

Package Design for Children: Do Practitioners Get it Right?

Thidarat Chareonsakdi

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Primary Supervisor: Margaret Craig-Lees

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ATTESTATION OF AUTHORSHIP

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Thidarat Chareonsakdi

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ABSTRACT

The literature indicates that children are highly influenced by product packaging and that it is the packaging that will make the product stand out from the crowd and hopefully making a sale. There have been a number of valuable studies offering practitioners principles and guidelines on how to enhance package design for products that target children; however the extent to which practitioners adhere to the principles proposed by academics has had limited attention. This study is therefore aimed at examining the degree to which practitioners implement current knowledge relating to the principles of package design in the context of packages designed to attract children, while simultaneously assessing the relationship between package design and brand performance.

An extensive secondary research of the literature has been made to establish a list of criterion for package design for children elements assessment. At the same time, attempts have been made to gather brand performance data. Product samples have been collected from major supermarkets in New Zealand and then analysed against the criterion using the principle of content analysis. The result generated by this study shows that practitioners are mostly adhering to the principles of children's package design established by academic research. However, the relationship between brand performance and package design was not established in this study.

1 Background

Packaging performs at least three important functions; protect products, communicate information, support brand image. The primary function of packaging is to protect the product contained therein, to facilitate transportation, handling and storage. The second function is to deliver brand and product related information. The primary function is of course as old as trade as a pre-eminent requirement of successful trade is the delivery of products in good condition. The emergence of the mass-market caused the role of packaging as a communicator and identifier to increase in importance - primarily in B2C markets. As competition increased in B2C markets and the centrality of brand image as a management imperative, package design also became strategic decision areas.

The role of packaging as a communication and image management tool is now an area of research and is of particular relevance to purchase situations susceptible to impulse buying and those where package recognition is a key factor in purchase. Thus packaging is highly relevant to the retail environment, supermarket items in particular. Packaging is frequently referred to as the '*silent salesman*' (e.g. Pilditch, 1972; Rettie and Brewer, 2000; Sara, 1990). Once the product is on the shelf it is on its own, advertising can no longer help and only packaging that will make the product stand out from the crowd and hopefully making a sale. In terms of sustaining image, the notion that '*the package is the product*' can prevail (Meyer and Lubliner, 1998).

Owners of brands that target children are cognizant of the influence of packaging. Austin, Roberts and Nass (1990) found that TV advertising only functions as secondary source of information to children whereas personal experience and communication with others (mainly their peers and parents) offer useful and more personally relevant information to them. Packaging has also been identified as having a major influence on children's product choice (e.g. Hill and Tilley, 2002; McNeal, 1979; Soldow, 1985; Ulger, 2009; Wilson and Wood, 2004). According to an exploratory study carried out by

Gelperowic and Beharrell (1994), children's requests for certain products can be derived solely from their attraction to the 'nice-looking' packaging.

Given the size and degree of competition in this market (Gunter and Furnham, 1998) it is essential that managers of brands that target children to make sensible decisions about all aspects of their offering, including package design. Children (especially pre-literate children) highly are responsive to pictures and graphic design and so package design is a key factor in attracting and influencing purchase (Berry and McMullen, 2008; Gelperowic and Beharrell, 1994; Hill and Tilley, 2002). Also, designs that attract children are different to those that attract adults. For instance, while sophisticated colours (e.g. brown, dark blue) are often utilized on adult product packages, bright and saturated colours are most found in brands targeting children (e.g. Clark, 1997; Meyers and Lubliner, 1998; Young, 2003). Research indicates that package size, the use of cartoon characters, unusual shapes and celebrities also have an influence (e.g. Enrico, 1999; McNeal and Ji, 2003; Silayoi and Speece, 2004).

1.1 Rationale for the study:

Closing or bridging the gap between marketing theory and marketing practice is a long-standing and controversial issue in marketing research (Hunt, 2002; Bennis and O'Toole, 2005; Ardley, 2008). A substantial amount of research is directed to the development of theory as well as strategies and techniques designed to aid practitioners in implementing more efficient practices. According to Myers (1979), *"...marketing academicians should recognize that the overall importance of research and knowledge development in this field, over the short-run or long-run, is to improve marketing practice and decision-making, and, in general, to advance the state of knowledge useful to the profession"* (as cited in Hunt, 2002; November, 2004). Marketing practitioners, on the other hand, tend to undervalue academic research. Ankers and Brennan (2002); Hunt (2002), point out that marketing practitioners are neither aware of the current academic research within their field of profession nor interested in subscribing or reading academic marketing journals.

In regards to the research topic i.e. package design and children, there have been a number of valuable studies offering practitioners principles and guidelines on how to enhance package design for products that target children (see, for example, Clark, 1997; Elliot, 2008; Gelperowic and Beharrell, 1994; Hill and Tilley, 2002; McNeal and Ji, 2003; Soldow, 1985; Ulger, 2009). However, the extent to which practitioners adhere to the principles proposed by academics has had limited attention.

According to the Hill and Tilly (2002) study packaging design decisions often fall under the auspices of the new product development team but who (or what functional area) takes responsibility can vary across organizations as can the degree of attention given to the design. This means that the package design of products that target children frequently does not adhere to the established principles of package design for children. The authors also point out that the fragmented media base coupled with the ‘pester’ power of children means that point of sale, and the communication function of the package will have increasing value. This means that practitioners need to make viable package design designs and such decisions should reflect the principles in package design for children’s products as established by research.

The present study investigates the extent to which practitioners adhere to the principles in package design for children’s products as established by research. Additionally, the study measures brand performance indicators (i.e. market share, shelf space, unit sold, length of brand presence in the marketplace) against adherence/ non-adherence package design to ascertain the relationship between the two variables.

1.2 Benefits of the study:

1.2.1 Academic

The findings will add to the theory and practice knowledge base; show how practitioners are applying the principles of package design in the context of packages designed to attract children and add to our understanding of brand performance and packaging.

1.2.2 Managerial

The aim of this study is to determine the degree to which practitioners implement current knowledge relating to how children relate to packaging. The intent is to ascertain if practitioners use established knowledge and if they do, how they use the information. A secondary aim is to determine the relationship between the implementation of the knowledge and brand performance and by doing so demonstrate if brands with well designed packaging are also strong performers in the market.

1.3 Research Design:

A sample of supermarket products that target children will be obtained. The packaging of the selected samples will be examined and evaluated using the principles of content analysis. A list of package design for children criteria derived from the literature review will be used to evaluate the elements of the packaging samples in order to determine adherence/ non-adherence to the package design principles set forth by marketing and branding academics. Brand performance data including brand shares and shelf space data will be collected via secondary data sources as well as observations. These data will be measured against the results obtained from the content analysis, to assess the relationship between package design and brand performance.

1.4 Disposition of the Thesis:

This thesis is consisted of five chapters described below:

Chapter One [Introduction]: In this chapter, a brief research background concerning packaging and children also the gap between theories and practices is presented. Also, a broader problem has been narrowed down to a research issue and research questions.

Chapter Two [Literature Review]: This chapter presents a discussion of literature review and frame of references. A review of scholars and literature sources regarding packaging in general, children and their influence on family decision making, and best practices in children's product packaging will be provided. Following this is the research

framework and finally, research propositions within the research framework are illustrated.

Chapter Three [Research Design and Methodology]: Chapter three describes the research design and the type of research adopted. The chapter also explains sampling selection procedure and data collection method.

Chapter Four [Data Analysis]: This chapter presents a discussion of data analysis. A full table of summary of analysis is presented along with descriptive information regarding the analysed data.

Chapter Five [Discussion and Conclusion]: Chapter five is the final chapter in which a discussion of theoretical and practical implications of research findings are presented. Also, a summary of the research contributions, limitations and suggestions for future research are provided.

1.5 Limitations:

This is a descriptive study and the core intention is not to generalise but to examine practice within a specific time and place (i.e. Auckland). The findings are, therefore, only applicable within this context.

Regardless of the fact that a coding guide was produced and multiple coders were used to reduce personal biases, some of these may be existed since the nature of the research method (i.e. the content analysis) is based mainly on personal judgments. Stemming from this, there is a validity issue because the research results/ conclusions are pertaining to the collected and analysed data hence those biases may still be existed and affected the research results/ conclusions.

Other issues revolve around the attainment of brand performance data particularly brand/ market shares, number of unit sales, and length of brand presence in the marketplace. Due to the restricted research funds, some of these data were unobtainable. Simultaneously, free-access data e.g. shelf-space data is not refined and/ or specific enough for this research purposes. As a result, this aspect of the research had to be discarded.

CHAPTER II: LITERATURE REVIEW

2 Introduction

This chapter provides a thorough review and discussion of previous scholars and literature concerning packaging and its functions, children as consumers and their influence on family purchase decision, parental yielding to children's requests as well as best practices in package design for children products. The chapter offers the reader of this thesis with a solid background for comprehending current knowledge on the topic, while simultaneously illuminates the significance for this new study.

The chapter begins with a broad discussion regarding functions of product packaging and its role as a significant marketing communication tool. Following this, a review on children and their potentiality in influencing product choices is given. Also, product categories in which children are most influential are identified. Parental yielding to children's requests and product categories in which parents are most likely/ unlikely to yield will be discussed and determined correspondingly. Finally, the chapter outlines key packaging elements as well as best practices in package design particularly for children. Summary of key packaging for children elements and frame of reference are also present at the end of the chapter (Table 2.1).

2.1 Packaging:

Conventionally, the primary function of the package was to store, contain and protect the product, aid in extending product shelf's life, protect the product during storage and distribution, while also facilitate in assuring consistent quality (Pickton and Broderick, 2001). These functions are referred to as the 'logistics function' of packaging (Prendergast and Pitt, 1996). An aspect of the logistic function is the relationship of the packaging to the product. In some instances packaging can be integral to the product. For example Zeithaml (1988), posited that packaging can be classified as either an intrinsic attribute or an extrinsic attribute of a product (an intrinsic attribute is one that cannot be

altered without changing the nature or the physical constituent of the product). She explained that it is very much depending on the situation where the package is used and how it is used to determine whether it is intrinsic or extrinsic. For instance, in the situation where the package is integral to the product's physical structure (e.g. a squeezable ketchup container) it would be considered as an intrinsic cue. Where the package is used as a communication tool, it would be regarded as an extrinsic cue as to the value/nature of a product. Keller (1998) along with Olson and Jacoby (1972) and Underwood, Klein and Burke (2001) considered packaging as an extrinsic attribute whereby the consumer uses the packaging as a factor in judging the value/quality of the product. Used this way packaging performs a communication and an image support role.

Although protecting the product and facilitating transport and storage remains the prime function of packaging, the communication and brand image function is a an integral strategic area in marketing, particularly for products that must rely on consumer recognition for purchase (Ampuero and Vila, 2006). Marketing academics as well as practitioners have realized the importance of packaging in terms of its ability to effectively communicate brand values while simultaneously attracting the eyes of the consumer (e.g. Prendergast and Pitt, 1996; Kotler and Armstrong, 2004; Pickton and Broderick, 2001). Furthermore, it was evidenced in an empirical research conducted by Charoenlarp (1997) that to a certain degree, a well-designed product package can potentially deliver the following psychological benefits to marketers:

- To represent and convey brand values and images.
- To be aesthetically pleasing.
- To have a strong visual impact – to stand out, to distinguish itself from the competing brands, to attract the target consumers and to gain attention.
- To be a living expression of what the brand stands for.
- To add value in the eyes of the consumers.
- To act as a reminder for the brand at the point of sale and at home.
- To provide cues to the consumers to express their loyalty to the brand.
- To create an emotional link with the right kind of target audience.

Source: Charoenlarp (1997) as cited in Pickton and Broderick (2001)

Based on his qualitative research findings, Underwood (2003) proposed that brand managers may communicate brand identity (i.e. awareness and image) while concurrently

reinforcing the consumer-brand relationship through packaging. The author explained that either the consumers have interacted directly (i.e. lived experience) or indirectly (i.e. mediated experience) with the package, and that they will associate the benefits and meanings derived from their experiences with the package with the brand identity. In other words, consumers are more than likely to transfer their judgments and/ or perceptions of the package to the brand, regardless of their experiences with the actual product (Underwood, 2003). Concerning its impact on consumer-brand relationship, the author's research findings showed that packaging can have a direct impact on consumer-brand relationship. For instance, packages that are visually pleasing and comparatively functional (facilitate the product usage/ storage) are likely to create positive responses from the consumers and so enhance consumer-brand relationship. On the other hand, packages that fail to impress the consumer visually as well as functionally are likely to have negative impact on the consumers' lived experience with the package and thus could damage the consumer-brand relationship (Underwood, 2003).

In the retailing environment, particularly in the context of supermarkets, it is estimated that fifty one percent of grocery purchases are unplanned (Welles, 1986; Phillips, 1993). In fact, Stern (1962) argued that *"Shoppers are increasingly transferring purchase planning from the home to the store... entering the store with a general intention to buy, but reaching the actual buying decision at the point of purchase"* (Stern, 1962). This indicates that the opportunity to persuade at POS is paramount and cannot be undervalued and/ or overlooked.

Nevertheless, in today's highly competitive marketplace where consumers are being exposed to thousands of different products and related promotional messages during their visit to a store, it becomes a very challenging task for marketers to break through the clutter and to make the product visually prominent. Packaging is highly regarded as a very effective communication instrument for influencing purchase decisions in such competitive, self-service situations (Hine, 1995). This is because packaging is the final communicator (Ampuero and Vila, 2006; Hine, 1995) providing on the spot product information that can influence the consumer's choice (Stern, 1962). In fact, Hill and

Tilley (2002) highlighted that packaging '*...is the only piece of marketing communications that is actually bought*' by the consumer (Hill and Tilley, 2002). In order to optimize the potentiality of packaging, Nancarrow, Wright and Brace (1998) pointed out that marketers must seek to communicate the right brand benefit/value messages on the package. More importantly, marketers should recognize that every aspect of packaging is equally significant and that all the aspect must not only draw attention but they also inform and assure the consumers that the product can satisfy their expectation, needs, wants and/or desire (Silayoi and Speece, 2007).

According to Meyers and Lubliner (1998), only successful marketers understand that for the consumer '*the package is the product*'. The authors explained that '*consumer sees and responds to the shape of package, the recognition of the brand, the colour and the words, and the graphic style and format and instinctively conjures up an image of the product*' (p.1). The package is often the communication mode that pitches the sales, seals the commitment and so gets the product to the shopper's trolley (Hine, 1995). Advertising and other communication tools may invoke the shopper's interest and 'pull' towards a distribution outlet, however temptation before he/ she entering the store but at the POS, packaging 'is' the temptation (Hine, 1995). This notion is broadly accepted among researchers as well as practitioners and that is why the investments in packaging are growing each year (Meyers and Lubliner, 1998; Sara, 1990).

With respect to brand differentiation and positioning, Ampuero and Vila (2006) examined responses to various packaging design strategies and concluded that packaging can be used to develop brand differentiation and positioning because consumers make assumptions about the brand through their perceptions of the package design. The study showed that products with bold roman upper case fonts that come in cold, dark, sophisticated coloured packaging were perceived to be high-priced, elegant or targeted at the upper-class. Whereas products that come in white or other light coloured packaging, in which have serif or sans serif fonts presented on the front panel of the package were associated with low-priced and aimed at price-conscious shoppers (Ampuero and Vila, 2006).

To achieve the intended brand identity, differentiation and positioning, fulfill communication objectives and to maximize the potential of packaging practitioners need to understand how each design element attracts attention and how information is processed they must also understand how people respond to packaging per se, as well as their cultural background (e.g. Hine, 1995; Silayoi and Speece, 2007). However, it is worth noting that all consumers may not perceive and evaluate the package in similar way and hence, a refined and sophisticated segmentation analysis focusing on psychological and situational factors is usually required.

From the consumer point of view, packaging is crucial and plays a major role in their final decision making (Ampuero and Vila, 2006). Consumers often use packages as their 'diagnostic source of information' when evaluating brands at the store (Richardson, Dick and Jain, 1994; Zeithaml, 1988). Packages enable the consumers to simplify and accelerate their decisions because they promise, and usually deliver, predictability (Hine, 1995). Besides, since many products inside the package are often shielded from view, either because they are not visually pleasing or because they needed to be concealed from light, the package therefore usually becomes the one and only interface between the product and the consumer (Sara, 1990). These roles of packaging have become even greater with the popularization of the current self-service sales system. As Ampuero and Vila (2006) claimed, the self service sales system has transferred the role of informing and persuading the consumer from the salesperson to advertising and to packaging. This is why packaging is now widely regarded as the 'silent salesman' by academics because it informs and assures the consumers the qualities and benefits that they are going to acquire if they purchase a certain product (Ampuero and Vila, 2006). Precisely for those reasons, packaging, unquestionably, can potentially affect consumer's perception of brand and product quality and subsequently influence product evaluation and buying decision.

That packaging influences judgments as to product quality product evaluation and ultimately the buying decision has been demonstrated (see Brown, 1958; McDaniel and Baker, 1977; Silayoi and Speece, 2004; Underwood *et al.*, 2001). The findings appear to

be consistent, and showed that consumers do transfer their perceptions of packaging to the actual product, in other words, product quality judgments are reflected largely by consumer's perceptions of the packaging. Furthermore, when the consumers have no past experience with the product and have no intention to purchase prior to the store visit, the package becomes a significant agent in the consumer decision making process (Silayoi and Speece, 2007). Hence, as noted earlier, every communication element depicted on the package is equally important and must be carefully selected and/ or designed because not only they can potentially influence consumer's choice but also, as Silayoi and Speece (2004) argue, they are at core of successful marketing communication strategies.

2.2 Children as consumers:

That marketer's pay serious attention to children as consumers is understandable. Globally, this is a sizeable market and in the US alone the market value is estimated to range between \$130 billion to \$150 billion (Meyers and Lubliner, 1998). Apart from this, according to McNeal (1992) marketers are interested in the young consumer for three main reasons. First, many children nowadays have sufficient amount of their own funds to spend according to their needs and wants, which turn them into an important primary target market. Second, children are the prospective market as they can develop brand loyalty at an early age, and tend to carry those favourable attitudes toward brands into their adulthood (McNeal, 1992). Lastly, children are also regarded as potential influencers. It had been demonstrated that they exert their influences on a wide range of household purchases, particularly ones that they consume such as sweets, snacks, breakfast cereals and lunchbox products (McNeal, 1992; Wilson and Wood, 2004).

Over the past two decades, marketers of children's products have profoundly adopted various kinds of strategies to reach the young consumer (Valkenberg and Cantor, 2001). As McNeal (1992) suggested, the increase in children's power and ability to influence on family decisions can be explained by several reasons. One of which is the change in household income and education level. Many parents today postpone having children and have fewer. This creates an affluent child centred environment. Increased income means

that parents are able to ensure that their children do not lack material goods. This coupled with the liberalization of parent-child relationships means that parents are more tolerant in terms of accepting input from children. In today's family, the parent-child relationship is '*no longer regulated by authority and command but rather by negotiation*' (Torrance, 1998; Valkenburg and Cantor, 2001). Instead, children's opinions and participations in family decision making process are highly encouraged and taken very seriously (Valkenberg and Cantor, 2001). As a consequence, children nowadays are more willing to express demands, opinionated and market-mature.

Studies that investigate children as consumers show that children are capable of imitating adult shopping patterns (Drenten, Peters and Thomas, 2008). In that, children are able to 1) recognize their wants and preferences, 2) seek to fulfill them, 3) select a choice and make a purchase, and 4) assess the product and its alternatives (McNeal, 1979; Valkenburg and Cantor, 2001). For example, in an exploratory study conducted by Drenten *et al.* (2008) where children participated in a dramatic play in a grocery store setting, it became clear that children as young as three know exactly what to do in a store. From the authors' observations, children scanned the shelves as they passed by the products. They also paused, picked up a product and spent a few seconds examining it. Sometimes they put the product back on the shelf after examination but most of the time they placed the product into their shopping cart. It is clear that although young consumers have limited cognitive capability they are somewhat deliberate in their product choices (Soldow, 1985; Drentel *et al.*, 2008).

Apart from their increased capacity as independent consumers, children also exert influence over choice where other purchase for them and also influence general household purchases (e.g. McNeal, 1992; Gelperowic and Beharrell, 1994; McNeal, 1992; Wilson and Wood 2004). Gelperowic and Beharrell (1994) found that, 33 percent of the mothers interviewed confessed that their purchase decisions are influenced by their children whereas only 6 percent claimed that their children did not influence their purchase decisions. This corresponds with Wilson and Wood (2004) research. During the interview, ten mothers were questioned about their supermarket shopping experiences

with their children. The results demonstrated that whereas a few mothers (four out of ten) would not take their children shopping, if they had a choice the majority of them (six out of ten) did so and admitted to being influenced by their children on product choices. Also, it was revealed that the most common techniques used by children to influence parents at the supermarket are 'trolley loading' and 'pester power' (Wilson and Wood, 2004). Trolley loading is the method in which children simply fill their parent's trolley with plenty of products they wanted to buy while pester power occurs when the children keep nagging and/ or whining to their parent until they are permitted to have certain product (Gelperowic and Beharrell, 1994). These two techniques are successful with four out of ten mothers reporting that they give-in when their children adopted these techniques (Wilson and Wood, 2004). Beyond this, studies also indicated that in certain product categories such as breakfast cereal, soft drink, fruit juice, lunchbox snack, etc. children are likely to be more influential in their parents' decision making than the others (McNeal, 1992; Wilson and Wood, 2004). This is simply because children are the primary consumer of these products and for that reason, parents tend to allow their children to make their own choice in order to ensure that they will definitely consume it afterward and so, no money is wasted (Wilson and Wood, 2004).

Where children obtain brand/product information has also been investigated. According to McNeal (1992) the classic answer to these questions is advertising. Interestingly, recent research suggested that though advertising can provide product knowledge to children; it can never have a direct effect on their behavior (Bergler, 1999). In fact, it has been alleged that children distrust commercial messages (Brucks, Armstrong and Goldberg, 1988) and that they are more sophisticated and skeptical about advertising than adults realise (McNeal, 1979; Hill and Tilley, 2002). Congruent with these views, Austin, Roberts and Nass (1990) found that TV advertising functions as a secondary source of information to children whereas personal experience and communication with others (mainly their peers and parents) offer useful and more personally relevant information to them. Packaging has been identified as having major influence on children's product choice is the package (e.g. Hill and Tilley, 2002; McNeal, 1979; Soldow, 1985; Ulger, 2009; Wilson and Wood, 2004). According to an exploratory study carried out by

Gelperowic and Beharrell (1994), children's requests for certain products can be derived solely from their attraction to the 'nice-looking' packaging.

2.3 Parental Yielding and Children's Product Categories:

Although children are capable of making their own product choices, in reality they can normally only obtain products through requesting them from their parents (McNeal, 1992). Nevertheless, a large number of studies show that to certain degree, children can exert influence on their parents' purchases (e.g. Gelperowic and Beharrell, 1994; McNeal, 1992; Wilson and Wood 2004).

An early study examined the influence of three variables, including demographics, parent-child interaction, and mass communication behavior (i.e. the time the parent and child spent on watching television), on children's purchase influence attempts and parental yielding (Ward and Wackman, 1972). In their study, Ward and Wackman (1972) adopted self-administered questionnaires survey, which were sent to 132 mothers of 5 – 12 year old children, in order to assess the relationship between commercial exposures, parental yielding and children's purchase requests. The study showed that there is a positive relationship between commercial exposures and children's purchase requests i.e. the higher the exposure to commercial the children are, the more likelihood of requests make. On the contrary, regardless of the frequencies of commercial exposures, unless the parents have favourable attitudes toward the advertisements, they are less likely to yield to children's influence attempts (Ward and Wackman, 1972). The study also found that among 21 product categories, mothers yielded most to the child's request for breakfast cereal (88% of yielding), following by snack foods (52%) and candy (40%) whereas items such as toothpaste (36%), bread (14%) were likely to be denied especially to younger children (i.e. 5-7 years).

O'Dougherty and her associates conducted field anthropological observations in an attempt to determine the parent-child co-shopping behaviours at supermarkets. The study looked at three main dimensions i.e. child's engagement in product selection, parental yielding and parents refusal strategies (O'Dougherty, Story and Stang, 2006). During the

study, the researchers paid weekend visits to various stores and unobtrusively observed parent-child co-shopping behaviours. Items that were requested, selected or denied were recorded. A guess assessment of race/ ethnicity and the child's age was also made (subjectively). From the 133 observations, it was found that 50.4% of a time the child initiated a request and half of the requests made were for sweets and snacks and almost half (47.8%) of adults gave-in to the child's request. Furthermore, the study also reported that parents were more likely to reject the child's requests for items such as prepackaged meals, hot dogs, cheese, chocolate milk etc (O'Dougherty *et al.*, 2006).

An exploratory study conducted by Atkin (1978) aimed to determine the parent-child decision making processes and effects in supermarkets. However, the study was only focused on the interactions between parents and child in the selection of breakfast cereal as, according to Atkin this is the product most frequently featured in parent-child interactions (Atkin, 1978). The direct observations took place in 20 standard supermarket stores, where 516 families were observed during 1973 and 1974. It was found that more than half of the cases observed (66%) the children demanded and/ or requested for cereals and two-thirds of these demands were yielded by the parents. The data acquired from the observations also indicated that the selection process was rather simple, quick and routine as the child seemed to know precisely which cereals they wanted. The author suggested that this may be resulted from the child's exposure to advertising and their previous experience of the product.

Stemming from these findings as well as past research (e.g. McNeal, 1992; Wilson and Wood, 2004), it can be suggested that product category is one of the key determinants in which can strongly influence parental yielding. Often, children initiate requests for food product category, particularly ones that they consume, and depending on the product category parents seem to yield to those requests. In terms of food product category, several research findings are consistent in that breakfast cereals, sweets, and snacks are the most requested supermarket items by children (e.g. Atkin, 1978; McNeal, 1992; O'Dougherty *et al.*, 2006; Ward and Wackman, 1972). Other product categories which

have been identified as being requested frequently by children include condiments such as peanut butter and ketchup (Bridges and Briesch, 2006).

2.4 Package Design for Children:

2.4.1 Package Design Elements

In general, package design is referred to as consisting of two main elements namely 'visual' elements and 'informational' elements (Rettie and Brewer, 2000). The visual elements of packaging involve colours, graphics, size/shape of packaging, etc., all of which are designed to affect the emotional side of decision making. On the other hand, the informational elements comprise product information (e.g. nutrition facts, ingredients) and packaging technology. In contrast to visual elements, informational elements are intended to affect the rational side rather than the emotional side of decision making.

When designing packaging for products targeting children it is important to consider the age of the child. Very young children are functionally illiterate and so have limited ability to interpret information in comparison to adult consumers and older children (Valkenberg and Cantor, 2001). Even so, once children become literate their response to shapes, colours, characters is still different to that of adults. For this reason, those who design packaging targeted at children do need to be cognizant of these differences. Such packaging should exploit a mixture of visual elements on the package to ensure children's attraction. Elliot (2008) whose content analysis research of children's food packaging in major Canadian supermarkets demonstrated that marketers together with package designer constantly integrate cartoon characters, unusual colours, strange shapes, interactivity etc., into their design to communicate the 'fun' and/or 'playful' messages to the children and also to lure them to the product. The explanation given is that children are attracted to the visual elements of packaging rather than the verbal elements and are attracted to 'fun' and 'playful' objects. Also, children have limited capability to comprehend and assess the functional benefits of a product and they tend to rely

primarily on what they can see i.e. the visual forms of information (Valkenberg and Cantor, 2001).

Despite the fact that children can be attracted to a product mainly because of its appealing package, their mothers (or the final decision maker) do not always rely solely on the visual elements of packaging. In fact, as mentioned earlier, Gelperowic and Beharrell's (1994) exploratory study indicated that mothers hate to admit that they purchase a food product for their children only because of the nice-looking packaging. As a consequence, it may be postulated that both visual and informational elements of packaging must be considered carefully and systematically in packaging design to ensure that the package is appealing to both the children and their mothers (Gelperowic and Beharrell, 1994; Hill and Tilley, 2002). Even so, given the power accorded to children, and even very young children – designers primarily ensure that the package appeals to the child. To do so, there is a substantial body of knowledge that deals with children's perceptions of and reactions to the visual and verbal components of packaging that designers can access.

2.4.2 Visual Elements

2.4.2.1 Colours:

It is broadly accepted amongst marketers as well as researchers that shoppers do not consider product categories completely and thoroughly (Rettie and Brewer, 2000). Equally broadly accepted is the notion that "*Unseen is Unsold*" (Young, 2003). Young's (2003) eye-tracking study found that there is a high correlation between how fast a brand is seen and/or recognised and its likelihood of purchase. The study also indicated that apart from being placed at children's eye level shelf space, colour (i.e. vivid or vibrant colour) is another essential determinant of shelf visibility. In the same manner, Meyers and Lubliner (1998), suggested that colour is perhaps the most critical element of packaging for products targeted at young children, especially for toy and food categories. The authors further claimed that strikingly bright (vivid) colours such as red, blue, green, etc work best with children because those colours tend to stimulate excitement as well as desire (Meyers and Lubliner, 1998).

Clark (1997) found, via focus group based discussion that children dislike de-saturated, dark, dirty and sophisticated colours. Her findings support the importance of 'flavour colour coding' as an integral part of children's food product packaging. The author pointed out that flavour colour coding is a core to children's learning and understanding of the product proposition. Therefore, flavour colour coding must be exceptionally clear and immediately inform children the flavour of the product because product flavour can strongly influence children's food choice while simultaneously increase their pester power.

Apart from a clear indication of product flavour, another colour factor which was found to have a significant influence on children's product selection is colour preference. Based on their focus group experiment with preschoolers, Marshall, Stuart and Bell (2006) reported that colour preference affects young children's product selection, especially within food product categories and that children's favourite colours found in the study were pink, purple, yellow and blue. Correspondingly, Clark (1997) findings revealed that children's favourite colours were primarily purple, red, yellow, but blue and green were also viewed positively. However, orange and pink were reported as producing popularized reactions. Another study showed a strong association between children emotional responses and the variation of colours. More specifically, the study found that bright colours such as pink, blue, red stimulate positive emotional responses (e.g. happiness, excitement) whereas dark colours such as black, brown and gray arouse negative emotional responses (e.g. anger, sadness, boredom) (Boyatzis and Varghese, 1993).

2.4.2.2 Spokes-Characters:

Spokes-character is broadly regarded as one of the most vital components of children's food product packaging because, not only would spokes-character help to invoke visual brand recognition (Neeley and Schuman, 2004), but it would also aid to communicate a more abstract product/ brand benefit which stimulate desire while providing personally relevant product/ brand information to children (Ulger, 2009). Spokes-character as

opposed to a spokes person is defined as “...*the cartoon-like animal or person portrayed on a product package*” (McNeal and Ji, 2003) such as Tony the Tiger on Kellogg’s Frosted Flakes, etc. Likewise, Enrico (1999) revealed that spokes-character is important because it functions as “*trusted brand symbol*” (Enrico, 1999) for which children imaginatively associate a spokes-character’s fictionalised expertise and relevance with the brand (Cioletti, 2001). Meyers and Lubliner (1998) also note that having the spokes-character interact directly with the product is more appealing to children.

Additionally, an exploratory study by Ulger (2009) demonstrated that the presence of spokes-character on packaging could have stronger effects on children’s food choices than that of TV advertising. Most probably this is because children have limited cognitive capacity and hence lack of the ability to store and retrieve information. Moreover, Clark’s (1997) focus group interview analysis uncovered that packaging and advertising can work extremely well in synergy hence any spokes-character portrayed in advertising should also be depicted on the pack and vice versa to achieve the best possible marketing communications outcome (Clark, 1997).

2.4.2.3 Illustrations:

As demonstrated in Clark’s (1997) exploratory study, children generally prefer innovative, colourful and playful (i.e. fun-looking) illustrations over realistic-looking images. More specifically, her study showed that realistic illustrations as well as actual product photography were perceived as adult and therefore, boring to children (Clark, 1997). Using vivid colours in the illustrations, the package could positively generate the “*have to have it*” selling environment and thus attract the young consumers (Meyers and Lubliner, 1998).

2.4.2.4 Fonts (Typography):

Clark’s (1997) research shows that ‘refined and straight’ typographies were thought of as ‘cold and unfriendly’ and that children preferred bubble writing. Elliot’s (2008) content

analysis illustrated that cartoonish script as well as crayoned font (i.e. font that signifies a child's handwriting) were the most used fonts on children's product packaging and that these fonts were used to signal the 'fun' message to children.

2.4.2.5 Visual Dominant:

Several research findings appear to be consistent in that the design of children's product packaging (especially for FMCG goods) should be visual-oriented (McNeal and Ji, 2003). The package design must contain substantial amount of colourful pictures or graphics on the package and minimal text. An explanation for this is simply that children typically do not pay much attention to texts on packaging as they would rather spend time examining the colours, characters, or other visual elements on the pack to seek for 'fun'. However, it is also worth noting that children may somehow read the texts on packaging if they are directly related to the 'fun' visuals for instance, a spokes-character's name and/or saying (Acuff and Reiher, 1997).

2.4.2.6 Pack Size, Shapes and Structures:

Another possible visual element of packaging that can be leveraged to create shelf impact while concurrently making the product more appealing to children is pack size, shapes and/ or structures. According to Silayoi and Speece's (2004) focus groups interview, mothers disclosed that their children are constantly attracted to distinctive packaging shapes. Some mothers provided statements such as "*My children are always attracted to weird shape of packaging*" or "*My children find those unusual bottle shapes funny and fascinating*" (Silayoi and Speece, 2004).

The authors' research findings also illustrated that in terms of sizes, smaller packages are seemingly more appealing to children as well as mothers than larger ones. This is because smaller-sized packages are conceived as containing proper product portions for children. Another observable benefit of small-sized packages is that they can be highly portable

and easily fitted into children's lunchbox in which consequently could strengthen children's level of product preferences (Thomas, 1991).

Furthermore, while some researchers suggest that the structure of children's product package, particularly food products, should anticipate the needs for effectively storing the leftovers (Meyers and Lubliner, 1998), others highlighted the importance of satisfying children's ergonomic needs (McNeal, 1992). In package designer for children's products should seek to facilitate children in product usage. For example, a single-serving milk bottle should have a narrow neck for easy holding, plastic cap for easy opening and wider mouth for easier drinking by children (McNeal, 1992).

2.4.3 Informational Elements

2.4.3.1 Product Information:

As noted earlier, though children's requests may influence family decision making to a degree, it is in fact the mothers who often make the final purchase decision. Based on an exploratory study carried out by Gelperowic and Beharrell (1994), the study showed that mothers do not like child-appeal packaging because they perceive it as manipulative and unhealthy for their children. Their study also disclosed that although mothers do not like child-appeal packaging, they were willing to purchase the most child-appeal looking one, if they viewed it as healthy for their children. The reason being that if the package has child appeal this may transfer to the product and so the child is more likely to consume it (Gelperowic and Beharrell, 1994). This means that in order to make a product appeals to mothers in the first place, the healthy aspect of the product must be prominently indicated on the pack.

Since a supermarket item has a few seconds to initiate purchase - the distinctive healthy aspect of the product must be noticeably at first glance i.e. it should be on the front of the pack rather than at the back with other nutrition facts and energy values. However too much text, especially on the front panel of the pack, may bore children and so reduce the

impact of the ‘fun’ aspect conveys to them. As a consequence, there should be no more than a single, yet, strong and powerful message and colour coding for nutrition and health benefits would be beneficial. In this way, the package is still able to immediately and intuitively assure to mothers that the product is not bad for their child without losing its ‘fun’ effects.

2.4.3.2 Name and Copy:

Children start to acknowledge and remember brands as early as two years old (Meyers and Lubliner, 1998), thus it is important that the brand name or the name of the specific product aiming at young children is catchy and stir children’s imagination. This, in turn, helps to enhance product memorability and also aids in communicate the ‘fun’ attribute to children more quickly. Meyers and Lubliner (1998) classified intriguing names into three types as follows:

- Descriptive names: Names that hint the appearance or function of the products such as Kelloggs Zebra Spots, or Pam’s Choc Rainbow
- Non-sensical names: Such as Nesquik, JayBees
- Licensed Names: Names that referring to TV programs, cartoon or movies, such as Colgate Shrek, Golden Circle The Wiggles
- Augmentation refers to the inclusion of games, stories, puzzles on the pack

Copy on packaging for the young consumer market is another important element. In order to decide how much to put on the package, Meyers and Lubliner (1998) suggested that marketers must learn how children will use the product and how much time the package will linger around the house. For instance, breakfast cereals tend to stay around for a while and therefore more product information, stories, games, puzzles may be integrated on the package in order to lure children to the product.

2.4.3.3 Packaging Technology:

Consumers are demanding and sophisticated so it is important to ensure that the product ‘looks’ and ‘feels’ satisfying in terms of quality and value for money. Packaging

technology, in particular the materials used need to reflect value. Whilst regulations should ensure that the material is non-toxic, parents are particular that the package should be safe and easy for the child to open Silayoi and Speece's (2004)

Table 2.1: Children and packaging - summary of the keys elements

	Package design for Children elements:	Source:
1	Colours Bright/ vivid colours Children's favourite colours	Meyers and Lubliner (1998); Young (2003) Clark (1997); Marshall, Stuart and Bell (2006)
2	Indication of product flavour	Clark (1997)
3	Spokes-character Use of spokes-character Spokes-character should appear on product advertising as well Demonstration of spokes-character interaction with the product	Cioletti (2001); Enrico (1999); Neeley and Schuman (2004); Ulger (2009) Clark (1997) Meyers and Lubliner (1998)
4	Use of colourful Illustration instead of Photography	Clark (1997)
5	Bubble writing, cartoonish/ crayoned scripts	Clark (1997); Elliot (2008)
6	Visual dominant (as opposed to verbal information dominant)	McNeal and Ji (2003)
7	Package shape is unusual/ distinctive	Silayoi and Speece (2004)
8	Designed to facilitate children in product usage	McNeal (1992); Thomas (1991)
9	Claim(s) about product benefits prominently shows on the front panel of the package	Gelperowic and Beharrell (1994)
10	Name/ Copy facilitate children in product memorability	Meyers and Lubliner (1998)

3 Research Questions

The research task set for this study is to seek an answer to the following questions:

1. Do practitioners adhere to best practices in children's product packaging as proposed by the researcher?
2. Is there a relationship between package design and brand performance in products that target children?

An examination of the relevant literature identified a substantial knowledge base in this area so it can be presumed that they do and so the following propositions are examined:

P1: Practitioners adhere to the principals of best practices in children's product packaging set forth by researcher.

P2: There is a significant relationship between package design and brand performance in products that target children.

3.1 Research Design:

The subject matter and task directed by the research question requires the analysis of packaging as a communication tool and so data collection is directed by the principles of content analysis. Neuendorf (2002) describes content analysis as *"an in-depth analysis using quantitative or qualitative techniques of messages using a scientific method (including attention to objectivity-intersubjectivity, a priori design, reliability, validity, generalizability, replicability, and hypothesis testing) and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented."* To conduct a content analysis, the content of a communication message is coded into manageable categories and then examined using either conceptual or relational analysis. Conceptual analysis may be thought of as establishing the existence and frequency of concepts in a communication material whereas relational analysis focuses

on examining the relationships between concepts in a communication material or text (Neuendorf, 2002; Krippendorff, 2004). This study will use conceptual analysis in that it will analyse packaging for the absence/presence of the elements identified in Table 2.1.

According to Krippendorff (2004), six questions must be addressed in every content analysis:

- Which data are analysed?
- How are they defined?
- What is the population from which they are drawn from?
- What is the context relative to which the data are analysed?
- What are the boundaries of the analysis?
- What is the target of the inferences?

The sample to be analysed (see Appendix E for visuals) is selected from the range of products that target children, normally available on supermarket shelves. Several visits to NZ leading supermarkets such as Foodtown, Woolworths, Countdowns, New World and Pak n' Save had been paid, with the intention to a) determine suitable product categories for the research; b) establish a list of brands/ products available within those categories; c) eliminate inappropriate brands/ products.

Directed by the literature, a total of fifteen product categories: breakfast cereal, cereal bar, biscuit, fruit juice, fruit drink, jelly sweets, tissue, yoghurt, dairy food, toothpaste, peanut butter, cheese slice, ice cream cone, milkshake mixes, and fruit strings were selected. Other product categories such as potato chips, chocolate, ice cream, frozen dessert, candy, carbonated drinks etc. were eliminated. The explanation for the elimination of those product categories was because they are either too generic (i.e. not solely targeting children) or they are unlikely to be requested by children. Some of these categories have a number of product forms so in order to compare like with like, the packages selected were taken from one or two product forms- popular with children. For example in the cereal category, the rice bubble form and the coco pop forms were selected.

The context of this study is products targeted to children where the package plays a dominant communication function with the scope limited to food items normally purchased during a weekly supermarket shop.

The inferential data derived from the analysis will provide descriptive information on children's package design performance, which will then be tabulated to ascertain the extent to which package designer adhered to the principles of package design for children's products. The data will also be compared against the collected brand performance data to address the secondary research question i.e. whether the relationship between brand performance and package design existed.

Kassarjian (1977) describes the process of content analysis methodology as comprising four main steps. First, the process begins with selecting an appropriate sample size, from the available population, to be studied. The second step involves identifying the units of measurement i.e. the criteria (or qualifications) of elements in the communication stimuli. This may include words, particular theme or simply the existence or non-existence of some elements. The third step would be to train the judges according to the predetermined rules; however in some cases where there is only one judge and the judge is the author, this step may not be necessary. Finally, like any other quantitative methods, the last step of content analysis procedure entails interpretation/explanation and it may include descriptive (and in some instance causal) statistics (Kassarjian, 1977). Ideally, multiple 'judges' should be used as this reduces bias. Weber (1990) asserts *that "To make valid inferences from the text, it is important that the classification procedure be reliable in the sense of being consistent: Different people should code the same text in the same way"*. By doing so, some reliability of judgment is obtained.

3.1.1 Content Analysis and Secondary Data - Limits and problems

A broad range of problems/ issues can be studied by the use of content analysis, particularly ones that the researcher has limited accessibility to the data and when the data are restricted to only documentary evidence (McDonough, 1975). In recent years, the method has been used to inquire into a variety of communication phenomena. For

instance, within the mass-mediated messages context, content analysis has been adopted to determine the attributes of violent characters in popular video games (Lachlan, Smith and Tamborini, 2005); types of advertising found in New York City newspaper and consumer reactions after 9/11 (McMellon and Long, 2006); presidential candidate blogs during 2004 election (Bichard, 2006). Other studies have also used content analysis to examine non-mediated messages such as Harwood (1998) adopted the method to gain insights on young adults' views of intergenerational conversations while Hajek and Giles (2006) used it to examine heterosexual's perceptions of interactions with gay, lesbian and bisexual people.

In the context of marketing and advertising research, content analysis has been used widely ranging from ascertaining advertisers' use of product pricing (Howard and Kerin, 2006) to assess the company/ brand image that is reflected in the mass media (Stone, Dunphy and Bernstein, 1965). Often, marketing researchers exercise this historical observational method to systematically assess the emblematic content of certain forms of recorded communications. These communications may be assessed and analysed at various levels including words, images, roles etc. (Kolbe and Burnett, 1991).

The potential benefits of using content analysis seem extensive. Kolbe and Burnett (1991) have pointed out a number of benefits of the method, particularly within the context of marketing and consumer research, which including:

- Allows for an unobtrusive assessment of communications;
- Allows assessment of environmental variables (e.g. economic/ cultural), and source characteristics (attractiveness, credibility) on the message content, in addition to the effects (cognitive, affective and behavioural) of various types of message content on recipient responses.
- Grants an empirical starting point for producing new evidence regarding the nature and effect of the communications of interest.
- Can be used as a companion research method in multi-method studies (Brewer and Hunter, 1989).

(Source: Kolbe and Burnett, 1991)

Despite the potential benefits of the method (i.e. content analysis), there may be other possible alternatives such as questionnaire survey or in-depth interview, all of which can

be adopted to fulfill the purposes of this study. For example, brand managers for children's products may be identified and then surveyed or interviewed to ascertain whether or not the package design practices they implement are in accordance with the package design for children principals. However, these methods were not selected for the study given the time and resources restraints as well as confidentiality and ethical issues which may be involved in the process.

Furthermore, like any research methods, content analysis inhere constraints and weaknesses. The most controversial issues of the method are concerning its reliability and validity. For example, the method is subject to the effects of researchers (and/ or coders) personal biased, which, in turn, could significantly affect decisions made in the data collection, analysis as well as interpretation of data (Kolbe and Burnett, 1991). Moreover, since researchers often make inferential conclusions, draw from the collected and analysed data, the existence of those biases therefore could affect the study's contribution to knowledge.

In order to overcome these issues a coding guide was produced (see Table 3.5) which clearly defines and explains each of the variables of interest. This coding guide helps to reduce personal biases while also assures that the researcher as well as the coders rate each of the variables in a consistent way. Apart from that, three judges were used to determine and code the package characteristics. The coders were asked to read the coding guide thoroughly, observe the photos of the packaging samples, and afterward perform coding. This coder reliability step was crucial for this study. It was conducted primarily to increase the validity and reliability of the data.

A number of issues also existed with the use of secondary data – these are identified as:

- Unavailability/ inaccessibility of relevant data
- Data is not specific to the research needs and purposes – The available data are not specific and/ or refined enough to meet the researcher's needs.
- Incomplete information – Only small portion of the study is disclosed to the public. Again, expensive fees are often required to obtain the full report.

Due to the limitation of availability of free-access data and restricted amount of research funds, the issues identified above were not resolved. The desire brand performance data i.e. brand/ market shares, number of unit sold, length of brand presence in the marketplace collected were somewhat incomplete. An attempt to collect brand/ market shares data from free sources i.e. GMID database and AC Nielsen MID was made but the data obtained were incomplete. The number of unit sold data was unavailable to the public and therefore the data were not accessible. Likewise, only certain brands disclosed the length of brand presence in the marketplace. As a result, only shelf-space information which is freely acquired from our direct observations at major NZ supermarkets (total of 9 supermarkets – see Appendix F). This meant that Proposition Two could not be examined. Because a number of factors influence shelf space allocated it is a fairly weak brand performance indicator. Nevertheless the space allocated can give some indication of unit sales within the product category/form and so it was decided that it could be interesting to look at the package design and shelf space relationship. Due to the scarcity of shelf space in supermarkets, many packaged goods manufacturers are forced into a fierce competition with other manufacturers in the same product category for the best spot on the shelf i.e. at eye-level, and high traffic locations (Curhan, 1972). Supermarket retailers – however – are more likely to allocate their limited shelf space according to sales and margins of the product. In other words, there is a positive relationship between shelf space given to a product and its sales (Cox, 1970).

The context of this study is products targeted to children where the package plays a dominant communication function with the scope limited to food items normally purchased during a weekly supermarket shop. The sample of sixty-one brands (see Appendix E for visuals) was selected from the range of products that target children, normally available on supermarket shelves. The product categories where young children (5-10 yrs) are deemed to have an influence on choice include: breakfast cereal, cereal bar, biscuit, fruit juice, fruit drink, jelly sweets, tissue, yoghurt, dairy food, toothpaste, peanut butter, cheese slice, ice cream cone, milkshake mixes, and fruit strings (e.g. Atkin, 1978; Bridges and Briesch, 2006; McNeal, 1992; O'Dougherty *et al.*, 2006; Ward and Wackman, 1972; Wilson and Wood, 2004) were selected. Other product categories such

as potato chips, chocolate, ice cream, frozen dessert, candy, carbonated drinks etc. were eliminated because they are either too generic (i.e. not solely targeting children) and do not feature in the literature dealing with parental yielding. Actual brands were selected on the basis of availability in leading supermarkets such as Foodtown, Woolworths, Countdowns, New World and Pak n' Save. The product categories/forms selected for analysis are listed in Table 3.1.

Table 3.1: Product Category and Forms

Product Category:	Product Form(s)
Breakfast Cereal	Rice Bubbles Coco Puffs Honey Puffs Fruit Loops
Rice Bubble Based Cereal Bars	Chocolate & Candy coated Rice Bubble based cereal bars Combination of Rice Bubbles & Cookies cereal bars
Biscuits	Hundreds & Thousands Crème Filled Biscuits Strawberry Jam Filled Biscuits Chocolate Chips/Coated Biscuits
Fruit Juice	Orange Mango (250 ml)
Fruit Drink	Apple (250 ml)
Jelly Sweets	Jelly Beans Jelly Snakes
Tissue	Facial Tissue
Yoghurt	Multi-flavoured yoghurt (6 packs)
Dairy Food	Chocolate Flavoured (6 packs)
Toothpaste	Up to 6 years old 6+ years old
Peanut Butter	Crunchy
Cheese Slice	Colby
Milkshake Mixes	Chocolate flavour
Ice-cream cone	Cornet cones
Fruit Strings	Berry flavours

Directed by the literature (summarized in Table 2.1), the packages were analysed for the attributes as set out in Table 3.5. In order to interpret and to make inferences a coding system based on the 'best possible score' approach was adopted. This requires that each package criterion be awarded a score (nominal value) that is indicative of the degree to which the package adheres to best practice principles. How each criterion is scored is set

out in Table 3.5, and using this scoring approach the best possible score (BPS) for each criterion is as shown below.

Table 3.2: Summary of Best Possible Score (BPS) for Package Design Elements

Criterion	BPS	Criterion	BPS	Criterion	BPS
Colour	2	Photo illustration	1	Package shape	1
Flavour coding	2	Interaction with product	2	Ease of use	1
Spokes-character quality	1	Use of bubble writing	1	Prominence of claims	2
Spokes-character appears in advertisements.	1	Visual versus text	2	Quality of name and co-brand	1
				Descriptive/nonsensical	1
				Licensed name (co-brand)	1
				Augmentation	1

Sixty one products were selected for analysis (Figure Four). Of these, 51 are supported by national brands (NBs) and 10 by distributors' labels (DLs). Both NBs and DLs brands support a number of products; two DL brands (Homebrand and Pam's) and twenty-five NBs.

Table 3.3: Summary of National Brands

National Brands			
Kelloggs	Sanitarium	Hubbards	Nestle Nesquik
Nice and Natural	Griffins Biscuits	Arnotts	Nabisco (Kraft)
Wheelies	The Natural Conf. Co.	Starburst	Sorbent
Kleenex	Meadowfresh	Yoplait	Anchor
Macleans	Colgate	Mainland	Chesdale
Gaytime	Snowdon	Hansells	Roll-ups
Floridas			

Prior to analysis, that the brands selected did indeed target children was verified. This was done by visits to the official websites of the organization that own the brand. The national brands did not pose a problem however the two distributor labels (Homebrand and Pam's) did. Both of these brands support similar product forms the national brands selected so it was assumed that children would at least respond to the product forms. The Kellogg website also listed cereal bars directed at children so these were included the 'rice bubble based cereal bar' in particular. Other brands including Pam's and Nice &

Natural also offer identical product to the same target group – this was confirmed on Nice and Natural official website and by the appearance of their packaging. Muesli bar, nuts bar, and other cereal bars were excluded from this study because adults are the prime target.

A similar procedure was carried out in order to assure that the product forms chosen for biscuit category are only targeted at children. Griffin's and Arnott's websites were visited, their product descriptions and product categorization clearly signaled hundreds & thousands, strawberry jam filled, and chocolate chips biscuits as children's products and that is why these product forms were included in the study. As for the crème filled biscuit, which comprises brands such as Oreo and Wheelies, the product form was initially considered as generic (i.e. targeted at the whole family rather than only at children). A search was conducted but information as to the target market for these products is not readily available. Nevertheless, even though the target market for this particular product form is vague, they were included because the Oreo commercials feature children and the Wheelies biscuit is similar in composition to the Oreo and the Wheelies small packaging indicates that it could be used for lunch box inclusion.

Table 3.4: Products selected for analysis

Category	Products	National Brand	Distributor Label
Breakfast Cereals	15	4	2
Cereal Bars	4	3	1
Biscuits	9	5	
Fruit Juice	4	4	
Jelly Sweets	5	4	
Tissues	2	2	
Yoghurt	5	3	
Toothpaste	4	2	
Peanut Butter	3	2	1
Cheese (slices)	2	2	
Ice cream cones	3		
Chocolate Drink (powder)	2	2	
Jelly Deserts	3	2	1
Jelly Fruit snacks	3	3	
Total	61		

Table 3.5: Package attributes and coding

Packaging Element	Description	Coding
Colours Package neither exploits vivid colours nor children's favourite colours. Strikingly bright, bold and eye-catching colours. A product with vivid colours packaging therefore stands-out and can be easily recognized from a distance. Including pink, purple, yellow, blue, green, red, orange.	None of those Bright/ vivid colours Children's favourite colours	0 1 1
Indication of product flavor Use of product image to signify product flavour. Use a mixture of product image, (or) transparent panel to allow sight of the actual product and (or) product flavour colour coding i.e. the main colour of the package intuitively signifies the colour of product flavour e.g. grape flavoured = purple colour.	Weak indication Strong indication	1 2
Use of Spokes-character No presence of any kind of spokes-character. A non-celebrity person. A cartoon-like image of the actual product used on the package to promote the product. A famous cartoon character licensed to promote a product or brand. A non-human/ non-celebrity character originally created to promote a product or brand.	None Real person Personification of the product Fictional celebrity Created character	0 0 1 1 1
Spokes-Character used on the pack also appear on the Product Advert	No Yes	0 1
Use of Colourful Illustration instead of Photography Non-photography images. In other words, the visual representation of a product that is used to make the product look more pleasing. Photography: Realistic-looking image of a product/ photographs taken from the actual product.	Photography Illustrations	0 1

Demonstration of spokes-character interaction with the product Spokes-character did not demonstrate any kind of interaction with the product. Product Acknowledgement: Spokes-character showed some kind of weak interaction with the product e.g. pointing or looking at the product. Spokes-character makes use of or consumes the product.	None	0
	Acknowledge	1
	Direct Interaction	2
Use of bubble writing or cartoonish/ crayoned scripts	No	0
	Yes	1
Visual oriented Presence of product information (i.e. texts) is higher than pictures/ graphics (i.e. visuals). Presence of product information and pictures are equally distributed on the package. Presence of pictures/ graphics is higher than product information.	High Texts/ Low Visuals	0
	Equal Texts and Visuals	1
	Low Texts/ High Visuals	2
Package shape is unusual / distinctive <i>Packages that have unusual and different shape from others within the same product category.</i>	No	0
	Yes	1
Designed to facilitate children in product usage <i>The analysis of this dimension was made based on the assumption that children body parts, particularly hands, are smaller than adults. Thus, we presume that the package of the products that are targeted at children must be somewhat smaller size than ones that target adults.</i>	No	0
	Yes	1
Claim(s) regarding product benefits is prominent on the front panel No claim about the product benefit was found on the front panel. Claim(s) was found on the front panel but was not visually stood-out. Claim(s) was found on the front panel and was visually stood-out.	None	0
	Relatively prominence	1
	Highly prominence	2
Name/ Copy facilitate children in product memorability Only general brand name was used. Names that hint the appearance or function of the products. E.g. Froot Loops/ Nesquik Product information, stories, games, puzzles used on the package.	Product Brand	0
	Product Descriptor	1
	Non-sensical name and/or Function	1
	Description	1
	Augmentation	1
Use of non-toxic material	No	0
	Yes	1
Made of soft and harmless materials	No	
	Yes	

Although the pack size (250ml tetra) of both fruit juice and fruit drink categories suggests that the products are targeted at children, a visit to Golden Circle verified children as the target. Moreover, since there are quite a few flavours of fruit juice and/ or fruit drink available and it would be imprudent to examine all of them; only one flavour was randomly chosen from each of the product category for the analysis (i.e. Orange Mango for fruit drink and Apple for fruit juice). Likewise, a number of jelly sweet, yoghurt and dairy food forms were identified as children's products on the company websites (e.g. The Natural Confectionary Co. and Meadowfresh websites) and again it would be unwise to include all of them in our analysis. Hence, the most common forms i.e. jelly beans and jelly snakes/ multi-flavoured pack/ chocolate flavoured were selected for jelly sweet category, yoghurt category, and dairy food category respectively.

Two product forms – facial tissue (child), up to 6 years old toothpaste and 6+ years old toothpaste – did not need to be verified in terms of their target market because the brands have clearly indicated who their target market was on the packaging.

4 Introduction

The four Home Brand products and three of the Pam's label are in the breakfast cereal category, the remaining two Pam's products are in the cones (ice-cream) and the peanut butter categories. These 61 products were examined against the criteria as set out in Table 3.5 and the final data set is in Appendix A. The majority of the categories are food related, tissue and toothpaste being the exception. The final analysis is based on interpretation (and final agreement) by three separate coders. The products that presented the most difficulty include four of the Pam's products. Whilst the coders agreed that the colours are child acceptable, the colours are borderline for vividness/saturation. The Oreo biscuits presented the most deliberation as, though the colour is vivid, and children are accepting of blue, the orientation of the package is adult there was consensus that it should be so coded though it is recognized that the Oreo product is a borderline issue in relation to colour. The Just Juice (Splash) and the Twist products in the fruit drink category were also extensively debated as the colours could not be classified as definitely child favoured and are desaturated.

A summary of the analysis is presented in Table 4.1 & 4.2. In terms of colour 64% use both vivid and child favoured colours with 77% using vivid/saturated and 87% using child favoured colours. Only 62% of NBs do not comply with the colour prescriptions whereas 60% of the DLs do not, Both NBs (54%) and DLs (70%) give some description of the contents on the pack but only 26% of NBs give strong/clear description. 80% of the NBs comply with the spokesperson directive with the majority adopting the use of a fictional character; only one DL (Pam's) makes use of a spokesperson. The majority of the NBs use illustrations in preference to photos and where a spokesperson is used on the pack, the person is also reflected in advertisements. In relation to the use of bubble writing and the balance between text and visuals, the majority of the NBs comply, whilst the majority of the DLs do not. Package shape (unusual versus ordinary) and use

(designed to suit children) shows the least compliance. This may be a function of practical demands for price-quantity and transportation. Similarly, the harmful/toxic factor shows the most compliance and is probably a direct effect of regulation/controls. In terms of using interesting product names/descriptors and other pack augmentation, again there is high compliance with the NBs as is the use of clear and prominent benefit claims. Pam's marginal adherence to the prescriptions for child focused packaging may indicate that Pam's is positioning these products against the NBs rather than the other DL.

The NBs that show the least compliance with the packaging directives are: Nabisco (Kraft) Oreo Cookies, Twist, Fresh Up, Pascall Jaybees, Sorbent Kids, Yoplait Petit Miam, Colgate My First, Macleans Junior Jaws, Mainland Cheese Slice, Chesdale Cheese Slice, Gaytime Super Cones and Hansell's Make a Shake.

The components of package design in which a number of brands not adhering to are: clear indication of product flavour; use of distinctive package shape; designed to facilitate children in product usage; and prominence of claim(s) regarding product benefits.

More than half of the products (approx. 63%) observed in terms of the degree to which product flavour is indicated on the package do not adhere to the principle. Interestingly, approximately 83% of the non-adherent products are NBs and the remaining 17% are DLs. One of the reasons for this is probably because the number of NBs items included in the analysis outnumbered the DLs. Another reason which explains why many NBs are not adhering to this package design component is because there is a high possibility of a trade-off between using children's favourite colour and having clear indication of the product flavour. This is particularly true for chocolate-based products, for instance, if the company decided to use chocolate (i.e. medium to dark brown) colour primarily on its package to signify the product flavour then it is unlikely to be adhering to the use of children's favourite colours principle given that brown is often identified as dark and sophisticated hence not favoured by children.

A large number of products are regarded as non-adherent for their package shape (approx. 90%) and structure design to facilitate children in product usage (approx. 89%). Most probably this is because the company may not want to reduce the size of the package (to suit children's hands) and so compromise its sales volume. It could also be that altering package into unusual/ distinctive shape will affect shelf suitability i.e. the product may not fit on the shelf properly as it used to which may cause loss of shelf-space allocation. Also, this element is problematic in that none of the brands used what could be labeled 'unusual' packaging. The coders agreed to award the 'unusual' label if the package differed from the shapes used by the other products in the category. When this factor is accounted for the adherence to package design principles increases.

Concerning the degree of prominence of the claim(s) about the product benefits on the front panel of the packet, approximately 33% and 43% of the products analysed display no claim(s) at all and only relatively prominence of claim(s), respectively. The reason for not adhering to this package design component principle could be that increasing the visibility of the claim(s) about the product benefits on the front panel may take up space and thus reducing the visual dominance effects. As mentioned earlier, much of the text information could bore children and lessen the fun effect hence many company chose to compromise on this element instead of cutting of the visuals.

Table 4.1: Summary of package coding results

		Products Supported by National Brands	Products Supported by Distributor labels	Comments
Colours	Vivid/ Saturated/ Bright Colours	45	2	All of the national brands (NB) use either vivid, saturated colours or both. The DL the home brands, by adhering to its standard packing do neither. Though the Pam's DL, primarily for its cereals and cones are moving towards child focused packaging.
	Favoured by children	49	4	Though Oreo uses a vivid blue, the pack is essentially generic so it was not coded as being a colour directed to children Three remaining NBs, Twist is also a more generic packages (though Just Juice and Colgate (My First Teeth) use bubble writing and cartoon figures the colours are poorly executed.
	None	3	6	
	Use of both vivid colours and child favoured colours	38	1	Products such as the Yoplait and Anchor yogurts are chocolate flavoured and probably need to balance product indicators with the fact that brown is not favoured by children
Flavour Colour Coding	Weak Strong No Coding 15 (6 non food products/ 9 food product visible)	25 12	7 2	

Spoke-Characters	Real Person	4	0	Given that real people are not favoured by children and fictional/cartoon style characters are, it can be concluded that this principles is widely practiced.
	Personification of Product	8	0	
	Fictional	3	0	
	Celebrity Created Character	25	1	
	None	12	8	
Spoke-Character/advertisement	No	6	1	20 products that did not employ any kind of spokes-character were excluded from the analysis of this dimension. As for the remaining 41 products, 6 were found as non-adherent (i.e. spokes-character not appeared on product advert) while the rest (35) were considered as adherent
	Yes	34		
	(No spokes characters 20)			
Illustrations	Photo	1	7	Only 8 out of the total of 61 products studied appear to use photography instead of illustrations. The majority of these were DLs (7 out of 8) and only one NB, Snowdon ice cream cones. Again- this shows high compliance with identified principles.
	Illustration	51	3	
Spokes-Characters Interacting with the Product	Interacting	6		15, 20 and 6 products were classified as non-interaction, product acknowledgement and direct interaction respectively. 20 products were excluded from the analysis of this element since they did not employ any spokes-character on the package.
	Acknowledge	18	2	
	No Interaction	14	1	
	(No spokes character 20)			
Bubble/ cartoon writing	Yes	45	5	11 out of 61 the products analysed were found to be non-adherent to the package design principles i.e. bubble writing, cartoonish/ crayoned scripts were not present on the package. Out of the 11 non-adherent products, 5 were private labels (4 HomeBrand and 1 Pam's) and the remaining 6 were national brands – Oreo, Twist, Fresh Up, Eta Peanut Butter, Chesdale Cheese Slices, Gaytime.
	No	6	5	
Visual Oriented - Minimal Text on Front Panel	LV/HT	1	4	Of the 61 products examined only 5were identified as containing high texts and low visuals and, 4 of these are DL- HomeBrand. The single NB is Yoplait Petit Miam). 25 products were considered as having equal proportion of texts and visuals and the remaining 31 products were regarded as containing low texts and high visuals
	Equal	23	2	
	HV/LT	29	2	

Package Shape is Unusual / Distinctive	Yes No	5 49	1 6	From the analysis of the package shape, it was discovered that very few brands adhered to the principle i.e. use distinctive/ unusual shape packaging. Most of the brands (55 out of 61) were regarded as non-adherent. 5 out of 6 adherent brands were national brands and only one was private label which is Pam's Rice Bubbles Rice Snap. Applying this principle is however dubious as none of the packets could be classified as unusual.
Pack is Small - Designed to Suit Children's Hands	Yes No	7 44	0 10	Though some packs appeared large, many of the larger packs contained smaller packs.
Brand names Characteristics And package augmentation	Product Brand Product Descriptor Use of Non-sensical/ Fun descriptor Augmentation	12 20 19 25	1 9 0 2	13 products were considered as non-adherent (i.e. name/ copy did not appear to facilitate children in product memorability). Interestingly, 12 out of the 13 non-adherent products were national brands and only 1 was Pam's products. However, the majority of the products (29 items) found to use product descriptor on the packet. Out of the 29 items, 9 were private labels and the rest were national brands. The remaining 19 items used non-sensical and/or fun name; all of these were national brands. Additionally, 27 products were found to use augmentations e.g. puzzles/ stories etc on the packaging, majority of this are national brands (i.e. 25 items) and only 2 Pam's products were found using augmentations.
A Single but Powerful Claim about Distinctive Health Benefits on Front Panel	No Low Prominence High Prominence	14 23 15	6 3 0	This category represents minimal adherence i.e. none of the brands studied were found to have high prominence of health benefit claims on the front panel of the package.
Use of Non-Toxic materials Made of Soft and Harmless Materials	Toxic Yes No Harmful Yes No	0 51 0 51	0 10 0 10	No differences noted - deemed to be a function of regulation.

Table 4.2: Summary of Package Coding Results in Percentage

		Products Supported by NBs	Products Supported by DLs	Total Products (NBs and DLs)
Colours	Vivid/ Saturated/ Bright Colours	73%	4%	77%
	Favoured by children	80%	7%	87%
	None	5%	10%	15%
	Use of both vivid colours and child favoured colours	62%	2%	64%
				52%
				23%
Spoke-Characters	Real Person	7%	0%	7%
	Personification of Product	13%	0%	13%
	Fictional Celebrity	5%	0%	5%
	Created Character	41%	1%	42%
	None	20%	13%	33%
Spoke-Character/advertisement	No	10%	2%	12%
	Yes (No spokes characters 32%)	56%	0%	56%
Illustrations	Photo	1%	11%	12%
	Illustration	84%	4%	88%
Spokes-Characters Interacting with the Product	Interacting	10%	0%	10%
	Acknowledge	30%	3%	33%
	No Interaction	23%	2%	25%
	(No spokes character 32%)			

Bubble/ cartoon writing	Yes No	74% 10%	8% 8%	82% 18%
Visual Oriented - Minimal Text on Front Panel	LV/HT Equal HV/LT	2% 37% 48%	7% 3% 3%	9% 40% 51%
Package Shape is Unusual / Distinctive	Yes No	8% 80%	2% 10%	10% 90%
Pack is Small - Designed to Suit Children's Hands	Yes No	12% 72%	0% 16%	12% 88%
Brand names Characteristics And package augmentation	Product Brand Product Descriptor Use of Non-sensical/ Fun descriptor Augmentation	20% 33% 31% 41%	2% 15% 0% 3%	22% 48% 31% 44%
A Single but Powerful Claim about Distinctive Health Benefits on Front Panel	No Low Prominence High Prominence	23% 38% 24%	10% 5% 0%	33% 43% 24%
Use of Non-Toxic materials Made of Soft and Harmless Materials	Toxic Yes No Harmful Yes No	0% 84% 0% 84%	0% 16% 0% 16%	0% 100% 0% 100%

Since all of the brands comply with the toxic and harmful elements, these criteria have been excluded from the BPS calculation. This scoring approach means that the BPS is 18. Individual brand/product scores are matched to this score see Table 4.3.

Though the intent was to ascertain if there was a link between brand performance and package design, brand performance data such as unit sales and market share are not public available. The market share and unit sales for each product are not publically available. Market share data is for the brand in each category, and not for a specific product sustained by the brand and for the DL only the total market share for all distributor labels (which presumably including Home Brand, Pam's, Signature Range, Basic, and Budget) is available. Though it is not feasible to determine the relationship between package design and brand performance, it is useful to look at the shelf space figures. The market share figures presented in the following tables are simply for interest and not for application.

Table 4.3: Summary of Brand Scores

Brand/Product	Score	BPS	Brand/Product	Score	BPS	Brand/Product	Score	BPS
Kelloggs Rice Bubbles	13	18	Arnotts Biscuits 100s & 1000s	10	18	Yoplait Yogo Xtreme Choc	12	18
Sanitarium Rice Bubbles Ricies	15	18	Nabisco Oreo Crème Filled Cookies (Kraft)	6	18	Anchor's Calciyum Wicked Chocolate	9	18
Home Brand Rice Bubbles Rice Pops	2	18	Wheelies Crème Filled Chocolate	10	18	Meadowfreak 4 Kids (tropical/strawberry/raspberry)	11	18
Pam's Rice Bubbles Rice Snaps	8	18	Arnotts Crazy Faces Biscuits Strawberry Jam	11	18	Yoplait Petit Miam (berry surprise)	7	18
Hubbards Cereal Bugs & Mud	15	18	Griffins Shrewbury Jam Filled	14	18	Macleans Milkteeth	13	18
Kelloggs Cereal Coco Pops	12	18	Arnotts Tiny Teddy	13	18	Colgate My First	6	18
Nestle Cereal NesQuik	14	18	Griffins Cookie Bear Chocolate Chippies	13	18	Macleans Junior Jaws	8	18
Home Brand Cereal Coco Puffs	2	18	Cookie Time Cookie Bites	14	18	Colgate Shrek Sparkling Mint Gel	9	18
Pam's Coco Snaps	11	18	Just Juice Splash	11	18	Eta Peanut Butter	9	18
Hubbards Cereal Honey Bumbles	14	18	Twist	6	18	Kraft Peanut Butter	9	18
Sanitarium Cereal Honey Puffs	14	18	Golden Circle	14	18	Pam's Peanut Butter	4	18
Home Brand Cereal Honey Poppas	2	18	Fresh Up	7	18	Mainland Cheese Slices	6	18
Pam's Honey Snaps	9	18	Pascall Jaybees Jelly Beans	7	18	Chesdale Cheese Slices	6	18
Kelloggs Cereal Fruit Loops	12	18	Allen's Jelly Beans	12	18	Gaytime	8	18
Home Brand Fruiti Rings	2	18	The Natural Confectionary Jelly Sweets Snakes	10	18	Snowdon	9	18
Kelloggs LCMs (Koleidos)	9	18	Allen's Jelly Sweets Snakes Alive	11	18	Pam's	4	18
Pam's (Choc Rainbow)	7	18	Starburst RattleSnakes	9	18	Nesquik	14	18
Kelloggs LCMs (zebra spots)	9	18	Sorbent Tissues Soft White Kids	8	18	Hansell's Make a Shake	8	18
Nice&Natural (cookies n' cream)	13	18	Kleenex Tissue Kids	9	18	Roll-ups	9	18
Griffins Biscuits 100s & 1000s	13	18	Meadowfresh Blue's Clues	12	18	Florida's Nice and Natural	14	18

4.1.1 The Breakfast Cereal Category:

The NBs in the breakfast cereal score quite high package design scores – the Kelloggs brand displaying the least with the Sanitarium package scoring points for spokesperson interacting with product, HV/LT and distinctive (in relation to cereal packaging) shape. Of the two DLs, Pam's seem to be doing much better than Home Brand in terms of their package design. Regarding the shelf-space acquisition, only three NBs products appear to have secured high shelf-space in the supermarket, which are Sanitarium Ricies, Sanitarium Honey Puffs and Kelloggs Coco Pops. Apart from those three, the remaining brands seem to acquire relatively low to average shelf-space. The space accorded to Sanitarium Ricies (20.6) is extremely high, and may be functions of trade promotions the two DLs (understandably) have relatively high shelf-space, especially Pam's Rice Snaps, Home Brand Rice Pops and Home Brand Coco Puffs.

Table 4.4: Summary of Brand Scores and Market Share for Breakfast Category

	Brand	Package Score	Shelf-Space	Market Share
1	Sanitarium Rice Bubbles Ricies	16	20.6	37.8
2	Kelloggs Rice Bubbles	14	2.9	25.2
3	Pam's Rice Bubbles Rice Snaps	8	9.5	13
4	Home Brand Rice Bubbles Rice Pops	2	4.2	13
1	Nestle Cereal NesQuik	16	3.7	3.9
2	Hubbards Cereal Bugs & Mud	16	3.1	10.7
3	Kelloggs Cereal Coco Pops	13	8.6	25.2
4	Pam's Coco Snaps	12	3.3	13
5	Home Brand Cereal Coco Puffs	2	5.4	13
1	Sanitarium Cereal Honey Puffs	15	8.1	37.8
2	Hubbards Cereal Honey Bumbles	15	3.2	10.7
3	Pam's Honey Snaps	9	2.8	13
4	Home Brand Cereal Honey Poppas	2	3.2	13
1	Kelloggs Cereal Fruit Loops	13	2.3	25.2
2	Home Brand Fruit Rings	2	3.2	13

4.1.2 The Cereal bar Category:

The only brand in the cereals bar category that attains high package design scores is Nice & Natural Scrumbles. Pam's brand obtaining the lowest score, while Nice and Natural earning points for using spokes-character with some weak interaction with the product, and highly prominence claim(s) about the product.

Table 4.5: Summary of Brand Scores and Market Share for Cereal bar Category

	Brand	Package Score	Shelf-space	Market Share
1	Kelloggs LCMs Koleidos	9	3.4	11.1
2	Pam's Choc Rainbow	7	2.5	10.4
1	Nice and Natural Scrumbles Cookies & Cream	14	2.8	17.6
2	Kelloggs LCMs Zebra Spots	9	3.2	11.1

4.1.3 The Biscuit Category:

Most of the brands in this category have high package design scores the exception being Oreo. The two package design elements that both of the brand appear to be lacking of which include 'designed to ease children in product usage' and 'highly prominence claim(s) of product benefits'. Griffin Cookie Bear Chocolate Chippies seem to be the best performer- given the shelf space allocated and the Griffins brand share of the market.

Table 4.6: Summary of Brand Scores and Market Share for Biscuit Category

	Brand	Package score	Shelf-space	Market share
1	Griffins Biscuits 100s & 1000s	14	2.8	n/a
2	Arnotts Biscuits 100s & 1000s	11	1.8	n/a
1	Wheelies Crème Filled Chocolate	10	3	n/a
2	Nabisco (Kraft) Oreo Crème Filled Cookies	8	3.9	9.2
1	Griffins Shrewbury Jam Filled	15	4.2	n/a
2	Arnotts Crazy Faces Biscuits Strawberry Jam	12	2.4	n/a
1	Cookie Time Cookie Bites	15	2.8	12.6
2	Griffins Cookie Bear Chocolate Chippies	14	4.6	61.3
3	Arnotts Tiny Teddy	14	3	6.6

4.1.4 The Fruit Juice / Fruit Drink Category:

Although all of the brands included in the analysis for fruit juice/ drink category are NBs, only two brands i.e. Just Juice Splash and Golden Circle attain high package design scores. The Fresh Up brand shows the least, with the brand package losing points for not utilizing spokes-character; bubble/ cartoonish writing; distinctive package shape; claim(s) about product benefits; and name/ copy that facilitates children in terms of product memorability. Again, Fresh Up displays the least in terms of its shelf-space acquisition, following by Golden Circle. Twist, on the other hand, acquires the most shelf-space for this category, though the brand scores only slightly higher point than Fresh Up in package design.

Table 4.7: Summary of Brand Scores and Market Share for Fruit Juice / Fruit Drink Category

	Brand	Package Score	Shelf-space	Market Share
1	Just Juice Splash	14	3.3	24.1
2	Twist	8	3.6	n/a
1	Golden Circle	16	2.8	14.1
2	Fresh Up	7	2.3	17

4.1.5 The Jelly Sweet Category:

All the brands being studied in the jelly sweets category are NBs, of the 5 products, Pascall Jaybees and Starburst RattleSnakes showing the least, with both of the brands losing the scores for not displaying spokes-character; using unusual package shape; designed to ease children in product usage; presenting claim(s) about product benefits on the front panel. Similarly, Allen's Jelly Beans package though receives the highest package score in jelly sweets category, the brand appears to lose a few points for not having unusual package shape; designed to ease children in holding/ consuming the product; and prominently displaying product benefit claim(s). The brand, however, scores points from exploiting spokes-character on the pack as well as the product advertisement; and having HV/LT. In regards to shelf-space acquisition the overall allocation is quite

and this may be indicative of high turnover. The space allocated to The Natural Confectionary Co. and Pascall Jaybees are relatively high in comparison to other products within this category. Whether this is due to sales levels or trade promotions is not known.

Table 4.8: Summary of Brand Scores and Market Share for Jelly Sweet Category

	Brand	Package score	Shelf-space	Market share
1	Allen's Jelly Beans	15	3.6	9.3
2	Pascall Jaybees Jelly Beans	9	5.9	n/a
1	Allen's Jelly Sweets Snakes Alive	14	3.9	9.3
2	The Natural Confectionary Co. Jelly Sweets Snakes	13	6.2	11.2
3	Starburst RattleSnakes	9	3	n/a

4.1.6 The Paper Tissue Category:

Only two NBs are included in the analysis of facial tissue category - Kleenex and Sorbent. The shelf-space acquisitions and package design scores for both of the brands are almost identical. The areas in which both of the brands do not score any points are demonstration of spokes-character interaction with the product; use of distinctive package shape; designed to facilitate children in product usage; and use of name/ copy that aids children in product memorability. Both brands appear to have secured reasonable amount of shelf-space.

Table 4.9: Summary of Brand Scores and Market Share for Paper Tissue Category

	Brand	Package score	Shelf-space	Market share
1	Kleenex Tissue Kids	10	3.4	42.3
2	Sorbent Tissues Soft White Kids	9	3.3	27.3

4.1.7 The Dairy Food & Yoghurt Category:

More than half of the NBs in the dairy food & yoghurt category score reasonably high points for package design Yoplait Yogo Xtreme Choc (along with Meadowfresh Blue's Clues) scores the most, Yoplait Petit Miam displays the least. While Yoplait Yogo Choc Xtreme scoring points from utilizing created spokes-character; displaying HV/LT and

highly prominent claim(s) about the product benefits on the front panel, Yoplait Petit Miam seems to be losing scores on those dimensions. In contrast to this, Yoplait Petit Miam somehow acquires rather superior shelf-space in the supermarket than Yoplait Yogo Choc Xtreme.

Anchor's Calciyum has secured comparatively high shelf-space at the stores but the brand package design shows the second to the least. The brand loses points primarily for not using children's favourite colour and spokes-character. Anchor's Wicked Chocolate uses brown as the primary colour of its packaging in order to noticeably signify the product flavour to children but the brown colour is nowhere identified as children's favourite. Hence, it is noteworthy that there may be some trade-offs between using colours that are favoured by children and having clear indication of product flavour. Again – no relationship between package design and shelf space is noted.

Table 4.10: Summary of Brand Scores and Market Share for Dairy Food & Yoghurt Category

	Brand	Package score	Shelf-space	Market share
1	Meadowfresh Blue's Clues Chocolate	13	3.3	17.9
2	Yoplait Yogo Xtreme Choc	13	2.6	21.7
3	Anchor's Calciyum Wicked Chocolate	9	3.2	8.4
1	Meadowfresh 4 Kids (tropical/strawberry/raspberry)	11	2.4	17.9
2	Yoplait Petit Miam (berry surprise)	6	2.9	21.7

4.1.8 The Toothpaste Category:

All of the four products in this category have acquired almost identical shelf-space at the supermarkets. However, in terms of their package design the scores are varying – with the Macleans Milkteeth package earning scores for its licensed spokes-character; demonstrating the spokes-character interaction with the product; and use of augmentation (i.e. story) whereas Colgate My First losing points on all of those elements.

Concerning the shelf-space, Macleans Milkteeth (whom achieves the most package design score) acquires nearly the same amount of shelf-space as Colgate My First, the brand which attains the lowest package design score within the category.

Table 4.11: Summary of Brand Scores and Market Share for Toothpaste Category

	Brand	Package score	Shelf-space	Market share
1	Macleans Milkteeth	14	2.2	19
2	Colgate My First	7	2	59.9
1	Macleans Junior Jaws	10	2.1	19
2	Colgate Shrek Sparkling Mint Gel	10	2.1	59.9

4.1.9 The Peanut Butter Category:

As expected, the NBs in the peanut butter category score higher package design points than the DL (i.e. Pam's). Pam's peanut butter showing the least for not using vivid and children's favourite colours; and displaying claim(s) about product benefits on the pack, whereas the brands Eta and Kraft earn the exact same higher score than Pam's for their package design. In terms of shelf-space acquisition, Eta acquires the most shelf-space on the supermarket shelf, follows by Pam's and Kraft. It is, however, understandable that the DL (i.e. Pam's) receives nearly the same amount of shelf-space allocation as Eta.

Eta attains high package score while also secures high shelf-space. In contrast, Pam's did not do well in terms of its package design but the brand is able to secure higher shelf-space in the supermarket than Kraft, whom achieves higher score in package design.

Table 4.12: Summary of Brand Scores and Market Share for Peanut Butter Category

	Brand	Package score	Shelf-space	Market share
1	Eta Peanut Butter	9	5.4	18.8
2	Kraft Peanut Butter	9	3.8	24.7
3	Pam's Peanut Butter	6	5	30.8

4.1.10 The Cheese Slices Category:

Although the two NBs observed earn the exactly the same package design score, there are a few minor differences in terms of their package design. For instance, while Mainland uses bubble writing and demonstrating interaction between the spokes-character and the

product, Chesdale does not comply to those elements but instead the brand scores points for using the spokes-character on the product advert and HV/LT.

Table 4.13: Summary of Brand Scores and Market Share for Cheese Slices Category

	Brand	Package score	Shelf-space	Market share
1	Mainland Cheese Slices	8	2	32.4
2	Chesdale Cheese Slices	8	1.8	27.9

4.1.11 The Ice Cream Cone Category:

The DL (i.e. Pam's) in the ice cream cones category score very low package design scores (4) – the brand only scoring points for using children's favourite colours; showing weak indication of product flavour; use of bubble writing and equal distribution of visuals and texts. At the same time, the other two NBs package scores are also rather average, the two brands appear to be not complying to quite a few package design components and the ones they have not complied in common are distinctive package shape; designed for easy use; name/copy aids children's in product memorability.

Table 4.14: Summary of Brand Scores and Market Share for Ice Cream Cone Category

	Brand	Package score	Shelf-space	Market share
1	Snowdon	10	5.2	n/a
2	Gaytime Super Cones	8	5.2	19.5
3	Pam's Cornet Cones	3	5.3	57.7

4.1.12 The Milkshake Mix Category:

Nesquik does better than Hansell's in terms of package design. Nesquik scores points from displaying spokes-character; bubble writing; HV/LT; and high visibility of claim(s) about the product benefits.

Table 4.15: Summary of Brand Scores and Market Share for Milkshake Mix Category

	Brand	Package score	Shelf-space	Market share
1	Nesquik	16	3.2	50
2	Hansell's	8	2.4	22.9

4.1.13 The Fruit Strings Category:

Among the three NBs included in this category, Florida's and Nice & Natural achieve similar package design score and the least is Roll-ups. The Roll-ups package loses points for not employing spokes-character; having equally distribution of visuals and texts; using ordinary package shape; and the claim(s) about the product benefits are only relatively prominent on the front panel of the packet.

Table 4.16: Summary of Brand Scores and Market Share for Fruit Strings Category

	Brand	Package score	Shelf-space	Market share
1	Florida's	15	2.8	9.7
2	Nice and Natural	15	2.2	27.2
3	Roll-ups	9	2.6	n/a

5 Findings

P1: Practitioners adhere to the principles of best practices in children's product packaging set forth by researcher.

P2: There is a significant relationship between package design and brand performance in products that target children.

Drawing upon the research results, it may be suggested that P1 is indicated. In fact, it is found that almost 70% of the brands examined scored half or higher (i.e. 9 and above) of the BPS and therefore adhere to the principles of best practices in children's product packaging as established by academic research. Ninety-five percent of these adherent products are NBs, whereas only two DL products (5%) – Pam's Coco Snaps and Pam's Honey Snaps, do so.

All of the four Home Brand products included in this study have emerged as non-adherent. The overall design (or layout) of Home Brand product packaging is somewhat plain and identical e.g. the primary colours used are red, white and black; standard package shape/ size/ structure; relatively low quality materials; limited availability of product information etc. This may be due to the fact that the brand is positioning itself as low price/ high volume. We assume that the brand is using its simple and plain packaging to signify its low prices/ high volume positioning to the price conscious shoppers i.e. targeting the percentage of parents who do not yield to their child's purchase requests rather than the child. Nevertheless, it is noteworthy that although the brand appears to be not adhering to the principles of package design for children, their packaging is rather distinctive and can be easily recognized.

On the contrary, another DLs examined, i.e. Pam's, has appeared to be doing relatively well in regards to its package design particularly for the children's market. Two out of six Pam's products observed in this study earn comparable points to those of NBs whereas

the remaining 4 products (even though are not considered as adhering to the principles) score reasonably good points. Based on the analysis of the appearance and quality of its packaging, we presume that the brand is, as opposed to Home Brand, targeting children and hence trying to position itself as close to the NBs (at least in the children's market) but with lower prices.

Interestingly, when comparing the package design results of the local and the global brands, it was found that local brands are doing better than the global brands in terms of their package design. For instance, within breakfast cereals category, Sanitarium and Hubbards have scored higher points than Kellogg's. Simultaneously, Nice and Natural Scrumbles has also earned higher scores than Kellogg's LCM. The primary reason for this is probably because global brands such as Kellogg's tend to have higher reputation and most likely have been dominating in terms of market share for years, local brands such as Hubbards, therefore, have had to make every marketing effort, including package design, in order to break into the market and win the consumer's dollars.

Roughly 80% of all the NBs are adhering to the principles of children's package design, the other 20% (12 out of 51) do not do so. The brands include: Nabisco Oreo, Twist, Fresh Up, Jaybees, Yoplait Petit Miam, Colgate My First, Macleans Junior Jaws, Mainland Cheese Slice, Chesdale Cheese Slice, Gaytime Super Cones, Sorbet tissues, and Hansell's Make a Shake. The areas of design not incorporated are: clear indication of product flavour; use of distinctive package shape; designed to facilitate children in product usage; and prominence of claim(s) regarding product benefits. The use of the distinctive package shape is not, in general, adhered to. For the analysis, we have accorded the distinctive factor on the basis that the package shape/ structure should look different to the other packages within the same product category. However, the packages in themselves are not distinctive and this factor may not be an issue thus increasing the overall level of adherence. The main reason for not adhering is most likely be that there is always a trade-off between adhering to one package design component and the other. For example, the company may have to compromise its sales volume for having the design that facilitates children in product usage (i.e. smaller size package) and/ or compromising

its shelf-suitability for distinctive package shape/ structure. Other possible reasons may perhaps be that the practicality of the principles is not widely recognized and/or understood and that the costs associated with altering the package are often high.

It was not feasible to examine P2 and it is clear that there is no obvious relationship between shelf space and package design. Though shelf-space sometimes implies how well the brand is doing in the marketplace, it can only be used as a surrogate indicator of brand performance in that other factors (such as trade promotion and other incentives) often determine shelf-space allocation at the supermarket. Also, it should be noted that while we have made an attempt to collect other brand performance indicators data such as brand/ market shares, unit sold and length of brand presence in the marketplace, there are a number of difficulties obtaining these data. For instance, free of fees sources such as AC Nielsen MID and GMID databases only provide certain brand/ market shares which are not refined and/ or specific enough for the study.

5.1 Limitations:

This is a descriptive study – limited to supermarket (mainly food items). The intent is not generalise but to examine practice within a specific time and place (i.e. Auckland) and the findings are only pertinent to this context.

The main issues with this study revolve around the research methodology. First, though the product categories selected are directed by the research, the samples selected within the categories are restricted to those available on the shelves of the major supermarkets. Given the large range within some categories such as cereals restricting the selection to a few product forms restricts the scope of the study – i.e. the content analysis. Despite the fact that a coding guide was used and used multiple coders some personal biases may be inescapable given that the nature of the research method is based primarily on personal judgments. Also, since the research results and/ or conclusions are inferential and drawn from the collected and analysed data, the existence of those biases therefore could affect the level of validity of this study.

Other issues concern the acquisition of secondary data i.e. the brand performance data. While data such as brand/ market shares and unit sales may be available, the costs associate with obtaining them is considerable. Thus this aspect of the research had to be abandoned. We had to drop our intention to obtain those data, due to our limited research funds. A comprehensive web search had been conducted but for all the brands to collect the length of brand presence in the marketplace data. However, the only information available is the year when company was established. The data is not specific enough for our research needs and purposes. As a consequence, we adhere to the only information we had free access to i.e. the shelf-space.

Furthermore, it is noteworthy that while it is considered a useful exercise to examine the relationship between package design and brand performance - in the light of the high adherence by the NBs, it would seem a pointless exercise.

6 Conclusion

This study is an exploration of the gap between theory and practices in the context of packaging. The study sought to answer the question: Do practitioners adhere to best practices in children's product packaging. The results indicate that they do. That there is a gap between theory and practice is a consistent theme in marketing and according to Baker (2001) a gap that is increasing. This he argues is due to academics servicing their own theoretical interests and not those of the business community. Whilst this may be the case, this is not evident in the context of children's packaging in the range of products studied; products that are readily available on the shelves of leading supermarkets in New Zealand. Even though the study has limitations, there is clear evidence that practitioners are cognizant of and indeed apply the research in this area. Certainly, the tasks involved are at the tactical level and the principles well directed and relatively easy to implement. This suggests that the gap may be more present in areas that are in essence 'fuzzy' and that where information is unambiguous and easily implemented the gap between theory and practice is less.

Though the relationship between brand performance and package design was not established in this study, it would be interesting to explore this relationship.

Overall, this study showed that practitioners are adhering to the principles of children's package design established by academic research. However, some of the components are more adhered to than others. To be precise, the use of; colours, spokes-character; bubble/cartoonish scripts, illustrations (as opposed to photography), appealing name/ copy and augmentation were revealed as the most commonly used by practitioners. The explanation for this could be that some of the research has greater relevance/impact than others or perhaps that the research within those areas provide higher applicability of implications as well as cost efficiency to implement.

6.1 Implications:

6.1.1 Academic:

In assessing the gap between theory and practice knowledge in the context of packages designed to attract children, this study found that managers of national brands do comply with research based principles. This may be a function of availability and low complexity of the subject matter in that the outcomes of package based research are more easily reported and are thus more suitable for general business magazines. Given that practitioners are more likely to access such magazines, awareness of research increases the chance of application. This means that the information is readily available. This suggests that not only should an open access philosophy be maintained (see Antelman, 2004) but that academic research if popularized could go some way towards reducing the theory practice gap.

The results from this study contribute to the body knowledge of the gap between theory and practices particularly in the context of package design for children, however, research that explores the uptake of tactical as opposed to strategic based practices could be useful.

6.1.2 Managerial:

Children as consumers represent a sizeable and highly profitable market. In general, children have a strong influence on family purchase decision making and often attempt to make purchase requests for products that they consume. Packaging is generally highly effective marketing communication instrument that can potentially influence purchase decision at the point-of-sale. Research has shown that children can be attracted to a product merely because of the appearance of the packaging so the power of packaging, particularly within children's market should not be overlooked.

Based on the findings of this study, we recommend that managers seek to enhance the product package design particularly in the following areas: indication of product flavour;

distinctive package shape; design to facilitate children in product usage; and prominence of claim(s) regarding product benefits. Although there may be trade-offs to do so, it is worthwhile considering this because not only could it enhance the impact of the package on children but also it may increase the level of brand profitability.

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APPENDIX A: PRODUCT LIST

Product Category	Product Form	Brand
Breakfast Cereals	Rice Bubbles	Kelloggs Rice Bubbles
		Sanitarium Rice Bubbles Ricies
		Home Brand Rice Bubbles Rice Pops
		Pam's Rice Bubbles Rice Snaps
	Coco Puffs	Hubbards Cereal Bugs & Mud
		Kelloggs Cereal Coco Pops
		Nestle Cereal NesQuik
		Home Brand Cereal Coco Puffs
		Pam's Coco Snaps
	Honey Puffs	Hubbards Cereal Honey Bumbles
		Sanitarium Cereal Honey Puffs
		Home Brand Cereal Honey Poppas
		Pam's Honey Snaps
	Fruit Loops	Kelloggs Cereal Fruit Loops
		Home Brand Fruiti Rings
Cereal Bars	Rice Based	Kelloggs LCMs Koliedos
		Pam's Choc Rainbow
	Rice Based	Kelloggs LCMs (zebra spots)
		Nice and Natural Scrumbles (cookie n' cream)
Biscuits	100s&1000s	Griffins Biscuits 100s & 1000s
		Arnotts Biscuits 100s & 1000s
	Crème Filled	Nabisco Oreo Crème Filled Cookies
		Wheelies Crème Filled Chocolate
	Strawberry Jam	Arnotts Crazy Faces Biscuits Strawberry Jam
		Griffins Shrewbury Jam Filled
	Chocolate Chips	Arnotts Tiny Teddy
		Griffins Cookie Bear Chocolate Chippies
		Cookie Time Cookie Bites

Fruit Juice	Orange Mango	Just Juice Splash
		Twist
	Apple	Golden Circle
		Fresh Up
Jelly Sweets	Jelly Beans	Pascall Jaybees Jelly Beans
		Allen's Jelly Beans
Jelly Sweets	Snakes	The Natural Conf Co. Jelly Sweets Snakes
		Allen's Jelly Sweets Snakes Alive
		Starburst RattleSnakes
Tissue	Facial Tissues	Sorbent Tissues Soft White Kids
		Kleenex Tissue Kids
Yoghurt	Chocolate Flavour	Meadowfresh Blue's Clues Chocolate
		Yoplait Yogo Xtreme Choc
		Anchor's Calciyum Wicked Chocolate
	Multi Flavoured	MeadowfreaH 4 Kids
		Yoplait Petit Miam (berry surprise)
Toothpaste	Up to 6 year old	Macleans Milkteeth
		Colgate My First
	6+ year old	Macleans Junior Jaws
		Colgate Shrek Sparkling Mint Gel
Peanut Butter	Smooth	Eta Peanut Butter
		Kraft Peanut Butter
		Pam's Peanut Butter
Cheese	Cheese Slices	Mainland Cheese Slices
		Chesdale Cheese Slices
Ice Cream Cones	Multi Packs	Gaytime Super Cones
		Snowdon Kids Cones
		Pam's Cornet Cones
Milk Shake Mixes	Chocolate Flavour	Nesquik
		Hansell's

Fruit Strings	Berry Flavour	Roll-ups
		Florida's Natural
		Nice and Natural

APPENDIX B: BRAND PERFORMANCE DATA

Brand Performance Data					
Product Category	Product Form	Brand	Brand Shares GMID	Market Shares - Nielsen MID	Shelf Space
Breakfast Cereals	Rice Bubbles	Kelloggs Rice Bubbles	0.2	25.2	2.9
		Sanitarium Rice Bubbles Ricies	1.2	37.8	20.6
		Home Brand Rice Bubbles Rice Pops	N/A	13 (total controlled label)	4.2
		Pam's Rice Bubbles Rice Snaps	0.3	13 (total controlled label)	9.5
	Coco Puffs	Hubbards Cereal Bugs & Mud	0.4	10.7	3.1
		Kelloggs Cereal Coco Pops	0.2	25.2	8.6
		Nestle Cereal NesQuik	N/A	3.9	3.7
		Home Brand Cereal Coco Puffs	N/A	13 (total controlled label)	5.6
		Pam's Coco Snaps	0.3	13 (total controlled label)	3.3
	Honey Puffs	Hubbards Cereal Honey Bumbles	0.4	10.7	3.2
		Sanitarium Cereal Honey Puffs	1.2	37.8	8.1
		Home Brand Cereal Honey Poppas	N/A	13 (total controlled label)	3.2
		Pam's Honey Snaps	0.3	13 (total controlled label)	2.8
	Fruit Loops	Kelloggs Cereal Fruit Loops	N/A	25.2	2.3
		Home Brand Fruiti Rings	N/A	13 (total controlled label)	3.2
Cereal Bars	Rice Based	Kelloggs LCMs Koleidos	7.3	11.1	3.4
		Pam's Choc Rainbow	N/A	10.4 (total controlled label)	2.5
	Rice Based	Kelloggs LCMs Zebra Spots	7.3	11.1	3.2
		Nice and Natural Scrumbles	1.8	17.6	2.8

Biscuits	Hundreds & Thousands	Griffins Biscuits 100s & 1000s	8.5	N/A	2.8
		Arnotts Biscuits 100s & 1000s	8.6	N/A	1.8
	Crème Filled Biscuits	Nabisco Oreo Crème Filled Cookies	0.1	9.2	3.9
		Wheelies Crème Filled Chocolate	N/A	N/A	3.0
	Strawberry Jam Filled	Arnotts Crazy Faces Biscuits Strawberry Jam	8.6	N/A	2.4
		Griffins Shrewbury Jam Filled	8.5	N/A	4.2
	Chocolate Chips Cookies	Arnotts Tiny Teddy	8.6	6.6	3.0
		Griffins Cookie Bear Chocolate Chippies	8.5	61.3	4.6
		Cookie Time Cookie Bites	N/A	12.6	2.8
Fruit Drink	Orange Mango	Just Juice Splash	28	24.1	3.3
		Twist	0.1	N/A	3.6
Fruit Juice	Apple	Golden Circle	0.4	14.1	2.8
		Fresh Up	12.3	17	2.3
Jelly Sweets	Jelly Beans	Pascall Jaybees Jelly Beans	5.5	N/A	5.9
		Allen's Jelly Beans	4.4	9.3	3.6
	Snakes	The Natural Confectionary Co. Jelly Sweets Snakes	1.3	11.2	6.2
		Allen's Jelly Sweets Snakes Alive	4.4	9.3	3.9
		Starburst RattleSnakes	0.5	N/A	3.0
Tissue	Facial Tissues	Sorbent Tissues Soft White Kids	N/A	27.3	3.3
		Kleenex Tissue Kids	N/A	42.3	3.4

Yoghurt	Chocolate Flavoured	Meadowfresh Blue's Clues Chocolate	20.4	17.9	3.3
		Yoplait Yogo Xtreme Choc	1.4	21.7	2.6
		Anchor's Calciyum Wicked Chocolate	25.6	8.4	3.2
	Multi Flavoured Pack	Meadowfreah 4 Kids (tropical/strawberry/ras	20.4	17.9	2.4
		Yoplait Petit Miam (berry surprise)	1.4	21.7	2.9
Toothpaste	Up to 6 year old	Macleans Milkteeth	12.3	19	2.2
		Colgate My First	22.3	59.9	2.0
	6+ year old	Macleans Junior Jaws	12.3	19	2.1
		Colgate Shrek Sparkling Mint Gel	22.3	59.9	2.1
Peanut Butter	Smooth or Crunchy	Eta Peanut Butter	4.3	18.8	5.4
		Kraft Peanut Butter	2	24.7	3.8
		Pam's Peanut Butter	17.5	30.8 (total controlled la	5.0
Cheese	Cheese Slices	Mainland Cheese Slices	6	32.4	2.0
		Chesdale Cheese Slices	1.3	27.9	1.8
Ice Cream Cones	Multi Packs	Gaytime Super Cones	N/A	19.5	5.2
		Snowdon Kids Cones	N/A	N/A	5.2
		Pam's Cornet Cones	N/A	57.7 (total controlled la	5.3
Milk Shake Mixes	Chocolate Flavour	Nesquik	0.4	50	3.2
		Hansell's	0.1	22.9	2.4
Fruit Strings	Berry Flavour	Roll-ups	N/A	N/A	2.6
		Florida's Natural	N/A	9.7	2.8
		Nice and Natural	N/A	27.2	2.2

APPENDIX C: PACKAGE DESIGN DATA

Criteria for Elements of Best Practices in Children's Products Package Design																																									
Product Category	Product Form	Brand	Use of Vivid Colours = 1 / Colours					Indication of Product Flavour -		Use of Spoke-Characters - None = 0/ Real Person = 1 / Personification of Product =					Spoke-Characters used on		Use of Colourful Illustration		Demonstration of Spokes-Characters			Use of Bubble Writing/		Visual Oriented LV*HT = 1 / V*T Equal = 2 /			Package Shape is Unusual /		Designed to Facilitate		Claim(s) about Product Benefits on			Name/ Copy facilitate children in product memorability -				Use of Non-Toxic Materials -		Made of Soft/Harm less	
			0	1	2	1	2	0	1	2	3	4	1	2	1	2	1	2	3	1	2	1	2	3	1	2	1	2	1	2	3	0	1	2	3	1	2	1	2		
Breakfast Cereals	Rice Bubbles	Kelloggs Rice Bubbles																																							
		Sanitarium Rice Bubbles Ricies																																							
		Home Brand Rice Bubbles Rice Pops																																							
		Pam's Rice Bubbles Rice Snaps																																							
		Coco Puffs	Hubbards Cereal Bugs & Mud																																						
			Kelloggs Cereal Coco Pops																																						
			Nestle Cereal NesQuik																																						
			Home Brand Cereal Coco Puffs																																						
			Pam's Coco Snaps																																						
		Honey Puffs	Hubbards Cereal Honey Bumbles																																						
			Sanitarium Cereal Honey Puffs																																						
			Home Brand Cereal Honey Poppas																																						
		Pam's Honey Snaps																																							
	Fruit Loops	Kelloggs Cereal Fruit Loops																																							
		Home Brand Fruit Rings																																							
Cereal Bars	Cereal Bars (R)	Kelloggs LCMs (Koleidos)																																							
		Pam's (Choc Rainbow)																																							
		Cereal Bars (R)	Kelloggs LCMs (zebra spots)																																						
			Nice and Natural Scrumbles (cookies n' cream)																																						
Biscuits	Hundreds & Th	Griffins Biscuits 100s & 1000s																																							
		Arnotts Biscuits 100s & 1000s																																							
		Crème Filled	Nabisco Oreo Crème Filled Cookies (Kraft)																																						
		Wheelies Crème Filled Chocolate																																							

[illegible]

APPENDIX D: SHELF SPACE DATA

Product Form	Brand	Countdown (Quay St.)	Countdown (Greenlane)	Foodtown (Three Kings)	Foodtown (New Market)	New World (Victoria Park)	New World (Remuera)	Woolworths (Ponsonby)	Pak Save (Royal Oak)	Pak Save (Mt. Albert)	Total Score	Average Shelf Space Score
Rice Bubbles	Kelloggs Rice Bubbles	3	3	3	4	2	2	3	N/A	N/A	20	2.9
	Sanitarium Rice Bubbles Ricies	40	15	31	28	9	15	17	15	15	185	20.6
	Home Brand Rice Bubbles Rice Pops	3	5	3	7	N/A	N/A	3	N/A	N/A	21	4.2
	Pam's Rice Bubbles Rice Snaps	N/A	N/A	N/A	N/A	4	6	N/A	15	13	38	9.5
Coco Puffs	Hubbards Cereal Bugs & Mud	3	4	4	3	2	2	3	3	4	28	3.1
	Kelloggs Cereal Coco Pops	13	6	5	15	2	2	6	13	15	77	8.6
	Nestle Cereal NesQuik	3	6	4	4	2	1	6	3	4	33	3.7
	Home Brand Cereal Coco Puffs	4	6	5	7	N/A	N/A	6	N/A	N/A	28	5.6
	Pam's Coco Snaps	N/A	N/A	N/A	N/A	2	3	N/A	4	4	13	3.3
Honey Puffs	Hubbards Cereal Honey Bumbles	3	4	3	3	2	2	4	4	4	29	3.2
	Sanitarium Cereal Honey Puffs	13	5	11	11	3	4	6	16	4	73	8.1
	Home Brand Cereal Honey Poppas	3	3	4	3	N/A	N/A	3	N/A	N/A	16	3.2
	Pam's Honey Snaps	N/A	N/A	N/A	N/A	2	2	N/A	3	4	11	2.8
Fruit Loops	Kelloggs Cereal Fruit Loops	2	N/A	2	N/A	2	2	N/A	3	3	14	2.3
	Home Brand Fruiti Rings	3	3	3	4	N/A	N/A	3	N/A	N/A	16	3.2
Cereal Bars (Rice Base)	Kelloggs LCMs Koleidos	4	4	3	5	1	3	4	3	4	31	3.4
	Pam's Choc Rainbow	N/A	N/A	N/A	N/A	1	3	N/A	2	4	10	2.5
Cereal Bars (Rice Base)	Kelloggs LCMs Zebra Spots	3	3	3	5	1	3	4	3	4	29	3.2
	Nice and Natural Scrumbles Cookies & Cream	2	3	3	3	2	3	3	3	3	25	2.8
Hundreds & Thousand	Griffins Biscuits 100s & 1000s	3	3	2	2	2	3	4	4	2	25	2.8
	Arnotts Biscuits 100s & 1000s	2	2	1	2	2	2	N/A	N/A	N/A	11	1.8

Crème Filled Biscuits	Nabisco Oreo Crème Filled Cookies	3	3	3	10	2	3	5	3	3	35	3.9
	Wheelies Crème Filled Chocolate	3	4	3	6	1	3	3	2	2	27	3.0
Strawberry Jam Filled	Arnotts Crazy Faces Biscuits Strawberry Jam	2	2	1	3	2	2	4	N/A	3	19	2.4
	Griffins Shrewbury Jam Filled	5	4	3	3	3	3	3	8	6	38	4.2
Chocolate Chips Cooki	Arnotts Tiny Teddy	3	3	3	3	2	3	3	5	2	27	3.0
	Griffins Cookie Bear Chocolate Chippies	9	4	3	7	3	3	5	4	3	41	4.6
	Cookie Time Cookie Bites	2	3	3	3	3	2	2	4	3	25	2.8
Orange Mango	Just Juice Splash	4	3	3	4	3	4	3	2	4	30	3.3
	Twist	5	3	4	4	2	2	3	3	6	32	3.6
Apple	Golden Circle	2	3	N/A	5	N/A	3	N/A	1	3	17	2.8
	Fresh Up	1	2	3	2	3	2	3	2	N/A	18	2.3
Jelly Beans	Pascall Jaybees Jelly Beans	8	10	10	9	2	2	3	4	5	53	5.9
	Allen's Jelly Beans	5	5	5	N/A	2	2	2	4	4	29	3.6
Snakes	The Natural Confectionary Co. Jelly Sweets Snake	7	13	5	3	7	5	6	5	5	56	6.2
	Allen's Jelly Sweets Snakes Alive	6	9	2	3	2	2	4	4	3	35	3.9
	Starburst RattleSnakes	4	2	2	4	N/A	N/A	3	N/A	N/A	15	3.0
Facial Tissues	Sorbent Tissues Soft White Kids	5	3	3	3	2	3	3	3	5	30	3.3
	Kleenex Tissue Kids	5	4	3	3	3	3	5	3	2	31	3.4
Chocolate Flavoured Y	Meadowfresh Blue's Clues Chocolate	3	3	3	3	2	3	4	5	4	30	3.3
	Yoplait Yogo Xtreme Choc	3	3	2	3	2	N/A	2	N/A	3	18	2.6
	Anchor's Calciyum Wicked Chocolate	4	4	3	3	2	3	4	2	4	29	3.2
Multi Flavoured Pack	Meadowfreh 4 Kids (tropical/strawberry/raspl	2	3	2	3	2	2	3	2	3	22	2.4
	Yoplait Petit Miam (berry surprise)	3	3	2	3	3	2	2	5	3	26	2.9
Up to 6 year old	Macleans Milkteeth	2	4	2	2	2	2	2	2	2	20	2.2
	Colgate My First	2	2	2	2	2	2	2	2	2	18	2.0

6+ year old	Macleans Junior Jaws	2	3	2	2	2	2	2	2	2	19	2.1
	Colgate Shrek Sparkling Mint Gel	2	3	2	2	2	2	2	2	2	19	2.1
Smooth or Crunchy	Eta Peanut Butter	11	3	4	5	4	N/A	5	5	6	43	5.4
	Kraft Peanut Butter	4	2	4	5	3	4	4	5	3	34	3.8
	Pam's Peanut Butter	N/A	N/A	N/A	N/A	4	5	N/A	5	6	20	5.0
Cheese Slices (e.g. Colman's)	Mainland Cheese Slices	2	2	1	3	1	2	2	3	N/A	16	2.0
	Chesdale Cheese Slices	2	1	2	2	1	1	2	3	N/A	14	1.8
Ice Cream Cones	Gaytime Super Cones	5	5	5	9	3	N/A	4	N/A	N/A	31	5.2
	Snowdon Kids Cones	5	5	5	9	2	4	4	7	6	47	5.2
	Pam's Cornet Cones	N/A	N/A	N/A	N/A	3	4	N/A	7	7	21	5.3
Milk Shake Mixes	Nesquik	3	3	3	3	2	2	4	5	4	29	3.2
	Hansell's	3	2	2	3	1	2	3	3	3	22	2.4
Fruit Strings	Roll-ups	3	3	1	2	2	3	3	3	3	23	2.6
	Florida's Natural	3	4	2	3	2	1	4	N/A	3	22	2.8
	Nice and Natural	2	4	1	2	3	2	1	3	2	20	2.2

APPENDIX E: PRODUCT PICTURES

Breakfast Cereals – Rice Bubbles:



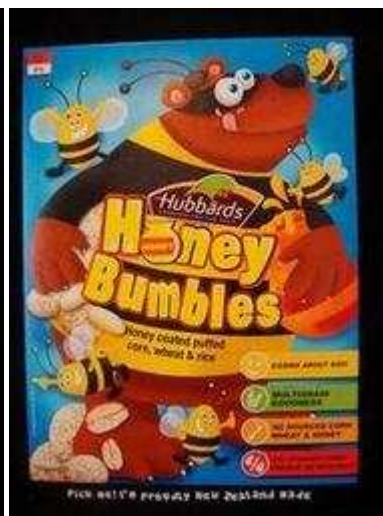


Breakfast Cereals – Coco Puffs:





Breakfast Cereals: Honey Puffs:





Breakfast Cereals – Fruit Loops:



Cereal Bars – Rice Based:



Biscuits – 100s & 1000s:



Biscuit – Crème Filled:



Biscuit – Strawberry Jam filled:



Biscuit–Chocolate Biscuits:





Fruit Drink – Orange Mango:



Fruit Juice – Apple:



Jelly Beans:



Jelly Sweet Snakes:



Facial Tissues:



Dairy food / Yoghurt- Chocolate flavoured:



Yoghurt – Multi-Flavoured Pack:



Toothpaste – up to 6 year old:



Toothpaste – 6+ years old:



Peanut Butter:



Cheese Slices – Colby:



Ice Cream Cones:

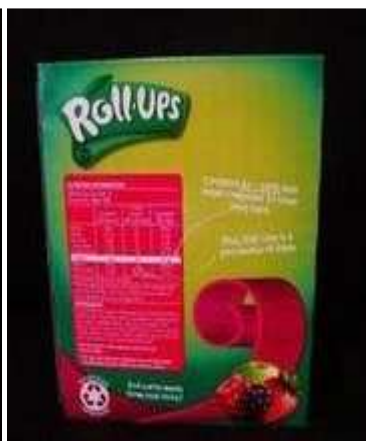
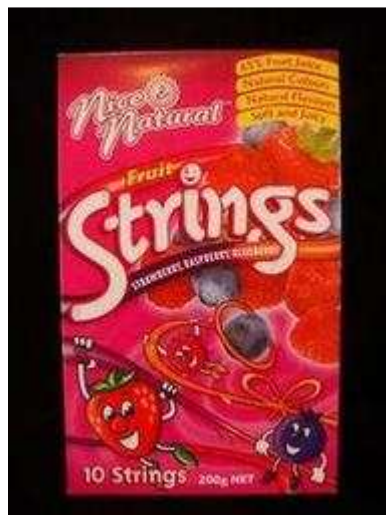




Milkshake Mixes – Chocolate:



Fruit Strings: - Berry Flavoured



APPENDIX F(1):

Shelf-Space Data Collection Sheet - New World (Victoria Park)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles									1
	Sanitarium Rice Bubbles Ricies									4
	Home Brand Rice Bubbles Rice Pops									n/a
	Pam's Rice Bubbles Rice Snaps									3
Coco Puffs	Hubbards Cereal Bugs & Mud									1
	Kelloggs Cereal Coco Pops									1
	Nestle Cereal NesQuik									1
	Home Brand Cereal Coco Puffs									n/a
	Pam's Coco Snaps									1
Honey Puffs	Hubbards Cereal Honey Bumbles									1
	Sanitarium Cereal Honey Puffs									2
	Home Brand Cereal Honey Poppas									n/a
	Pam's Honey Snaps									1
Fruit Loops	Kelloggs Cereal Fruit Loops									1
	Home Brand Fruiti Rings									n/a
Cereal Bars	Kelloggs LCMs Koleidos									1
	Pam's Choc Rainbow									1
Cereal Bars	Kelloggs LCMs Zebra Spots									1
	Nice & Natural Cookies & Cream									2
Hundreds & Th	Griffins Biscuits 100s & 1000s									1
	Arnotts Biscuits 100s & 1000s									1
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies									2
	Wheelies Crème Filled Chocolate									1
Strawberry Jam	Arnotts Crazy Faces Strawberry Jam									1
	Griffins Shrewbury Jam Filled									2
Chocolate Chip	Arnotts Tiny Teddy									1
	Griffins Cookie Chocolate Chippies									2
	Cookie Time Cookie Bites									2
Orange Mango	Just Juice Splash									2
	Twist									2
Apple	Golden Circle									n/a
	Fresh Up									2

APPENDIX F(2):

Shelf-Space Data Collection Sheet - Pak n' Save (Mt. Albert)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles									n/a
	Sanitarium Rice Bubbles Ricies									7
	Home Brand Rice Bubbles Rice Pops									n/a
	Pam's Rice Bubbles Rice Snaps									6
Coco Puffs	Hubbards Cereal Bugs & Mud									3
	Kelloggs Cereal Coco Pops									7
	Nestle Cereal NesQuik									3
	Home Brand Cereal Coco Puffs									n/a
	Pam's Coco Snaps									3
Honey Puffs	Hubbards Cereal Honey Bumbles									3
	Sanitarium Cereal Honey Puffs									3
	Home Brand Cereal Honey Poppas									n/a
	Pam's Honey Snaps									3
Fruit Loops	Kelloggs Cereal Fruit Loops									2
	Home Brand Fruiti Rings									n/a
Cereal Bars	Kelloggs LCMs Koleidos									3
	Pam's Choc Rainbow									3
Cereal Bars	Kelloggs LCMs Zebra Spots									3
	Nice & Natural Cookies & Cream									2
Hundreds & Th	Griffins Biscuits 100s & 1000s									1
	Arnotts Biscuits 100s & 1000s									n/a
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies									3
	Wheelies Crème Filled Chocolate									2
Strawberry Jam	Arnotts Crazy Faces Strawberry Jam									2
	Griffins Shrewbury Jam Filled									5
Chocolate Chip	Arnotts Tiny Teddy									2
	Griffins Cookie Bear Chocolate Chippies									2
	Cookie Time Cookie Bites									2
Orange Mango	Just Juice Splash									3
	Twist									5
Apple	Golden Circle									3
	Fresh Up									n/a

Jelly Beans	Pascall Jaybees Jelly Beans									4
	Allen's Jelly Beans									3
Snakes	The Natural Conf Co. Jelly Snakes									4
	Allen's Jelly Sweets Snakes Alive									2
	Starburst RattleSnakes									n/a
Facial Tissues	Sorbent Tissues Soft White Kids									2
	Kleenex Tissue Kids									1
Chocolate Flav	Meadowfresh Blue's Clues Chocolate									3
	Yoplait Yogo Xtreme Choc									2
	Anchor's Calciyum Wicked Chocolate									3
Multi Flavoured	Meadowfreaah 4 Kids									2
	Yoplait Petit Miam (berry surprise)									2
Up to 6 year old	Macleans Milkteeth									1
	Colgate My First									1
6+ year old	Macleans Junior Jaws									1
	Colgate Shrek Sparkling Mint Gel									1
Smooth or Cru	Eta Peanut Butter									5
	Kraft Peanut Butter									2
	Pam's Peanut Butter									5
Cheese Slices (C	Mainland Cheese Slices									n/a
	Chesdale Cheese Slices									n/a
Ice Cream Cone	Gaytime Super Cones									n/a
	Snowdon Kids Cones									6
	Pam's Cornet Cones									6
Milkshake Mix	Nesquik									3
	Hansell's									2
Fruit Strings	Roll-ups									2
	Florida's Natural									2
	Nice and Natural									1

APPENDIX F(3):

Shelf-Space Data Collection Sheet - Countdown (Quay St.)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles				■					2
	Sanitarium Rice Bubbles Ricies	■	■	■						13
	Home Brand Rice Bubbles Rice Pops				■					2
	Pam's Rice Bubbles Rice Snaps	■	■	■	■	■	■	■	■	n/a
Coco Puffs	Hubbards Cereal Bugs & Mud				■					2
	Kelloggs Cereal Coco Pops	■	■	■						6
	Nestle Cereal NesQuik					■				2
	Home Brand Cereal Coco Puffs			■						3
	Pam's Coco Snaps	■	■	■	■	■	■	■	■	n/a
Honey Puffs	Hubbards Cereal Honey Bumbles				■					2
	Sanitarium Cereal Honey Puffs	■		■						6
	Home Brand Cereal Honey Poppas		■							2
	Pam's Honey Snaps	■	■	■	■	■	■	■	■	n/a
Fruit Loops	Kelloggs Cereal Fruit Loops					■				1
	Home Brand Fruiti Rings					■				2
Cereal Bars	Kelloggs LCMs Koleidos				■					3
	Pam's Choc Rainbow	■	■	■	■	■	■	■	■	n/a
Cereal Bars	Kelloggs LCMs Zebra Spots				■					2
	Nice & Natural Cookies & Cream			■						1
Hundreds & Th	Griffins Biscuits 100s & 1000s				■					2
	Arnotts Biscuits 100s & 1000s		■							1
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies					■				2
	Wheelies Crème Filled Chocolate		■							2
Strawberry Jam	Arnotts Crazy Faces Strawberry Jam		■							1
	Griffins Shrewbury Jam Filled				■	■				2
Chocolate Chip	Arnotts Tiny Teddy			■						2
	Griffins Cookie Bear Chocolate Chippies				■	■				4
	Cookie Time Cookie Bites						■			2
Orange Mango	Just Juice Splash		■							3
	Twist			■						4
Apple	Golden Circle	■								1
	Fresh Up							■		1

Jelly Beans	Pascall Jaybees Jelly Beans									1
	Allen's Jelly Beans									1
Snakes	The Natural Conf Co. Jelly Sweets Snakes									1
	Allen's Jelly Sweets Snakes Alive									1
	Starburst RattleSnakes									1
Facial Tissues	Sorbent Tissues Soft White Kids									4
	Kleenex Tissue Kids									4
Chocolate Flav	Meadowfresh Blue's Clues Chocolate									2
	Yoplait Yogo Xtreme Choc									2
	Anchor's Calciyum Wicked Chocolate									3
Multi Flavoured	Meadowfreaah 4 Kids									1
	Yoplait Petit Miam (berry surprise)									2
Up to 6 year old	Macleans Milkteeth									1
	Colgate My First									1
6+ year old	Macleans Junior Jaws									1
	Colgate Shrek Sparkling Mint Gel									1
Smooth or Crun	Eta Peanut Butter									5
	Kraft Peanut Butter									3
	Pam's Peanut Butter									n/a
Cheese Slices (C	Mainland Cheese Slices									1
	Chesdale Cheese Slices									1
Ice Cream Cone	Gaytime Super Cones									4
	Snowdon Kids Cones									4
	Pam's Cornet Cones									n/a
Milkshake Mix	Nesquik									2
	Hansell's									2
Fruit Strings	Roll-ups									2
	Florida's Natural									2
	Nice and Natural									1

APPENDIX F(4):

Shelf-Space Data Collection Sheet - Countdown (Greenlane)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles									2
	Sanitarium Rice Bubbles Ricies									7
	Home Brand Rice Bubbles Rice Pops									4
	Pam's Rice Bubbles Rice Snaps									n/a
Coco Puffs	Hubbards Cereal Bugs & Mud									3
	Kelloggs Cereal Coco Pops									5
	Nestle Cereal NesQuik									5
	Home Brand Cereal Coco Puffs									5
	Pam's Coco Snaps									n/a
Honey Puffs	Hubbards Cereal Honey Bumbles									3
	Sanitarium Cereal Honey Puffs									4
	Home Brand Cereal Honey Poppas									2
	Pam's Honey Snaps									n/a
Fruit Loops	Kelloggs Cereal Fruit Loops									n/a
	Home Brand Fruiti Rings									2
Cereal Bars	Kelloggs LCMs Koleidos									3
										n/a
Cereal Bars	Kelloggs LCMs Zebra Spots									2
	Nice & Natural Cookies & Cream									2
Hundreds & Th	Griffins Biscuits 100s & 1000s									2
	Arnotts Biscuits 100s & 1000s									1
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies									2
	Wheelies Crème Filled Chocolate									3
Strawberry Jan	Arnotts Crazy Faces Strawberry Jam									1
	Griffins Shrewbury Jam Filled									3
Chocolate Chip	Arnotts Tiny Teddy									3
	Griffins Cookie Bear Chocolate Chippies									3
	Cookie Time Cookie Bites									2
Orange Mango	Just Juice Splash									2
	Twist									2
Apple	Golden Circle									2
	Fresh Up									2

Jelly Beans	Pascall Jaybees Jelly Beans								3
	Allen's Jelly Beans								2
Snakes	The Natural Conf Co. Jelly Sweets Snakes								6
	Allen's Jelly Sweets Snakes Alive								3
	Starburst RattleSnakes								2
Facial Tissues	Sorbent Tissues Soft White Kids								2
	Kleenex Tissue Kids								3
Chocolate Flav	Meadowfresh Blue's Clues Chocolate								2
	Yoplait Yogo Xtreme Choc								2
	Anchor's Calciyum Wicked Chocolate								3
Multi Flavoured	Meadowfreaah 4 Kids								2
	Yoplait Petit Miam (berry surprise)								2
Up to 6 year old	Macleans Milkteeth								3
	Colgate My First								1
6+ year old	Macleans Junior Jaws								2
	Colgate Shrek Sparkling Mint Gel								2
Smooth or Crun	Eta Peanut Butter								3
	Kraft Peanut Butter								2
	Pam's Peanut Butter								n/a
Cheese Slices (C	Mainland Cheese Slices								1
	Chesdale Cheese Slices								1
Ice Cream Cone	Gaytime Super Cones								4
	Snowdon Kids Cones								4
	Pam's Cornet Cones								n/a
Milkshake Mix	Nesquik								2
	Hansell's								1
Fruit Strings	Roll-ups								2
	Florida's Natural								3
	Nice and Natural								3

APPENDIX F(5):

Shelf-Space Data Collection Sheet - Pak n' Save (Royal Oak)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles									n/a
	Sanitarium Rice Bubbles Ricies									7
	Home Brand Rice Bubbles Rice Pops									n/a
	Pam's Rice Bubbles Rice Snaps									7
Coco Puffs	Hubbards Cereal Bugs & Mud									2
	Kelloggs Cereal Coco Pops									6
	Nestle Cereal NesQuik									2
	Home Brand Cereal Coco Puffs									n/a
	Pam's Coco Snaps									3
Honey Puffs	Hubbards Cereal Honey Bumbles									3
	Sanitarium Cereal Honey Puffs									5
	Home Brand Cereal Honey Poppas									n/a
	Pam's Honey Snaps									2
Fruit Loops	Kelloggs Cereal Fruit Loops									2
	Home Brand Fruiti Rings									n/a
Cereal Bars	Kelloggs LCMs Koleidos									2
	Pam's Choc Rainbow									1
Cereal Bars	Kelloggs LCMs Zebra Spots									2
	Nice & Natural Cookies & Cream									2
Hundreds & Th	Griffins Biscuits 100s & 1000s									3
	Arnotts Biscuits 100s & 1000s									n/a
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies									2
	Wheelies Crème Filled Chocolate									1
Strawberry Jan	Arnotts Crazy Faces Strawberry Jam									n/a
	Griffins Shrewbury Jam Filled									3.5
Chocolate Chip	Arnotts Tiny Teddy									4
	Griffins Cookie Bear Chocolate Chippies									3
	Cookie Time Cookie Bites									3
Orange Mango	Just Juice Splash									2
	Twist									3
Apple	Golden Circle									1
	Fresh Up									2

Jelly Beans	Pascall Jaybees Jelly Beans										3
	Allen's Jelly Beans										3
Snakes	The Natural Confectionary Co. Jelly Sweets Snakes										4
	Allen's Jelly Sweets Snakes Alive										3
	Starburst RattleSnakes										n/a
Facial Tissues	Sorbent Tissues Soft White Kids										2
	Kleenex Tissue Kids										2
Chocolate Flav	Meadowfresh Blue's Clues Chocolate										4
	Yoplait Yogo Xtreme Choc										n/a
	Anchor's Calciyum Wicked Chocolate										1
Multi Flavoured	Meadowfresh 4 Kids										1
	Yoplait Petit Miam (berry surprise)										4
Up to 6 year old	Macleans Milkteeth										1
	Colgate My First										1
6+ year old	Macleans Junior Jaws										1
	Colgate Shrek Sparkling Mint Gel										1
Smooth or Crun	Eta Peanut Butter										4
	Kraft Peanut Butter										4
	Pam's Peanut Butter										4
Cheese Slices (C	Mainland Cheese Slices										2
	Chesdale Cheese Slices										2
Ice Cream Cone	Gaytime Super Cones										n/a
	Snowdon Kids Cones										6
	Pam's Cornet Cones										6
Milkshake Mix	Nesquik										4
	Hansell's										2
Fruit Strings	Roll-ups										2
	Florida's Natural										n/a
	Nice and Natural										2

APPENDIX F(6):

Shelf-Space Data Collection Sheet - Foodtown (Three Kings)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles				■					2
	Sanitarium Rice Bubbles Ricies	■	■	■						10
	Home Brand Rice Bubbles Rice Pops				■					2
	Pam's Rice Bubbles Rice Snaps	■	■	■	■	■	■	■	■	n/a
Coco Puffs	Hubbards Cereal Bugs & Mud				■					3
	Kelloggs Cereal Coco Pops	■								4
	Nestle Cereal NesQuik					■				3
	Home Brand Cereal Coco Puffs				■					4
	Pam's Coco Snaps	■	■	■	■	■	■	■	■	n/a
Honey Puffs	Hubbards Cereal Honey Bumbles				■					2
	Sanitarium Cereal Honey Puffs	■	■							5
	Home Brand Cereal Honey Poppas			■						3
	Pam's Honey Snaps	■	■	■	■	■	■	■	■	n/a
Fruit Loops	Kelloggs Cereal Fruit Loops					■				1
	Home Brand Fruiti Rings	■								2
Cereal Bars	Kelloggs LCMs Koleidos		■							2
	Pam's Choc Rainbow	■	■	■	■	■	■	■	■	n/a
Cereal Bars	Kelloggs LCMs Zebra Spots		■							2
	Nice & Natural Cookies & Cream			■						2
Hundreds & Th	Griffins Biscuits 100s & 1000s						■			2
	Arnotts Biscuits 100s & 1000s						■			1
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies			■						2
	Wheelies Crème Filled Chocolate			■						2
Strawberry Jam	Arnotts Crazy Faces Biscuits Strawberry Jam						■			1
	Griffins Shrewbury Jam Filled					■				2
Chocolate Chip	Arnotts Tiny Teddy				■					2
	Griffins Cookie Bear Chocolate Chippies					■				2
	Cookie Time Cookie Bites			■						2
Orange Mango	Just Juice Splash		■							2
	Twist			■						3
Apple	Golden Circle	■	■	■	■	■	■	■	■	n/a
	Fresh Up						■			3

Jelly Beans	Pascall Jaybees Jelly Beans									3
	Allen's Jelly Beans									2
Snakes	The Natural Conf Co. JellySnakes									2
	Allen's Jelly Sweets Snakes Alive									2
	Starburst RattleSnakes									2
Facial Tissues	Sorbent Tissues Soft White Kids									2
	Kleenex Tissue Kids									2
Chocolate Flav	Meadowfresh Blue's Clues Chocolate									2
	Yoplait Yogo Xtreme Choc									1
	Anchor's Calciyum Wicked Chocolate									2
Multi Flavoured	Meadowfreaah 4 Kids									1
	Yoplait Petit Miam (berry surprise)									1
Up to 6 year old	Macleans Milkteeth									1
	Colgate My First									1
6+ year old	Macleans Junior Jaws									1
	Colgate Shrek Sparkling Mint Gel									1
Smooth or Crun	Eta Peanut Butter									3
	Kraft Peanut Butter									3
	Pam's Peanut Butter									n/a
Cheese Slices (C	Mainland Cheese Slices									1
	Chesdale Cheese Slices									1
Ice Cream Cone	Gaytime Super Cones									4
	Snowdon Kids Cones									4
	Pam's Cornet Cones									n/a
Milkshake Mix	Nesquik									2
	Hansell's									1
Fruit Strings	Roll-ups									1
	Florida's Natural									2
	Nice and Natural									1

APPENDIX F(7):

Shelf-Space Data Collection Sheet - Foodtown (New Market)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles									3
	Sanitarium Rice Bubbles Ricies									9
	Home Brand Rice Bubbles Rice Pops									3
	Pam's Rice Bubbles Rice Snaps									n/a
Coco Puffs	Hubbards Cereal Bugs & Mud									2
	Kelloggs Cereal Coco Pops									7
	Nestle Cereal NesQuik									3
	Home Brand Cereal Coco Puffs									6
	Pam's Coco Snaps									n/a
Honey Puffs	Hubbards Cereal Honey Bumbles									2
	Sanitarium Cereal Honey Puffs									5
	Home Brand Cereal Honey Poppas									2
	Pam's Honey Snaps									n/a
Fruit Loops	Kelloggs Cereal Fruit Loops									n/a
	Home Brand Fruiti Rings									3
Cereal Bars	Kelloggs LCMs Koleidos									2
	Pam's Choc Rainbow									n/a
Cereal Bars	Kelloggs LCMs Zebra Spots									2
	Nice & Natural Cookies & Cream									2
Hundreds & Th	Griffins Biscuits 100s & 1000s									1
	Arnotts Biscuits 100s & 1000s									1
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies									5
	Wheelies Crème Filled Chocolate									5
Strawberry Jam	Arnotts Crazy Faces Strawberry Jam									2
	Griffins Shrewbury Jam Filled									2
Chocolate Chip	Arnotts Tiny Teddy									2
	Griffins Cookie Bear Chocolate Chippies									3
	Cookie Time Cookie Bites									2
Orange Mango	Just Juice Splash									3
	Twist									3
Apple	Golden Circle									4
	Fresh Up									2

Jelly Beans	Pascall Jaybees Jelly Beans									2
	Allen's Jelly Beans									n/a
Snakes	The Natural Conf Co. Jelly Sweets Snakes									2
	Allen's Jelly Sweets Snakes Alive									3
	Starburst RattleSnakes									4
Facial Tissues	Sorbent Tissues Soft White Kids									2
	Kleenex Tissue Kids									2
Chocolate Flav	Meadowfresh Blue's Clues Chocolate									2
	Yoplait Yogo Xtreme Choc									2
	Anchor's Calciyum Wicked Chocolate									2
Multi Flavoured	Meadowfreaah 4 Kids									2
	Yoplait Petit Miam (berry surprise)									2
Up to 6 year old	Macleans Milkteeth									1
	Colgate My First									1
6+ year old	Macleans Junior Jaws									1
	Colgate Shrek Sparkling Mint Gel									1
Smooth or Crun	Eta Peanut Butter									5
	Kraft Peanut Butter									5
	Pam's Peanut Butter									n/a
Cheese Slices (c	Mainland Cheese Slices									1
	Chesdale Cheese Slices									1
Ice Cream Cone	Gaytime Super Cones									4
	Snowdon Kids Cones									4
	Pam's Cornet Cones									n/a
Milkshake Mix	Nesquik									2
	Hansell's									1
Fruit Strings	Roll-ups									1
	Florida's Natural									1
	Nice and Natural									1

APPENDIX F(8):

Shelf-Space Data Collection Sheet - New World (Remuera)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles									1
	Sanitarium Rice Bubbles Ricies									7
	Home Brand Rice Bubbles Rice Pops									n/a
	Pam's Rice Bubbles Rice Snaps									5
Coco Puffs	Hubbards Cereal Bugs & Mud									1
	Kelloggs Cereal Coco Pops									1
	Nestle Cereal NesQuik									1
	Home Brand Cereal Coco Puffs									n/a
	Pam's Coco Snaps									2
Honey Puffs	Hubbards Cereal Honey Bumbles									1
	Sanitarium Cereal Honey Puffs									3
	Home Brand Cereal Honey Poppas									n/a
	Pam's Honey Snaps									2
Fruit Loops	Kelloggs Cereal Fruit Loops									1
	Home Brand Fruiti Rings									n/a
Cereal Bars	Kelloggs LCMs Koleidos									3
	Pam's Choc Rainbow									3
Cereal Bars	Kelloggs LCMs Zebra Spots									3
	Nice & Natural Cookies & Cream									3
Hundreds & Th	Griffins Biscuits 100s & 1000s									2
	Arnotts Biscuits 100s & 1000s									1
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies									2
	Wheelies Crème Filled Chocolate									2
Strawberry Jam	Arnotts Crazy Faces Biscuits Strawberry Jam									1
	Griffins Shrewbury Jam Filled									2
Chocolate Chip	Arnotts Tiny Teddy									2
	Griffins Cookie Bear Chocolate Chippies									2
	Cookie Time Cookie Bites									1
Orange Mango	Just Juice Splash									3
	Twist									1
Apple	Golden Circle									2
	Fresh Up									1

APPENDIX F(9):

Shelf-Space Data Collection Sheet - Woolworth (Ponsonby)										
Product Form	Brand	Shelf Level								Row
		1	2	3	4	5	6	7	8	
Rice Bubbles	Kelloggs Rice Bubbles									2
	Sanitarium Rice Bubbles Ricies									8
	Home Brand Rice Bubbles Rice Pops									2
	Pam's Rice Bubbles Rice Snaps									n/a
Coco Puffs	Hubbards Cereal Bugs & Mud									2
	Kelloggs Cereal Coco Pops									5
	Nestle Cereal NesQuik									5
	Home Brand Cereal Coco Puffs									5
	Pam's Coco Snaps									n/a
Honey Puffs	Hubbards Cereal Honey Bumbles									3
	Sanitarium Cereal Honey Puffs									5
	Home Brand Cereal Honey Poppas									2
	Pam's Honey Snaps									n/a
Fruit Loops	Kelloggs Cereal Fruit Loops									n/a
	Home Brand Fruiti Rings									2
Cereal Bars	Kelloggs LCMs Koleidos									3
	Pam's Choc Rainbow									n/a
Cereal Bars	Kelloggs LCMs Zebra Spots									3
	Nice & Natural Cookies & Cream									2
Hundreds & Th	Griffins Biscuits 100s & 1000s									3
	Arnotts Biscuits 100s & 1000s									n/a
Crème Filled Bi	Nabisco Oreo Crème Filled Cookies									2
	Wheelies Crème Filled Chocolate									2
Strawberry Jan	Arnotts Crazy Faces Strawberry Jam									3
	Griffins Shrewbury Jam Filled									3
Chocolate Chip	Arnotts Tiny Teddy									2
	Griffins Cookie Bear Chocolate Chippies									2
	Cookie Time Cookie Bites									1
Orange Mango	Just Juice Splash									3
	Twist									3
Apple	Golden Circle									n/a
	Fresh Up									3

Jelly Beans	Pascall Jaybees Jelly Beans									2
	Allen's Jelly Beans									1
Snakes	The Natural Confectionary Co. Jelly Sweets Snak									1
	Allen's Jelly Sweets Snakes Alive									1
	Starburst RattleSnakes									1
Facial Tissues	Sorbent Tissues Soft White Kids									2
	Kleenex Tissue Kids									4
Chocolate Flav	Meadowfresh Blue's Clues Chocolate									3
	Yoplait Yogo Xtreme Choc									1
	Anchor's Calciyum Wicked Chocolate									3
Multi Flavoure	Meadowfreaah 4 Kids									2
	Yoplait Petit Miam (berry surprise)									1
Up to 6 year ol	Macleans Milkteeth									1
	Colgate My First									1
6+ year old	Macleans Junior Jaws									1
	Colgate Shrek Sparkling Mint Gel									1
Smooth or Crui	Eta Peanut Butter									2
	Kraft Peanut Butter									3
	Pam's Peanut Butter									n/a
Cheese Slices (Mainland Cheese Slices									1
	Chesdale Cheese Slices									1
Ice Cream Cone	Gaytime Super Cones									3
	Snowdon Kids Cones									3
	Pam's Cornet Cones									n/a
Milkshake Mix	Nesquik									3
	Hansell's									2
Fruit Strings	Roll-ups									1
	Florida's Natural									1
	Nice and Natural									1