



SHELF READY PACKAGING IN CONSUMERS' OPINION

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ABSTRACT. In the article one presents consumer's opinion about shelf ready packaging (SRP) which are a new form of packaging in a retail trading. One characterized consumer's perception of SRP, the significance of its features for consumers as well as the essentiality of information displayed on these packaging. According to respondent's opinion the majority of consumers stand for large-scale application of shelf ready packaging.

Key words: shelf ready packaging, consumers, perceptivity, SRP features, information, application.

INTRODUCTION

Shelf ready packaging is bulk packaging which is easily identifiable, easy to open, and easy to put on and remove from the shelf. They make it possible to optimise complementing shelves and they make purchasing more attractive. This packaging has a wide range of applications which take into consideration a number of combinations and high flexibility.

They are used for placing Fast Moving Consumer Goods (FMCG).

Shelf Ready packaging (SRP) can be applied within the range of different solutions. Presently the following kinds of SRP are distinguished:

- shelf ready packaging adapted to displaying goods on the shop shelf,
- Display Ready Packaging (e.g. promotional displays, which are placed in the space of a shop,
- Multiple use packaging such as a box or a container made of plastic.

Among the most important benefits of using SRP the following should be mentioned:

- Increasing product recognition among both consumers the operational employees of a shop,
- Streamlining the process of shelf completion, by using "one touch principle" (this principle is a tendency to achieve the appropriate product in the right place, in order to complement the shelf within just one activity, instead of unpacking individual packages),
- The possibility of reducing product damage as well as
- Increased sales resulting from better product recognition by creating brand associations in the shop.
- **The objective of this paper** was to carry out a survey among consumers, concerning the use of SRP in terms of specific functions and qualities of this packaging.

CONSUMER SURVEY

300 respondents of both sexes took part in the survey. They were the inhabitants of both the town and the country, with elementary, vocational, secondary or higher education, who do shopping in various types of retail outlets (hypermarkets, supermarkets, discount stores and convenience stores).

192 women (which accounts for 64% of respondents) and 108 men (36%) were surveyed.

62% of the respondents (186 people) had higher education, 31% (92 people) - secondary,

4% (12 people) - vocational, and 3% (10 people) - elementary. The majority of the respondents (56% - 168 people) were aged from 26 to 35, and 90 people (30%) taking part in the survey were less than 25 years old. 7% of the respondents (22 people) declared they were between 36 and 45 years of age, 4% (12 people) between 46 and 55, 3% (8 people) between 56 and 65 years old.

The vast majority of the respondents (76% - 228 people) live in a town of more than 500 thousand inhabitants. 9 % of the respondents (26 people) inhabit towns of between 20 and 99 thousand. 8% of the people under survey (24 people) live in the country. The remaining 7% of the respondents live in towns inhabited by: not more than 20 thousand people (3%), from 100 thousand to 199 thousand people (1%), and from 200 thousand to 499 thousand people (3%). Most people under survey usually do shopping in large retail chains and discount stores. Among 300 people under research, 178 do shopping in hypermarkets or supermarkets, 74 in discount stores, and 48 in convenience stores. It represents, respectively 59%, 25 % and 16% of the total number of people questioned.

Notice ability of SRP packaging by consumers at supermarkets, hypermarkets, discount and convenience stores has been presented on Fig. 1. The research done has shown that customers of convenience stores always notice SRP packaging on shop shelves (100%). SRP is less visible in discount stores (89%), in hypermarkets (85%) as well as in supermarkets (80%).

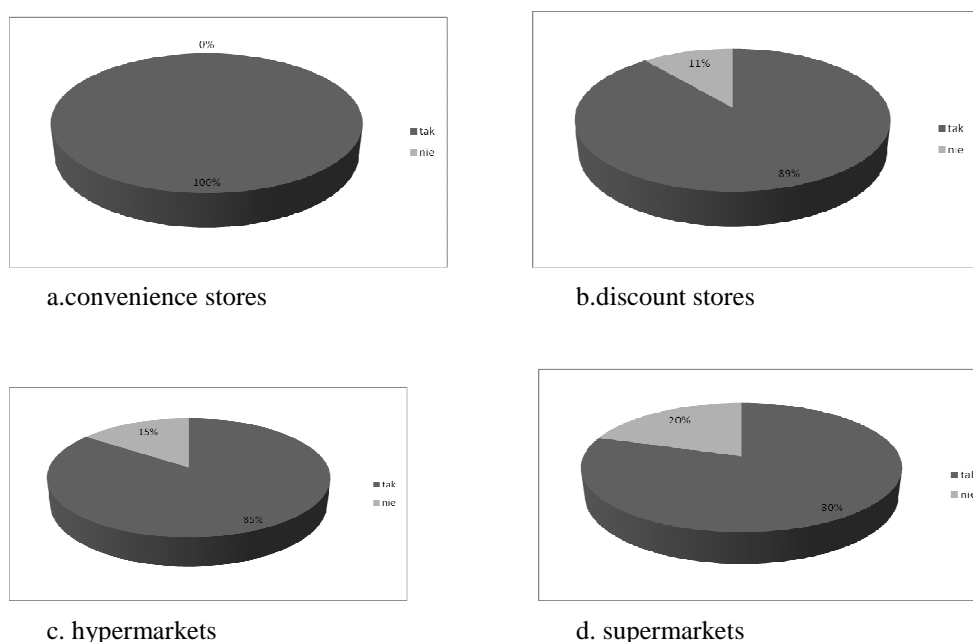


Fig. 1. Noticeability of Shelf Ready Packaging by consumers
Rys. 1. Spozrzegalnosc opakowan gotowych na polke przez konsumentow

The comparison of SRP packaging with individual packaging of fast moving consumer goods (chocolates, chocolate bars, wafers, concentrated food, etc.), placed on shop shelves has been shown on fig. 2. The respondents evaluated the presentation of goods, how easy the product was to find, eliminating disorder on a shelf as well as adjusting the label placed on it, reducing the damage of

goods, and the facilitation of receiving goods and putting them away. The respondents' answers to the questions given above have shown a great advantage of SRP packaging (fig.2).

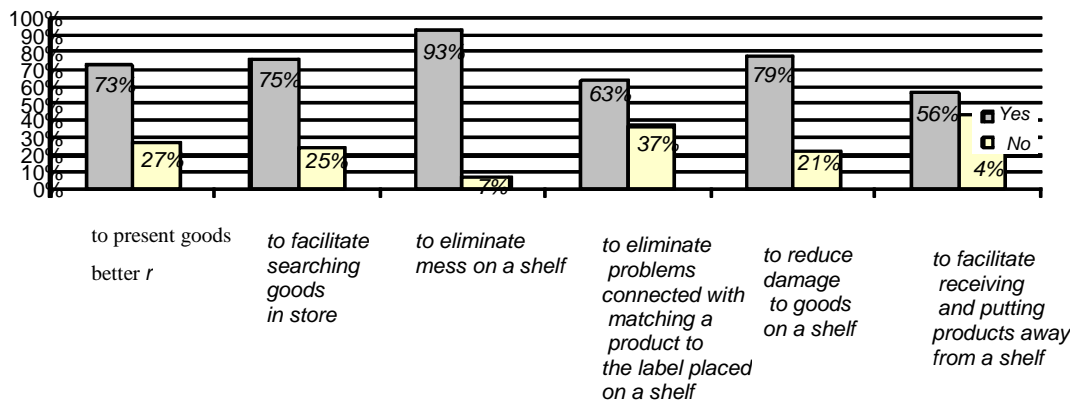
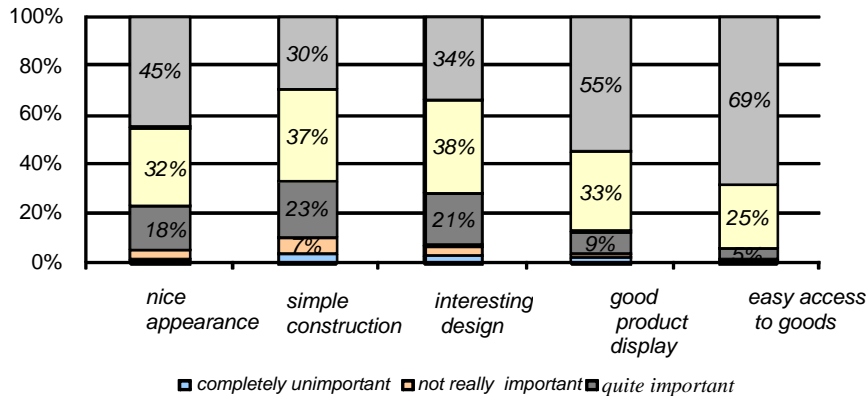


Fig. 2. The comparison of SRP packaging with individual packaging
 Rys. 2. Porównanie opakowań gotowych na półkę z opakowaniami jednostkowymi

The respondents have also asked questions concerning the features of SRP and their relevance for purchasers (fig. 3).

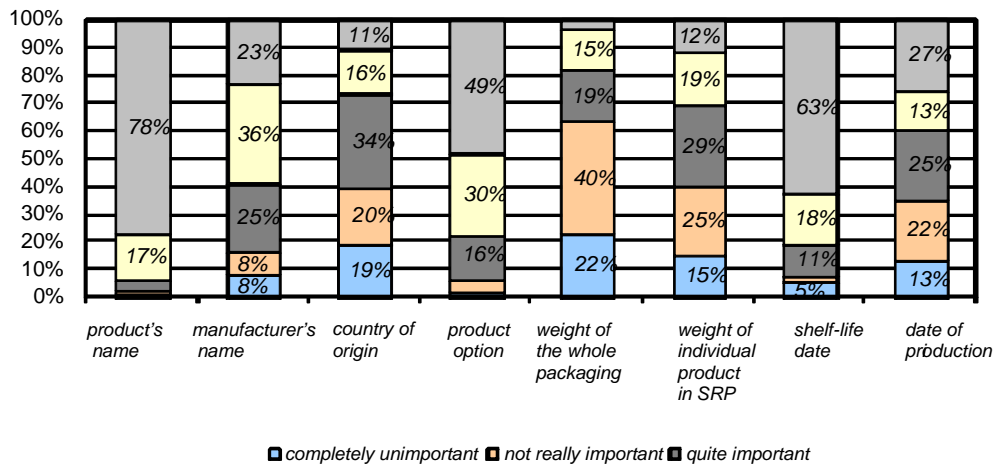


Source: Author's study.

Fig. 3. The features of SRP and their relevance for purchasers
 Rys. 3. Cechy opakowań gotowych na półkę i ich istotność dla kupujących

Consumers believe that shelf ready packaging should first of all help in easy access to goods (94% of respondents indicated this is an important or very important feature) as well as they should present the goods well (89%). About 75% of respondents pay attention to the design and nice appearance of the packaging. The least important feature of SRP packaging is their simple, minimalist construction (67%). The conclusion can be drawn that what is important for consumers is the functionality of packaging. Packaging should not create any barriers in the process of purchasing goods, i.e. a customer has to be able to take out the product from its packaging and put it away easily. Their appearance proves to be less important according to consumers.

Another important feature of SRP packaging is its informativeness, to which eight features have been attributed. The respondents' evaluations in this respect have been presented on fig. 4.



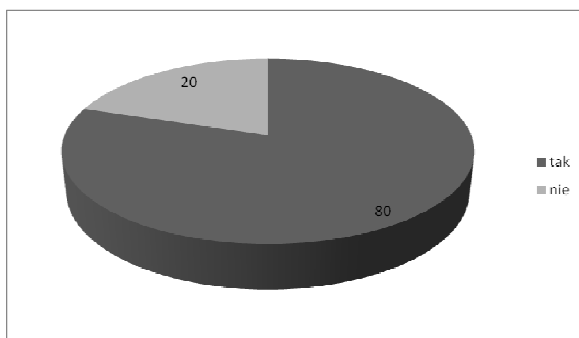
Source: Author's study.

Fig. 4. The Information on shelf ready packaging in consumers' opinion
 Rys. 4. Informacja na opakowań gotowych na półkę w opinii kupujących

Consumers believe that shelf ready packaging should first of all contain the information about the name of the product (95% of the respondents indicated that it is important or the most important information) as well as the shelf-life date (81%). The first information is necessary to find a product quickly, whereas the second makes sure that a consumer buys the product which is not out-of-date. 79% of the respondents look for clear and legible information about the kinds of purchased products, and for 59 % of the people under survey the manufacturer's name is also relevant.

All the other information such as the country of origin, the weight of the product or the date of production does not have such great important and seem to be irrelevant.

In the survey the respondents were asked about the introduction of SRP packaging for fast moving consumer goods into stores (fig. 5).



Source: Author's study.

Fig. 5. Consumers' opinion on wider use of SRP in stores.
 Rys. 5. Opinia klientów na temat szerszego zastosowania opakowań gotowych na półkę w sklepach

Most of the respondents (80%) think that shelf ready packaging should be used on a bigger scale and in more stores. Only 20% of the people under survey answered "no" to the question: "Do you think that shelf ready packaging should be more widely used in shops?". Consumers very often justified their answer with the statement that thanks to SRP there is much better order on shelves and it is easier to find the product we are looking for in good condition. Shelf ready packaging also makes it easier to put a product back as well it helps stores to monitor products which are not out-of-date.

CONCLUSIONS

1. The comparison of shelf ready packaging with individual packaging proves that SRP has a great advantage. Well designed (package size adjusted to the size of a shelf), labelled packaging display a product better than individual packaging and put specific products in order on shop shelves. These features help to eliminate problems with matching the product to the label which is placed on a shelf and they make it easier to find the product we are looking for in a shop.
2. In consumers' opinion shelf ready packaging should first of all present products in the right way and not create any barriers while purchasing them. It is important for a customer not to have any difficulty taking products out of joint packaging and putting them back in case they change their buying decision. The relevance of features like interesting design, nice appearance, and simple construction has not been evaluated so highly.
3. Consumers believe that shelf ready packaging should contain clear information concerning the name of the product, the shelf - life date and the manufacturer's name.
4. Consumers' opinion about wider use of shelf ready packaging is unambiguous. They claim it must be more frequently used in displaying products.

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OPAKOWANIA GOTOWE NA PÓLKĘ W OPINII KONSUMENTÓW

STRESZCZENIE. W artykule przedstawiono ocenę konsumentów odnośnie opakowań gotowych na półkę, które są nową formą opakowań zbiorczych w handlu detalicznym. Scharakteryzowano postrzegalność opakowań SRP przez konsumentów, istotność cech tych opakowań na konsumentów, a także istotność informacji zamieszczonych na tych opakowaniach. Z opinii konsumentów wynika, że większość opowiada się za szerszym zastosowaniem opakowań gotowych na półkę.

Słowa kluczowe: opakowania gotowe na półkę, konsumenci, postrzegalność, cechy SRP, informacje, zastosowania.

VERBRAUCHERBEURTEILUNG DER SOG. REGAL- UND HANDELS- GERECHTEN VERPACKUNGEN (SRP)

ZUSAMMENFASSUNG. Der Beitrag präsentiert die Verbraucherbeurteilung in Bezug auf die sog. Regal- und Handelsgerechte Verpackungen, die eine neue Form der Retailverpackungen darstellen. Es wurde die Meinung der Verbraucher über die SRP, Bedeutung deren Eigenschaften für Verbraucher sowie die Relevanz der auf diesen Verpackungen aufzubringenden Informationen charakterisiert. Die Ergebnisse der Untersuchungen weisen darauf hin, dass die meisten von den Verbrauchern sich für eine breitere Anwendung der SRP sprechen.

Codewörter: Regal- und Handelsgerechte Verpackungen (SRP), Verbraucher, Beurteilung, Eigenschaften der SRP, Information, Anwendungen.

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