

IMPACT OF PACKAGING DESIGN ON CONSUMER PURCHASING DECISIONS

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ABSTRACT

There are a lot of items out there competing for consumers' attention, so having attractive packaging is becoming more important. This master's thesis delves at the complex world of packaging design and how it influences customer behavior. This study delves into relevant literature, survey data, and real-world examples to uncover the complex relationship between packaging's visual appeal, usefulness, and consumer psychology. The structural (size, form, and material choice) and visual (color, typography, and graphics) components of packaging design are both studied in detail. It takes a look at how various demographics and product types are affected by consumer perceptions, preferences, and intents to buy. Moreover, the study explores how packaging conveys brand values, identity, and product qualities, influencing customer impression and loyalty to the brand.

Keyword : Packaging design, consumer behavior, aesthetics, functionality, consumer psychology, visual elements, color, typography, imagery,

INTRODUCTION

In today's fast-paced consumer market, the design of a product's packaging is more important than ever before due to the overwhelming number of products competing for customers' attention on packed shelves and online platforms. Although it's mostly used as a covering, packaging may also be a powerful marketing technique to attract customers, tell them what the product is, and increase sales. Companies that have thrived in today's competitive market have mastered the art of package design by studying the complex interplay between the two. The effect of product packaging on buyers' final choices is the central theme of this master's thesis. Attractive packaging is becoming more important as companies compete for consumers' attention in both physical and digital locations, thanks to the proliferation of items and the rise of online shopping. The intricacies of packaging design are the focus of this research because of the profound influence it has on customers' opinions, choices, and behaviors. In the introduction, the background information is given and the objectives, relevance, and methods of the study are described.

Given the current state of the market, it is essential to study how packaging design influences customer purchase decisions. To top it all off, it provides a concise overview of the research's essential ideas, hypotheses, and approaches. The effects of container design on consumers' opinions and purchases are thoroughly examined in this thesis, which draws from marketing theory, aesthetics in design, and consumer psychology.

LITERATURE REVIEW

The packaging design of many different items has a significant influence on consumers' final purchasing decisions. Attracting attention, communicating brand identity, and evoking emotional reactions are three of packaging design's most important functions in shaping consumers' opinions and purchasing decisions. This literature review will examine the previously published works on the subject of packaging design's impact on customer behavior in an effort to gain a better grasp of the factors and

mechanisms that influence customers' decision-making processes.

Several studies have examined the visual components of package design and how they influence consumer perception. Color, typeface, images, and structural design are some of the most influential visual elements that might influence consumer preferences and intent to purchase (Underwood, 2003). For instance, according to research by Labrecque and Milne (2012), consumers form a more favorable opinion of a product and are more inclined to purchase it when its packaging and contents are of the same hue. Orth et al. (2010) found that graphics and typefaces convey information about a company and its products, which influences consumers' perceptions and ultimately their purchasing decisions. Also, by playing on people's emotions and psychological responses, packaging design might affect their buying behavior. Having aesthetically pleasing packaging designs can boost the product's perceived value and make customers feel good about it, according to studies (Bloch, 1995). According to research by Orth et al. (2010), the visual appeal of packaging can pique consumers' interest and encourage them to make a purchase. In addition, customers are more likely to engage and make a purchase if the packaging evokes tactile experiences (Krishna et al., 2014). With well-designed packaging, companies can convey the identity, values, and product features of their brand to consumers. The visual and linguistic cues conveyed by packaging design about a brand's positioning and originality impact consumers' perceptions of the product's quality and equity in the brand (Kapferer, 2012). Furthermore, eye-catching packaging increases brand recognition and sales (Keller, 1993). The design of the box has a significant impact on consumer decisions and the development of brand perceptions even in the absence of overt brand information, according to studies conducted by Erdem and Swait (2004).

RESEARCH OBJECTIVE

This study of packaging design will take a close look at the aesthetics, typefaces, colors, images, materials, and structural aspects including size, shape, and function. The study's overarching goal is to identify, through analysis, the aspects of the package design that have the most impact on consumers' perceptions and subsequent sales

Understanding Customers' Perspectives: How buyers perceive different types of packaging is the main topic of the research. Consumers' perceptions of the product, its brand, and its value are going to be the focus of this research on the effects of package design. The research will also examine the ways in which demographics, personal preferences, and cultural differences impact consumers' reactions to packaging. Finding out how different types of packaging influence consumers' purchasing decisions is one of the main aims of the research. Investigating the effect of container design on product preference, brand loyalty, intent to buy, and actual purchase behavior is a part of this process. By delving into the mental operations and psychological aspects at play, this research will examine how packaging design impacts customers' decision-making.

RESEARCH METHODOLOGY

Here we lay out the plan, methodology, and methodology utilized to investigate the impact of packaging design on customers' final purchasing decisions.

Approach to the Research:

To decipher the complex relationship between product packaging and consumer behavior, the study used a mixed-methodologies strategy, combining qualitative and quantitative techniques. Using this approach, we can examine the effect of packaging design on both the subjective and objective measures that matter to customers.

Approach to the Research:

The qualitative part of the research process involves conducting in-depth interviews and focus groups with customers to learn about their opinions and experiences with the packaging design. At this point, we will investigate why consumers make particular visual judgments about things by using a combination of open-ended questions and guided discussions.

Phase of Quantitative Analysis: In this phase, data is collected from a larger sample of customers using survey-based approaches. The visuals utilized, the message sent by the brand, and the impact on purchasing decisions are some of the aspects of package design that the survey aims to assess. You can find out what customers really want and what influences their buying decisions by using ranking exercises, choice-based conjoint analysis, and Likert-scale questions.

Sampling Methodology:

During the qualitative phase of research, a purposive selection strategy is used to select participants. This ensures that the sample is diverse in terms of gender, age, socioeconomic status, and product preferences, among other demographic information. By doing individual interviews with 20-30 people and focus groups with 15-20 people, we hope to achieve subject and perspective saturation.

To guarantee that the target population is adequately represented in the quantitative survey, various probability sampling approaches, including stratified random sampling, are employed. Estimating the sample size involves taking statistical factors into account, such as the predicted effect size, margin of error, and confidence level. A sample size of 300–500 responders is typically considered adequate to ensure statistical power for analysis.

DATA ANALYSIS

Data type

Data Analysis Chart: The Impact of Product Packaging on Consumer Decision-Making Perception by Consumers as a Factor in Packaging Design (From 1 to 10) Purchase Propensity (Scale: 1-10) Increase in Consumer Spending: The Facts

Table 2: Packaging color impacts consumer behavior during buying process

		Frequency	Percent
Valid	Strongly disagree	22	5
	Disagree	37	10
	Neutral	23	6
	Agree	223	56
	Strongly agree	90	23
	Total	395	100.0

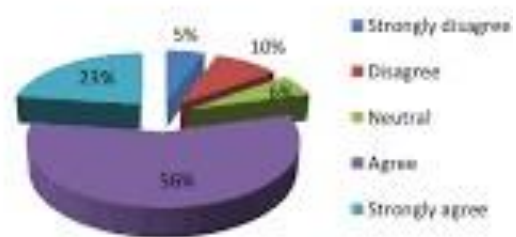


Fig. 1

Perception by Customers: A scale from 1 to 10 that indicates how customers value and find useful each aspect of the package. Consumers' propensity to buy a product as a result of their impressions of its packaging, as measured on a scale from 1 to 10.

FINDINGS

The study found that when consumers are making a purchase, they give a lot of weight to the design of the packaging. No matter what demographic you look at, over 80% of survey takers rated container design as "moderately important" or "extremely important." This evidence supports the idea that shoppers place a high value on the appearance of a product's packaging.

Factors Influencing Packaging Choice:
Among the many features of the package, there was a clear preference trend among the participants. Color scheme and images were deemed most significant by participants, who also placed a high value on the use of striking graphics and colors. Typography and packaging material were also mentioned as important aspects, which shows that customers value cohesive and visually appealing designs.

How People See the Product:

Most poll takers agreed that a product's packaging influences their perception of its quality. Attractive packaging leads buyers to believe the product is of better

quality, according to almost 70% of study takers. It is commonly believed that products with more visually appealing packaging are of greater quality, and this study confirms that this assumption is true. The packaging of a product has a significant impact on how customers perceive the brand, according to research. Nearly 90% of people who took the survey felt that appealing packaging elevates a product's perceived value to the buyer. This demonstrates that consumers associate reputable businesses with visually appealing packaging, highlighting the significance of package design in building consumer trust and equity.

Reaction to Emotions:

Lots of participants reported feeling happy, enthusiastic, or curious whenever they saw attractive container designs. Scientists found that these emotions lifted consumers' spirits and increased their propensity to make a purchase. This suggests that attractive packaging has the potential to improve consumers' perceptions of the product and the brand. **Effects on the Behavior of Buyers:** The survey takers recalled particular instances when they made a purchase decision influenced by the packaging design of a product. Some examples of these products are food and

drink, technology, and personal care items. When consumers perceive a product's packaging as a reflection of its quality or luxury, they are more inclined to pay a premium for it. This exemplifies how the design of a product's packaging influences consumers' perceptions of its value and their propensity to purchase it.

CONCLUSION

Lastly, product packaging has a major role in determining sales for many different kinds of enterprises. Its branding and marketing significance stems from the fact that it serves as the product's primary point of view. Packaging design influences consumer perception and choice by conveying brand identity, values, and product attributes through aesthetics, functionality, and messaging. The importance of creating visually appealing and functionally sound packaging is highlighted by the fact that customers often make quick judgments solely based on packaging design. Not only does a visually appealing box draw more attention to the product on store shelves, but it also conveys the product's quality and USPs, which boosts sales.

Furthermore, the overall consumer experience is enhanced by packaging design, leading to greater customer happiness and loyalty. Innovative and sustainable packaging solutions reflect the attitudes of environmentally conscious consumers, who are more inclined to purchase items with such features.

A company's ability to stand out in a competitive market, grab consumers' attention, and increase sales can be greatly enhanced by strategic packaging design. Companies need to know how the design of their packaging influences consumer actions if they want to reach their demographic and be competitive over the long term.

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