy, 1974). If the product is going to be published in advertisements, presenting with color harmony which can affect the consumers will increase the perception. These decisions must be made during production according to the characteristics of the marketed product (Ezan & Piris, 2009).

Some products can be offered to customers in many different color concepts, and some products cannot be differentiated by color. Color preferences may change due to psychological factors. The products are addressed to the consumer with different color combinations according to the customer groups they address. At the same time, products with different concepts will have different colors (Pimentel & Heckler, 2003).

2.7. Meanings of Colors:

Blue represents confidence, creating a strong and confident feeling in the subconscious. (Babin et al., 2003; Bottomley & Doyle, 2006; Chang & Lin, 2010; Kauppinen-Räsänen & Luomala, 2010; Madden et al., 2000; Singh, 2006). It represents peace and infinity. It takes its meaning from the sky and the sea (Paul, 2002; Jacobs et al., 1991). Blue is also used to convey positive meanings such as modernity and satisfaction. The first connotation of blue color is peace; it is no coincidence that the visual identities of institutions such as the Council of Europe and the United Nations are blue (Jacobs et al., 1991).

Red is the color of the sale. It is the most used color that evokes excitement and high energy. Red; it is a dynamic, passionate and remarkable color that stimulates the subconscious. . The red color can physically accelerate the heart pulse and increase blood pressure (pcimag.com, 2002). This color, which is used in bilateral relations, has a positive effect in terms of individual positive outward reflection. The use of red in some products creates a positive impression for consumers. Red is a warm spectrum and is associated with temperature and evokes warmth / heat (Paul, 2002). The red color symbolizes concepts like love, fire, desire, innovation, revolution, excitement, challenge and orientation (Loshier, 2010).

The green color evokes freshness and healing. It is the symbol of nature, naturalness, health and balance (pcimag.com, 2002). The green color calms the human and gives people confidence. It was supported by research that facilitated and accelerated creative thinking. Dark green is the color of money and prestige. The using of green color is appropriate in sectors where prestige and security are important (Paul, 2002; Singh, 2006).

The orange color makes people feel energetic, lively, healthy and satisfied. Warm, natural, friendly and cheerful people prefer orange color. Orange is a combination of red and yellow. Therefore, it carries the strengths of both colors. This color should be preferred in products that are having the target group with children and young people. The lively orange colors are used in fast-food shops because of their remarkable properties and are appetizing (Paul, 2002; pcimag.com).

Yellow is the symbol of gold, richness and luxury. It is the color of caution and caution (pcimag.com, 2002). Consequently, it creates a joyful and energetic impression in the subconscious. Also yellow is a color used for attention or warning (Wagner, 1988). For example, a combination of yellow black is often used as a stimulant for parking walls.

White evokes feelings of cleanliness, brightness, simplicity and innocence (pcimag.com, 2002). This color used in child and health products (Mehmeti, 2003). The color that the eye perceives the brightest is white. For this reason, white color is used to draw attention by creating contrast in signs, packages and sales points (Losher, 2010).

Dark blue is the most serious color. The dark blue color is used in police and pilot uniforms and gives the impression of reliable, robust, assured and also this color is the choice of banks and financial sectors (Madden et al., 2000). The combination of blue and green colors induces a hygienic and healthy impression in the subconscious. Therefore, it is ideal for hygiene products (Grossman & Wisenblit, 1999).

Brown is a color that evokes consistency, continuity and richness. Brown reinforces the sense of security for the person. Soil colors usually have a positive effect (Paul, 2002; pcimag.com, 2002).

Black is a very strong color. It is perceived as a mysterious, powerful, classic and elegant color because it is representing the darkness and the night (Bottomley & Doyle, 2006; Chang & Lin, 2010). Black is the color of products with high price. Since it is a heavy color, it can give the impression of falling or stinging (Bottomley & Doyle, 2006; Chang & Lin, 2010; Jacobs et al., 1991). However, strategically, some brands may consciously use the black color for their products, and they may want to create the perception that their product is an elite product, not a cheap product (Losher, 2010).

The purple color is in parallel with the level of intelligence, consciousness and insight. Because it is a royal color, it reminds us of elegance and richness (Paul, 2002). It is also an enigmatic, spiritual and emotional color. This color is preferred in sensitive products (Madden et al., 2000).

2.8.Color Perception:

People select and define all the objects in nature, animals, fruits, vegetables and many things that never come to our minds according to their

colors (Lindstrom, 2005; Myers, 2004). Different color shades provide us with information about the physiological states of objects. These meanings when we describe animals, fruits and plants help us in defining many objects. Marketers can use these meanings in objects in many different ways when marketing products (Hultén, Broweus, & Van Dijk, 2009). When we see a place or something, we can think of an object that is never in our minds, and perhaps we may need to consume or take that object. These perceptions lead us involuntarily in every moment of our lives. Colors also allow people to reveal their psychology. (Hultén et al., 2009; Lee et al., 2013).

We determine and interpret the many situations about people based on their color perception. For example, we conclude that a person whose skin is darkened burns in the sun. Such distinctions allow us to be informed of the situations in our environment. (Jansson, Marlow, & Bristow, 2004)

The colors that we are intertwined in nature contribute to our daily life. As we continue our daily lives, we are always faced with colors and these messages they want to give. But we do not realize many of them (Elliot & Maier, 2007). The colors on the products can produce an effect about that product. In foods and beverages, the color of the product gives us information about whether the product is fresh or not. To give a simple example, the color of the apples that we bought from the grocery is giving us some messages. The color and shape of the apples can inform us about the taste and freshness (Crowley, 1993).

2.8.1. Factors Affecting Color Perception:

According to John Locke (1689), people learn by touching (2%), hearing (10%), trying (1%), observing (83%) and smelling (4%). And, Martin Lindstrom's research (2008), in the purchase decision, 31% taste, 58% sight, 45% sniffing, 41% sound and 25% touch are effective with these percentages.

As it is understood from these studies, our sense of sight is our most used sense organ. People have knowledge about the objects around them with the help of their vision skills (Lindstrom, 2005; Myers, 2004). Color perception is a subjective phenomenon that varies from person to person (Durmaz, 2009). As color creates self-confidence in individuals; the consumer identifies himself or herself with the color of the product s/he uses (Hultén, Broweus, & Van Dijk, 2009). Our brain can interpret things we feel with our sensory organs differently (Hall, 2013). Perceptions are the result of the interpretation of our

brain. While the brain is making these interpretations, the culture that we are in, the beliefs that have been in existence for generations and the value judgments of our ancestors have been effective. Therefore, while the same color symbolizes death in a society, it can symbolize happiness in the other community. (Cry, Head, & Larios, 2010)

The shades, brightness and densities of colors have the potential to open our perceptions (Elliot & Maier, 2007). Colors affect our attitudes and expectations about the product positively or negatively. Different colors evoke different brands, so our perception becomes clear to the brand. The brands that colors associate are generally worldwide brands. The reason why these brands associate with the colors in this way can be because they are too consumed or valuable (Grossman & Wisenblit 1999). When it is called red, Coca-cola brand can come to mind. But every shade of red may not remind us of this brand. Differences in color perception and intonation are also effective at this point. (Cry, Head, & Larios, 2010)

As our emotions can be influenced by different colors, this effect can continue to turn into a reaction and enable us to complete our consumption needs in different directions. Marketers should evaluate the question of what color of the product affects the consumer (Hinestroza & James, 2014). These differences can be psychological, individual, cultural and social. These variables should be analyzed well so that they can have a right in the market and have no unwanted surprises (Cimbalo et al., 1978).

2.9.Effects of Colors on Marketing:

Colors actually help us to make a lot of decisions in our lives, especially in our perception and therefore in purchasing (Funk & Ndubisi, 2006). The color decision for product sales is the key to the sales phase (Grossman & Wisenblit 1999; Aslam, 2006). Special colors are used to stimulate our emotions. The product attracts the customers' attention with its color and provides the steps that are approaching the sale by creating the bridge between the product and the consumer (Clarke & Honeycutt, 2000). When the consumer sees the colors, they are not consciously affected (Skorinko, Kemmer, Hebl, & Lane, 2006). The aim is to reach their subconscious responses (Silayoi & Speece, 2007). For example, the colors of McDonalds are yellow and red because these colors in the human brain are the most appetizing colors than others. Color is an important feature that helps consumers recognizes the goods or services they intend to buy. In this process, the color decision must be given

correctly. The right color decisions of the manufacturers may affect the process, and the wrong color selections will impede sales and marketing. The point to be emphasized is how to determine the correct color decisions and how to manage the process (Wagner, 1988; pcimag.com, 2002). The person will recognize the goods or services from the color and perform the purchasing function. Because colors create codes for emotional messages that reach our subconscious since human beings have existed (Labrecque & Milne, 2012). Colors are used both in consciousness and subconscious level in all kinds of communication materials such as films, series, newspaper advertisements, catalogs, advertisements, posters and so on. Especially in the commercial world, the choice of color is consciously made in order to increase the impulse purchasing of the buyers. Products with well-designed packaging, decorated with colors in stores and grocery stores, are selling much more than others (Singh, 2006).

2.10. The Effect of the Sales Function of the Packaging:

Nowadays, the retail environment has become more important than ever. Retail trade environment dynamics are constantly changing. The modern retail sales environment is a sea of options. Retailers offer their customers various services and products (Meyers & Lubliner, 2003).

There are 15,000 different products from more than 500 companies in a normal supermarket (Levy & Weitz, 1992). In large stores there are 30,000 to 40,000 items. It is stated that a typical customer sees less than a thousand of these products and only 14 products remain in the memory of customer while leaving the store (Soroka, 1999).

Similarly, there are a number of options for products of the same class. In a typical supermarket, more than 50 different hair care products and about 30 varieties of potato chips can be sold (Soroka, 1999).

Depending on the source of information and the nature of the product, 68% to 80% of the purchasing decisions are made in the store, when customer faced with the product on the shelf (Soroka, 1999). In this respect, the packaging is the silent vendor of the industry. When the consumer faces the product in the shelf, the packaging exposes the product and describes the contents of the product; then leaves the consumer to his own choice. In short, the packaging sells the product (Rundh, 2005). The packaging, also known as

the silent dealer in the shelf, is now a marketing tool where companies often change in order to provide a competitive advantage in the fast-moving consumer goods market and to renew the product. Many enterprises in the world and in Turkey, packaging is the way to be the image refresh of products and increase their sales (Firat, 2005).

Also, the typical consumer rarely uses a shopping list. The customer scans the shelves to examine the general product classes or navigate through the shelves for ideas that trigger the immediate buyout motive. According to the measurements, the customer can focus his attention on a product for about 7 seconds. During this time, a message must be sent by the product to motivate the customers' purchase decision. This critical 7-second time period should be evaluated effectively by means of product messages that may be of interest to the consumer according to the packaging designs and product specifications (Soroka, 1999). Sales points are often designed specifically for the exposure of products with all their appeal. All products are not at the same charm level. Because there are many different products with many different packaging, certain packages have the ability to attract consumers immediately. While a consumer is in front of a shelf during shopping, the packaging differentiates the product from the other products and displays its own image and eliminates its competitors by attracting the consumer's attention. On an average half-hour trip in the supermarket, 30,000 items attract the customer's attention and each product has only one-sixth of a second to express itself. Today's marketers are drawing attention-grabbing packaging to trigger requests because they are aware of this (Hine, 1995). Although the purchases are planned by the consumers, 50% of the purchases are made unplanned or instantaneous (Rouffignac, 1990).

Considering the effect of the packaging on the sale, colors become the image of the packaging that affects the consumer first. The colors used in this image have different meanings, they can appeal to many groups of consumers at the same time, and these groups may understand different meanings from these colors (Silayoi & Speece, 2004).

2.11. The Importance of Packaging on Consumer's Purchasing Behaviors:

In today's competitive environment, customers face thousands of messages on products when they visit supermarkets. Packaging is an integral part of marketing. It affects and influences other elements of the marketing mix (Bradshaw & Philips, 1993). Nowadays, various factors have an effect on the use of packaging as a marketing tool. The fact that the product is in the right place at the appropriate time has started to become an important variable in the selection of food products. The reason why it is called silent salesperson is to contribute to the sale of the product (Nancarrow & Wright, 1998). Sometimes the consumer may prefer to use the packaging for storage of other products (Silayoi & Speece, 2004).

In a study by Bradshaw, Philips (1993), consumers have realized that 51 percent of their purchasing behavior is unplanned. These opinions reveal the importance of persuading consumers at the point of purchase. The packaging has a great effect on attracting the attention of the consumer and awakening interest. Customers can also make an assessment through the information on the packaging. This constitutes the first three stages of purchasing behavior. Therefore, it can be said that the effect of packaging is very big when the consumer comes to the trial stage.

In order to be able to talk about a successful packaging, the customer needs to be taken as the center in the packaging design (Peter & Olson, 1996). Demographic characteristics, needs and wishes of the customers should be taken into consideration, the message to be delivered to the customer with the packaging should be determined during the design of the packaging and the packaging should be checked effectively if the customer attracted attention. In addition, a well-designed packaging creates an effect of increasing sales (Wells & Prensky, 1996).

A well-designed packaging in every aspect allows the consumer to distinguish the product from others in a particularly competitive environment, to show the consumer that he / she has paid for it, and to make the consumer want to buy again. It has more sales-enhancing effect than media advertising and contributes to long-term sales strategies (Schiffman & Kanuk, 2000).

Bad packaging effects: First impression means that between consumers and package of product. Created expectations are linked with the packaging of products. Consumers can be affected by not only good packaging, but also bad packaging.

- The package size does not match the product. (Silayoi & Speece,2004)
- The visual on the package does not reflect the product. (Silayoi & Speece ,2004)
- The package is hard opening. (Tek, 1991).
- Wrong translation and wrong spelling on the package. (Soroka, 1999).
- The package is addressing the wrong audience. (Soroka, 1999).
- Incorrect use of fonts on the package. (Ampuero & Vila ,2006).

Products which have one or more reasons cannot meet the expectations of the consumers and these products cannot be placed in the order of preference in consumers ' mind (Silayoi & Speece ,2004).

CHAPTER 3

3. SURVEY

3.1.Method of Field Research:

Sampling: In this section, it is aimed to determine the degree to which consumers in Ankara / Çayyolu region are affected by the packaging when buying snack foods and to determine the relation of this packaging effect with the impulse buying behavior.

In line with this main objective, the importance of the packaging segments of snack foods and the degree of referral of these segments to impulsive buying behavior were tried to be determined.

In this field study, participants were chosen from Ankara, Turkey through a ‘convenience’ sampling technique. The data were collected the ‘face-to-face’ survey method at supermarkets by the author and analyzed with SPSS package program. Thus, 174 surveys were valid. The participants’ demographic characteristics are shown Table 1.

The means and standard deviations concerning impulse buying behavior, packaging effects, packaging and consumer’s moods as well as the correlation among these variables are presented in Table 2.

Table 1: Demographic Distribution of Consumers

Characteristics	N	%	Characteristics	N	%
Gender			Education level		
Female	91	52,3	High-school	35	20,1
Male	83	47,7	Bachelor's degree	120	69,0
Age			Master's degree	19	10,9
18-25	53	30,5			
26-34	34	19,5			
35-44	64	36,8			
45-60	23	13,2			

Of the 174 participants, 52,3% were women and 47,7% were men. When we look at the educational status of the participating consumers, 35 people have a high school diploma, 120 people have a Bachelor's degree and 19 people have a Master's degree. Age of the consumers participating in the study, there are 53 people in the range of 18-25, 34 people in the range of 26-34, 64 people in the range of 35-44, 23 people in the range of 45-60.

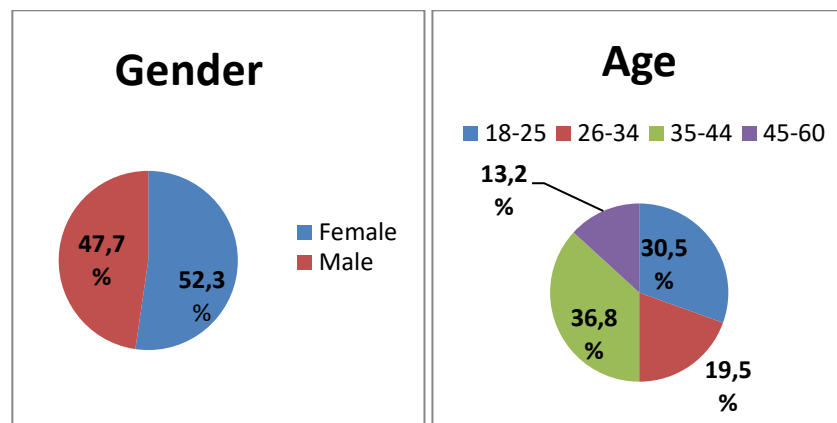


Figure 4: Gender & Age of Consumers

3.2.Measures:

Participants were asked to answer the survey questions about their recent impulse purchases regarding to snack foods. Questions about packaging were developed based on Silayoi and Speece (2004), William (1993) and Darden and Perreault (1976). Impulse buying behavior questions were obtained from Martin et al. (1993), Harmancioglu et al. (2009) and Kacen and Lee (2002). Moods of consumers questions were taken from Rook and Fisher (1995) and Arnold and Reynolds (2003). These questions were rated by the five-point Likert scale (1= strongly disagree, 5= strongly agree). KMO value of the survey was 0,765. It means this survey was suitable to be factorized. Cronbach's alpha values of measures that used in this survey are in Table 3. Cronbach's alpha values about packaging of snack foods and consumer's mood are all above 0.60, indicating acceptable reliability. When all the questions were included, the Cronbach's alpha value of this survey is 0.795.

Hypothesis of the Study:

H1: Packaging effects of snack foods positively affects impulse buying behavior.

H2: Functions of snack foods' packaging positively affect impulse buying behavior.

H3: Consumers' moods positively affect impulse buying behavior.

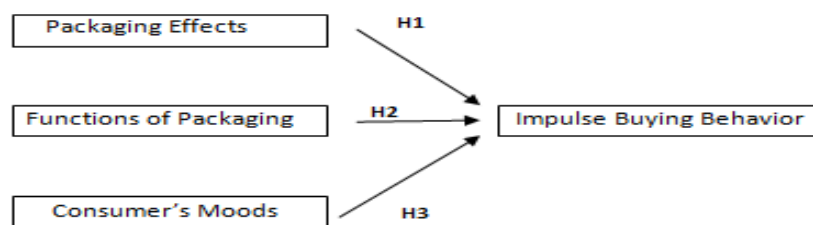


Figure 5: Hypothesized model

3.3. Analysis and Findings:

The 174 valid surveys were analyzed according to hypotheses.

This study employed descriptive statistics, factor analysis, reliability analysis, correlation and regression analysis as methods of data analysis.

Table 2: Correlation of variables

Variables	1.	2.	3.	4.	Mean	Standard deviation
Impulse buying behavior	1				3,84	0,47
Packaging effects	0,455*	1			3,71	0,53
Functions of packaging	0,555*	0,548*	1		3,81	0,58
Consumer's mood	0,448*	0,550*	0,436*	1	3,75	0,60

* p<0.01

Cronbach's Alpha values were more than 0,6 which shows that the factors were reliable (Guari & Gronhaug, 2005). This result shows that sample size is satisfactory to perform factor analysis. After the factor analysis, reliability and correlation analysis have been made. After these analyses, regression analysis has been carried out.

Table 3: Cronbach's alpha values

Variables	Cronbach's alpha
Impulse buying behavior	Na
Packaging effects	0,62
Functions of packaging	0,70
Consumer's mood	0,60

Table 4: Regression Analysis Results

Model	Unstandardized Coefficients		Standard Coefficients		Sig.
	B	Std. Error	Beta	t	
1. (Constant)	1,596	,343		4,568	,000
Packaging effects	,512	,077	,455	6,695	,000
Functions of packaging	,691	,079	,555	8,748	,000
Consumer's mood	,594	,089	,448	8,748	,000

**a. Dependent Variable:
Impulse Buying Behavior**

H1: Packaging effects of snack foods positively affect impulse buying behavior.

Based on the regression analysis, packaging effects of snack foods ($\beta=0,455$) positively affect impulse buying behavior ($R^2=0,207$, $p<0,01$). Therefore, H1 is supported.

H2: Functions of snack foods' packaging positively affect impulse buying behavior.

H2 predicts that functions of snack foods' packaging positively affect impulse buying behavior. Regression analysis results show that functions of snack foods' packaging ($\beta=0,555$) positively affect impulse buying behavior ($R^2=0,308$, $p<0,01$). H3 is supported by the results.

H3: Consumer's moods positively affect impulse buying behavior.

H3 defends that consumer's moods have a positive impact on the impulse buying behavior. According to regression analysis, it was found that consumer's moods ($\beta = 0,448$) positively affect impulse buying behavior ($R^2 = 0,20$, $p < 0,01$). Thus, H2 is supported.

In this part of the study, the findings in the questionnaire, the evaluation of these data, the interpretations of the hypotheses and the demographic findings in the questionnaire form take place in secular form. All hypotheses are supported by the result of analysis. This research attempts to determine the packaging effects of snack foods on impulse buying behavior.

In addition, H1, H2, H3 are supported by the analyze results. Snack foods' packaging effects and functions are important for consumers. Hence, impulse buying behavior of consumers can be affected to snack foods' packaging. Also, moods of consumer have an effect on impulse buying behavior.

Findings of survey show that functions of packaging have a positive effect on impulse buying behavior in the snack foods category. These functions indicate that consumer impulse buying behavior increases. In this regard, the effect of functions of snack foods' packaging on impulse buying behavior may be considered an acceptable result.

3.4. Discussion, Literature and Suggestion for Further Studies:

Similarly, I found that consumer's mood affects impulse buying behavior. The consumers' mood became positive, impulse buying behavior increases. (Rook & Fisher, 1995, Beatty & Ferrell, 1998; Dholakia, 2000; Youn & Faber 2000 and Verplanken & Herabad, 2001). According to these authors, impulse buying tendency affects to impulse buying behavior of consumers. And also, the moods of consumers can effect to impulse buying tendency as well as impulse buying behavior. Based on results of my survey, consumers' mood and impulse buying behavior of consumers' interact with each other.

Packaging effects of snack foods affect impulse buying behavior of consumers that based on survey results. According to Silayoi & Speece (2007), some customers are influenced by the visual aesthetics. The attractiveness of the packaging increases the impulse purchases. Packaging colors of snack foods attract to attention of consumers. Thus, consumers lead to impulse buying behavior.

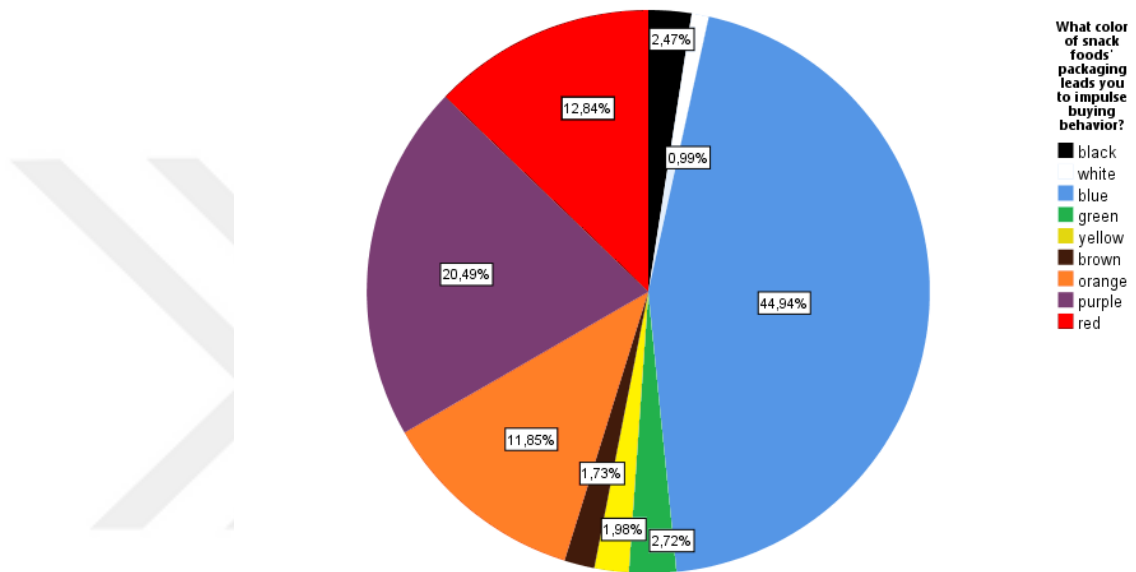


Figure 6: Distribution of Colors

According to the answers of 174 participants, the color of the packaging which leads consumers to impulsive buying has ended up as blue color with 44,94%, regardless of gender and age. Based on result, blue color is the most attraction color on packaging. Also, purple color is in the second line with 20,49%.

CONCLUSION

With the change in marketing activities, consumers have become more important for companies. With the understanding of modern marketing, consumer behaviors and the reasons of these behaviors can be determined.

In today's world, consumers have the opportunity to access information at any time and they can easily compare products thanks to this opportunity. At the same time, the products are more similar to each other than the past, and apart from these similarities, nowadays, consumers are beginning to look for different products. The consumers, who are in search of difference, look at the distinctive features of the products.

Companies that can make a difference will be one step ahead of their competitors for consumers. There are many ways to create this difference. Companies that can anticipate the needs and desires of consumers, understand their expectations and communicate well with consumers can create this difference.

Consumers' loyalty to the brand is a success that companies want to catch. And firms need to make a difference to achieve this success. The differences that the companies create with packaging are a great advantage that they use to attract consumers to their products.

Packaging has to satisfy the consumer visually and have elements that will attract attention. Consumers often look at the package when buying a product. The biggest feature that distinguishes a product from other products is actually packaging for consumers. If the consumer can buy the product that attracts the attention first, this is due to the successful effect of the packaging.

Throughout history, people have introduced many innovations to meet their needs. Accordingly, new developments have been experienced in packaging and its design, every period. Today, if we imagine a store, we see crowded shelves and many similar items. In this environment, the consumer decides whether to take the product with the image/package of the product.

In the fast-moving consumer goods sector, where the retail sector is growing and product diversity is growing, there is intense competition; packaging of these goods is seen as a significant competitive advantage in

shelves at sales points. The packaging affects consumers' purchasing decisions by attracting consumers' attention, communicating with them and protecting the product at the same time. The packaging has duties to support the storage, ease of use, information and support of sales activities, as well as the storage and transportation of the product. Nowadays, the use of packaging as a marketing tool has had a great impact on the increase in the number of conscious consumers due to the increase in the number of multifunctional large markets and the increase in the level of education.

When a large majority of consumers think that they make impulse purchases, it is thought that a good package, which is also called the silent seller of the shelves and which fulfills all these functions, has an important role in the purchase decision. Also, the packaging helps to increase the recognition of the company or the brand to which it belongs.

When the demographic characteristics of the consumers are examined, it is seen that 52,3% of participants are women and 47,7% of participants are men. The highest percentage is between the ages of 35-44 with 36,8%. Also, when the educational status of the participants is examined, it is seen that 69,0% is university graduate, 20,1% is high school graduate and 10,9% have a master's degree.

The results indicate that there is a positive relationship between impulse buying behavior and packaging of snack foods. Also, consumer's mood has a positive effect on impulse buying behavior. So, it can be said that impulse buying behavior is likely to happen when packaging of snack foods take an attention of consumers. And, moods of consumers can lead to impulse buying behavior.

The study shows that all packaging functions (protection, information, convenience and visual) are important for consumers. Products that stand out with their packaging should use these functions in a way that will satisfy the consumers and attract their attention. The colors used in the packaging attract the attention of consumers. Therefore, the colors used in the packaging of snack foods are important and it can direct the consumer to impulsive buying behavior. Consumers, who say they are impressed by the packaging of snack foods, are turning to impulsive buying behavior. Consumers who pay attention to the colors used in the packages of snack products are turning to impulse buying behavior.

In the study, it was shown that the happy consumers were more oriented towards the impulsive buying behavior in the connection between the emotional states of the consumers and the impulsive buying. It is proved by the

results of the survey that the consumers, who feel comfortable and happy in the shopping environment, are directed to the impulsive buying behavior. Accordingly, the mental state of consumers can affect a comfortable shopping environment. Consumers who feel comfortable in the shopping environment (when we do not take their mental status as a factor) exhibit impulsive buying behavior. The consumers stated that they were attracting the attention of snack foods during the shopping, and also stated that they were directing impulsive buying behavior. Discount or promotion in snack foods leads consumers to impulsive behavior. It is also determined that consumers can buy a product simply because of the fashion or trend. On the basis of these reasons, it has been revealed that consumers exhibit impulsive buying behavior.

This research may be an important source of information in more effective packaging designs to increase consumer choices. This and similar research give many clues to packaging designers. However, collecting more information is always important. What is certain is that the packaging plays a very important role in product selection. Packages of snack foods lead consumers to impulsive buying behavior. That is available in the results of the analysis. Of course, in the process of packaging design, a better understanding of these issues will bring about the power to compete in the packaged product market.

Considering that time and money are valuable, we see that the product packages have become the focal point of the consumers' decision making process with the effect of the packages. In this process, consumers prefer packaged products that attract their attention and in an addition, consumers make an impulse buying decision with the affects of packaging of snack foods. In this study, it has been tried to determine whether snack foods create impulsive buying effect on consumer.

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APPENDICES

1. Curriculum Vitae

PERSONAL INFORMATION

Surname, Name:BÜLBÜL,Gözde

Nationality: Turkish (T.C)

Date and Place of Birth:Feb 6, 1992 / ANKARA

Marital Status: Single

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EDUCATION

Degree	Institution	Year of Graduation
B.A	ÇankayaUnivesity	2015
High School	Abdullah MürşideÖzünenekAnatolian High School	2010
Primary School	Gülhane Primary School	2006

WORK EXPERIENCE

Year	Place	Enrollment
2017	Re/Max LOT	Real Estate Agent
2015	CoşarlarLojistik Inc.	Trade Specialist
2014	TORATEKS LLC.	ForeignTradeSpecialist

FOREIGN LANGUAGES: Advanced English, Intermediate French

2. Survey Questions

IMPULSE BUYING BEHAVIOR; PACKAGING EFFECTS OF SNACK FOODS SURVEY

This survey has been prepared for the Department of International Trade, Graduate School of Social Sciences in Çankaya University under the supervision of Assist. Prof. Dr. Ömer YURTSEVEN.

The survey has 2 parts. The first part has personal information questions and the second part has questions about ‘‘ IMPULSE BUYING BEHAVIOR: PACKAGING EFFECTS OF SNACK FOODS ‘’.

Participation in the survey is entirely voluntary. Your answers will remain confidential and will not be used outside of this survey. The data obtained will be used for academic purposes only.

You can recall your participation without completing the survey at any time. If you decide to do this, the answers you give in this condition will be excluded from the study and will not be evaluated.

Thank you for your cooperation.

Gözde BÜLBÜL

Graduate student, the Department of International Trade, Çankaya University

Personal Information

- **Gender** : Female () Male ()
- **Age** : 18-25 () 26-34 () 35-44 () 45-60 ()
- **Education** : High School Diploma () Bachelor’s Degree ()
Master’s Degree ()

Answer the following questions with your own sense;		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QUESTIONS		1	2	3	4	5
1.	I make impulse buying decisions during shopping.					
2.	During shopping, snacks foods attract my attention.					
3.	I buy a product impulsively, just because it is fashion or trend.					
4.	Discounts or promotions on snack foods lead me to impulsive buying.					
5.	If there is a gift product in snack foods, I turn to impulsive buying.					
6.	A comfortable shopping environment channels me to get more products, impulsively.					
7.	My mood affects the products I will buy.					
8.	I turn to impulsive buying when I'm happy.					
9.	When I'm unhappy, I tend to buy impulsively.					
10.	I buy snack foods because of I like their packaging.					
11.	The colors used in packaging attract my attention.					
12.	Packaging of snack foods is important to me.					
13.	I prefer to try the products that have a new packaging design.					
14.	I prefer to try the new products that have my attention with their packaging between all new products.					
15.	The snack foods' durability of the packaging is important to me.					
16.	The packaging of snack foods channels me to impulsive behavior.					
17.	The visual function of snack foods' packaging is important to me.					
18.	The convenience function of snack foods' packaging is important for me.					
19.	The protection function of the snack foods' packaging is important for me.					
20.	The information and communication function of the snack foods' packaging is important for me.					
21.	What color of packets of snack foods leads you to impulsive buying? Please, choose one color from the below with X;					
	1. Red					
	2. Purple					
	3. Orange					
	4. Brown					
	5. Yellow					
	6. Green					
	7. Blue					
	8. White					