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The features marked with a star (*) are based entirely on material taken straight from standard research (and other Official and Therefore Always Correct) literature. Many of the other articles are genuine, too, but we don't know which ones.

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On the Front and Back Covers

Images of once-famous women and a few men, adapted from photos on file at the Library of Congress.



Some Coming Events

The Covid-19 pandemic has introduced excitingly boundless uncertainty as to whether, when, and where public activities will happen in the near future. In 2022 some will happen teledistantly.

(See [IMPROBABLE.COM](https://www.improbable.com) for details of these and other events.)

Improbable Conversations with Researchers—

See schedule on the web site.

Summer 2022—

Ig Nobel Prizes Exhibition in Taiwan

September 15, 2022—

The 32nd First Annual Ig Nobel Prize Ceremony



CHOCOLATE PACKAGING RESEARCH REVIEW

Analyses of package purchase perception decisions

by Anita Raimondo-Robusto, Improbable Research staff

Chocolate Packaging and the Mind of Youths

"Chocolate Packaging Cues and First Moment of Truth: An Exploratory Study on Young Consumers' Mind," Suraj Kushe Shekhar and P.T. Raveendran, *Management Science Letters*, vol. 3, no. 7. 2013, pp. 1851-1862. The authors, at Kannur University, India, report:

Results showed that an attractive package design was of paramount significance in first purchase of chocolate bars....

An interesting observation worth noting was, among 72 percent who purchased a newly launched chocolate bar based on an attractive pack, 61 percent regretted having purchased it. These findings clearly portrayed that consumers were misled by good-looking chocolate packages. 8 percent of the consumers also had the opinion that the nutritional information and nutritional claims printed on chocolate packages were misleading. However, this did not prevent them from trying out different brands of chocolate bars....

However, it was concluded that a very strong advertisement with a very attractive pack together could sell the chocolate bar with over 94 percent of the respondents agreeing to it.

96 percent of the students did not follow the storage instructions given on packages.

To Purchase, or Not to Purchase, Packaged Chocolate

"An Empirical Study on the Relationship of Purchasing a Chocolate Based on Its Packaging," Yasaman Giyahi, *Management Science Letters*, vol. 2, no. 3, 2012, pp. 833-844. The author, at Allameh Tabatabai University, Iran, reports:

The preliminary results indicate that the number of purchased packages within a year, cost of purchasing chocolate within a year, type of relationship of recipients of chocolate as gift, gender of recipient of chocolate as gift, age group of recipient of gift, type of store, nationality of chocolate, significance of packaging in various price ranges, type of packaging, insertion of information on package and color of packaging, are important factors influencing people to buy more.

To Purchase, or Not to Purchase, Packaged Chocolate

"Chocolate Should Not Taste of Cardboard. Organoleptic Assessment of Packaging Materials," L. Robinsson, *Zucker-und Suesswarenwirtschaft*, 1977. The author is at Institut fuer Lebensmitteltechnologie und Verpackung, Germany.

Chocolate packaging cues and first moment of truth: An exploratory study on young consumers' mind

Suraj Kushe Shekhar* and P.T. Raveendran

Department of Management Studies, Kannur University, Thalassery campus, Palayad Post, Kannur, Kerala-670661, India

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ABSTRACT

Packaging is often called as the fifth P of the marketing mix. Chocolate is a product which is loved to be consumed irrespective of any age group. Consumers were asked to imagine that a new chocolate bar has been launched in the market and were yet to sense (sight or taste) it or a chocolate bar which was already launched in the market and were yet to sense (sight or taste) it. The present study explored different chocolate packaging cues that could possibly influence the purchase decision of young consumers in such a scenario. Descriptive research with convenient sampling elicited 240 responses across the age group lying between 11 to 27 years. Results showed that an attractive package design was of paramount significance in first



Suraj Kushe Shekhar, lead author of the study "Chocolate Packaging Cues and First Moment of Truth: An Exploratory Study on Young Consumers' Mind." Drawing by Nan Swift.