

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

Impact of Religious Symbol and Image in Packaging Design on Consumer Behaviour in the Lens of Kano's Attractive Quality Theory

Abbas Dadras

Graduate School, University of Santo Thomas
Thomas Aquinas Research Complex Espana
Espana, Manila, 1015
Philippines

Abstract: Packaging is one of the tools that can severely affect consumer satisfaction because it is a powerful marketing tool to communicate directly, conveying the message of the product and creating added value to the consumer. Packaging design elements can be classified into two main groups: structural elements (ex; size, shape and etc.) and graphic elements (ex; color, typography and etc.). The brand is one of the graphic elements in the package. Today, marketers face battle of the brands because basically, brand of a particular product plays a fundamental function in consumer perception of a product. Hence, selection of brand is another major constituent of consumer behavior (Aaker 1996 as cited in Dominique-Ferreira, Boubeta&Mallou 2012). Therefore, every single element of a package has to be combined in the right way in order to attract consumers to a product of a specific brand.

Image, picture, and imaging in packing are the effective elements in graphic design of packing. Packaging imagery is one source of information on markets that helps consumers differentiate between alternative product attributes and qualities. Specifically, in packaging, the product image performs an informational function that directly affects consumer beliefs about the product. Furthermore, symbol is a sign inherent to a work. Packaging medium is a visual communication design work replete with symbols. The presence of good design through symbols generates the interaction and communication between producer and audience (consumer) providing aesthetic dialect. On the other hand, religious values play a key role in individuals' emotional experiences, behaviors, and thoughts.

In the present study due to the importance of images and symbols in package design, the researcher deals with the impact of religious imagery and symbols on attracting consumers, their preferences and ultimately satisfaction. This can be achieved by considering to the consumers' demographic factors and also by using Kano's attractive quality theory.

Keywords: Demographic factors, Packaging design, Religious symbol and image, Consumer preferences, Kano's attractive quality theory.

I. INTRODUCTION

This is a study of religious symbol and image design on the rice packaging as a means for market sale of rice as a commodity preferred by consumers. The research is focused on finding scientific and feasible measures for understanding the consumers' preferences towards the use of religious symbols and images on rice package. Definitely, religion and religious beliefs are very important influencing factor in customer preferences; hence, in this study tow statistical population were selected for a better understanding of the main focus of the study: East Tehran - Iran (Muslim) and Philippines – Quezon City, Manila (Catholic). Consequently, the researcher wants to study consumer preferences in the use of religious symbols and images on packaging design in two different religious societies according to consumers' demographic factors.

I.I. Packaging

Packaging as a powerful communication tool is an element of the buying experience (Qing H. et al, 2012). Moreover, in today's competitive market packaging design is a tool that enables consumers to identify some of the iconic landmarks that differentiate the product from competitors. As a result, it's the key component of successful sales (Liu 2011). Thus, packaging designers must have complete knowledge of the interests and tastes of consumers (Dadras, 2015). They need to know how the various design elements of packaging can affect consumer preferences and influence their buying decision and symbol and images are one of the important packaging design elements.

I.II. Demographic Factors

Demographic factors (sometimes called personal factors) are about population features (Dadras, 2015). According to Kotler et al. (2005), demographic factors are very important, because consumer needs, wants, desires and usage rates often change with demographic variables, and the demographic variables are easier to measure. Also, Aloomaa & Lawan (2013) result study show that demographic factors are key factors affecting consumer buying behavior.

Demographic characteristics play an important role in the consumer's purchasing decision process and can cause deviations from general patterns of consumer decision making (Vilčeková & Sabo, 2013). Therefore, marketers need detailed information about the demographic characteristics of consumers so that they can have a better understanding of their behavior and preferences (Vilčeková & Sabo, 2013). Accordingly, due to the significant variations, marketers and designers must adapt the package and package design to the consumer's preferences and needs, as well as the visual perception and satisfaction with an actual product (Vani et al., 2010). Furthermore, demographic factors are very important because consumers have varied preference (interests and tastes) of the packaging appearance design approach due to the difference in the quality of demographic factors. The most important population features in the study include: age, gender, marital status, family size, education level and income level.

I.III. Consumer Behaviour

Consumers are the ultimate driver for food businesses and the food industry (Ross et al., 2010). For this reason, the analysis of consumer buying behavior is important (Patwardhan et al., 2010). Knowing what consumers want, how they want to buy, prepare and consume food, what features are important to them and what characteristics they are willing to pay for, can provide valuable insights in meeting consumer expectations and growing a food business (Ross et al., 2010). In fact, consumer behavior is a way through individual purchase and use the product which satisfies their needs and wants.

Packaging is one of the influencing factors on consumer behavior. They added that in case of food products that buyers often perceive lower risk, the role of a tool like package becomes more prominent because package forms the purchasing behavior of consumers (attracting and decision making) as one of the most important factors in features of product appearance.

I.IV. Religion

Religion is defined as one's belief in a God and a commitment to act according the principles believed to be set by the God (Weaver & Agle, (2002). Johnstone (1975) defined religion as a system of beliefs and practices by which a group of people interpret and respond to what they feel is mystical and revered. Furthermore, religion is a social institution that shapes and controls the beliefs and behavior of its followers. Also, religious values play a key role in individuals' emotional experiences, behaviors, and thoughts (Torlak et al., 2013).

The importance of religious value systems has been recognized in sociology and psychology for centuries (Noland, M., 2005). A review of consumer behavior texts suggests two generalizations concerning the role of religion in consumer choice. First, religion functions as a macro-level transmitter of cultural values. From this perspective, religion assists in the socialization process by mediating the effects of other institutions and by encouraging consumers to embrace certain values and precepts.

Second, religious affiliations may influence various aspects of the choice behavior of its members by the rules and taboos it inspires (Terpstra & David, 1991).

In fact, it can be argued that religion being an aspect of culture, has considerable influence on people's values, habits and attitudes and its greatly influences lifestyle, which in turn affects consumer decision behavior. Furthermore, Weaver and Agle (2002) reported that individuals formed a religious self-identity based on the teachings of religion, which in turn shaped their behavior and attitudes. In addition, Roccas (2005 as cited in Mansori, 2012) believes that religious values lead the person not only with a particular form of acts and spiritual rituals, but also with a certain way of behavior and a general worldview.

Torlak et al. (2013) also believe that religious values can also influence perceptions and attitudes towards religious terms. In this regard, according to Hirschman (1983), the religious affiliations of Catholics, Protestants and Jews significantly shaped their attitudes towards dancing, magazines, restaurants and political ideas (Shyan Fam et al., 2004). Mokhlis (2010) argues that religious traditions may directly influence various aspects of the chosen behavior of its followers by the rules and taboos it inspire.

There is also a strong relationship between religious persons and greater concern for moral standards (Wiebe and Fleck, 1980), being conservative (Barton and Vaughan, 1976), and possessing more traditional attitudes (Wilkes et al., 1986). The impact of religion on consumption patterns usually relates to the restriction of certain foods and beverages, for example, Jews and Muslims do not eat pork, Hindus do not eat beef, and drinking alcohol is frowned upon if not forbidden by Islam and strict Protestants. Indeed, the influence of religious beliefs on individual and social behavior is well documented, but a review of the pertinent literature showed only a handful of studies that directly examined the influence of religion on marketing communications.

Hirschman (1981, 1982, and 1983) was one of the earliest consumer behavior researchers to comprehensively investigate the relationship between a consumer's religious affiliation and a number of consumption related variables.

Mokhlis (2010) In his opinion, religious values affect consumer behavior by influencing the consumer's personal structure his or her beliefs, values and behavioral tendencies. These personality structures, in turn, affect the consumption choices that consumers make. He admits that religion is one influential and important element among culture impacting consumer attitudes and behaviors of the individual and societal level. Hence Bakar et al. (2011) argue that any offensive comments or ignoring religious beliefs of consumers who are highly committed to their religion may have detrimental effects for marketers.

I.V. Religious Image

Image, picture, and imaging in packing are the effective elements in graphic design of packing (Asadhollahi & Givee (2011). Specifically, in packaging, the product image performs an informational function that directly affects consumer beliefs about the product (Underwood & Klein, 2002). The product image can create positive beliefs about the intrinsic attributes of the product, especially in categories for highly experiential products such as food (Price 2010).

Karimi et al. (2013) believed that a successful package requires photos. Because colorful and beautiful photos can attract customers, so there is a relationship between color and consumer behavior. Existence of images on the package can be a strategic method of differentiation, which will enhance access to consumer consciousness. Underwood et al. (2001) believe that images are extremely vivid stimuli compared to words. Hence, visual packaging information may attract consumer attention and set expectations for content (Sioutis, 2011). According to Underwood et al. (2001), images on the packages are emphasized to attract attention, particularly when consumers are not very familiar with the brand.

Religious values play a key role in individuals' emotional experiences, behaviors, and thoughts (Torlak et al., 2013). Research suggests that religious values have significant effects on individuals' brand perception (Torlak et al., 2013). In this regard, an individual's belief system can affect his or her attitude towards any product and brand image. Torlak et al. (2013)

findings showed that religious brand image and religious orientation had a positive significant influence on consumer attitudes towards products.

In this present study, the researcher studies consumer preferences in design of religious imagery in packaging and their satisfaction. For this purpose, two religious images are considered for the study: "Kaaba" (for Muslims in East Tehran, Iran) and "The Last Supper of Jesus Christ" (for Catholics in Quezon city, Manila, Philippines).

I.VI. Religious Symbol

The packaging design is the human's work taking into account the market's aesthetics through symbols related to product and target audience. Symbol is a sign inherent to a work. Packaging medium is a visual communication design work replete with symbols (Pujiyanto, 2013). The presence of symbolic esthetic in packaging design is the communication strategy from message sender (producer) to the audience (consumer) in order for the message to be received well. According to (Pujiyanto, 2013) the presence of good design through symbols generates the interaction and communication between producer and audience (consumer) providing aesthetic dialect.

In societal life, it was created through interaction and communication process using symbols understood in its meaning through the learning process. An individual's act in interaction process is done through the learning process in understanding the symbols and of adjustment of the symbol's meaning.

"Symbols with all that represent a brand, a tagline, a character, a visual metaphor, a logo, a color, a gesture, a musical note, a package, or a program", also, every object or society's essential work is symbolic and the symbols are replete with 'hidden' meaning (David & Erich 2000 as cited in Hasan, 2008).

For the interaction between groups to run smoothly, the symbols applied in certain areas should be recognized. This thread is being done through culture and religion. Art is the part of cultural element or subsystem of culture. In addition, it has a strong presence in nature of different religions. Indeed, it appears that different religions also offer it. Moreover, it is part of the religious element or sub-systems of religion (Pujiyanto, 2013).

According to Mokhlis (2010), religion is an influential and important element of many cultures, impacting consumer attitudes and behaviors at the individual and societal level.

The use of religious notions in marketing communications has a long and important tradition. However, the history of religious symbols on packaging design is not clearly defined. Qing et al. (2012) in their study argue that consumers' visual perception has an effect on the perception of the consumer's choice through external psychological factors such as religion's impact. This can be achieved through symbols and other visual elements. Also, Bakar et al., (2011) find the presence of religious symbols on product packaging as positively influencing consumers' choice as well as rating of the product. According to them this issue is strongly observed among Muslims. Although there is no comprehensive research on this issue among Christians, Naseri & Tamam (2012) in their study with regard to the Christians and Muslims concluded that the use of religious symbols in advertising (and not in packaging) has a positive impact on consumer behavior. He believes, according to Islamic social philosophy all spiritual, social, political, and economic spheres of life form an indivisible unity that must be thoroughly influenced by Islamic values. Finally, he noted that religious symbols due to the sanctity of the people have a very strong and powerful presence in the daily lives of many people and it will affect consumer preferences.

However, modern researchers believe that the influence of religious symbols on packaging is expanding as an effective factor on consumer behavior and choice of packaging. The researchers argue that in addition to the effect of religious symbols on consumer behavior (Naseri & Tamam, 2012), visual cues in brand choice are important, since consumers are often under time pressure and has limited consideration when choosing among the competition (e.g. Pieters and Warlop, 1999 as cited in Bakar et al., 2011).

In this present study, the researcher studies consumer preferences in design of religious symbol on packaging as a graphical elements and their satisfaction. For this purpose, two religious symbols are considered for the study: " Muslim crescent " (in East Tehran, Iran) and "Cross" (in Quezon city, Manila, Philippines).

I. VII. KANO'S Attractive Quality Theory

Inspired by Herzberg's M-H theory in behavioral science, Kano and his coworkers developed the theory of attractive quality. The theory of attractive quality is useful to better understand different aspects of how customers evaluate a product or offering (Gustafsson 1998). Over the past two decades, this theory has gained exposure and acceptance through articles in various marketing, quality, and operations management journals. The theory of attractive quality has been applied in strategic thinking, business planning, and product development to demonstrate lessons learned in innovation, competitive- ness, and product compliance (Watson 2003).

According to Kano (2001), the theory of attractive quality originated because of the lack of explanatory power of a one-dimensional recognition of quality. For instance, people are satisfied if the packaging of rice has cooking instructions and dissatisfied if the packaging does not have cooking instructions. For a quality attribute such as religious symbols & images, people are not satisfied if the package does not religious symbols & images, but they are very dissatisfied if it does. To understand the role of quality attributes, Kano et al. (1984) present a model that evaluates patterns of quality, based on customers' satisfaction with specific quality attributes and their degree of sufficiency. On the horizontal axis in the Kano diagram (Fig1) the physical sufficiency of a certain quality attribute is displayed. The vertical axis shows satisfaction with a certain quality attribute (Kano et al. 1984). The theory explains how the relationship between the degree of sufficiency and customer satisfaction with a quality attribute can be classified into five categories of perceived quality. According to Kano et al. (1984), their ideas are similar to quality theories suggested by Mizuno and Ishikawa. But instead of only providing general concepts and nomenclature, Kano and his coworkers provide a methodology to use.

The categories of perceived quality are:

Attractive quality. Attractive quality attributes can be described as a surprise and delight attributes; they provide satisfaction when achieved fully, but do not cause dissatisfaction when not fulfilled (Kano et al. 1984). These are attributes that are not normally expected, for example, a maintenance instructions on a package of rice showing the better storage of the rice. Since these types of quality attributes often unexpectedly delight customers, they are often unspoken. An example of this is W. Edwards Deming's rather bantered statement: "The customer never asked Mr. Edison for a light bulb" (Watson 2003). Researchers have emphasized the importance of attractive quality creation (Kano 2001) since this dimension has been somewhat neglected by quality specialists, who have tended to focus on how to eliminate things gone wrong (Kano 2001). In a similar sense, Cole (2001) suggests that the understanding of continuous improvement should be widened to continuous innovation and include concepts such as exploration and discontinuous innovation.

One-dimensional quality. One-dimensional quality attributes result in satisfaction when fulfilled and dissatisfaction when not fulfilled (Kano et al. 1984). These attributes are spoken and are those with which companies compete (Gustafsson 1998). For example, having "Cross" as a religious symbol on rice package is likely to result in customer satisfaction, but if there is not, it is likely that the customer will feel misled, which results in dissatisfaction.

Must-be quality. Must-be quality attributes are taken for granted when fulfilled, but result in dissatisfaction when not fulfilled (Kano et al. 1984). For example, consumers are dissatisfied when " Muslim crescent " is not on the package, but when it's designed on package the result is not increased customer satisfaction. Since customers expect these attributes and views them as basic, it is unlikely that they are going to tell the company about them when asked about quality attributes. They assume that companies understand these product design fundamentals (Watson 2003).

Indifferent quality. Indifferent quality refers to aspects that are neither good nor bad, and, consequently, they do not result in either customer satisfaction or customer dissatisfaction.

Reverse quality. Reverse quality refers to a high degree of achievement resulting in dissatisfaction (and vice versa, a low degree of achievement resulting in satisfaction) and to the fact that not all customers are alike.

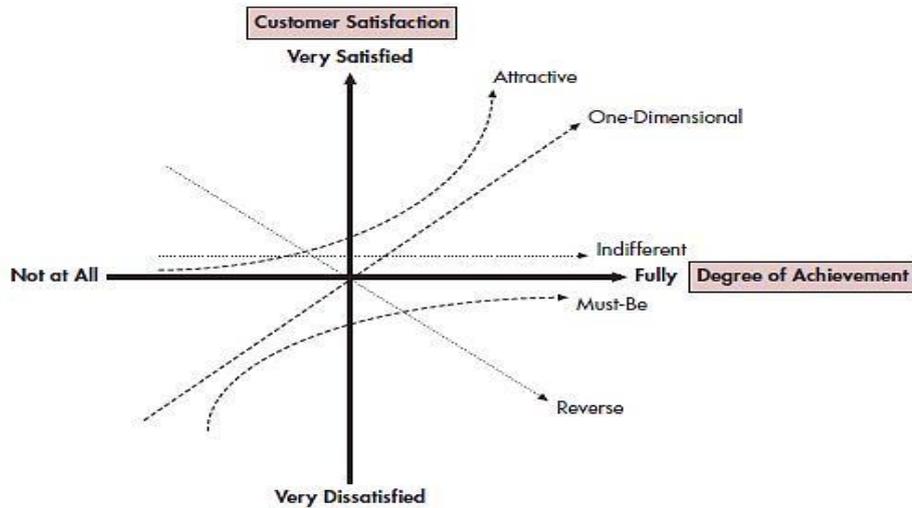


Figure 1 An Overview of the Theory of Attractive Quality

II. MATERIAL AND METHODS

II. I Study Location

This study was conducted in two shopping centers in East Tehran (Shahrvand Shopping Centers and Refah Shopping Centers) and also two shopping centers in Quezon city, Manila (Save More Supermarket and Pure Gold).

II. II Population And Sample

Data were collected through a questionnaire that was implemented in person through interviews with 1200 consumers (600 consumers per statistical population) to randomly chosen ages 20 to 65 at the place where they buy rice and asking them about their experiences of packaging in everyday commodities. The sample was calculated according to the Cochran formula.

$$n = \frac{Z^2 pqN}{d^2(N-1) + Z^2 pq}$$

N = Statistical population size in East Tehran = 2,800,000

N = Statistical population size in Quezon city, Manila, Philippines = 2,800,000

Z = Confidence Level= 95%

p = Ratio of a trait in the population = 50%

q = Percentage of those without that trait in the population (q = 1-p)

d = Acceptable margin of error = 4%

n = Sample size in each statistical population = 600

II.III Questionnaire

The questionnaire was divided into two parts: background questions (gender, age, education, and so on). Kano pair questions. In addition to the questionnaire, a letter that explained the purpose of the survey was included. The Kano

questionnaire contained pairs of customer requirement questions (Berger et al. 1993; Kano et al. 1984). Each question had two parts:

- » “How do you feel if that feature is present in the product?” (This is the functional form of the question.)
- » “How do you feel if that feature is not present in the product?” (This is the dysfunctional form of the question.)

Each part of the question, the customer could answer chosen one of five alternatives exemplified in (Fig 2). According to Berger et al. (1993), the wording of the alternatives is the most critical choice made in the Kano methodology. The chosen wording of the alternatives adapted from Berger et al. (1993) (that is, “I like it that way,” “It must be that way,” “I am neutral,” “I can live with it that way,” “I dislike it that way”) is similar to the Japanese version suggested by Kano et al. (1984).

The classification of attributes described previously is made based on the pair questions. Each quality attributes can be classified into one of the six categories shown in (Fig 3).

The category “questionable” contains skeptical answers, and it is debatable whether the respondent has understood the question (Kano et al. 1984). It was suggested by Berger et al. (1993) that cells 2-2 and 4-4 in the Kano evaluation table be changed from “I” to “Q,” since they believe, for example, that a requirement that is rated as must-be functional cannot simultaneously be rated as must-be dysfunctional. Lee and Newcomb (1997) classify five combinations of the 25 options as questionable (cell 1-1, 1-2, 2-1,2-2, and 5-5). In the last section of the questionnaire, the quality of all the attributes identified and classified, then by using Kendall tau to test its effect on customer satisfaction and buying decisions are evaluated.

Figure 2 A pair of Consumer Requirement Questions in a Kano Questionnaire

<p>How do you feel if “Muslim Kaaba” is presented as a picture on the rice package?</p>	<ol style="list-style-type: none"> 1. I like it that way. 2. It must be that way. 3. I am neutral. 4. I can live with it that way. 5. I dislike it that way.
<p>How do you feel if “Muslim Kaaba” is NOT presented as a picture on the rice package?</p>	<ol style="list-style-type: none"> 1. I like it that way. 2. It must be that way. 3. I am neutral. 4. I can live with it that way. 5. I dislike it that way.

Figure 3 Kano Evaluation Table (adapted from Berger et al. (1993)).

Quality attributes		Dysfunction				
		1. like	2. must - be	3. neutral	4. live with	5. dislike
Function	1. like	<i>Q</i>	<i>A</i>	<i>A</i>	<i>A</i>	<i>O</i>
	2. must - be	<i>R</i>	<i>I</i>	<i>I</i>	<i>I</i>	<i>M</i>
	3. neutral	<i>R</i>	<i>I</i>	<i>I</i>	<i>I</i>	<i>M</i>
	4. live with	<i>R</i>	<i>I</i>	<i>I</i>	<i>I</i>	<i>M</i>
	5. dislike	<i>R</i>	<i>R</i>	<i>R</i>	<i>R</i>	<i>M</i>

A: Attractive *O: One-dimensional* *M: Must-be*
I: Indifferent *R: Revers* *Q: Questionable*

III. RESULTS AND DISCUSSION

The first part of the analysis was concerned with classifying the religious symbols & image quality attributes according to the theory of attractive quality. Each quality attribute was classified according to the evaluation table into either attractive (A), one-dimensional (O), must-be (M), indifferent (I), reverse (R), or questionable (Q). Lee and Newcomb (1997) introduced two measurements to aid in the classification of quality attributes: category strength and total strength. Category strength is defined as the percent difference of the highest category above the next-highest category. Total strength is defined as the total percentage of attractive, one-dimensional, and must-be responses.

A calculation of an average (better and worse), without losing the quality dimension’s attractive, one- dimensional, and must-be attributes, was performed as suggested by Berger et al. (1993). These averages state whether customer satisfaction can be increased by meeting a certain quality attribute or whether fulfilling this quality attribute merely prevents the customer from being dissatisfied (Berger et al. 1993).

$$B = \frac{A + O}{A + O + M + I} W = \frac{O + M}{A + O + M + I}$$

The positive better numbers indicate that customer satisfaction will increase by providing a quality attribute and the negative worse numbers indicate that customer satisfaction will decrease by not providing a quality attribute (Berger et al. 1993). The maximum value of better and worse is 1. The closer the value is to 1, the greater the influence on customer satisfaction. A value of about 0 signifies that a certain quality attribute has little influence on customer satisfaction (Matzler et al. 1996).

In the analysis, a Kano variable containing the classification of quality attributes was used as a dependent variable, while the demographic variables, such as gender, age, and family, were used as independent variables. The below table 1 shows an overview of the religious symbols & image quality attributes of packaging design. Furthermore, table 2 shows the correlation between demographic factors with religious symbols & image quality attributes as a graphical design elements based on Kendall’s tau test.

Table 1. An Overview of Religious Symbols & Image Quality Attributes in Packaging Design

Quality Attributes	Classification	Classification	Classification	Classification	Better	Worse
	Category strength	agreement	Total strength	agreement		
		Category strength		Total strength		
Religious symbols & images (IRN)	Reverse	100.66%	-	-		
Muslim Kaaba	-	-	Reverse	61.16%	0.11	0.08
Muslim crescent			Indifferent	42%	0.21	0.19
Religious symbols & images (PHL)	Indifferent	149.17%	-	-		
Cross	-	-	Reverse	48.34%	0.29	0.43
Last Supper of Jesus Christ	-	-	Reverse	70.1%	0.16	0.09

Table 2. An Overview of Kendall's tau Correlation Coefficient Between Demographic Factors and Religious Symbols & Images in Packaging Design.

Graphical Elements	Demographic Factors											
	Age		Gender		HH size		Educational level		Income level		Marital status	
Muslim Kaaba	.039	-.080*	-.111	.095	-.018	.022	.100	-.034	.028	-.035	-.005	.002
Muslim crescent	.017	-.034	-.072*	.059	-.046	.049	.079*	-.084*	.027	-.044	-.040	.055
Last Supper of Jesus Christ	-.037	-.067*	-.064	.055	-.011	.027	.022	-.65*	.032	-.180	.010	.008
Cross	.058*	-.018	.075	-.050	.030	-.013	.009	-.116*	.042	-.096*	-.012	.033

* Correlation is significant at the 0.05 level (1-tailed).

The Kendall's tau findings, describes the significant correlation between demographic factors with religious symbols & images for rice packaging design as follows:

Age vs. Religious Symbols. Catholic younger consumers prefer to design "Cross" on rice package as a religious symbol, but the result is not significant for younger Muslim consumers.

Gender vs. Religious Symbols. Muslim "Male" consumers prefer to design "Muslim crescent" as a religious symbol on rice package, but the result is not significant for Catholic consumers.

Educational Level vs. Religious Symbols. Catholic consumers in lower educational level prefer to use the "Cross" as a religious symbol in the rice packaging design. In addition, Muslim consumers in both educational levels prefer to design the "Muslim crescent" on rice package.

Income Level vs. Religious Symbols. Catholic consumers at lower income levels prefer to use the "Cross" as a religious symbol in the rice packaging design. There is not more significant correlation between educational Level and religious symbols.

There are not significant correlation between "Household Size and Religious Symbols" and also, "Marital Status and Religious Symbols" of both Muslim and Catholic consumers.

Age vs. Religious Images. Elderly consumers of both Muslim and Catholic do not prefer to design the "Muslim Kaaba" and "Last Supper of Jesus Christ" as a religious image on rice package.

Educational Level vs. Religious Images. Catholic consumers in lower educational level do not prefer to use the "Last Supper of Jesus Christ" as a religious image in the rice packaging design. There is not a significant correlation between the Muslim consumers' educational level and "Muslim Kaaba" as a religious image in the rice packaging design.

There is not more significant correlation between Muslim and Catholic consumers demographic factors and religious images as a religious image in the rice packaging design.

IV. CONCLUSION

In today's competitive market packaging design is a tool that enables consumers to identify some of the iconic landmarks that differentiate the product from competitors. As a result, it's the key component of successful sales. Consequently, with the changes in demographic factors, packaging designers must have update knowledge of consumer preferences to provide the product properly and influence consumer satisfaction. In this regard, religion is one of the most important influencing factor in consumers' behavior and preferences because religious values affect the consumer's personal structure his or her beliefs, values, behavioral tendencies and even buying patterns and consumption. Accordingly, in addition to identifying consumer's preferences toward the use of religious symbols and images in rice packaging design, the author was able to measure the correlation between demographic factors and consumer's preferences by using Kendall's tau statistical test.

ACKNOWLEDGMENT

The author would like to express his gratitude to his dear family, who served as an inspiration to pursue and do well in his studies especially to his father.

To his research adviser, Dr. Manuel Morga for providing insights and knowledge on this study. Special thanks to the research English editor Ms. Donna Mae Mendoza.

References

1. Aloom, A. G., & Lawan, L. A. (2013). Effects of Consumer Demographic Variables on Clothes Buying Behavior in Borno State, Nigeria. *International Journal of Basic and Applied Science*, 1(4), 791-799.
2. Asadollahi, A., & Givee, M. (2011). The Role of Graphic Design in Packaging and Sales of Product in IRAN. *Contemporary Marketing Review*, 1(5): 30 – 34.
3. Bakar, A., Lee, R., & Rungie, C. (2011). The Use of Religious Symbols on Packaging to Influence Product Preference and Rating. *Australia New Zealand Marketing Academy Conference* (pp. 1-8). Perth, Australia: ANZMAC.
4. Dadras, A. (March 30, 2015). Impact of Consumers Demographic Factors on Rice Packaging Design in the Lens of Kanos Attractive Quality Theory. *International Journal of Innovative and Applied Research*, 3(3), 43-53.
5. Dominique-Ferreira, S., Boubeta, A. R., & Mallou, J. V. (2012). Minimizing the Risks of Innovation in Bottled Water Design: An Application of Conjoint Analysis and Focus Group. *African Journal of Business Management*, 6(31), 9096-9104.
6. Hasan, T. (Spring 2008). Influence of Brand Name on Consumer Decision in Car Choice. Umeå School of Business and Economics (USBE), Department of Business Administration, Master's Thesis. Retrieved from www.diva-portal.org/smash/get/diva2:141583/FULLTEXT01.pdf
7. karimi, P., Mahdieh, O., & Rahmani, M. (2013). The Study of Relationship between Packaging Elements and Purchase Behavior: Consumers of Food, Cosmetics and Health Products. *Interdisciplinary Journal of Contemporary Research*, 5(3): 281 – 295.
8. Liu, Y. (June 2011). How packaging designs of cosmetics affect female consumers' purchasing behavior? ARCADA University. Retrieved from www.theseus.fi/bitstream/handle/10024/32247/Liu_Yinuo.pdf?...1
9. Löfgren, M., & Witell, L. (2005). Kano's Theory of Attractive Quality and Packaging. *Quality Management Journal*, 12(3): 7-20.
10. Mansori, S. (2012). Impact of Religion Affiliation and Religiosity on Consumer, The Evidence of Malaysia. *World Applied Sciences Journal*, 17(3): 301 – 307.
11. Mokhlis, S. (2010). Religious Contrasts in Consumer Shopping Styles: A Factor Analytic Comparison. *Journal of Business Studies Quarterly*, 2(1): 52 – 64.
12. Naseri, A., & Tamam, E. (2012). Impact of Islamic Religious Symbol in Producing Favorable Attitude Toward Advertisement. *The Public Administration and Social Policies Review*, 1(8): 62-77.
13. Noland, M. (2005). Religion and Economic Performance. *World Development*, 33(8), 1215–1232.
14. Patwardhan, M., Flora, P., & Gupta, A. (2010). Identification of Secondary Factors that Influence Consumer's Buying Behavior for Soaps and Chocolates. *The IUP Journal of Marketing Management*, 9((1 & 2)), 55-72.
15. Price, A. E. (2010). How Brand Name and Packaging Quality Affect the Consumer Choice Process. Butler University, Graduate Thesis Collection, College of Business. Retrieved from www.digitalcommons.butler.edu/cgi/viewcontent.cgi?article=1231&context...
16. Pujiyanto. (2013). The Symbolic Aesthetic of Packaging Design. *Asian Journal of Social Sciences & Humanities*, 2(4), 74 - 85.
17. Qing, H., Kai, Z., Zhang, C.-F., & Chen, M.-R. (2012). Packaging Design Research and Analysis Based on Graphic Visual, *International Proceedings of Computer Science & Information Tech*, 28: 148 – 153.
18. Ross, J., Palmer, M., & Huczko, T. (2010). Food Consumption and Consumers Who, What, Where and Why? *Primary Industries and Resources South Australia*.
19. ShyanFam, K., Waller, D. S., & Erdogan, B. Z. (2004). The influence of religion on attitudes towards the advertising of controversial products. *European Journal of Marketing*, 38(5/6), 537-555.
20. Sioutis, T. (July 2011). Effect of Package Design on Consumer Expectations of Food Product HEALTHINESS. University of AARHUS, AARHUS School of Business, Department of Marketing and Statistics, Master's Thesis . Retrieved from www.pure.au.dk/.../EFFECTS_OF_PACKAGE_DESIGN_ON_CONSUMER_E...
21. Torlak, Ö., Tiltay, M. A., Doğan, V., & Özkara, B. Y. (2013). The Effect of Brand Image and Religious Orientation on the Attitudes Towards Religious Brand Names: A Study on Youth Consumers. *Journal of Isletme Arastirmalari dergisi*, 5(3), 37 – 46.
22. Vani, G., Babu, M. G., & Panchanatham, N. (2010). Toothpaste Brands –A Study of Consumer Behavior in Bangalore City. *Journal of Economics and Behavioral Studies*, 1(1), 27-39.
23. Vilčeková, L., & Sabo, M. (2013). The Influence of Demographic Factors on Attitudes Toward Brands and Brand Buying Behavior of Slovak Consumers. *International Journal of Education and Research*, 1(11), 1 – 10.

AUTHOR(S) PROFILE



Abbas Dadras, received the BS degree in Business Administration and MA degrees in Business Administration Major in Finance from Iran, Islamic Azad University in 2004 and 2008, respectively. During 2012-2015, he stayed in the Graduate School of University of Santo Thomas, Thomas Aquinas Research Complex Espana of Philippines to study PhD in Commerce. His research interests are in the areas of Marketing, Business studies, Finance and Customs affairs.