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The influence of packaging on quality and taste perceptions across varying consumer demographics

ABSTRACT

This study investigates the important managerial issue of whether the packaging language of the Western consumer packaged-food (CPF) products should be adapted for emerging markets. An experiment using a 2 (Western vs adapted packaging) x 2 (product categories) design was conducted instore with real products to enhance the study's external validity. With Pakistan as the contextual emerging market, Pakistani shoppers (n = 188) were exposed to the English and adapted (Urdu) packaging of the two products, and rated their quality perception, packaging likability, and attributes associated with the packaging. They also tasted and rated their overall satisfaction with the taste, and chose their preferred packaging. Underpinned by standardisation and adaptation literature and symbolic perception theory, the findings show that consumers rated and preferred the English packaging more than the adapted packaging. Also, while the English packaging was associated with attributes including elegance and trustworthiness, the adapted packaging was viewed as more personalised. Furthermore, the findings hold across demographic variables of income and English language literacy. These findings run contrary to the prevailing strategy of Western global brands in emerging markets, where the usual practice is to localise the packaging of the brands as they enter the markets. The findings provide both theoretical and practical insights into the implications of localisation strategy of Western brands in emerging markets.

Keywords: taste perception, quality perception, in-store choice, packaging adaptation.

1. INTRODUCTION

A recent Euromonitor (2018) report revealed that as much as the consumer packaged-food industry is experiencing growth globally, the growth is particularly strong in emerging markets. In Pakistan, the context of this study, consumer packaged-food (CPF) sales increased from 9% to 12% between 2014 to 2018, and the growth was expected to rise to 17% by 2023. A major reason for this strong and steady growth is the rising affluence of the expanding middle-class population and their exposure to Western media and digitalisation, which consequently shapes the trends of modern retailing and consumer goods shopping and leads to greater demand for Western products. Similar to other emerging countries, the Pakistani market is seeing a proliferation of global packaged-goods brands, including the likes of Coca-Cola, Mars, Unilever, Procter and Gamble, etc., although the majority of CPF sales are still attributed to local players (Euromonitor, 2018). Indeed, Euromonitor (2018) reported that the competition amongst the CPF brands in this market is intense as consumers switch to packaged food for reasons such as concern for quality and modernity.

Interestingly, another phenomenon observed in major Pakistani supermarkets is that a majority of the global Western brands have adapted their packaging strategy for the market. The adaptation practice predominantly entails changing the language on the packaging. The adapted package is exactly the same in colour, shape, texture, ingredients etc., except the language is vernacular (i.e. Urdu, the official language of Pakistan). As a former British colony, Pakistan is effectively bilingual as English is also widely spoken. In context of this research, we defined the global packaging of a product as one in English language that is commonly available in a typical Western market such as the U.S. Similarly, we define an adapted packaging

as one that is identical to how the product would appear in the Western market with one exception: the language is vernacular (Urdu in this case; see Figure 1 for example). Although the adaptation practice is not a legal requirement, Western CPF brands practise this strategy ostensibly to get wider market acceptance (Khan & Lee, 2019).

Packaging adaptation literature is still at its infancy stage, where limited research has hinted that global packaging is preferred in emerging markets (Khan, 2019; Khan & Lee, 2019; Khan, Lee, & Lockshin, 2015b, 2017). Others have presented conflicting results in support of the use of local language in marketing communication (Hornikx, Van Meurs, & de Boer, 2010). Thus far, however, no studies have tested whether the packaging adaptation directly influences the perceptions of taste and quality. The first objective of this study was to understand whether packaging type (i.e., global versus adapted) changes the taste and quality perceptions of CPF products.

Research into target and mass marketing approaches argues that consumer behaviour does not vary at aggregate levels for consumer goods, and hence marketing approaches should adopt more widely accepted approaches rather than target segments based on demographic variables (Trinh, Khan, & Lockshin, 2018). However, a question remains whether these findings are generalisable to packaging strategies, particularly in the context of bilingual markets like Pakistan. Distilling into this domain, the second objective of this research is to seek answers to the question regarding whether particular consumer demographics such as income and English literacy make any difference to packaging adaptation strategy.

The contributions of our study are threefold. First, it provides recommendations to brand managers of Western CPF brands on whether the

packaging adaptation approach is feasible in an emerging market like Pakistan. Second, the findings would help managers determine the effectiveness of focusing on particular demographic segments when deciding on different packaging adaptation strategies. Third, this research is grounded on the factual issue of packaging practices of Western brands in emerging markets. Supported by the theory of symbolic perception and mass versus targeted marketing literature, the study provides insights and extends the literature on demographic marketing from a fresh perspective of packaging adaptation. Most of demographic marketing literature has been based on advertising research (Dutta-Bergman, 2006), which is an entirely different medium of communication than packaging (Griffith, Chandra, & Ryans Jr, 2003). Packaging is an important criterion for brand decision making and the last point of contact before actual purchase (Sharp, 2010). Therefore, this topic is worth investigating as it may yield different implications for packaging as compared to advertising.

2. CONCEPTUAL DEVELOPMENT

2.1 The symbolism of language cues on packaging

According to symbolic perception theory (Solomon, 1983), individuals draw meaning from the objects or cues present in the environment. Extended to consumer behaviour, research has shown that cues (e.g., image, colour, logos) present on packaging may shape perceptions of the product (Simmonds & Spence, 2017; van Ooijen, Fransen, Verlegh, & Smit, 2017). Thus, companies would use country-of-origin cues on packaging to signal product characteristics (Aichner, 2014) and influence consumer evaluations (Spielmann, 2016). For example, French cues evoke

perception of beauty and elegance, while German cues infer product reliability (Hornikx, van Meurs, & Starren, 2007).

Drawing on semiotics and consumer culture theory (Sherry Jr & Camargo, 1987), language may also be an effective packaging cue because it is closely associated with culture. By symbolising certain cultural characteristics (Lin & Wang, 2016), appealing to self-identity (Alcántara-Pilar, Del Barrio-García, Porcu, & Crespo-Almendros, 2017), or evoking affective responses (Carnevale, Luna, & Lerman, 2017), effective linguistic strategies on packaging can boost marketing effectiveness. For example, using sociolinguistic perspective of association, a study on language cues in advertising found that English language implies modernity to consumers, consequently leading to better evaluation of the advertisement and purchase intention (Krishna & Ahluwalia, 2008). Similarly, Sherry Jr and Camargo (1987) found that Japanese consumers viewed English words on packaging as distinct and holding symbolic value of foreignness; the authors further contended that language is an important element that shapes and reflects consumption culture.

It is also noteworthy that the wrong application of language cues may lead to negative consequences. For example, Gerritsen et al. (2010) showed that when consumers are not proficient in a foreign language, using the language in marketing communications may negatively affect the comprehension of the text, leading to unfavourable brand evaluation. This suggests that Western brands exported to foreign non-Western markets may need to consider using the vernacular language in order to facilitate consumer understanding and hence evaluation of the product (Hornikx et al., 2010).

2.2 Quality and taste perceptions of languages cues

Consumers often pick global brands due to perception of high quality attached to these foreign brands (Holt, Quelch, & Taylor, 2004; Khan & Lee, 2019). Holt and Holt (2004) maintained that brands can be positioned as distinct or iconic using cultural elements of branding. As one such cultural element is language (Sherry Jr & Camargo, 1987), it has also been suggested that consumers make inferences about the quality of the product through the textual information (Khan, 2019; Rebollar et al., 2017). In particular, using English language on a packaging may cue product characteristics such as modernity and quality (Khan & Lee, 2019). Similarly, a recent study shows that packaging with Western language (not translated) symbolises to Chinese consumers that the product is imported and that the product is high-end (Celhay, Cheng, Masson, & Li, 2019). Thus, we propose that

H1: *Consumers would rate the quality of a product with global packaging higher than a product with adapted packaging.*

A critical consideration in the brand management of food products relates to the role of sensory perception (Velasco & Spence, 2018). Elements of packaging including text or images can change the sensory perception and evaluation of a product. For example, Machiels and Orth (2019) used various packaging cues to show that sensory evaluation are derived from the cognitive perspective; the authors argue that cognitive processes are grounded in bodily states that arise from exposure to a stimuli (Krishna & Schwarz, 2014). Thus, consumers may form taste perception from the cues present on the packaging even before tasting the product (Enax et al., 2015; Mantonakis, Schwarz, Wudarzewski, & Yoon, 2017; Tijssen,

Zandstra, den Boer, & Jager, 2019). For example, descriptive food labels with ingredients as opposed to a simple food name improved the overall perception of the taste (Wansink, Van Ittersum, & Painter, 2005).

Similar to other researchers (Enax et al., 2015; Roberto, Baik, Harris, & Brownell, 2010; Tsakiridou, Boutsouki, Zotos, & Mattas, 2008), this study defines satisfaction with taste as a behavioural measure that captures consumers' overall satisfaction with the taste of a product. We argue that consumers would rate their satisfaction with taste higher for a product in global packaging than one in local packaging. Products with a higher price is associated with higher quality (Monroe, 1973), and higher price products can increase taste pleasantness compared to the same product at a lower price (Plassmann, O'Doherty, Shiv, & Rangel, 2008); this means that compared to the adapted packaging, the global packaging should lead to consumers perceiving better taste since the global packaging is perceived as higher quality. It is for the same reason that foreign products are often perceived to taste better than local products in non-Western markets (Juric & Worsley, 1998). Thus:

H2: *Consumers would rate their satisfaction with the taste of a product with global packaging higher than a product with adapted packaging.*

Corollary to our contents in H1 and H2 that consumers would rate the quality and taste satisfaction with the global packaging higher, we would expect that:

H3: *Consumers would a) like the global packaging more than the adapted packaging, and b) choose the global packaging more often than the adapted packaging.*

Consistent with past studies, which suggest that packaging positively influences brand likability (Rundh, 2016; Solja, Liljander, & Söderlund, 2018), we hypothesise the following:

H3c: *Global packaging likability positively influences brand likability*

2.3 Influence of demographics

As international marketers attempt to find ways to influence consumers of those emerging markets that have substantial growth in middle-class consumers (Cavusgil, Deligonul, Kardes, & Cavusgil, 2018), it is also important to understand whether packaging-evoked values vary due to consumers' segmentation variables within the market (Limon, Kahle, & Orth, 2009). Some researchers argued that mass marketing should be adopted, particularly for fast moving goods because consumer demographics do not vary at an aggregate level for such products (Trinh et al., 2018); thus mass marketing approaches should be adopted for the targeted markets regardless of the demographic differences.

However, others found the importance of considering demographic characteristics. In particular, higher income consumers are more sensitive about their lifestyles and consumption pattern (Thong & Solgaard, 2017), and these consumers also tend to have more favourable perceptions about foreign products (Bilkey & Nes, 1982). Similarly, a study on the effects of country-of-origin cues on foreign products found that low income consumers focus more on the physical characteristics of products, while high income consumers focus more on extrinsic

attributes such as packaging to gauge the perceptions of the products and their performance (Kaynak, Kucukemiroglu, & Hyder, 2000). Consistent with these studies, we contend that income would have a positive differential effect on global packaging in terms of taste satisfaction and overall perceived quality of the product, such that:

> ***H4:*** *Compared to low-income consumers, high-income consumers would rate the a) taste satisfaction, b) quality perception, and c) packaging likability of the global packaging higher.*

As textual factors on packaging determine the effectiveness of the marketing communication strategy, understanding the marketing communication processes in different languages is critical. On one hand, the use of English language brings Western identity to the brand (Loveday, 2008), and hence perceptions such as modernity and quality (Khan & Lee, 2019; Krishna & Ahluwalia, 2008). On the other, a low level of language literacy may affect evaluation because low language literacy consumers may have comprehension problems, leading to them evaluating a product differently from high language literacy consumers (Koslow, Shamdasani, & Touchstone, 1994). Indeed, Western brands in non-Western markets often adapted the packaging using the vernacular language to ensure that the products are assessible by those with lower English language literacy (Khan & Lee, 2019).

However, the findings in this issue seemed inconclusive. For example, other research has found that low literacy consumers were still able to comprehend the marketing messages if these were written in a simple language, such as in packaging labels (Askov & Forlizzi, 1989), and more pertinently, lower level of

English literacy does not impact marketing communication messages differently (Jae, DelVecchio, & Childers, 2011; Jae, Delvecchio, & Cowles, 2008). Thus, we propose the following hypothesis for testing:

> ***H5:*** *Compared to low English-literacy consumers, high English-literacy consumers would rate the a) taste satisfaction, b) quality perception, and c) packaging likability of the global packaging higher.*

In the tradition of sociolinguistics, people use language to symbolise certain perceptions about the message that they want to communicate to the recipient (Alcántara-Pilar et al., 2017; Feng & Adamson, 2018; Hunt & Agnoli, 1991). Thus, language has been argued to be associated with cultural stereotypes or values (e.g. modernistic or individualistic society) of the community where it is spoken (Blommaert, 2010; Kelly-Holmes, 2000). As English in a non-Western market is often associated with positive characteristics, including modern (Hornikx & van Meurs, 2017; Lin & Wang, 2016), credibility or trustworthiness (Halkias, Micevski, Diamantopoulos, & Milchram, 2017), therefore we similarly test whether:

H6: *Compared to adapted packaging, global packaging is more positively associated with a) elegance, b) prestige, and c) trustworthiness.*

On a contrary notion, in a non-Western market like Pakistan, English is deemed ‘foreign’, whereas the vernacular language is symbolically linked to cultural identity (Micu & Coulter, 2010). Within marketing communications research, local

language has been found to be associated with the sense of belongingness (Koslow et al., 1994; Krishna & Ahluwalia, 2008; Lin & Wang, 2016). These studies assert that companies adapt product localisation in order to customise or personalise the product or marketing communication strategies to suit local audiences (Koslow & Costley, 2010). Therefore, in the light of these arguments, we envisage that adapted packaging may be more positively associated with personalisation than global packaging. Hence:

H7: *Compared to global packaging, adapted packaging is more positively associated with personalisation.*

Figure 2 illustrates our theoretical framework for this study.

(Insert Figure 2 here)

3. METHODOLOGY

3.1 Pre-test

Prior to the main experiment, we first carried out a pre-test to identify suitable products. First, an author of this paper visited 20 supermarkets in the Lahore metropolitan area, and identified five Western consumer packaged food (CPF) brands commonly available in these supermarkets (see Table 1). Next, shoppers (N= 35; male=16) were approached randomly at a popular shopping precinct to complete a simple questionnaire that asked them to rate their familiarity with the five brands on a 1-7 scale (1= very unfamiliar to 7 = very familiar). The pre-test found

that Coca Cola and Pringles were the most familiar among the five brands. Using real brands enhanced the external validity of this study.

(Insert Table 1 here)

The respondents were also required to identify the brand origin as either a Western brand or a local brand. The results showed that 97% and 86% of the respondents correctly identified the brand origin for Coca Cola and Pringles, respectively. This is important because incorrect perceptions about brand origin would confound the findings of this study (Sichtmann, Davvetas, & Diamantopoulos, 2019). We further asked the respondents to classify (in “yes” or “no”) whether they thought the products were consumed by all age groups (young, middle age, and old consumers) and income level (low, medium, and high-income consumers). The results showed that that 97% of respondents believed that Pringles was consumed across all age groups, and 80% responded that the product was consumed at all income levels. Similarly for Coca Cola, the numbers were 86% and 80%, respectively for age groups and income level. These results implied that the selected products did not cater only to specific age group or income level, and hence were suitable for the main experiment.

Finally, we exposed the respondents to both packaging types (global and adapted) as they appeared on supermarket shelves, and asked respondents to rate the two packaging types for each product regarding whether they had never seen the packaging before, or had seen or purchased before. The results revealed that the vast majority of them had seen or purchased both packaging for Coca Cola (96%)

and Pringles (89%), thus further supporting the choice of the two brands for the main experiment

3.2 Main Experiment

The main experiment design was 2 within-subject for the packaging type (global versus adapted) x 2 between-subject for the two brands (Coca Cola versus Pringles). We conducted the study in an actual supermarket in a popular shopping district in Lahore. By just sharing the brand name in text on a paper-based questionnaire and without showing any product images, all respondents (N=208) first identified the country-of-origin as either Western or local. Only a small number of participants incorrectly identified the origin (N =2 for Coca Cola; N = 6 for Pringles), and they were screened out from further participating in the study. The remaining participants (N=200) then rated their level of brand familiarity on a scale of 1-7 (1 = very unfamiliar; 7 = very familiar).

Next, the participants were told that they were to assume they were at this store to buy some food products, and they were alternately directed to one of two aisles in the supermarket; In Aisle 1, one shelf contained the Pringles products in English packaging, and another shelf contained the same product in adapted (Urdu) packaging. Similarly, two shelves in Aisle 2 contained the different packaging for Coca Cola. Aisle 1 and 2 had the same size, height, representation, and position of the brands in order to control for and exclude any potential bias due visual or placement effects. For the same reason, both product packaging entailed exactly the same size, texture, and other elements of the packaging design with the exception of the change in language.

The participants in Aisle 1 were asked to taste the Pringles chips in the adapted packaging, and then rate its taste, quality of the product, packaging likability and brand likability, all on a scale of 1-7 (1 = Strongly dislike to 7 = Strongly like) (Khan, Lee, & Lockshin, 2015a). Then they did the same for Pringles in Western packaging. Similar to other researchers (Enax et al., 2015; Roberto et al., 2010; Tsakiridou et al., 2008), we operationalised taste as a behavioural measure that captured the overall satisfaction with the taste of the product, whereas quality was an attitudinal measure concerning overall perceived quality of the product. Next, the participants rated the extent that they associated each of the two packaging with four attributes (elegance, prestige, personalised, and trustworthiness) on a 1-5 scale (1 = not at all associated; 5 = strongly associated). It is noteworthy that we counter-balanced the order of exposure to the Western and Urdu packaging to control for possible bias. Finally, the participants reported their demographic details (gender, age, and income), as well as their level of English literacy (no ability, basic ability, average ability, good ability, and excellent ability) (Sheorey & Mokhtari, 2001). The same arrangements occurred for the participants who were directed to the Coca Cola aisle.

Each participant was paid Rs. 200 as incentive. The total sample size of the study was 188 (after deletion of incomplete responses or outliers from 200 collected responses), with 94 participants in each product group. The Pringles group had 42 males, with 19 participants in the 18-30 years age group, 34 in the 31-40 age group, 23 in the 41-50 age group, and the remaining 18 were above 50 years of age. The Coca Cola group had 43 male, with 18 participants in the 18-30 years age group, 31 in the 31-40 age group, 32 in the 41-50 age group, and the remaining 13 were above 50 years of age.

4. RESULTS AND FINDINGS

Similar to the results for the pretest, participants' brand familiarity for both products was high; Coca Cola (Mean = 5.70, S.D = 1.31; one-sample t-test = 14.57; df=93, p<.001 compared to scale mid-point of 4) and Pringles (Mean = 5.65, S.D = 1.04; one-sample t-test=15.74; df=93, p<.001 compared to scale mid-point of 4). Paired-sample t-tests indicated that the global packaging was significantly higher in the ratings for taste, quality, and packaging likability for both Coca Cola and Pringles (see Table 2). The values of Cohen's d ranged from .39 to 1.29, higher than the threshold of .2 and indicating that the sample sizes of the groups were sufficient to produce medium to high effect sizes (Cohen, 1992). Therefore, we accepted our hypothesis H1, H2 and H3a regarding participants' preference for taste, quality and likability of the global packaging rather than the adapted packaging. Also, further analyses revealed the correlations between perceived quality and taste satisfaction were significant (r=.342, p<.001 for Pringles; r=.259, p=.01 for Coca Cola), but below the threshold .4 for collinearity to be a concern (Alison, 1999).

(Insert Table 2 here)

A non-parametric binomial test was performed to test the choice of the pack type (H3b). We found that global packaging was chosen more often than the adapted packaging (see Table 3), thus supporting H3b. We also tested the effects of global packaging likability on brand likability using a simple linear regression (H3c). The results in Table 4 determined that global packaging affected brand likability positively and significantly, thus supporting H3c. Additional tests showed that adapted packaging was insignificantly related to the likability of the brand.

(Insert Table 3 and 4 here)

Next, we ran ANOVA tests to determine the influence of income and English literacy on global packaging type, H4 and H5 respectively. As shown in Table 5, the results for income found no difference for quality perception, taste perception, and packaging likability for the global packaging. Similarly, English literacy had no effect on the global packaging likability (see Table 6). Thus, we rejected both the H4 and H5 hypotheses. Indeed, additional tests found the same non-significant results for the adapted packaging.

(Insert Table 5 and 6 here)

Finally, we performed paired sample t-tests on the associations of attributes with the two packaging types (see Table 7). The results demonstrated that global packaging was closely associated with elegance, prestige, and trustworthiness while adapted packaging was associated with personalisation. Therefore, we accept both H6 and H7.

(Insert Table 7 here)

5. DISCUSSION

Due to reasons such as concern for quality and modernity, the consumer packaged food (CPF) industry is experiencing strong growth in emerging markets

like Pakistan (Euromonitor, 2018). Indeed, a majority of this growth comes from leading local and Western food brands, although on many instances, local brands have been dominating the share of the market over the Western brands (Euromonitor, 2018). To international marketers of Western brands, it is important to identify ways their brands can compete successfully in order to gain better acceptability and market share. Against this backdrop, the objective of this study is to understand how adapting the packaging of CPF products may help Western brands compete in these emerging non-Western markets. Thus, this research provides useful insights to guide brand managers in thinking about and developing their packaging strategies.

According to Euromonitor (2011)'s report regarding how brand should cater to Asian consumers' needs through packaging, when Western brands launch products in Asian markets, besides reasons for selling, the packaging should be designed such that it communicates favourable perceptions about quality and helps create brand recognition. Therefore, brands need to understand what packaging strategy would be more appealing for such contextual market. For example, Kraft launched Oreo biscuit in mini packaging in the Asian region after realising that consumers eat smaller portions in those markets. Similarly, in the Pakistani market, our findings suggest that consumers gauge product quality and taste perceptions through the language on the packaging, and the preference is for Western brands to retain their original English packaging, rather than to localise the packaging by using the vernacular language. Moreover, the more consumers like the global packaging, the more they like the brand.

We also found that by using English on the packaging, consumers associated the packaging with characteristics such as elegance and trustworthiness. This

finding is consistent with brand literacy literature (e.g., Bengtsson & Firat, 2006), which asserts that consumer's understanding of a brand goes beyond the surface meaning of the words and symbols associated with the brand. As with this study, consumers interpreted the brand and labelling (in English) beyond the literal meaning or intentions of the words, and linked the packaging to specific affective attributes. Our findings also hint that managers of global brands can use symbolic elements on packaging to shape the consumption culture of an emerging Asian market (such as modernistic or Westernised) (Cayla & Eckhardt, 2008).

Interestingly, consumer demographics, specifically income and English literacy, have no effects on perceptions of product quality and taste, as well as on packaging likability. This means that there is no need for global brands to invest resources in customising the packaging in vernacular language in order to satisfy different demographic segments of the population, at least as far as income and English literacy are concerned. This is also consistent with global mass-marketing and standardisation theory for approaching consumers in the local markets (Vrontis, Thrassou, & Lamprianou, 2009), and opposes the theory of localising communication elements of marketing mix (Michell, Lynch, & Alabdali, 1998).

However, our findings contradict with the theoretical foundation of standardisation versus localisation for advertising, which purports that global brands should opt to localise their communication messages in order to appeal to local consumers better (Koslow & Costley, 2010; Krishna & Ahluwalia, 2008). We show that this suggestion may not apply to packaging. Despite Pakistan being a non-Western market, global packaging is still effective, and even preferred. Importantly, this finding casts doubt on the common and prevailing practice of global brands to simply adapt their packaging for the foreign markets that they enter. The

contradicting findings also support research, which stresses that packaging and advertising work differently in influencing consumer behaviour (Griffith et al., 2003). That is, communication strategies that are effective for advertising do not necessarily hold for packaging.

In summary, this study proposes that mass global packaging is a better strategy for global brands in emerging non-Western markets including Pakistan. Similar to Trinh et al. (2018), whose study showed that consumer packaged goods should be marketed using mass marketing approaches rather than localised or ethnic approaches, we challenge the current managerial practices in Pakistan of packaging localisation. Moreover, adaptation comes at a greater cost to the company, and results in less brand preferences and likability of the brand due to diminishing effects on quality perceptions and taste.

Consider Pringles, the contextual brand used in this study. According to Euromonitor (2017), Pringles is Kellogg's dominant brand in global markets as opposed to majority of Kellogg's other brands that have limited presence in global markets. Therefore, the company is putting in a lot of efforts and resources into Pringles' marketing communication and in-store strategies (Euromonitor, 2017). At the same time, as the market is shifting focus from unbranded to uniquely branded food products, the sales of unpackaged food products are declining rapidly in Pakistan (Euromonitor, 2018). These trends provide opportunities and potential for Pringles, and other CPF brands, to grow by deploying appropriate and creative strategies to distinguish themselves and attain high market share.

6. LIMITATIONS AND FUTURE RESEARCH

Although this study has made key contributions, both academic and managerial, in the domain of packaging strategies for global brands competing in non-Western emerging markets, it contains some limitations that future research should address. Different emerging markets can be studied to enhance the generalisability of the results. We did not compare Western versus local brands; for instance, how would local brands in English packaging perform in comparison to the brands in local packaging, or in comparison to Western brands in global packaging? Further studies could also consider using pictorial cues representing Western and local cultures on the packaging to see whether or not it changes the taste and quality perceptions. Comparison between food vs non-food products, strength of brands (strong vs weak brands by size of the market), and product types (hedonic vs utilitarian) would test for boundary conditions.

This study did not account for individual difference variables. In particular, dispositional factors such as consumer ethnocentrism and quality consciousness may influence packaging perceptions and choice. For example, ethnocentric consumers may bias in favour of the adapted packaging because they may identify strongly with the local language on the packaging. Similarly, future research should consider the effects of psychographic variables like consumer culture and lifestyle, rather than or in addition to demographic variables. This extension would shed further light on whether packaging and taste perceptions may be due to cultural capital.

Also, this study involves only consumers who had correctly identify the international brand-origin. An interesting extension would be to consider both types of consumers; those who could and could not identify the brand origin. This may

yield striking results in terms of whether there are any underlying differences between consumers with differing global brand literacy.

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Figure 1: Example of Global vs Adapted Packaging



Figure 2: Theoretical Framework for Hypotheses H1-H5

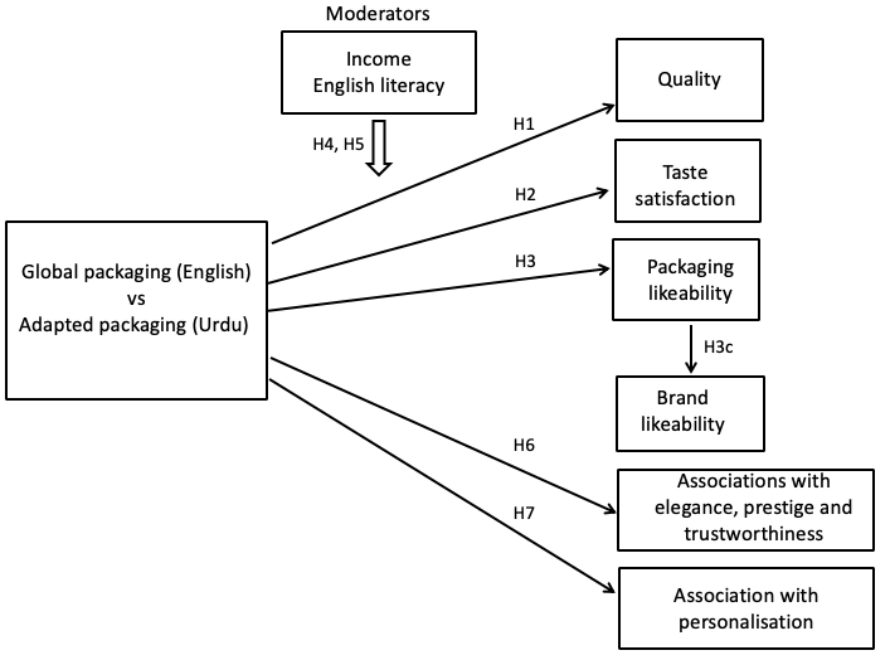


Table 1: Pre-test results

Brand	Brand Familiarity (Mean)	S.D
Coca Cola	5.74	1.01
Pringles	5.62	.94
M&M's chocolate	4.77	1.28
Nestle bottled water	5.17	.85
Maggi tomato sauce	4.85	1.19

Table 2: Results of Paired Sample t-test

Brand	Outcome	Pack type	Mean	S.D	p-value
Pringles	Taste satisfaction	Global	5.14	1.33	.01
		Adapted	4.65	1.13	
Pringles	Quality perception	Global	5.06	1.07	<.01
		Adapted	4.40	1.12	
Pringles	Packaging likability	Global	5.13	1.82	.01
		Adapted	4.48	1.62	
Coca Cola	Taste satisfaction	Global	5.61	.80	<.01
		Adapted	4.71	.85	
Coca Cola	Quality perception	Global	5.51	.86	<.01
		Adapted	4.32	.99	
Coca Cola	Packaging likability	Global	5.09	1.89	.02
		Adapted	4.41	1.62	

Table 3: Non-Parametric Choice of Packaging Type

Brand	Pack type	Mean	Obs. proportion	p-value
Pringles	Global	69	.73	<.01
	Adapted	25	.27	
Coca Cola	Global	79	.84	<.01
	Adapted	15	.16	

Table 4: Regression of Global and Local Packaging on Brand Likability

Brand	Pack type	Coefficient	S.E	p-value
Pringles	Global	.39	.06	<.01
	Adapted	-.06	.07	.36
Coca Cola	Global	.50	.06	<.01
	Adapted	.17	.08	.07

Table 5: Effects of Income (ANOVA)

Effect	Brand	F-value	p-value
Income → Global Pack likability	Coca Cola	.65	.62
Income → Adapted Pack likability		.99	.41
Income → Quality perception of Global Pack	Coca Cola	1.80	.13
Income → Quality perception of Adapted Pack		.89	.47
Income → Taste perception of Global Pack	Coca Cola	.48	.74
Income → Taste perception of Adapted Pack		1.15	.33
Income → Global Pack likability	Pringles	.28	.89
Income → Adapted Pack likability		1.90	.12
Income → Quality perception of Global Pack	Pringles	.52	.72
Income → Quality perception of Adapted Pack		.45	.77
Income → Taste perception of Global Pack	Pringles	1.23	.30
Income → Taste perception of Adapted Pack		1.40	.23

Table 6: Effects of English literacy (ANOVA)

Effect	Brand	F-value	p-value
Literacy → Global Pack likability	Coca Cola	1.19	.12
Literacy → Adapted Pack likability		.35	.84
Literacy → Quality perception of Global Pack	Coca Cola	1.36	.26
Literacy → Quality perception of Adapted Pack		.82	.51
Literacy → Taste perception of Global Pack	Coca Cola	.29	.88
Literacy → Taste perception of Adapted Pack		.75	.56
Literacy → Global Pack likability	Pringles	.55	.59
Literacy → Adapted Pack likability		.60	.55
Literacy → quality perception of Global Pack	Pringles	2.11	.13
Literacy → Quality perception of Adapted Pack		.17	.85
Literacy → Taste perception of Global Pack	Pringles	.06	.95
Literacy → Taste perception of Adapted Pack		.10	.90

Table 7: Consumers' Associations with Packaging Types

Brand	Association type	Mean difference*	S.D	p-value
Pringles	Elegance	1.65	1.47	<.01
Pringles	Prestige	1.51	1.63	<.01
Pringles	Personalised	-.32	1.33	.01
Pringles	Trustworthiness	1.47	1.38	<.01
Coca Cola	Elegance	1.44	1.32	<.01
Coca Cola	Prestige	1.48	1.30	<.01
Coca Cola	Personalised	-.64	1.23	<.01
Coca Cola	Trustworthiness	1.07	.84	<.01

* mean value of global packaging minus mean value of adapted packaging