

Attitudes Toward Mini-Packaging Products: The Case of China

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ABSTRACT

Proposing that the main barriers to mini-packaging success in China, in contrast to India and the Philippines, is Chinese consumers' sociocultural values and attitudes toward products in mini packages, this study investigates the factors that potentially make the China market relatively not conducive to buying products in mini packages via a survey of 468 Chinese adults in Shanghai (first-tier city) and Zhuhai (second-tier city). Results show that respondents **agree** that products in mini packages are difficult to store once opened, are more expensive than are larger-sized products, do not provide good value for money, entail frequent shopping, are harmful to the environment, are not advertised, and are mainly for trying new products and for traveling. They **disagree** with many possible reasons for the unpopularity of products in mini packages. This study's contributions are (1) providing in-depth quantitative analysis of the possible reasons mini-packaging is not popular in China, (2) offering managerial advice for using mini-packaging to increase brand competitiveness, (3) developing a scale to measure attitudes toward products in mini packages; and (4) being empirical as opposed to merely anecdotal/speculative like some studies in this area.

Keywords Product-management strategy; China's retailing; Mini-packaging; Sachet marketing; Chinese sociocultural values

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1. Introduction

With population of 1,395.38 million at the end of 2018 (National Bureau of Statistics of China, 2019), China is the world's largest economy based on purchasing power parity with estimated total wealth of 25.3 trillion international dollars in 2018 (Statistics Times, 2018). It is therefore apparent that if transnational enterprises want to grow their business, they should pay attention to marketing and understanding consumers in China.

Widely used for the lower-end market, mini-packaging (also called sachet marketing) refers to the entire marketing strategy involving designing, packaging, and selling a product/service in a small package size at an affordable price. It has achieved great successes in India, Indonesia, and the Philippines. For example, shampoo mini packages in India make up over 95% of industry sales in units and 60% of sales value (Hammond & Prahalad, 2004). Around 90% of Filipinos consume products in mini sizes (Olarde & Chua, 2005).

Previous studies have offered explanations for the success of mini-packaging in the Philippines and India (Hammond & Prahalad, 2004; Singh, Ang, & Sy-Changco, 2009; Sy-Changco, Pornpitakpan, Singh, & Bonilla, 2011) and have investigated the effect of package sizes (Pornpitakpan, 2010; Wansink, 1996). Some literature has focused on the prevalence of poverty as a main requisite for successful mini-packaging (Singh et al., 2009). Because China's lower class constitutes an extremely large social entity (Yu, 2014), with the majority living in rural areas (Zhou, Tong, Liu, & Qiu, 2012), if poverty is indeed an important reason for the success of mini-packaging, products in mini packages should have been widespread in rural areas and small cities in China, but they are actually not. This study, therefore, aims to examine the attitudinal factors that make the China market less receptive to products in mini packages.

It should be noted that this study is descriptive research aiming to investigate the attitudes of segments of Chinese consumers toward products in mini packages. It is not designed/intended to be theoretical or to test any cause and effect relationships. The literature review in this study is briefly prepared for descriptive research, not causal research, to derive various factors that may affect mini-packaging success in China, so it is unavoidably sporadic. The following section discusses the factors potentially affecting mini-packaging success in general, the factors potentially affecting mini-packaging success in China, and the economic segments of the China market.

2. Literature Review

2.1 Factors Potentially Affecting Mini-Packaging Success in General

Studies have suggested/proposed factors that influence the performance of products in mini

packages in Asian emerging economies (Khan & Khan, 2012; Singh et al., 2009; Sy-Changco et al., 2011). First, frequency of wage payment is associated with the success of mini-packaging (Sy-Changco et al., 2011). Easing the strain on cash flow and satisfying people's need for effective or branded products, mini packages are most conducive to daily wage earners.

Second, pricing in accordance with the coinage system also facilitates transaction convenience and thus enhancing consumers' sense of affordability (Sy-Changco et al., 2011). It has been observed that the right price point generates more product sales than does advertising (Khan & Khan, 2012). The affordability of products in mini packages can be interpreted as either a lower price point per piece or a lower price per volume (e.g., per ml) than that of large-package products.

Third, mini-package design can influence people's value perception. For instance, companies may make mini packages look bigger than do those of competing brands (Sy-Changco et al., 2011). Flip-top caps and snap-and-squeeze packs can enhance the convenience of products in mini packages.

Fourth, affective factors influence consumers' choices (Darke, Chattopadhyay, & Ashworth, 2006). Similarly, socio-cultural factors are relevant; for example, the theory on normative political ideology (Crockett & Wallendorf, 2004) explains why even the poorest economic segments of a society desire to use branded products.

Fifth, products in mini packages may be attractive to markets other than the base-of-pyramid for various reasons. In India, for instance, upper-class people buy products in mini packages due to the lower unit cost than that of a large pack (Singh et al., 2009). The improved portability and dosage control are appealing to the upper class (Dinakar, 2005), and individuals trying to reduce consumption are willing to buy products in mini packages. Furthermore, products in mini packages permit retailers to offer more product and brand diversity to serve consumers' variety seeking.

Nevertheless, some consumers may prefer large packages to reduce their concerns of running out of the product (Folkes, Martin, & Gupta, 1993) and to minimize shopping trips to refill the products. Sy-Changco et al. (2011) suggested that such inconvenience of frequent purchases of products in mini packages could be addressed by prevalent retail networks.

In summary, past studies have suggested factors that can generally bolster mini-packaging (e.g., daily wage payment, pricing in accordance with the coinage system, affordability, use convenience, portability, dosage control, accessibility to branded products in mini packages, supporting consumers' variety seeking, widespread retail networks) or impede (e.g., the need to purchase products frequently) the success of mini-packaging.

2.2 Factors Potentially Affecting Mini-Packaging Success in China

As elaborated next, this study proposes that one of the main barriers to mini-packaging success in China is Chinese consumers' cultural values and attitudes toward products in mini packages. A personal value is defined as "a centrally held, enduring belief which guides actions and judgments across specific situations and beyond immediate goals to more ultimate end-states of existence" (Vinson, Scott, & Lamont, 1977, p. 44). A person's set of personal values are derived from and modified through personal, social, and cultural learning (Rokeach, 1979). Consumers choose products because they believe that specific attributes of the product can help them fulfill desired values (Reynolds & Gutman, 1984). The following discusses the values, attitudes, and other factors that possibly hinder (marked with cons) and favor (marked with pros) mini-packaging success in China.

Cons: Perception that products in mini packages are for poor people.

China has long been regarded as a collectivist society in which the linkage between individuals is close and strong with people treasuring tradition, benevolence, and conformity (Xiao & Kim, 2009). The Confucian culture in China augments collectivism and influences the concept of face, which relates to an individual's tangible and intangible personal success and levels of public respect (Denton & Xia, 1995).

Chinese consumers may perceive that only those with cash flow limitations would buy products in mini packages because of their poor value for money. Besides, advertising in China is insufficient to correct the misconception of some people that companies offering products in mini packages are of lower brand images. Thus, to maintain their face or self-image, Chinese consumers tend to show low interests in buying products in mini packages.

Cons: Preference for large packages to serve the whole family.

Collectivism is reflected in the Chinese family and kinship system and an emphasis on long-lasting human relationships (Anderson & He, 1999). Thus, family welfare is considered more important than individual one (Lowe & Corkindale, 1998). Compared with mini packages, large package sizes may be preferred among Chinese consumers because of the ability to fulfill the needs of the whole family.

Cons: Perception that products in mini packages are more costly.

On a price-per-volume basis, products in mini packages are generally perceived as costlier than are those in large packages. Indeed, it was found that for many products across 21 categories, the perceived price per volume increased as the package size decreased (Wansink, 1996).

Cons: Products in mini packages entailing frequent shopping.

Products in mini packages typically entail more frequent purchases than do those in large packages. If consumers stock up products in mini packages to minimize shopping frequency, these products tend to take up more storage space than do products in large packages for the same product content and thus causing inconvenience.

Cons: Chinese citizens' relatively high environmental concern.

Chinese culture emphasizes living in harmony with nature (Kluckhohn & Strodtbeck, 1961). Chan (2000) found that Chinese consumers were willing to pay a premium of 4.5% above the base price for eco-labeled products, compared to a premium of 6.6% exhibited by Americans.

Compared with products in large packages, products in mini packages are considered more wasteful to the environment. Once opening a mini package, especially a sachet, people may use up its content because it is usually inconvenient or impossible to close the mini package tightly.

Pros: Mini packages for introducing new products.

It has been found that consumers in China are more face-conscious and risk-averse than are those in the USA (Bao, Zhou, & Su, 2003). The concept of face makes the Chinese more risk-averse, slower to accept new products, and more loyal to a brand than are Westerners (Kindel, 1983). The doctrine of moderateness and not going to extremes, such as adoption of new products, may also affect Chinese choice behavior (Lowe & Corkindale, 1998). Therefore, new products available in mini packages should be more likely to be tried than are those in large packages.

Pros: Mini packages for price-sensitive and/or low-income consumers.

Godey et al. (2012) found that Chinese consumers were price-sensitive to various items including ordinary household goods and luxurious products. Chinese brands in many product categories have been increasing and gaining local popularity. In this regard, foreign and local branded products in mini packages become affordable and may attract price-sensitive and/or low-income consumers.

Pros: Mini packages for consumers' variety seeking and need for convenience.

It has become fashionable and affordable for average Chinese consumers to consume timesaving products and to demand items that are different in taste, culture, and quality (Anderson & He, 1999). Furthermore, variety-seeking tendencies are present among educated, wealthy, or young Chinese consumers (Grünhagen, Dant, & Zhu, 2012). Products in mini packages are conducive for their variety seeking and need for convenient-to-use products.

Pros: Local companies' dense distribution networks in rural markets.

While most multinational companies cover only large cities in China's coastal areas, local firms have developed dense distribution networks in rural markets (Chang & Park, 2012). Domestic players hold more than 90% market share (Singh et al., 2009) and provide various low-priced offerings (Liu, 2013). This represents an obstacle for multinational companies but a big opportunity for local companies to sell products in mini packages.

2.3 Economic Segments of the China Market

Tremendous opportunities exist in China's base-of-pyramid markets (George & David, 2011). Ninety cities are aspirant cities. Furthermore, China has over 19,000 small towns and even more villages (An, 2009).

The concept of "the Chinese market" overlooks the diversity of consumers (Sun & Wu, 2004). One way to segment the China market is by the level of economic development (Chaney & Gamble, 2008). Shanghai is classified as a first-tier city along with Beijing, Shenzhen, and Guangzhou because it has a high level of economic development and a well-established infrastructure. Second-tier cities, for example, Zhuhai, Tianjin, and Chongqing, are considered to have good potential due to their more-competitive costs than those of the first-tier cities (Jiang, 2007). Third-tier cities are underdeveloped in economy and infrastructure but may offer potency for future growth.

According to Wong and Yu (2003), sophistication varies between consumers from first-tier and those from second-tier cities. Residents in second-tier cities have incomes on average 20% - 30% below those of residents in first-tier cities and thus spending a greater proportion on necessities and emphasizing value for money rather than luxuries (Chaney & Gamble, 2008). *These differences lead to the expectation in this study that attitudes toward products in mini packages will differ between Zhuhai and Shanghai residents.* It should be noted that the comparison between Shanghai and Zhuhai residents is meant to offer greater insights for marketers than simply analyzing them in aggregate or focusing on residents in just one city. The goal is to present/describe differences between them, not to theorize why they differ on each attitude.

The research detailed below verifies the above expectations/observations by probing consumers' attitudes that have deterred mini-packaging popularity.

3. Method

3.1 Research Design and Procedure

This research surveys the attitudes of Chinese residents in Zhuhai and Shanghai toward products in mini packages. These cities are selected because they differ in size, development, and

income. Zhuhai is a second-tier city with 1.63 million population, 1,732.33 km² land area, and urban per capita disposable income of RMB 38,322 in 2016 (Zhuhai Statistics Bureau, 2016). In contrast, Shanghai is a national central city with 24.15 million population, 6,340.5 km² area, and urban per capita disposable income of RMB57,692 in 2016 (Shanghai Statistics Bureau, 2017). Due to the cost constraint, it was not feasible to survey residents in rural areas.

3.2 Sample

Convenience sampling is a type of non-probability sampling in which the sample is drawn from that part of the population that is close to hand. It is useful, economical, and fine when accurate generalization to the total population (e.g., in predicting national/regional election votes) is not the goal. Through convenience sampling at shopping malls and universities, adult respondents in the two cities were invited by the research team on a face-to-face basis to answer Chinese questionnaires. Participants consisted of 161 (84 males, 52.2%; 77 females, 47.8%) Zhuhai and 307 (145 males, 47.2%; 162 females, 52.8%) Shanghai Chinese residents. The sex distribution between the two groups was not different, Pearson $\chi^2(1) = 1.033$, $p = .31$.

Following the procedures of Pornpitakpan, Yuan, and Han (2017), this study examined potential covariates. Due to the significant differences between the two groups in age, number of persons in the household, years of education, and personal monthly incomes, these were used as covariates in testing the mean differences of agreements to statements regarding products in mini packages.

3.3 Measure

The questionnaire was developed in English by the authors, translated into Chinese by a native-Chinese PhD student who is fluent in English with very high IELTS (International English Language Testing System) scores, and verified by another native-Chinese PhD student who is also fluent in English with very high IELTS scores. Third opinions from a native-Chinese professor fluent in English with a PhD degree from the United Kingdom were sought to resolve any discrepancies. Participants indicated agreements (1 = *strongly disagree* to 7 = *strongly agree*) to 22 statements (see Table 1), which were derived from (1) insights obtained from interviews with managers of multinational companies in China about their product strategies, and (2) the above Literature Review section about factors potentially affecting mini-packaging success in general and in China. There has been no published scale to measure attitudes toward mini packages. This study is the first to develop such questions.

Table 1 ANCOVA by Cities on Attitudes Toward Products in Mini Packages

Statement	Total sample (n = 468)		Zhuhai (n = 161)		Shanghai (n = 307)		F (1, 462)	P
	Adjust- ed M	SE	Adjust- ed M	SE	Adjust- ed M	SE		
1) Products in mini packages are inconvenient to use.	3.546	.079	3.668	.143	3.404	.098	2.334	.127
2) Products in mini packages do not help me control product usage amount.	3.908	.085	4.025	.152	3.791	.104	1.394	.238
3) Products in mini packages are not hygienic.	3.282	.081	3.507	.145	3.057	.100	5.662	.018
4) Products in mini packages are difficult to store once opened.	4.877	.093	4.864	.167	4.889	.115	0.013	.910
5) I do not buy products in mini packages because there are many people in my house.	3.825	.090	3.772	.161	3.879	.111	0.258	.612
6) I do not like buying products in mini packages because I will need to go to buy them often.	4.233	.087	4.027	.157	4.438	.107	4.060	.044
7) Products in mini packages are often more expensive than larger-sized products in terms of price per gram/ml.	4.842	.078	4.344	.140	5.341	.096	29.909	.000
8) Products in mini packages do not provide good value for money.	4.711	.072	4.373	.129	5.049	.089	16.083	.000
9) I like buying products in mini packages because they allow me to buy many different products at a small budget.	3.818	.080	3.687	.143	3.949	.098	1.978	.160
10) I do not need to buy foreign brands that come in mini packages because so many cheap and strong local brands exist in China.	3.872	.081	3.940	.146	3.803	.100	0.518	.472
11) Mini packages are not popular in China because the purchasing power in China has gone up.	3.724	.073	3.762	.132	3.685	.090	0.201	.654
12) Chinese employees get their salaries on a monthly basis, so they can afford to buy products in large sizes.	3.956	.077	3.972	.138	3.940	.094	0.033	.857
13) Using products in mini packages is more wasteful to the environment than larger-sized products (because mini packages use more raw materials on the packaging than necessary).	5.152	.076	4.653	.136	5.651	.093	31.870	.000
14) Mini packages are harmful to our environment.	5.065	.078	4.864	.140	5.267	.096	4.857	.028
15) It is difficult to find products in mini packages in China.	3.578	.085	3.631	.152	3.526	.104	0.282	.595
16) China does not have enough small corner stores to make products in mini packages widely available to consumers.	3.923	.085	3.725	.153	4.121	.105	3.956	.047

Statement	Total sample (n = 468)		Zhuhai (n = 161)		Shanghai (n = 307)		F (1, 462)	P
	Adjust- ed M	SE	Adjust- ed M	SE	Adjust- ed M	SE		
17) There is no advertising of products in mini packages in China.	4.597	.082	4.286	.146	4.908	.100	10.613	.001
18) Products in mini packages tend to lower the brand image.	3.406	.078	3.727	.141	3.085	.096	12.288	.001
19) People may perceive me to be poor if I buy products in mini packages.	3.016	.080	3.294	.144	2.738	.099	8.719	.003
20) I buy products in mini packages only when I want to try new personal care products.	4.708	.082	4.383	.147	5.034	.101	11.462	.001
21) I buy products in mini packages only when I want to try new food products.	4.842	.082	4.673	.148	5.012	.101	3.116	.078
22) I buy products in mini packages only for use while traveling.	5.158	.081	4.947	.145	5.370	.099	5.029	.025

Note. The means for the Zhuhai, Shanghai, and total samples are adjusted by including these covariates: age, number of persons in the household, years of education, and personal monthly income. Statements with significant differences between the two groups are bolded.

4. Results

Table 1 shows one-way ANCOVA by cities on the attitudes toward products in mini packages. Shanghai participants exhibit significantly higher agreements than do Zhuhai to the following statements:

- 6) I do not like buying products in mini packages because I will need to go to buy them often;
- 7) Products in mini packages are often more expensive than larger-sized products in terms of price per gram/ml;
- 8) Products in mini packages do not provide good value for money;
- 13) Using products in mini packages is more wasteful to the environment than larger-sized products;
- 14) Mini packages are harmful to our environment;
- 16) China does not have enough small corner stores to make products in mini packages widely available to consumers;
- 17) There is no advertising of products in mini packages in China;
- 20) I buy products in mini packages only when I want to try new personal care products;
- 21) I buy products in mini packages only when I want to try new food products; and
- 22) I buy products in mini packages only for use while traveling.

In contrast, Zhuhai participants show higher agreements than do Shanghai to the following statements:

- 3) Products in mini packages are not hygienic;
- 18) Products in mini packages tend to lower the brand image; and
- 19) People may perceive me to be poor if I buy products in mini packages.

They do not differ in agreements to the remaining statements. Overall, the combined samples **agree** (score of 4 and above) that products in mini packages are difficult to store once opened, are often more expensive than are larger-sized products in terms of price per volume, and do not provide good value for money; that participants do not like buying products in mini packages because they will need to go to buy them often; that using products in mini packages is more wasteful and harmful to the environment than is using larger-sized products; that there is no advertising of products in mini packages in China; and that participants buy products in mini packages only for traveling and when they want to try new personal care and food products.

The combined samples **disagree** (score less than 4) that products in mini packages are inconvenient to use, do not help them control product usage amount, are not hygienic, and tend to lower the brand image; that participants do not buy products in mini packages because there are many people in their house; that they like buying products in mini packages because mini packages allow them to buy many different products at a small budget; that they do not need to buy foreign brands that come in mini packages because so many cheap and strong local brands exist in China; that mini packages are not popular in China because the purchasing power in China has gone up; that Chinese employees get their salaries on a monthly basis, so they can afford to buy products in large sizes; that it is difficult to find products in mini packages in China; that China does not have enough small corner stores to make products in mini packages widely available; and that people may perceive them to be poor if they buy products in mini packages.

5. Discussion

5.1 Contributions and Summary of the Research

Focusing on the emerging markets and success factors of mini-packaging, past studies have captured part of explanations to mini-packaging success, which is not the case in China. Responding to such contrast, this study is the first to survey Chinese residents in Zhuhai (smaller, less developed) and Shanghai (larger, more developed) to illuminate the reasons for the unpopularity of products in mini packages in China. This study's contributions are (1) providing in-depth quantitative analysis of the possible reasons mini-packaging is not popular in China, (2)

offering managerial advice for using mini-packaging to increase brand competitiveness, (3) developing a scale to measure attitudes toward products in mini packages; and (4) being empirical as opposed to merely anecdotal/speculative like some studies in this area.

The results demonstrate that many factors including consumers' cultural values and attitudes toward products in mini packages deter the success of mini-packaging in China. The combined samples **agree** that products in mini packages are difficult to store once opened, are often more expensive than are larger-sized products in terms of price per volume, and do not provide good value for money; that participants do not like buying products in mini packages because they will need to go to buy them often; that using products in mini packages is more wasteful and harmful to the environment than is using larger-sized products; that there is no advertising of products in mini packages in China; and that participants buy products in mini packages only for traveling and when they want to try new personal care and food products.

They **disagree** that products in mini packages are inconvenient to use, do not help them control product usage amount, are not hygienic, and tend to lower the brand image; that participants do not buy products in mini packages because there are many people in their house; that they like buying products in mini packages because mini packages allow them to buy many different products at a small budget; that they do not need to buy foreign brands that come in mini packages because so many cheap and strong local brands exist in China; that mini packages are not popular in China because the purchasing power in China has gone up; that Chinese employees get their salaries on a monthly basis, so they can afford to buy products in large sizes; that it is difficult to find products in mini packages in China; that China does not have enough small corner stores to make products in mini packages widely available; and that people may perceive them to be poor if they buy products in mini packages.

The results are consistent with Chinese people's risk aversion, that is, products in mini packages may reduce their perceived risk in purchasing new products in large packages. Shanghai respondents are more willing than are Zhuhai ones to buy products in mini packages to try new food and personal care products, in line with studies that have shown Chinese consumers' increasing demand for convenience products (Grunert et al., 2011) and variety-seeking behavior among educated and wealthy people (Grünhagen et al., 2012). The results also agree with Chinese people's price sensitivity, as products in mini packages are considered more costly than are those in large packages on a price-per-volume basis. Interestingly, they seem to prefer foreign branded products in mini packages to cheap local ones.

The results support that the requirement of frequent purchases of products in mini packages impedes mini-package popularity. Moreover, the results attest to the expectation that mini-package usage conflicts with Chinese people's environmental concerns. The difficulty in storing the product

once opened and the environmental threat of mini packages go against their value of frugality and harmony with nature.

5.2 Suggestions for Future Research

Future research may include more cities/towns from different regions and economic development levels in China to understand the China markets better. Probability sampling techniques may be used, but the survey cost tend to be higher than that of convenience sampling. Future research may perform regression analysis with consumers’ buying behavior/intention of products in mini packages as the dependent variable and the factors potentially affecting mini-packaging product sales as predictor variables. An example of such a regression model is shown in Figure 1.

In addition, experiments may be conducted to examine whether advertisements and what advertising appeals can persuade people to buy products in mini packages for regular consumption. Finally, future research may add more items to measure consumers’ attitudes toward products in mini packages.

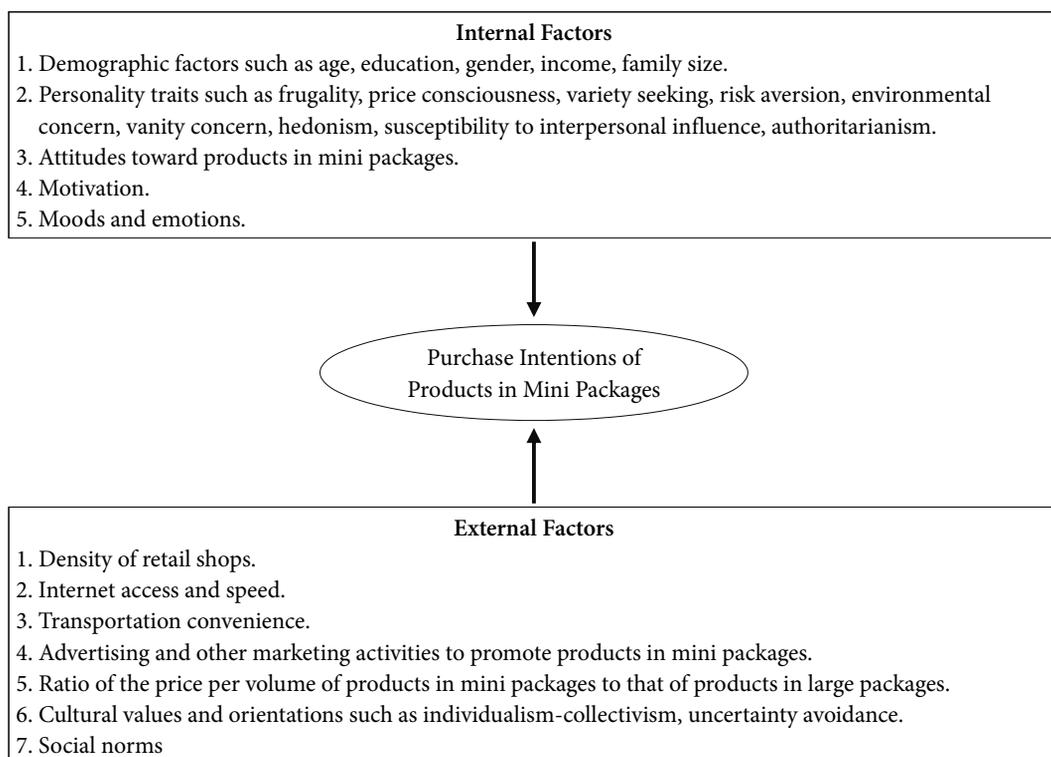


Figure 1 An Example of a Regression Model for Future Research

5.3 Managerial Suggestions

Competition in China's fragmented retailing industry is fierce. Despite its unpopularity of mini-packaging for the reasons empirically investigated in this study, mini-packaging, if done properly, can become a profitable competitive edge. Below are suggestions for increasing the prevalence of products in mini packages.

First, packaging innovations should be improved to lower the production cost, increase packaging attractiveness, and enhance convenience in storing the remaining content once the package is opened. Another strategy is to make each mini package contain product amount for only a single use to both maintain product freshness and avoid the trouble of storing the product once the package is opened. For example, car/motorbike wash shampoo can be packaged in a tearable/squeezable capsule for mixing with a bucket of water for a single car/motorbike wash. Facial cream can also be packaged in a tearable/squeezable capsule for a single application on the face.

Second, to deal with the perceived poor value for money of products in mini packages, marketers can set the price of the products in mini packages in such a way that their price per volume is just slightly more expensive than that of the products in larger packages. Alternatively, the benefits of mini packages over larger packages could be emphasized and promoted to justify their higher price per volume, for example, fresher product content, smaller cash outlay to obtain the product, occupying less space in the house, and consumers' ability to try many variants/flavors of the product in a short period at a low budget. For instance, consumers can try four mini packages of a brand of shampoo, each with a different fragrance and color, within a week compared to the case of having to buy four large bottles of the same brand of shampoo.

Third, to improve distribution efficiency, foreign firms may offer incentives in seeking cooperation with local companies that can contribute valuable resources such as business networks, government relations, and knowledge of local market conditions. Franchising and joint venture arrangements can be established to capitalize on the strengths of both parties. Moreover, given the popularity of e-commerce in China, companies wishing to sell products in mini packages should make sure they have appealing and easy to use e-commerce platforms so that consumers can order products conveniently. They can also sell through gigantic e-commerce platforms such as Jingdong, Alibaba, and Taobao.

Fourth, to cope with the environmental issues, companies should come up with recyclable or biodegradable mini-packaging materials with lower costs than those of the non-recyclable or non-biodegradable versions. This may sound unachievable; however, it should be noted that successful innovations that are cheaper and better than what they have replaced are abundant. For

example, each new version of laptop computers, portable hard drives, smart phones, tablets, televisions, cameras, and other kinds of electronic gadgets are usually less costly and of higher quality than are the previous versions. Furthermore, the packages should just fit the content inside rather than being much larger than necessary. For instance, it is quite common to see big sachets/jars/bottles of body lotion that contain very little content compared to the size of the packages.

Last, advertisements and promotions are essential in building brand image and demand of products in mini packages. They should also portray that using products in mini packages is trendy, convenient, hygienic, economical, and able to save storage space and maintain the freshness and quality of the product. In case the packages are recyclable or biodegradable, the advertisements can promote the product as being environmentally friendly. These selling propositions can be accomplished without increasing the manufacturing costs of the products. More important, advertisements must convince consumers that products in mini packages are not much more expensive on a price-per-volume basis than are products in large packages after considering the above benefits of products in mini packages.

Received 07. March. 2019, Revised 31. July. 2019, Accepted 01. August. 2019

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