

THE EFFECT OF PACKAGING ON CONSUMER PERCEPTION

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Abstract: *The purpose of this research is to study the impact and effect of packaging on the minds of consumers and then analysis the purchasing capacity of customers. The aim of this research is to study the element of product packaging. This paper seeks to discuss the need to understand consumer perceptions in order to correctly design product packing and to achieve the desired position in the minds of consumers. Companies in order to create the right packaging for their products, they must understand the consumer buying process and understand the role and the impact of packaging as a variable that can influence the purchase decision of consumers. So, by understanding what factors influence the buying behavior and what packaging elements are most important help companies making the right decisions about packaging their products. This study will help in identifying the relationship between consumer buying process as the main variable of the study and some independent variables like packaging color, printed information, packaging material, design of wrapper, printed information, brand image, and innovation and practicality that help consumers in their decision buying process.*

1. INTRODUCTION:

Consumers nowadays are bombarded with too many marketing stimuli, clues in order to being attracted by different companies. In this line Keller (2008) states that consumers are exposed to more than 20,000 product choices within a 30-minute shopping session. The primary purpose of packaging is to protect the product, but packaging can be used by companies as an instrument for promoting their marketing offer, and for boosting their sales. A good packaging helps to identify and differentiate products to the consumers. Packaging is used for easily delivery and safety purpose. Packaging helps companies differentiate the product from other brand. Companies must understand what influences consumers in their consumer buying process. They must also understand what factors influences the buying behavior and what is the role of the packaging elements toward buying decision process of consumers during their purchase decision. Market research helps companies to create the 'right' packaging for a product, as well as the packaging elements that might be of importance to consumers. According to Alvarez and Casielles (2005) organizations' intentions are developing brands in order to attract and retain the existing consumers. The scholars have recognized the importance of having loyal customers, because loyal customers tend to buy more frequently, and are less likely to be influenced by competitors' promotion and communication strategies. Companies can use this understanding in a very strategic way in order to offer the right products and services to the right customer at the right time. Consumers respond to packaging based on previous information, learned reactions and individual preferences (Aaker 2010). So, packaging elements, shapes, colors, sizes and labels might influence consumers to respond positively. Packaging is often the last impression the consumer or consumer will have of your products before that final purchase decision is made, therefore, it is worth ensuring that packaging is working as hard as possible to secure that sale this may be in the form of imagery, brand values, products functionality or pure innovation. There are many ways in which packaging can add value.

Mustafa (2007) says that consumer purchase of product is highly depending on the product environmental safety. The most important aspect of the product is the packaging and often to the critical factor in the success of failure of the given product (Schoell, 1985). According to the silayoi and speece (2007) following are the element of the packaging (shape, color, symbol, graphics patterns, pictures, size). Images are important since they may serve as a diagnostic piece of information in some product purchase situations (underwood et al., 2001). Color selection is also one of the most important components of the packaging and brand design that further increase the visual stimuli, also considered important tool for creating and sustaining the brand and make the corporate image in the consumer mind. And also strongly associated with the different brand (Madden et al., 2000). Packing shape and size have an impact on a consumer's purchasing decision. Mostly consumers are attracted with that product which can use easily and carry (silayoi, speece 2004).

Consumer Perception

Information processing involves a series of activities by which stimuli are recognised, perceived, transformed into meaningful information and stored in memory

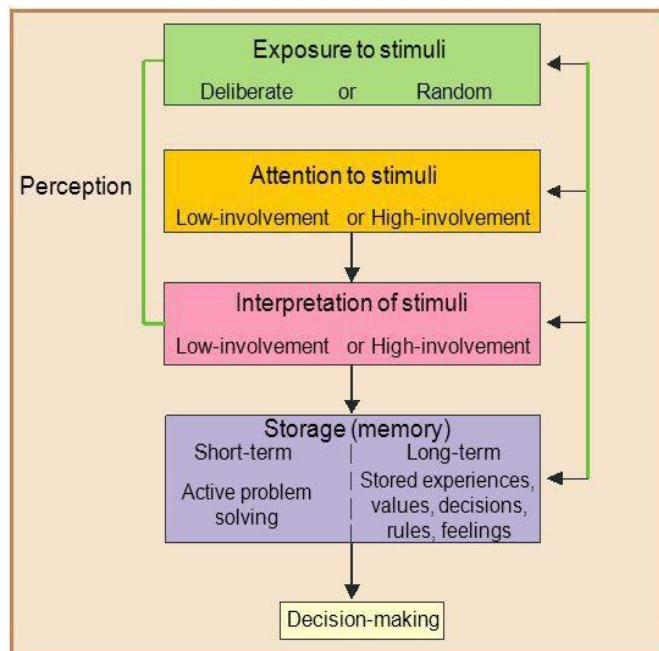


Fig.1

2. PROTECTION OF PRODUCT AND SHOPPER:

A package protects the contents as the product moves through its selling channel and whereas it is in use. A packaging conjointly prolongs the period of time of a product that is very important to producers, middlemen, and final patrons. Increasing attention centered recently on package safety, particularly for medicine, home cleaners, and different product that square measure doubtless dangerous, significantly to youngsters (Schoell, 1985). Product safety is associate underlying dimension of perceived product quality, is composed of such a large range of elements that it would verge on unclerness to consider it solely normally terms. Indeed, a product will be perceived as being would like satisfying, thus fulfilling a part of the notion of "product quality", for example, a food product might be terribly delicious (generally accepted as constituting quality), however is also thought to contain artificial additives that square measure harmful to the buyer (Tse, 1999). Packaging that fails to completely shield the merchandise has the potential to lead to excess injury and waste, diminished period of time, and loss of flavor or effectualness. Issues related to meagre protection square measure probably to steer to client discontent (Bix et al, 2002).

3. PROMOTION OF PRODUCT:

The promotional role of a packaging ought to be thought about. It will be used to attract customers' attention and encourage them to examine the product. Packaging style is vital in food market product, wherever its most important operate is to facilitate differentiation the product and shopper pay less time coming up with the looking trip and reading than ever, visual picture square measure crucial to attracting them .Promoting the contents is a vital packaging objective, particularly in self-service selling. Package should serve as a silent employee and attract the shopper's attention. Packaging is turning into associate progressively side of selling strategy. Corporations square measure seeing packaging as a way to attract customers to new and existing brands .Packages use style, colors, shapes, pictures, and materials to try to influence consumer's perceptions and shopping for behavior (Lamb et al, 2004). Packaging convenience is outlined by however shoppers use the package. Merely place convenience in packaging starts with a package that's straight forward to open also as straight forward to shut (Hogan, 2007).

Packaging might enhance consumer's convenience in many ways: • From convenience: by giving the merchandise in International Journal of Management and Social Sciences Research (IJMSSR) ISSN: 2319-4421 Volume 3, No. 3, March 2014 i-Explore International Research Journal Consortium www.irjcjournals.org 19 varied forms convenient to be used by completely different users. • Convenience of quantity: by giving the merchandise in varied pack sizes. • Convenience of time: provided to the buyer through extended availableness of products.

4. PACKAGING ELEMENTS-

There are a number of elements that come into play when it comes to product packaging but we wanted to go over a few here to explain what options are available to your for your packaging.

When you are creating and designing new packaging for a product, there are a number of things that you need to consider as part of the visual design. Consumers make subconscious decisions about products and pass judgments on products depending on how the product is packaged. There have been many studies which have been performed to identify the choices that customers will make based on the visual appeal of a product, and it's important to know what makes for an appealing product. There are a number of elements that come into play when it comes to product packaging but we wanted to go over a few here to explain what options are available to your for your packaging.

Colour

The use of colour when you are creating packaging has a big impact on the product and how it is perceived by the consumer. There are broad messages to be found in colour perception, and we all know that colours play a big role in branding and purchases. Consider the colours used by big corporations such as Coca-Cola and McDonalds – they use strong and bold colours for their logos and colour palette. Research has been done that demonstrated that around 90% of snap judgments about products can be made based on colour alone.

Text

Choosing a font for your labels or packaging comes under the colour line, in that it needs to be highly visual and visible, and it needs to suit your product as well. You need to ensure that your labels are going to be clear and well designed and that they, above all, sell your product as best they can.

Typography

Fonts displayed on the packaging should reflect the company brand, product line, or both. They should be clean, simple, and easy to read, which is facilitated by using contrasting font hierarchy (heading, subheading, body, etc.).

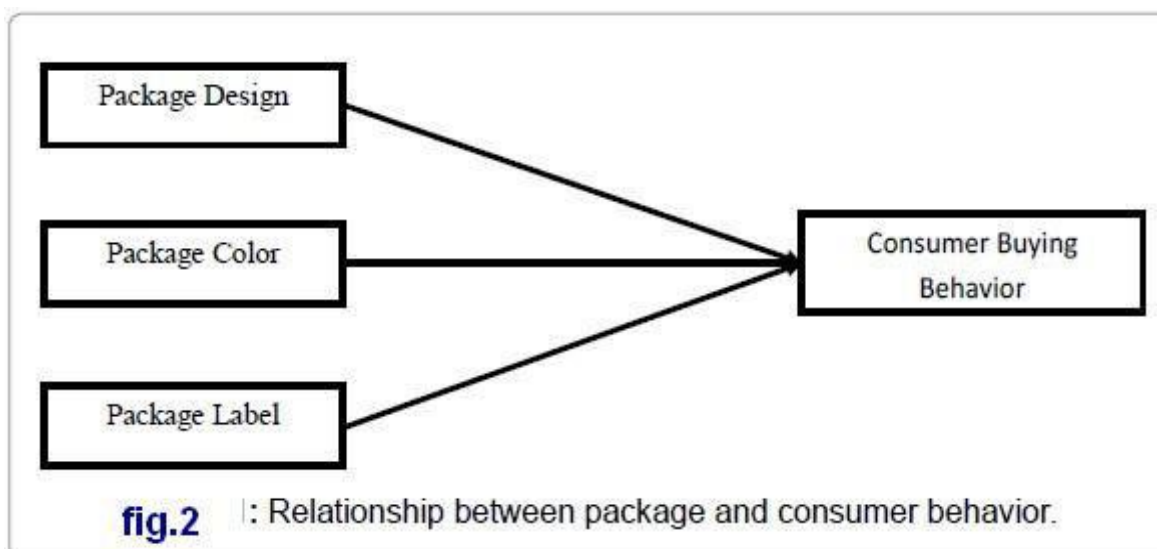
Material

The packaging material selected will be contingent on the design theme and consumer needs. Just like colors, the texture of a given material will evoke a specific feeling for consumers, so the material needs to be in line with the design theme.

Consumers are very aware of organizations' environmental and social responsibilities. This means that, depending on the type and reputation of the organization, consumers may expect packaging to be biodegradable or renewable, and to be sustainably produced.

Information

Consumers should be able to determine what's inside the packaging almost instantly. One way to achieve this is by summarizing consumers' pain points or priorities and displaying problem statements (think OTC medications) If the packaging needs to provide instructions, use simple, easy-to-follow graphics with minimal text, assuming they don't take away from the overall design.



MWV Packaging Matters™

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Why Study Packaging?

Because it matters

Packaging impacts shopping behavior, influences product satisfaction and motivates consumers in global markets in different ways.



SHOPPING BEHAVIOR



PRODUCT SATISFACTION



CONSUMERS IN GLOBAL MARKETS

Packaging Impacts Shopping Behaviors

IN-STORE

TRIAL
 64% Tried a product because the package caught their eye on the retail shelf

REPEAT
 41% Purchased a product again because of the packaging

SWITCH
 36% Switched brands because of negative experiences with new packaging

ONLINE

Because of packaging:

- 29% Researched more information about a product
- 20% Friended or "became a fan" of a brand/company on social networks
- 22% Wrote an online review that mentions packaging
- 18% Posted something about a product on social media

Packaging Impacts Product Satisfaction

Only 11% of global consumers are completely satisfied with packaging today.

Consumers say packaging is almost as important as brand in influencing overall product satisfaction.

Important packaging attributes to consumers:

- 80% Protecting the product from spilling
- 78% Making the product easy to get out
- 71% Easy to Open
- 45% Made from environmentally friendly materials



59% (AVG. 50%) India and South Africa express the highest satisfaction with product packaging.

25% (AVG. 50%) Japan reported the lowest satisfaction rating with product packaging.

In Brazil, Turkey, Germany, and Russia, consumers say packaging is more important than brand for overall product satisfaction.

Messaging

Tailoring the package design to consumer needs by presenting a method to satisfy them is a great way for brands to connect with consumers and establish trust. Highlight the primary reason a consumer should purchase the product.

Brand Awareness

Every product package should be used as an opportunity for brands to impress consumers and build a relationship. Because product packaging is typically a consumer's initial interaction with the brand, he or she needs to remember this first impression as a positive experience.

Consistency

It's wise to use similar design concepts across product lines because it makes recognizing the brand and products easier for the consumer.

5. OBJECTIVES OF THE STUDY:

This paper tries to analyze and find out the most important elements of packaging that influence the buying decision process. Thus, the paper will try:

- To find out the impact of packaging on the buying behavior decision.
- To check the effect of packaging elements on the buying behavior.

6. EFFECTS OF GOOD PACKAGING:

Smart packaging helps its targeted consumers feel an emotional attachment to a brand.

One crucial element of successful packaging is an icon: "Emotions are often also connected to brand icons as memories and feelings can be brought up on sight, leading to long-term relationships between the brand and the consumer,"

Color also heavily influences purchasing decisions, as does typography. Moreover, design is capable of not only inspiring a purchase from the targeted consumer but also creating a ripple effect: "A friend snapping a photo of attractive packaging and sharing it on Facebook has great potential for being quickly shared by others, therefore attracting new customers," suggests the following infographic.

6. IMPORTANCE OF PACKAGING DESIGN – YOUR BRANDING DOESN'T STOP WITH YOUR LOGO:

People are visual creatures by nature. What differentiates a bad company from a good company is the fact that the latter knows how to attract customers' attention with the help of packaging design. While an interesting and eye-catching logo does play a big part in marketing a product, nothing comes as close as the effects a visually appealing and striking design has on prospective customers.

WHY IS IT SO IMPORTANT?

Customers are drawn, more than anything, to products that look good. Something that is well designed and interesting is bound to attract more potential customers than a product that is poorly designed and looks bland. This is the importance of packaging design. It is, after all, the key part in marketing a product and ensuring it sells. It is also the key part in associating a brand to a certain thing – be it a color or a font. What that means, essentially, is that customers that are drawn to a package are bound to remember it later down the road before coming back to the product.

PACKAGING DESIGN: WHERE IT BEGINS

A good design should always reflect the product and the creativity and personality of the company. There is more, however, to packaging design than simply ensuring a package looks appealing.

7. HOW TO MAKE THE PERFECT PACKAGING DESIGN?

Many research studies have been done on the importance of packaging design, and if there is something they all have found, it is that simplicity sells. What people want, more than anything, is to get the information in a quick and simple way. Though it starts by attracting their attention through the means of elegant and eye-catching packaging, clearly labeling what the product is about is of the utmost importance. Companies want people to buy their products – they do not want people to walk away and buy a competing product merely because the information can be accessed more quickly on their package.

8. WHAT CUSTOMERS WANT?

Other than simplicity, customers also want honesty and authenticity. In other words, they want to know for a fact that the product that is labelled on the packaging is clearly the product that can be found inside. For that to happen, companies should always ensure the package makes them look trustworthy. This can be achieved by making sure the package is made of the highest quality materials available. Good packaging should also reflect the personality of the company. If a company is green and modern, then the packaging should be recyclable and innovative.

There is no denying the fact that a logo plays a vital part when it comes to marketing, but the power a visually appealing package has on customers cannot be compared to it. Customers want to associate a product with something positive, and the packaging design is often the first thing that comes to their mind.

Many packaging elements are factors that influence the buying behavior of consumers such as, packaging color, printed information, and packaging material, design of wrapper, printed information, brand image, innovation and practicality. Colors used in packaging can help draw consumer attention. Color of packaging is important because it used by companies to differentiate its product from other competitors. Therefore, colors play an important role in a potential customer's decision-making process. Companies use different colors for emphasizing a different mood, like, black is used for power, blue for trust, red for energy, green for balance or organic and fresh. Color is an essential component of packaging because consumers expect certain type of colors for particular products (Keller, 2009). Different colors also symbolize different meanings to consumers. For example, orange, yellow, purple they have

different meanings according to the consumer perception and culture. According to Singh (2006) color perceptions vary across cultures and most of the religions are believed to have their sacred colors. According to Charles W. Lamb et al., (2011), in their book “Essentials of Marketing” think that packaging has four distinct marketing functions. It contains and protects the product. It promotes the product. It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage. Therefore, packaging does more than just protecting the company’s products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in using sales. Labeling provides information regarding the product category, products ingredients, and product instructions. Consumers when making their mind whether to buy or not to buy a product they are guided not just by the taste, but also some other extrinsic factors such as, brand awareness, labeling, price and origin. According to Morris, J (1997) product labels help consumer to differentiate a product more easily. Labeling helps consumers spend less time needed while searching for products that are decided to be bought by them. Consumers under time pressure their decisions are influenced when the package comes with a distinctive appearance that contains simple and accurate information (Silayoi, and Speece, 2004). Nowadays, there are consumers that pay more attention to label information since they are more concerned with health and nutrition issues (Coulson, N.S., 2000). The material used in packaging is an important element which prevents the product from any damage or loss. It is more likely that the high quality material might attract customer more than low quality material. So, packaging material has strong impact on buying behavior. According to Smith and Taylor (2004) consumers ECOFORUM [Volume 4, Special Issue 1, 2015] 234 link the packaging materials is associated by consumers with certain essential values of the product. In addition, consumer perceptions regarding certain materials could change the perceived quality of a product (Smith and Taylor, 2004).

9. CONCLUSION:

Packaging has become very significant in today’s competitive market where every companies thrive to get success in their field and this can be only done when they have innovative packaging techniques through which they can attract consumers in buying their products. The packaging color helps consumers differentiate their favorite brands, and for companies it helps to catch consumers’ attention and interest. So, color as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products. The innovation in packaging design also helps to retain all the description of product with its features in the minds of consumers. This also helps in categorizing their favorite products.

This research has several conclusions that purchase intention and consumer perception have direct impact on the consumer purchase behavior. The quality of the packaging material can save product, attractive product, more preferable product and positive perception toward the product. Beautiful background, color, shape, proper labeling, arrows, icons, and small (smart) packaging inspire the consumer toward the product. It is also recommended that the marketing and business should be pay the proper attention toward the good packaging. If they use, accept, launch/introduce the poor packaging then they will face cause of the product failure. So it is necessary for the marketing manager that they should focus on the packaging standard and implement the strategy that product packaging are consider factors and dimensions of marketing.

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