

**The New Strategy in Marketing Communication "Debranding":
Qualitative Analysis for Packaging Design of Food Products**
Pazarlama İletişiminde Yeni Strateji "Debranding": Gıda Ürünlerinin Ambalaj
Tasarımına Yönelik Nitel Analiz

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Öz

Markaların tüketicilerle kurduğu en önemli görsel iletişim elementlerinden biri ambalajdır. Bu noktada bir pazarlama iletişim elementi olan ambalaj tasarımı, çeşitli alanlarda uzman kişilerin bir araya gelerek hazırladığı önemli marka öğelerindedir. Diğer taraftan artan rekabet ortamı, değişen tüketici ve dönüşen dünyanın gereklilikleri doğrultusunda yeni pazarlama stratejileri geliştirilmesi gerekmektedir. Bu bakımdan ambalajın tasarlanması sürecinde geliştirilen yeni stratejilerden biri debranding'tir. Ürünün ambalaj tasarımından marka logosu ve sloganı gibi öğelerin çıkartılmasına debranding denmektedir. Araştırmanın amacı katılımcılardan debranding stratejisi uygulayan gıda ürünlerinin ambalaj tasarımı hakkındaki düşüncelerini öğrenmektir. Araştırma kapsamında 12 katılımcıyla yarı yapılandırılmış sorular üzerinden birebir görüşmeler yapılmıştır. Araştırmada 3 öğrenciyle yüz yüze 9 öğrenciyle telefon üzerinden görüşmeler yapılmış, ardından elde edilen veriler transkripte dönüştürülmüştür. Daha sonra transkriptler Maxqda 2020 programı kullanılarak kodlanmış, içerik analizleri gerçekleştirilmiştir. Yapılan analiz sonucunda katılımcıların debranding stratejilerine karşı görüşlerinin olumlu yönde olduğu tespit edilmiştir. Katılımcıların çoğunda gıda ürünlerinin ambalaj tasarımlarında logo yerine isim veya çeşitli duygu durum içeren kavramların yerleştirilmesine karşı olumlu oldukları saptanmıştır.

Anahtar Kelimeler: Debranding, Ambalaj Tasarımı, Logo, Nitel Araştırma

Abstract

One of the most important visual communication items that the brands set with the consumers is the packaging. In that point, as a marketing communication item, the design of packaging is an important brand item that the experts come together and prepare in various areas. On the other hand, in accordance with the necessity of competitive environment, changing consumer and transforming world, new marketing strategies must be developed. In this respect, debranding is one of the new strategies that developed in the process of packaging design. Debranding means removing the items like the logo of the brand and slogan from the packaging design. The aim of the research is to learn the opinions of participants about the food products that app-

lied debranding strategy in packaging design. Within the research, one-to-one meeting have been done with 12 participants via semi-structured questions. In the research, meetings have been done with 3 students face-to-face and 9 students via telephone, subsequently, the obtained data have been converted to transcript. Then the transcripts have been coded by using the programme Maxqda 2020, content analysis have been carried out in the consequence of condusted research. It has been ascertained that the opinions of participants that are positively to the strategies of debranding. It has been determined that most of the participants are positive to placing the name or various concepts including mood instead of logo in the packaging design of food products.

Keywords: Debranding, Packaging Design, Logo, Qualitative Research

Introduction

A great emphasis was placed on packaging design due to the reasons like people used for storage of food, protection and carrying in prehistoric periods, eluding from similar products on the shelf and branding after the industrial revolution. Packaging design is a technique and scientific study that committed by taking into consideration of modern necessities of industrial production, the needings of producer and consumer beside containing certain functional standarts like packaging storage, carrying, distribution, protection, the whole of symbolic items informing to consumer, persuading, aesthetic constitutes the process of packaging design. No longer large-scale brands have aimed to sell the product easily with an effective packaging in company with offering individuals products including quality content to be persistant in the market. Accordingly, a product designed without thinking deeply damages the product in the process of storage, carrying and distribution, colors used on, graphically and visual elements used on, thus causes a negative sense on consumer.

19th century is a period in which brands start to develop and in this period, the expression used pack "package" turned into the term "packaging" (acontainer is for certain content about writtern communication) (DuPuis & Silva, 2011, p. 10). The reason of changing of term in this way has originated from increasing of competitive area in marketing together with industrializing and visual and visual and written information related to the product. Accor-

ding to Akgün (2013, p. 110), a brand should have a different design and opinion if it wants to stand out from its competitors be more known and be bought by being noticed by the consumer. Becer (2015, p. 205), interprets the relationship between consumer and packaging in the way "*every packaging is in a competition with the other similar brands on the rack of supermarket, consumer prefers one from these brands during the action of buying. In other words, he/she makes a preference among the packagings prepared by different designers. Every packaging gets into a relationship with customer directly.*". Today, the importance of customer has increased with the development of industry. Therefore, designs noticed among the opponents in the direction of demands and needs of customer beside the necessities of producer also in the packaging design have been applied. In this subject, it is stated that it is necessary to apply designs which draw attention of customer.

Therefore, the necessary various practical information to take into consideration are like in the following during the design of packaging (Erdal, 2009, p. 34-35);

- The packaging should be held easily, the size should be specified according to this. Holding too big or small packaging is difficult with the reason of weight and grasp.
- The packaging should be balanced and should stand easily. The form of packaging can change according to the designer but shouldn't be excogitative and eye- straining.
- The packaging should have parts to make it easy to hold, prevent sliding from the hand or to grasp.
- The packaging cover must be twist off without difficulty and must be functional.
- The large writings are remarkable. Because it is seen easily, easy on the eye and readability is high.
- If long writings are used, blanks between the line spaces, blanks between the paragraphs should be left bigger. The typesetting of all sizes of letters is important in the increasing of readability.
- Writings should be simple and readable. Italics, hand-writing or fancy writings shouldn't be used unless it is necessary.

- As far as possible, writing should be used less, more photos, symbols and illustration should be used.

Briefly, it is said that the form of package should be utilitarian and functional, portable easily, folding easily, attention should be paid to the point size and typesetting, typography and often-used visual factors like symbols, photos and illustrations.

1. Functions of Packaging

According to Landor which is one of the important firms in regards to designing packaging in America: "Packaging which is formed partly via research also partly based on instinct; is a synthesis of art and psychology. To catch customer's eye is not unique aim of packaging designing. The packaging should tell something about the product without talking." (Becer, 2015, p. 208). On the other side, according to DuPuis and Silva (2011, p. 106), "using the correct visual language on the packaging is vital to gaining the consumer who is intellectually and emotionally contacted". The bond that today's customer affiliates with the brands in accordance with the demands is essential. For this reason, design of packaging is one of the important visual communication tools established with the customers. Klimchuk and Krasovec (2012, p. 64), emphasize on that packaging is one of the main communication means and it is very important in identifying formation of brand. According to them, what should be in a well-designed packaging design in terms of marketing communication is as follows:

- Communicates the marketing/brand strategy and message immediately, effectively, and clearly
- Presents information hierarchically and is easy to read
- Suggests the function, usage, and purpose visually
- Differentiates the product from the competition and in relation to any other varieties
- Represents itself appropriately and competitively in the category
- Reflects the value perception of quality at a fair market price

- Performs durably and is able to withstand shelf life and product use

The shelf life, storage, being convenient to the retail and transportation, conditions in terms of cost and portability are the features in the essence of packaging. However, with the increasing importance of marketing communication in today's competitive environment, there are many factors that need to be considered for companies.

This situation has lined up as various evaluating criteria that should be considered on during the designing of packaging as Odabaşı and Oyman stated (2004, p. 59):

Table 1. Factors of Packaging

Factors of packaging	Description
Color	It roles as symbolic metaphor. It has strong emotion signs. For example, the purple packaging of Milka evokes the luxury and quality.
Typography	It gives hints about the value of product. For example, an italics handwriting is delicacy on the labels of wine. It can be seen as a hint which means that the productive quality and sophisticated.
Logo	It represents the unique image and character of brand. For example, white Coca Cola writing on the red surface or the Kellogg's corn flakes shiny red writing calling signature
Type/material	To a great extent, it depends on the aims of using and types of products. It can be eco-friendly, recyclable, etc. For example, paper/cardboard boxes, bags (paper, plastic, nylon, etc.), bottles (glass, plastic, etc.) tubes, jars.

Shape/ structure	It draws attention effectively. For example, like the bottles of Coca Cola with its different lines.
Label or sign	It changes according to the type and material of packaging. It can be printed on the packaging or on different materials.
Size	It stimulates the using of product

Basic principles of packaging design; color, typography, logo, the material used in the production of packaging materials, the shape or structure of the packaging, the content/product and the size of the package that contains all the information about the brand and the content pasted on the package. Therefore, the design of packaging has been evaluated in many terms and new opinions have been presented as marketing strategy based on packaging. One of these opinions is the "debranding" which is a branding strategy that some firms have started to apply in recent times.

2. What is "Debranding"?

First researching about the debranding term was conducted in 1983 by Parasuraman, it is suggested that Debranding studies can be applied as a marketing strategy in the future by generic brands that we can say that commercial brand's name replaced the product's name. Debranding is a realization of unnamed marketing strategy of well-known brands by removing the name of the product or not using the brand name in the actions of marketing (Kear et al., 2013, p. 114). Actions of debranding includes the process of changing the brand logo during the marketing of reproduced product of a well-known brand before (Gallo et al., 2012, p. 222). Debranding can be described as removing the logo from the packaging design of a recognized brand's well-known product during of remarketing.

Debranding is a marketing strategy to decrease the creative factors in brand identity of brands consciously. In the firms that their brand identity is very strong, individuals can recognize the brand only from the symbols without seeing the logo of brand or its name (Mogaji, 2021, p. 251). According to the Pisarkiewicz and Mazur, the agency of marketing and branding whose the

center office in New York, only the firms having long-established brands can apply a successful debranding marketing strategy with a logo, color and design. As a result, the brands whose brand recognition was firmly established apply the debranding strategy (Kear et al., 2013; Parasuraman 1983). Debranding which is done by the methods of personal product which has been very popular in recent times for the brands and thus it is an application that we came across with as a way of being different. Also it is a method for being seen as a more foreseeing firm and introducing the brands in a remarkable way (Jessica & Hannah, 2014, p. 8). Venzel (2018, p. 4) who define debranding as removing the text of product from the logo states as for the visual factors in logo that can be known by the consumers are protected. It has been observed that various symbolic items on the packaging except for logo call the brand with reason of being catchy of visual factors and for this reason visual items on the packaging an even different fictional figures pulled of from the logo are protected by the consumers.

One of the best examples for debranding marketing applications is the campaign which the Coca Cola company started in 2011 in Australia "Share a coke". This campaign spreaded to the othe countries by drawing great attention (Jessica & Hannah, 2014, p. 9). This campaign done by The Coca Cola company was realized appropriately to the strategies of local marketing of the global companies.

Image 1. "Share a Coke Campaign" example I



Resource: The Coca Cola Company, www.cocacolaunited.com

In this sense, as a result of glocal marketing actions from global to native, by determining the most used names in the country in which the campaign would be applied, product having these names on the designings of packa-

ging instead of logo were put on the market. Soon afterwards, examples of various feelings and thoughts regarding the packaging design of the campaign were also seen.

Image 2. “Share a Coke Campaign” example II



Resource: www.digitalvidya.com

When other companies performing the debranding out of Coca Cola are searched, it is encountered in the applications sthat just logo is pull out in the designing of packaging, name or notions take part. In addition, it has been observed that apart from the logo, for the rest of all factors in packaging design have been protected in the way of reminder of the brand.

Methodology

The packaging has become an important element for a lot of reasons from conveying the products to the mass and until after, Important improvements in the studies of designing and improving the product by evaluating the needs of producer and consumer also packaging industry in the world have been provided. In this sense, the design of packaging is a subject that should be considered on in terms of both designing the packaging and technically. Moreover brands have applied new techniques in the studies of marketing in today’s competitive environment day by day. It has been seen that following researches, especially well-known brands get positive results from the different applications ocured with the opinion, special to the persons, one of these methods is debranding. The aim of this study is to determine in which aspect is perception on the target mass that well-known brands making the action of

debranding in the packaging design of food products. As for the questions of study take place in the following:

- What kind of factors have university students paid attention most to the packaging designs of purchased food products?
- In what way are the preference of university students in the point of using logo in the packaging designs of purchased food products?
- In what way are the preferences of university students in the point of taking part of their own names in the packaging designs of purchased food products?
- In what way are the preferences of university students in the point of taking part of the names of their nearest and dearest in the packaging designs of purchased food products?
- In what way are the preferences of university students in the point of taking part of the notions including emotion and opinion in the packaging designs of purchased food products?
- Which emotion and opinion notions have the university students preferred in the packaging design of purchased food products?

In order to achieve the above purpose and to find answers to the questions, one-on-one interviews were conducted with university students. Later the transcripts occurred by transforming these interviews to the word document in digital media were analyzed by transferring to the Maxqda 2020 programme.

Research Model

The research is a phenomenological and within this scope created transcripts have been tried to be analyzed by making content analysis. Thus in the frame of qualitative analysis, it has been aimed to determine the obtained findings by following a deductive way (Merriam 2018, p. 175), defining consistent patterns and relationships between different themes in the basis of content analysis and textual data and what stays out (Güçlü, 2019, p. 168). The aim of phenomenological method is to understand the human experience (Van Manen, 2016, p. 9). The phenomenological interview is primary data acquisition to learn the main structure underlying experience (Merriam, 2018, p. 25). The interview that will be applied in phenomenological research is either

unstructured or semi-structured. The application ways of these interviews can change according to the questions and the method of researcher. In phenomenologies, researcher prefer meeting face to face with the participants. However, it is also possible to make interview via phone, e-mail and in recent times via social media. The main aim in all to understand what experiences related to the target phenomenon of participants mean, structure and the basis (Güler et al., 2013, p. 243).

In this research, sampling questions were oriented by using the semi-structured interview, committed meetings have been recorded with tape recorder. After the transcripts were obtained by transferring the obtained datum to the word documents. Transcripts occurred in the programme of Maxqda 2020 in the frames of main and sub-categories have been discussed by coding in the frame of content analysis, related thematic codes have been done, existing tendencies in the background and embedded connections have been tried to be found.

Universe (Population), Sample and Constraints

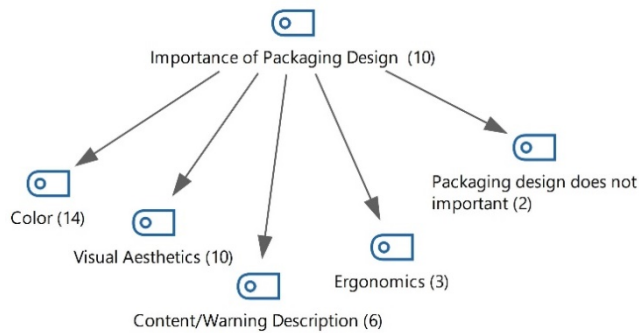
The young university students constitutes the universe of Works with the reason of the youngs are the target mass of food brands which usually apply debranding (Coca Cola, Nutella, Tadelles, etc.) and the university students who are considered as having high perceptions to the various marketing strategies. For this reason, the total 12 young university students between the ages of 20 and 25 constitute the sample of the student with the method of coincidental (workable) sample. 3 of the students are from the Hatay Mustafa Kemal University and were met face to face. As for the rest of 9 students, they are from the other universities and the meetings were done via phone with the reason of transportation problem. At the beginning of all interviews, taking sample audio recording that will be used for the research and won't be used in any other place or shared have been stated and have been received verbal approval.

Besides the visual and industrial design of a packaging, social and psychological factors that can affect the consumer have been existed. In this study, these two factors haven't been incorporated to this study due to the subject, is on the focus of packaging design. This situation is from the constraints of this

research, in oncoming studies, by taking place in the code table in the categories and increasing the number of sample is going to provide this subject to be taken into consideration from big perspective.

Findings

After transferring the obtained data to the transcript in the study, obtained findings were opened in the programme Maxqda 2020 for content analysis. Subsequently, by coming under 5 main theme, findings have been examined in 40 sub-categories and total 183 coding have been done. Mentioned main themes; (1) Importance of Packaging Design, (2) Use of Logo (3) Use of the Name (4) Use of the Notions (5) Packaging Design Factors.



Shape 1. Importance of Packaging Design Hierarchic Code-Sub-Code Model

Total 46 coding have been done related to the importance packaging design of purchased food products for the consumers. 10 of these codings including the importance of packaging design of purchased food products. As on the expressions example for these codings "*the packaging design of food products is very important for me. I think the design of packaging of products is more important than the content. Namely, it the packaging of a product that I have experienced before is designed as good as to draw my attention, I buy it without hesitating*" and "*before buying a product, the packaging that creates the first impression against the product, is more important than the content for me. The well-designed packaging of a product that I have never tried before can make me buy that product*". It can be say

on the basis of these expressions the packaging designs of purchased food products are more important than from itself for some consumers.

2 codings have been done regarding to the purchased food products that the packaging design is not important. In these codings the expressions "*the quality of content and taste is important for me rather than appearance the designs of packaging that I used often must be of the packaping*" and "*the designs of packaging than I used aften must be perfect or I don't have an approach like it must be pleasing to my eye certainly.*" have taken place. This situation has inferred that the packaging design on the purchased products isn't important, instead of this the factors like the quality of product or taste are more importon for some consumers.

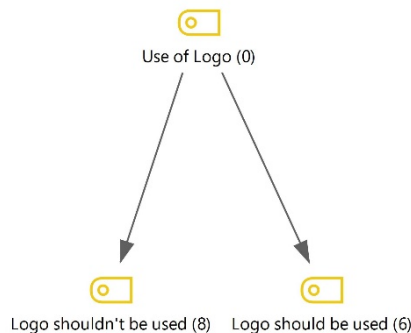
14 codes were made in the color category in the code table with the main theme of the importance of packaging designs of purchased food products. Code table expressions in these conditions like "*the color of packaging design draws my oftention firstly*" or "*the first factor drawing my attention firstly in the packaging designs of products are used colors. I think the colors have the effect of directing our preferences in every ensting field. In the factors of buying, the perception which the color constitutes takes a more important place rather than the content of product or the trust experienced the product before*" have taken place. It can be inferred from the expressions that the color used in the packaging designs of product is on important factor of an attractive and perception element.

10 codings have been done about the importance of visual aesthetic in the packaging of purchased products for the consumers. During these codings the expressions "*I show a positive approach to the packagings which are able the expressions to appeal on eye. Moreover I appreciate to hide the packaging of the product which I find good in the sense of aesthetic.*" and "*I like the products inovative brands which give importance to the aesthetic oratory in the pactoping design.*" have taken attention.

6 codings have been done related to the importance of taking place of explanations consisting warning and content on the packagings. In these codings, the expressions "*the warning indications like expire date taking part on the packaging design are more important rather than the aesthetic factors in packgaing design. I give importance to the warning indications for the sake of not coming up*

against health problems after consuming the products," and "the area in which writings related to content of product take part are the first factors that draw my attention first" have taken attention. Various warning indications related to the health problems that they can have or the form of consumptions on the designing of packaging that they bought and the factors like nutrients and preservers taking part in the content of product are important for some of the consumers based on the expressions in committed codings

3 codings were done related to the ergonomics of packaging designs of purchased food products. In these codings, statements such as "the packaging design of the food product has a solid structure, the product content is at a level that can prevent the product from being deformed by keeping it intact... are the first things that draw my attention" and "I have a positive approach to user-friendly packaging that meets the needs of the consumer". From these statements, it can be said that the points that consumers pay attention to in terms of ergonomics are factors such as the durability of the packaging, the ability to protect the product against external factors, and the consideration of user comfort.



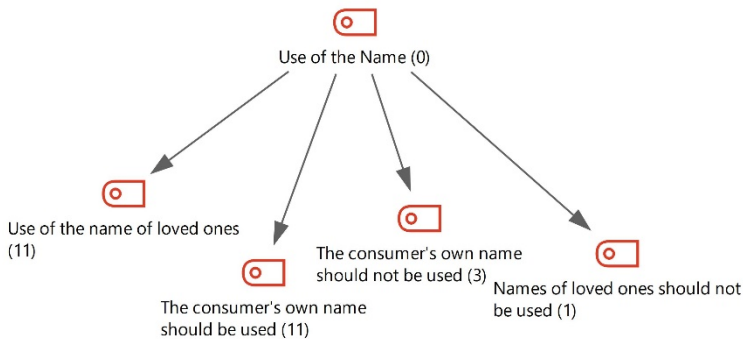
Shape 2. Using of Logo in The Packaging Design Hierarchy Code-Sub-Code Model

6 codings have been done in the category of "logo should be used" in the subject of placing the logo into the packaging design of purchased food product. In these codings, expressions from the participants related to the subject like "I have preferred the brand that I bought from the other brands by distinctly and the logo of the brand that I bought should take place on the packaging" or "taking place of logo on the packaging packaging design affects my preferences. Knowing

which brand's product I prefer and the acting of buying behaviour constitutes the feeling of trust on me" have taken place. It can be said that they consider the using of logo necessary due to the features of logo making the brand perceptible, rememberable, distinguishable.

8 codings have been done in the category of "logo should be used" in the subject of placing into the packaging design of purchased product. In the codings, expressions like "I am an anti-logo consumer. For this reason, I accept all kind of factors that will be used instead of logo." , "I don't like the logo having an obvious place on the packaging of the product that I buy. The logo of the brand is not necessarily on the packaging design. Not having the logo of the brand doesn't shake my confidence to the brand." have attracted the attention. Therefore, it can be stated that some of the consumers Express that using of logo in the packaging design of food products annoys some consumers or doesn't establish a trust relationship.

Total 26 codings have been done related to the theme occurred as related to the using of person names instead of logo in the packaging of food products in debranding applications.



Shape 3. Using of The Name in The Packaging Design Hieararchic Code-Sub-Code Model

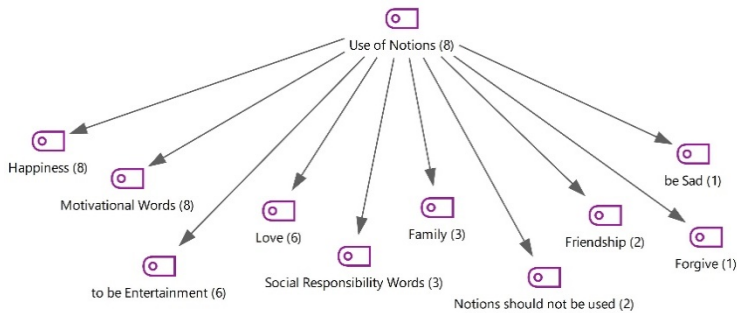
11 codings defending the view of using own name of buyer's product on the packaging of purchased product. In these codings, the expressions like "Seeing my name makes me feel special instead of logo of any other brand. When the brand thinks of me, nakes me feel speacial, it becomes my reason to choose that brand."

or "taking place of my name instead of a logo on the packaging design provides me to prefer a brand. I find these kind of works very successful that the brands conducted before. I think that designs special to the person or the designs making someone feel special are the works that consumers popularity without needing commercial." have attracted the attention. It can be thought that this method meets the today's consumers' requests and creates a positive perception due to being special to the person.

The number of codings on the way of not using own name of consumer on the packaging design of food products is 3. In these codings, expressions "of course, I feel special but what is important for me is the content of the product not the packaging design." And " I think that commercial interest is looked after over my name." have taken place. It has been seen that studies on this way don't draw attention, moreover, the opinion of brand makes this for getting profit occur for some consumers from the expressions in the committed codings.

The number of codings including the positive opinion in the subject of taking place of the loved ones' names of consumers on the packaging designs of food products is 11. In these codings, expressions like "It makes me remember my family when I buy a packaging design on which their names are written because I study away from them" or " I think that they will be happy and like when I buy these kind of products as a gift to my loved ones." have been found. Based on these expressions, it can be said that consumers prefer these products with the aim of giving as a gift and making them remember the people they miss.

Just 1 coding has been done in the category of not using the names of loved ones of the people on the packaging of purchased product. In this coding, the expression "Taking place of my loved ones' names on the packaging design instead of logo does not to cause me prefer the brand" has taken place. It can be said that taking place of loved ones names on the packaging design of purchased food products does not create a positive effect on some consumers.



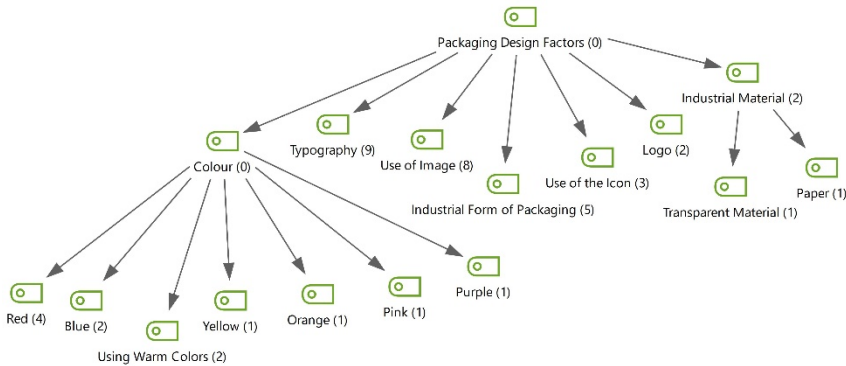
Shape 4. Use of Notions Hierarchic Code-Sub-Code Model

Total 48 codings have been done in using of various notions on the packaging design of purchased food product. The 8 of 48 codings are on the level of approving of using notions. As an example to these codings "I don't prefer seeing my name instead of logo on the packaging design but seeing the words stating my mood or amusing, witty expressions provide me prefer a brand," or "Taking place of different notions on the packaging design instead of logo provides me to prefer a brand." can be given. It can be said from these codings that using of notions stating various mood instead of logo on the packaging design is more effective.

On the other side, 2 of the codings are on the way of not using notions on the packagings. To these codings "using of varions notions on the packaging design instead of logo affects my preferences totally negative." can be given as example. It can be thought from this expression that using of notions on the packaging design creates a negative perception for some consumers.

When we glanced at other codings done in the main theme of using notions, 8 codings for happiness, 8 codings the words that can make person motivate in positive way, 6 codings for entertaining, 6 codings for love, 3 codings words including social responsibilities, 3 codings for family, 2 coding for friendship, 1 coding forgiving and 1 coding for being sad are the codings oriented to these notions. Under this main theme, while the most codings have been done oriented to the category of words of happiness and motivation, the least coding has been done to the category of forgiving and being sorry. Therefore, it has been thought that the consumers want to see the notions creating

positive feelings instead of the words including negative meaning and perception.



Shape 5. Factors of Packaging Design Hierarchic Code-Sub-Code Model

Total 43 codings exist in the main theme of packaging design factors of purchased food products. 2 codings have been done in the categories Typography 9, Use of Image 8, Industrial form of Packaging 5, Use of The Icon 3 and Logo sub-category taking place under this main theme. In the 9 codings taking place in the typography sub-categories the expressions "the writing style typography on the packaging design draws my attention" and "I pay attention to the font in emblem design. I find the italics and shady fonts very eye-straining and I don't act the buying behaviour." have attracted the attention. It can be said that consumers pay attention to the typographical factors on the packaging and this is one of the important factors for the packaging design.

8 codings have been found in the sub-category of the use of image on the packaging design of purchased food products. In these codings, the expressions "The visuals given place in the design are the first factors that draw my attention. We see the packaging from the content in a product. When we come across with a visual describing the content of product on the packaging design, some underlying imaginary findings occur in our mind about the product and thanks to this, we can tend to buy the product that we never know the content." have taken place. Due to these expressions, it can be said that tiring of visuals on the packaging showing the content, introducing the product and drawing attention of consumer will draw the attention of customer.

In the 5 codings taking place in the category of industrial form of packaging, the expressions like *"First of all having a form out of standar on the packaging design of product that I buy affects my buying in a positive way."* or *"I know from the form of industrial material that I buy global brand."* have taken place. Based on these expressions, it has been seen that extraordinary and forms of packaging seen different can create the perception of global or well-known brand for the consumers.

3 codings have been found in the category of use of icon. Among these codings, the expression of *"in case of various symbols success to draw my attention used on packaging design, I buy the products even having an ordinary content of not drawing my attention"* has attracted the attention. Hence, it can be stated that various symbols used on the packaging design of food products are attractive for some consumers.

One of the sub-categories taking place among the factors on packaging design of purchased products is the logo, what draws attention first about coding of logo is the expression of *"The design of logo given place on the packaging design is the first factor that draws my attention."* It can be emphasized that taking place of logo on the packaging is the first visual factor that reminds the brand is important for some consumers from this expression.

One of the important factors on the packaging design of food products is the industrial material of packaging. While 2 codings taking place about this sub-category, one coding is available in the transparent material and papper which are sub-categories of this coding. About industrial material coding, the expression of *"I make my choice by caring about the industrial material of packaging"* remarkable. In the sub-categories of this code, while glass or plastic packaging materials are not mentioned, the codings about the paper material and transparent material because of showing the itself of product were preferred.

Color is one of the sub-categories taking place between the factors on the packaging design of purchased food products. There have been red 4, blue 2, using warm colors 2, and also 1 coding in orange, yellow, pink and purple taking place under this category. In this categories, red category has been coded most and the expressions *"On the food product packaging colors draw my attention. Firstly, especially the color of red that global brands choose. Especially the*

red color on the packaging design increases my appetite and draws my attention because of being more impressive than other colors." have attracted the attention. These expressions are such as to prove the claim that red color awakes the feeling of hunger in people as a general perception. Therefore, it can be said that consumers prefer the red color more on the packaging design. As for the codings done to the sub-categories of blue, using warm colors, orange, yellow, pink and purple in this category have shown that colors out of these colors have never been preferred by the consumers.

Conclusion

The packaging design has been one of the most important factors used for providing the increasing of interest oriented to potential customers and providing of recognizability in the target masses of brands. The packaging design is one of the rare fields in which different professional group study together like visual communication designer, proficient marketers and industrial designer must have analysis today and future, changing world values and tendencies of target masses.

As a marketing strategy, the phenomenon of latest times, debranding is one of the ways of communication that created between the consumers and brands. When we look at the literature, along with being a few of studies in abroad about the subject, the study entitled with "Türk Markalarının "Debranding" Stratejisine Uyumu" by Meftune Özbakır Umut in Turkey. In this sense, it has been predicted that new researches will be done in the long term about the subject. In short, in the study done about the debranding strategy in which various notions or nouns placed by removing the logo from the packaging design of brands having high recognition, it has been tried to evaluate what the participants take care in the subject of packaging.

As a result of committed analysis, it has been seen that the packaging design of food products is important, respectively the subjects of color, visual aesthetics, content/warning explanations and ergonomics become prominent. As a consequence of research, it has attracted the attention that the factors like using healthy material or being sustainable of packaging which is considered that it can be important for the users are not mentioned. It has been seen that the idea of not using the logo (8) is predominant in the coding made regarding

the use of the logo on the packaging, which forms the basis of the debranding strategy, but the difference regarding the idea of using the logo (6) is not so high. It is foreseen that a clearer result can be obtained by increasing the number of participants in the future studies related to this situation.

It is observed that the general opinion of the consumer regarding the placement of the name, which is the first technique applied after removing the logo on the packaging, positive having the name of herself/herself and her loved ones. It has been seen that participants express these situations with the expressions like, I become happy I feel special, I give as a gift, my loved ones become happy. However some of the consumers stated that they don't lean towards this method and the brand does it to sell the product and for this reason seeing their own name on the packaging makes them feel annoyed. In conducted coding related to the using of various notions and expressions instead of logo on the packaging which is one of the methods used in debranding strategy, it has been seen that the participants find this situation favourable. It has been observed that the participants prefer the words including positive meaning in the mind to a large extent, but some of the participants prefer the words including negative meanings. Some of the participants stated that they want to see the logo on the packaging and they express negative opinion for using notions instead of logo. The color category has attracted the attention most in the codings in which the factors of packaging design of food products are evaluated. It has been seen that participants prefer the red color most here. Afterwards, the most codings have been done in the category of typography. It has been seen that the typography which is a field requiring proficiency in visual designing area is what a remarkable factor from the point of participants. After coming these two codings use of image, industrial form of packaging, use of the icon, logo have been important for the participants. Finally, it has been seen that a couple of codings have been done about the industrial material of packaging and transparent material and paper are mentioned here. In this category, not mentioning about the materials like glass or plastic is remarkable.

Consequently, it has been seen that the consumers have tended to different applications in the direction of their demands and to new marketing strategies of brands in the competitive environment. Therefore, the consumers

generally have a positive point of view for the debranding which is a new technique in marketing communication, for this reason, it has been predicted that the well-known brands will prefer this strategy more in oncoming process.

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