

ABSTRACT

In two studies we show that products in matte packages are perceived to be greener than products in glossy packages and that this cue is particularly strong in competitive presentation settings.

BACKGROUND

- Packages “convey messages about product attributes to consumers” (Silayoi & Speece, 2007; p. 1498).
- Certain surfaces might evoke associations of natural materials (Hultén, Broweus, & Van Dijk, 2009).

RESEARCH QUESTIONS

- Does a matte packaging surface affect the perceived greenness of the product?
- Is this effect mediated by the perceived greenness of the packaging?
- Which role does a competitive setting play?

SELECTED REFERENCES:

- Ampuero, O., & Vila, N. (2006). Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 100-112.
- Hultén, B., Broweus, N., & Van Dijk, M. (2009). *Sensory marketing*. Hampshire: Palgrave Macmillan.
- Meert, K., Pandelaere, M., & Patrick, V. M. (2014). Taking a shine to it: How the preference for glossy stems from an innate need for water. *Journal of Consumer Psychology*, 24(2), 195-206.
- Silayoi, P., & Speece, M. (2007). The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41(11/12), 1495-1517.



STUDY 1: RATING BOTTLES IN ISOLATION

Method: Manipulation of 3 packaging dimensions to check for robustness - 2 (surface: matte vs. glossy) x 2 (bottle color: red vs. transparent) x 3 (lid color: yellow vs. green vs. red) between-subjects experiment (n=230)

DV: Perceived greenness of product (3 items, 7 point Likert scale, $\alpha=.93$)

Results: Three-way ANOVA

- Main effect of surface ($F(1,218)=4.96$, $p=.03$, $\eta=.02$): $M_{matte}=2.59$, $M_{glossy}=2.24$
- Main effect of bottle color ($F(1,218)=5.74$; $p=.02$, $\eta=.03$): $M_{transparent}=2.61$, $M_{red}=2.23$
- No effect of lid color
- Surface has an effect that is robust across bottle and lid color

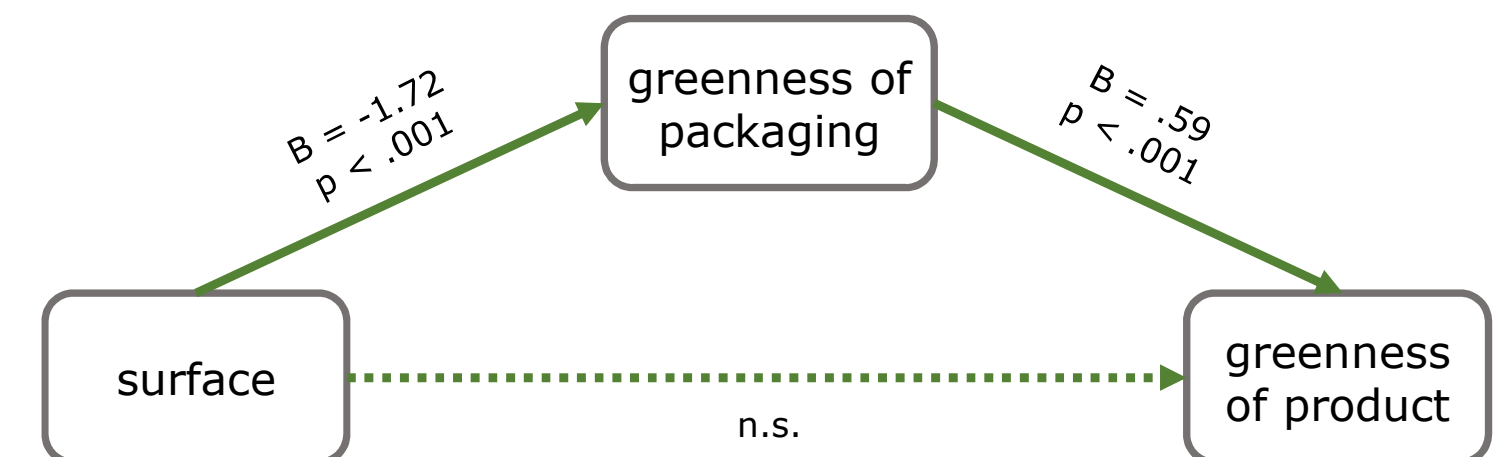
STUDY 2: SIMULATING CHOICE

Method: Direct comparison of matte and glossy bottle to resemble purchase decision at the POS (n=136)

DVs: Perceived greenness of packaging and perceived greenness of product (comparative judgement, 3 and 6 items, 7 point semantic differential scale, $\alpha_{packaging}=.95$, $\alpha_{product}=.89$)

Results: T-Test

- Significant effect of surface on greenness of product ($t(134)=5.45$, $p<.001$, $\eta=.18$): $M_{matte}=4.38$, $M_{glossy}=3.40$
- Mediation analysis
- Effect fully mediated by greenness of packaging (indirect effect: $CI_{95}[-1.39,-.68]$)



CONCLUSION

- Matte packages are perceived to be greener and to contain greener products than glossy packaging.
- This effect holds for both situations where packaging is evaluated in isolation and situations where matte and glossy packaging is compared with each other (e.g. in a retail setting).