

The Relationship Between Product Packaging and Customer Desire to Buy of Durex

Marketing Research and Data Analysis

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1. Executive Summary

Durex is a registered trademark name for a range of condoms originally developed and produced in the United Kingdom by SSL International. The Durex range includes nine varieties of latex condom, including the Sheik and Ramses brands in North America, and the Avanti condom. In 2006, Durex condoms was declared the runner-up of the most account sales of condoms in the United States, with Trojan condoms being no.

Customer can get the products form the website of durex, this is the online shopping. Also, they can buy the products from the pharmacies and stores. With the apparition of new competitors in this industry, Durex has to reach more targets on the market. In order to improve customers' purchasing desire, durex needs to constantly update the product packaging to attract customers' attention. That means innovation, innovation in product packaging.

Therefore, the purpose of this business research is to collect information and conduct analysis, so as to guide the company to improve the characteristics and skills of durex in packaging, so as to attract more customers and increase customers' purchasing desire. At the same time, this will maximize the company's overall performance.

2. Problem Definition

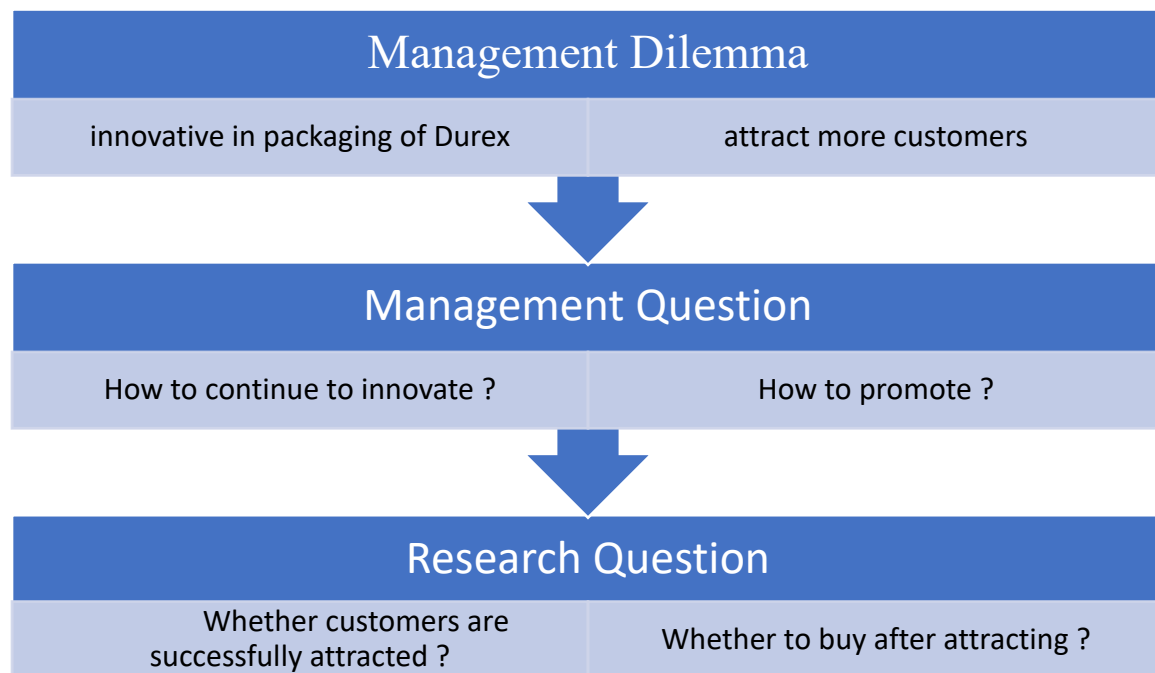
How to improve the product packaging in order to attract customers and increase customers' purchasing desire is our main research report. At the same time, it is also the most important stage for the company. As we all know, Durex's product is about the sex, it must be a problem in the advertisement on the social media. Television advertising/promoting the brand and not the product due to government restrictions due to which Durex is not able to position itself in some the markets. What is more, because of the high quality, compare to another brand of condom, Durex often have higher price than them.



The management dilemma of the Durex Company that we face now is how to attract more customers after the packaging is raised, then increasing their desire to buy. And we need to know that how to promote our new products after the new packaging?

So, the management question would be: how to continue to innovate on the packaging of durex?

The research questions in this case would be: whether customers will increase their desire to buy when they are attracted by the new packaging?



Actually, when I choose this topic to make some research, I have some pressure because durex is about sex. In society, advertisements often cause controversy. However, when a company completes product packaging, it needs channels to promote, and advertising will play a significant role at this time. But, durex's products are about sex, which must be the problem of social media advertising. Television advertising/promoting the brand and not the product due to government restrictions due to which Durex is not able to position itself in some the markets.

Opportunities

People are becoming more and more educated about sex, and the packaging is becoming more and more unique. People are maturing, even in the developed world. These people accept that sex plays an important role in their lives and there is no need to keep things bottled up. This mindset has increased the overall market potential for sexual health products. More and more people know they need to protect themselves from sexually transmitted infections, which represents more and more consumers. Combined with our unique packaging, durex will bring more opportunities and hope.

Packaging can attract attention, explain the features of a product, give consumers confidence and form a favorable overall impression. Growing consumer affluence means consumers are willing to pay more for the convenience, appearance, reliability and prestige that comes with good packaging.

Packaging also offers opportunities for innovation. Packaging innovation can bring great benefits to consumers and profits to producers. Durex Industries is a leading manufacturer of custom thermal solutions for packaging equipment and hot melt adhesive equipment. Packaging equipment thermal requirements are versatile and demanding. From pharmaceutical and dairy to bag and hot melt sealing, we understand the integration of precise temperature control into packaging applications to maximize speed and optimize yield. Thermal components must be robust and properly designed to suit the rigors of the packaging environment. In view of this, it will be attracted more and more customer to buy the durex.

3. Research Design

The research design will follow the attributes of exploratory research. I will use questionnaires, expert interviews and the Internet to conduct a series of market research. The time span for this survey is around one month. Data was collected through an online survey. We will provide the questionnaires to students, married couples, sexual workers and dating friends. The study was conducted in China.

The purpose of this research is to know more about the purchasing behavior and the desire of the customers when they buy durex online or markets. Knowing the different habits of the consumers and what is reason make them to purchase. It will help us to know how to improve the quality and package, in order to increase its sales and have new customers on the markets.

A report reveals that condom online buyers most gather in Beijing, Shanghai, Jiangsu, Zhejiang. One third are women. At the same time, people above 35 buying condoms are less and less with age. The middle-aged sexual lives should be paid attention to.

4. Data Collection Methods

For all the surveys about the Internet, a simple google survey form (Appendix A) was used to collect respondent's answer through a web link that could be accessed from a mobile device or web browser. As for the respondents of the questionnaire, all data was primary data coming directly from the submissions of the respondents. As for this aspect of expert interviews, I will collect these data directly on the record.

In this process, I used the following methods:

- □ Questioning: ask the expert relevant questions through an interview.
- □ Databases: through the Internet, I get a lot of data.
- □ Qualitative research method combined with quantitative research method: questionnaire survey.

5. Sampling Design

- The target population: 5 students, 5 married couple, 5 sexual workers and 5 dating friends.
- The parameters of interest: average
- The appropriate sampling method: random sampling

Due to the scope and budget constraints of the research project, the definition of target market and size is limited. The sample size will be 20 people. The researchers got some specific information from the demographics of the 20 people. Although these twenty men are only a small part, they are representatives of the broad masses of the people. It still captures a pretty reliable perception consumers' view of durex.

6. Questionnaire Design

The questionnaire design was intended to be straightforward, so the survey was designed to be brief and to the point so that respondents would be encouraged to complete the form the first time they viewed the questions. The first two questions were designed to capture the respondent's demographics (age and gender), and then I listed a series of questions, gradually approaching my research topic. At first, starting with the topic of sex, leading to questions about the company's product, and then, a series of questions about the customer's perception of the product and whether they will buy and use it. The questions went on and on, asking the question that I wanted to ask. It is of further help to my research.

These questions are:

1. What is your gender?

Male

Female

2. What is your age range?

20-30

30-40

40-50

50+

3. What do you think about sex?

Important

Normal

Unimportant

4. How often do you have sex?

Once a week

Three times a week

More than three times a week

5. Do you use condoms during sex?

Yes

No

6. Do you know durex?

Yes

No

7. Would you buy durex?

Yes

No

8. Are you attracted to the packaging when you buy durex?

Yes

No

9. Do you want to buy it again when you're done with it?

Yes

No

10. If we continue to innovate on packaging, will it increase your desire to buy?

Yes

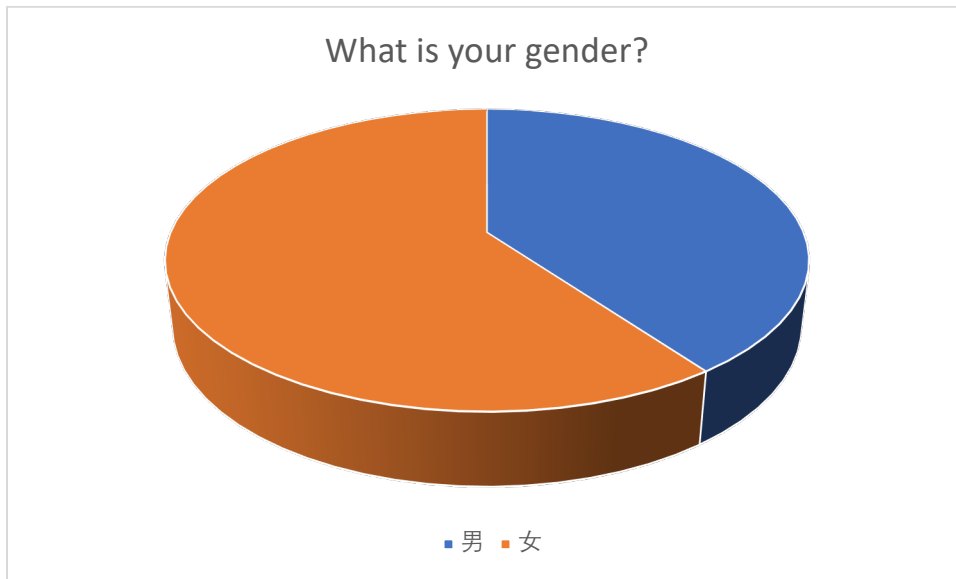
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7. Data Collection and Preparation

As mentioned above, data were successfully collected through a survey of 20 people. Out of the 20 people, 18 people accepted the questionnaire and completed it 100%. As well as the previously mentioned data on expert access and the Internet, I will unify these data and put them together for readers to observe. The data will be gradually presented to you in the form of charts after I have collected and sorted it out. Let you see a clear, logical, relatively complete content.

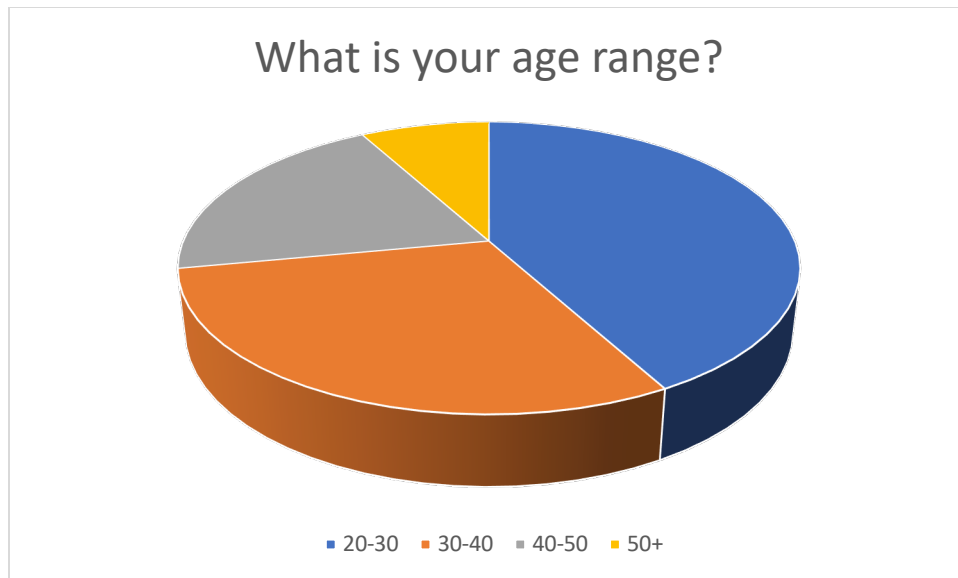
8. Data Analysis and Interpretation

1. The following is my conclusion and analysis based on the ten questions. I will explain them one by one.



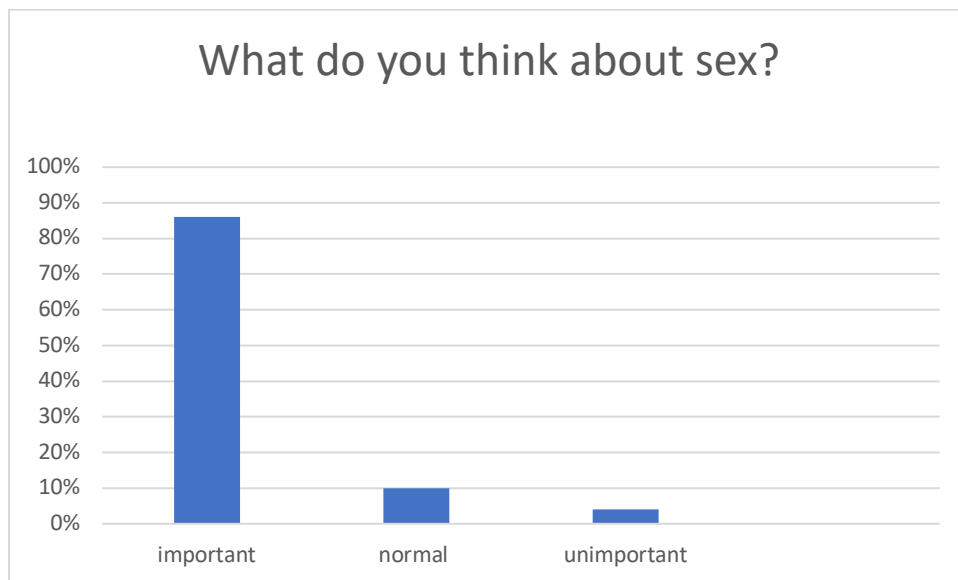
According to the responses of these 18 people, more than half of the women and a small number of the men.

- 2.



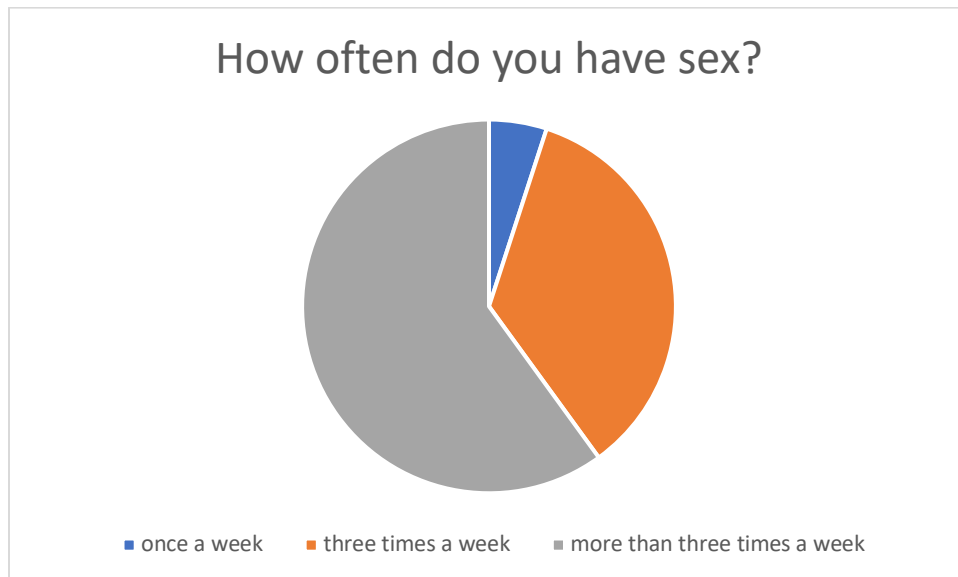
Most of them are between the ages of 20 and 40.

3.



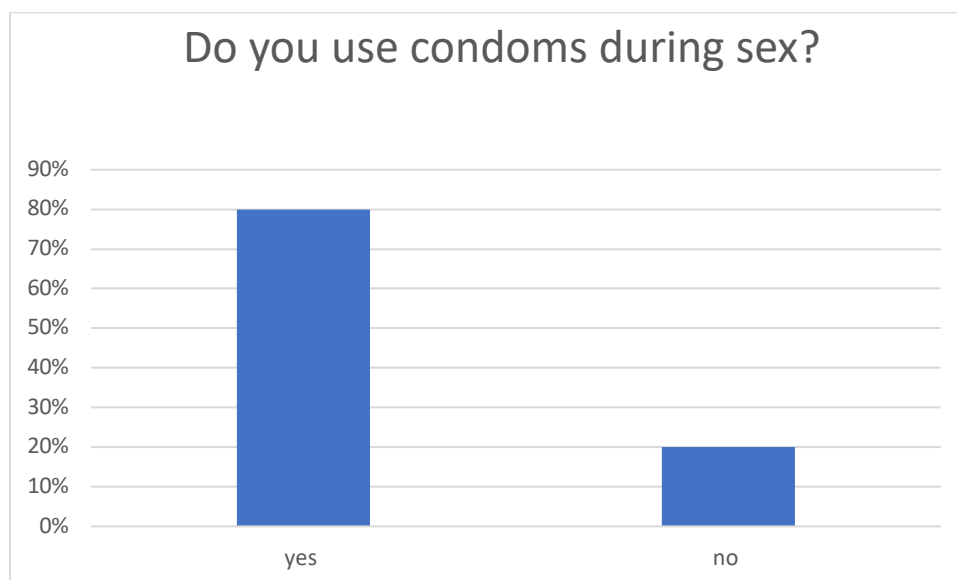
Among those who answered the questionnaire, they said that sex played a significant role in their lives.

4.



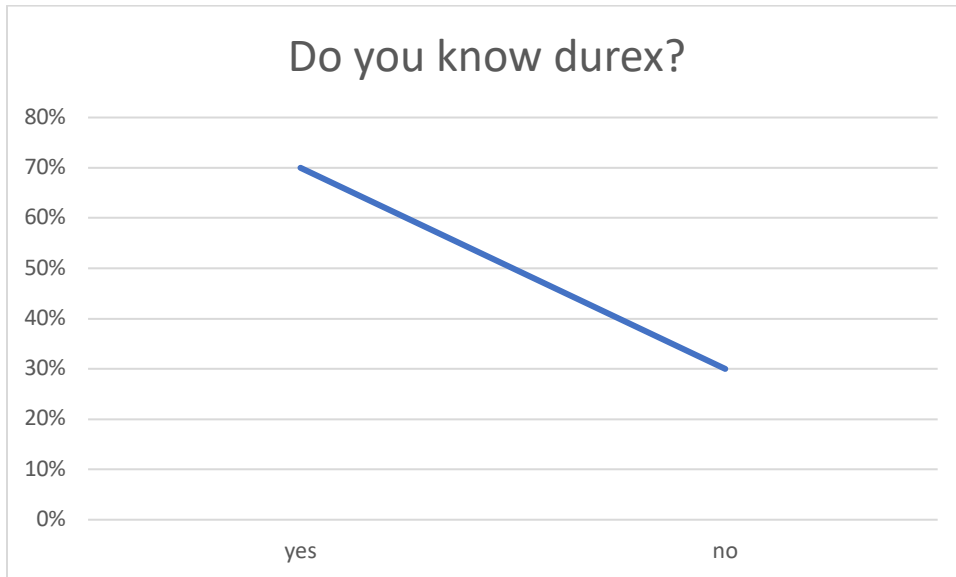
They had sex more than three times a week.

5.



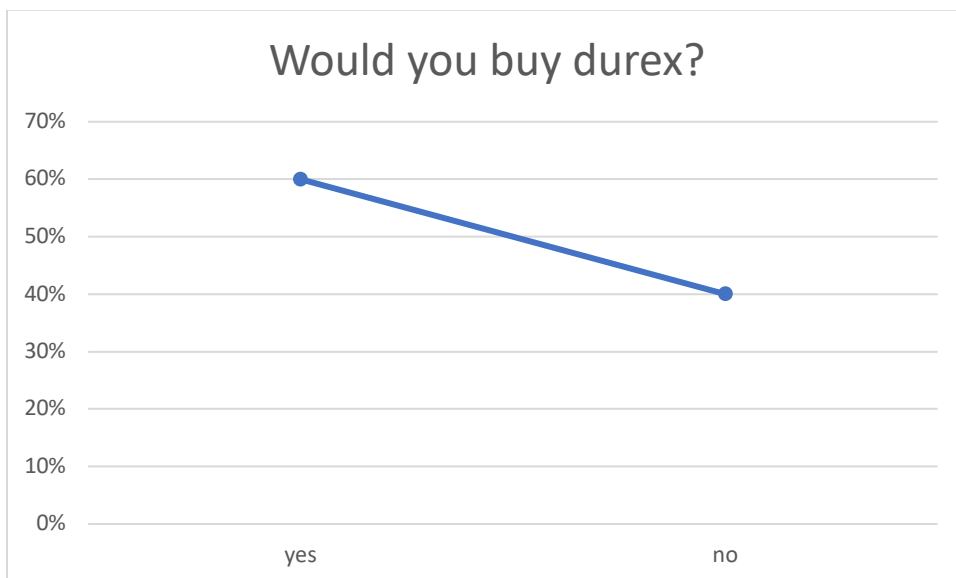
Most of them use condoms. Condoms give them a sense of security.

6.



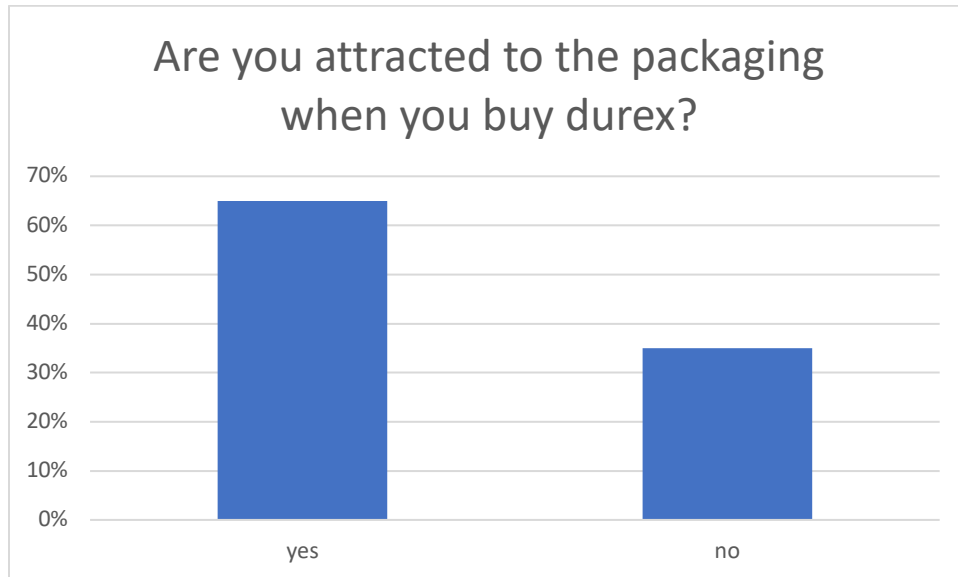
Seventy percent of people know durex, which indicates that durex has certain influence in their real life. Thirty percent of the people, but also through my efforts to promote.

7.



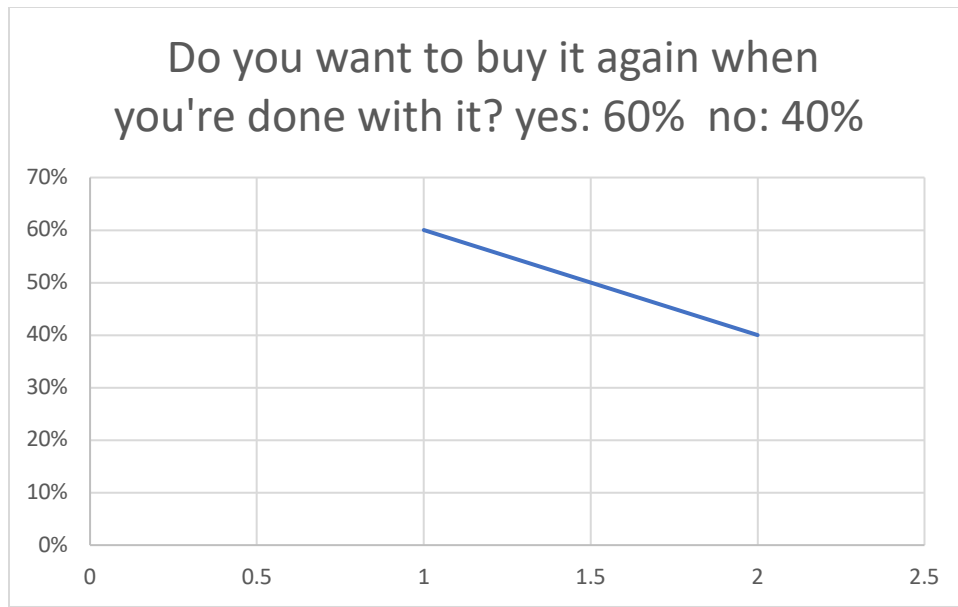
Sixty percent of people choose durex because of its unique packaging and special materials to give people a certain degree of comfort.

8.



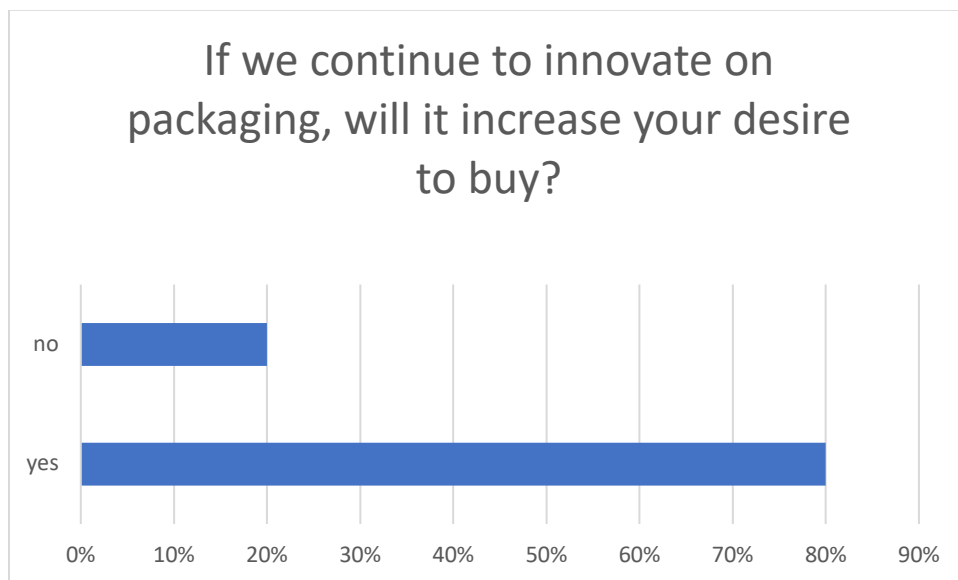
Its unique packaging will attract more people, which shows that packaging plays a great role in publicity. Packaging is easier to catch the customer's eye, thus stimulating their desire to buy.

9.



More than half of our repeat customers will continue to choose our products. This means that our products are guaranteed of high quality. This shows that the company can continue to develop new customers, thus increasing the company's repeat customers to a greater extent.

10.



Eighty percent of people will be attracted by its packaging. Therefore, we should not only strive for quality and materials, but also insist on innovative packaging to reach new heights to attract more people to buy the company's products. Let them realize that durex can not only bring them a sense of security, but also the freshness of the packaging. Let customers have a good user experience, thus increasing the desire to buy.

9. Research Finding

The questions I have set are gradually approaching our topic. Of course, our conclusion is also step by step close to our research topic. According to the report, sex plays an important role in people's lives, with nearly 60 percent of people having sex with their partners. Most people use condoms for protection while they are having sex. Next, further introduced the company's product - durex. There are many types of condoms, but durex is one of best of them. Those who have not used this product are more attracted by its unique packaging, which confirms my determination to continue to innovate in product packaging. When the people done with products, they will continue to buy it. It means that the quality is relatively good guarantee. So, the quality of the product we just need to maintain the quality. In this way, our research topic can bring a good development for the company.

Studies show that beautifully packaged products like durex can increase customers' desire to buy. At present, packaging has become a powerful marketing tool. Well-designed packaging can create convenient value for consumers and promotional value for producers. A variety of factors will promote packaging as a marketing tool in the application of further development. Because more and more products are being sold as self-service in supermarkets and discount stores. Now, packaging must perform many sales tasks. Packaging has many meanings.

10. Management Decision

With the society development, there are more and more persons are enjoying their life, especially the sex. So, the Durex brand is well known and well trusted. Previously, the company studied the quality problem for a long time, because quality is the most basic guarantee of products. Now, product problems are gradually being solved. If we want to reach new heights, we must continue to innovate in packaging. Only innovation will not be abandoned by the society. When it comes to innovation, the company needs a better designer to design the packaging. However, the issue of packaging is not simple. Today's society, fierce competition, the company only strive for perfection, can have a better development prospect. If the packaging is done right, the company faces a big problem with publicity. We all know that people are very sensitive to the topic of sex, and the company is not allowed to promote in most of the media. Therefore, the company needs to work hard on promotion. Such as: web browsing, brick-and-mortar store promotions and celebrity endorsements and so on. To ensure the successful of the plan, funds need to be prepared.

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