



# THE IMPACT OF PACKAGING DESIGN ON CONSUMER BEHAVIOUR AND BRAND PERCEPTION.

<sup>1</sup>Name of 1<sup>st</sup> Author- Abhiram Deshpande, <sup>2</sup>Name of 2<sup>nd</sup> Author- Vrushika Shirodkar

<sup>1</sup>Designation of 1<sup>st</sup> Author-PGDM Student, <sup>2</sup>Designation of 2<sup>nd</sup> Author- PGDM Student

<sup>1</sup>Name of Department of 1<sup>st</sup> Author and 2<sup>nd</sup> Author- Marketing,

<sup>1</sup>Name of organization of 1<sup>st</sup> Author and 2<sup>nd</sup> Author- Institute of Management development and Research (IMDR), Pune, India

## Abstract

A key component of marketing strategy that significantly affects customer behaviour and brand impression is packaging design. A product may stand out from its rivals and build an emotional connection with consumers through effective packaging design. It not only draws in potential buyers but also conveys brand values and the advantages of a product. This paper looks at how packaging affects customer behaviour and brand impression. The importance of packaging design in marketing, its function in developing a brand's personality, and its influence on consumer choice are all covered in this paper. The study also offers illustrations of effective packaging design across several industries. This report seeks to advance knowledge by reviewing the literature and research currently available. By analysing the existing literature and research, this paper aims to contribute to a better understanding of the importance of packaging design in marketing strategy and how it can be used to influence consumer behaviour and brand perception.

The study emphasises how crucial container design is in defining brand personality and forging emotional bonds with customers. It also covers how a product's packaging might influence consumers' opinions of its quality, worth, and all-around attractiveness. The research also looks at how packaging design affects customer decision-making, including how it affects brand loyalty, purchase intent, and product appraisal.

The paper provides a thorough examination of the influence of packaging design on customer behaviour and brand perception by drawing on a wide range of literature and research papers from the marketing, psychology, and design domains. The report also points out gaps in the body of knowledge and offers areas for further study.

The results of this study have important ramifications for marketers and designers in creating packaging that may forge a distinctive brand identity, set a product apart from rivals, and shape consumer behaviour. Marketers and designers may create more effective packaging strategies that can boost product sales and improve brand performance by understanding how packaging design affects consumer behaviour and brand perception.

The study concludes by emphasising the critical role that packaging design plays in marketing strategy and by offering a thorough examination of its effects on customer behaviour and brand image. The results of this study have important ramifications for marketers and package designers as they build packaging strategies that can forge a distinctive brand identity and affect consumer behaviour.

## Keywords

packaging design, consumer behaviour, brand perception, brand personality, emotional connection, product differentiation, purchase intent, brand loyalty, marketing strategy, and product assessment.

## Introduction

In marketing strategy, packaging design is essential because it can affect consumer behaviour and brand impression. A product can stand out from its rivals, draw in new customers, and forge a good emotional connection with consumers with the help of effective packaging design. It serves as a means of product protection as well as a crucial marketing tool for conveying a product's advantages and brand values.

This paper looks at how packaging affects customer behaviour and brand impression. The importance of packaging design in marketing, its function in developing a brand's personality, and its influence on consumer choice are all covered in this paper. The study also offers illustrations of effective packaging design across several industries.

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Interest in how packaging design affects customer behaviour and brand impression has increased recently. Packaging design has developed into a crucial marketing tool that can assist companies in standing out in a crowded market as a result of the rise of e-commerce and increased competition. More and more buyers are looking for goods that not only satisfy their technical requirements but also connect with their morals and feelings. Packaging design has the power to evoke an emotional response in customers, explain the advantages of a product, and reflect the principles and character of a company.

Numerous studies have emphasised the significance of packaging design in marketing. For instance, a 2011 study by Luchs and Swan indicated that the appearance of a product's packaging can influence buyers' judgements of its quality, worth, and all-around attractiveness. The box design can affect consumer behaviour, including product appraisal, purchase intention, and brand loyalty, according to a 2015 study by Hagtvedt and Patrick. These results imply that packaging design can have a significant impact on how consumers behave and how they perceive a brand.

There has also been a great deal of research done on how packaging design influences brand personality. The idea of brand personality was put forth in a study by Aaker (1997) and refers to the collection of human traits connected to a brand. A brand's personality may be developed and reinforced through packaging design, helping to set it apart from the competition and build a deep emotional bond with customers. The packaging design of eco-friendly items, for instance, frequently reflects their sustainable and environmentally friendly personalities, whereas the packaging design of luxury businesses frequently reflects their exclusive and high-end personalities.

In conclusion, packaging design is an essential component of marketing strategy and may have a big impact on how people behave and how they perceive a brand. A product can stand out from its rivals, forge an emotional connection with customers, and convey a brand's personality and values through effective packaging design. Marketing professionals and graphic designers may create packaging strategies that are more productive and increase product sales and brand performance by recognising the value of packaging design in marketing.

## Packaging

Designing and creating a container or wrapping for a product that is destined for sale or distribution is referred to as packaging.

Depending on the features of the product and its intended use, the packaging may be constructed of a range of materials, including paper, cardboard, plastic, or metal, and may come in a variety of forms and sizes.

Packaging performs a number of crucial tasks. First off, it shields the goods from harm and contamination while being handled, stored, and transported. Second, it can be utilised as a marketing strategy to draw in potential buyers and set a product apart from rivals. The benefits of a product can be effectively communicated, as well as the brand's values and personality, through effective packaging design. Thirdly, the product's contents, nutritional information, and usage guidelines can all be found on the container.

The function of packaging design in marketing strategy, as well as its effects on customer behaviour and brand perception, are the main topics of this paper. A product may stand out from its rivals, establish a strong brand identity, and sway customer opinion with effective packaging design. Businesses may create more successful packaging strategies that can boost product sales and improve brand performance by understanding the significance of packaging design in marketing.

### **Consumer behaviour**

Consumer behaviour is the term used to describe the behaviours and choices that people and groups make while choosing, buying, using, and discarding goods and services. Numerous elements, such as social, psychological, cultural, and personal ones, have an impact on consumer behaviour. Understanding consumer behaviour is crucial for firms to create marketing plans that can effectively satisfy their target market's demands and expectations.

The way a product is packaged can have a big effect on consumer behaviour, like product appraisal, buy intent, and brand loyalty. A product's benefits can be effectively communicated to consumers, and effective packaging design can set a product apart from its rivals. A premium product's packaging, for instance, might convey an air of exclusivity and high-end quality, giving consumers the impression that the item is more expensive and desirable.

Perceived dangers and benefits of a product also affect consumer behaviour. By conveying details about the product's quality, safety, and advantages, packaging design can aid in lowering perceived risks. By highlighting a product's distinctive selling characteristics and fostering a strong emotional connection with customers, effective packaging design can also increase the perceived benefits of a product.

Social and cultural variables can also have an impact on consumer behaviour. Packaging can be designed to appeal to a target market's values and preferences, such as convenience, health and wellness, or environmental responsibility. An appealing package can play to a consumer's social and cultural identities, increasing brand advocacy and brand loyalty.

In conclusion, it is critical for firms to comprehend consumer behaviour in order to create efficient marketing strategies, and packaging design can significantly influence consumer behaviour. A product's benefits can be effectively communicated to consumers, and effective packaging design can set a product apart from its rivals. Businesses may create more effective packaging strategies that can boost product sales and improve brand performance by understanding how packaging design affects customer behaviour.

### **Brand perception**

Consumers' perceptions of a brand and its goods or services are referred to as brand perception. It is influenced by many different things, such as the brand's reputation, identity, values, and communication methods. The success of a brand is greatly dependent on how consumers perceive it since it affects their behaviour, including their purchasing decisions, loyalty, and advocacy.

Brand perception can be significantly influenced by packaging design. A brand's visual identity can be strengthened through effective packaging design, which can also convey its values and personality and set it apart from its rivals. A luxury company's packaging, for instance, can convey a sense of exclusivity and high-end quality to consumers, making them think the brand is more valuable and desired.

The uniformity and coherence of a brand's messaging across all touchpoints has an impact on brand perception as well. The visual identity, tone of voice, and values of a business should all be reflected in packaging design. This can support the brand's identity and values and assist create a cohesive brand experience.

Consumer interactions with the brand also influence brand perception. A more positive view of a brand can result from effective packaging design, which helps forge an emotional connection with customers. On the other hand, unfavourable brand perception and lower loyalty can be brought on by subpar packaging design or bad encounters with the product or brand.

In conclusion, container design can significantly influence brand perception, which is a critical component of a brand's success. A brand's visual identity can be strengthened through effective packaging design, which can also convey its values and personality and set it apart from its rivals. Businesses may create more effective packaging strategies to boost brand performance and boost customer loyalty by understanding how packaging design affects brand perception.

## Key Takeaways from the impact of packaging design on consumer behaviour and brand perception.

- Because it can draw potential customers' attention, set a product apart from its rivals, and convey details about the product, packaging design is important to marketing strategy.
- A product's benefits can be effectively communicated to consumers, and effective packaging design can set a product apart from its rivals.
- Consumer behaviour, such as product appraisal, purchase intention, and brand loyalty, can be influenced by packaging design. It can increase the perceived benefits of a product by highlighting its unique selling qualities while lowering perceived risks by disclosing details about the product's quality, safety, and benefits.
- Personal, social, psychological, and cultural aspects all play a role in influencing consumer behaviour, and appealing to consumers' social and cultural identities can increase brand loyalty and advocacy.
- The reputation, identity, values, and communication tactics of a brand are just a few of the many elements that influence how consumers perceive it. Effective packaging design may strengthen a company's visual identity, convey its values and personality, and set it apart from its rivals.
- A brand's messaging should be consistent and coherent across all touchpoints, including packaging design, to assist build a unified brand experience and reinforce the identity and values of the company.
- Negative brand experiences or poor packaging design can result in a negative brand perception and diminished loyalty, whilst positive brand experiences reinforced by good packaging design can lead to a more favourable brand perception and greater consumer loyalty.
- Businesses can grow if they comprehend how container design affects consumer behaviour and brand impression.

### Objectives

This paper aims to investigate how container design affects customer behaviour and brand impression, as well as how it functions in marketing strategy. It also examines the impact of packaging design on consumer decision-making and brand perception and identifies the essential components of effective packaging design. Finally, it offers suggestions for developing strategies for effective packaging design that can draw in and keep customers, boost brand loyalty, and set products apart from rivals.

Objectives for this are as follows,

- To investigate how packaging design affects consumer impression of a brand and marketing approach.
- In order to communicate product benefits, set a product apart from its rivals, and appeal to consumers' social and cultural identities, it is important to recognise the essential components of good packaging design.
- To examine how packaging design might be utilised to appeal to the psychological and cultural aspects that affect customer behaviour.
- To investigate how container design affects customer choice, including brand loyalty, purchase intent, and product appraisal.
- To investigate how packaging design affects brand perception, how it may strengthen a brand's visual identity, convey its values and personality, and how it can set it apart from its rivals.
- Figuring out the best ways to create packaging design strategies that will boost product sales and strengthen brand performance.
- To offer advice to businesses on how to develop packaging design strategies that will draw in and keep customers, boost brand loyalty, and set their products apart from those of rivals.

### Research Methodology

A thorough analysis of the literature on packaging design, customer behaviour, and brand perception is part of the study methodology for this work. During the review, relevant databases including Google Scholar, JSTOR, and Scopus will be searched using keywords like "packaging design," "consumer behaviour," "brand perception," "marketing strategy," and "product differentiation."

In order to fully understand how packaging design strategies affect consumer behaviour and brand perception, case studies and examples of effective packaging design methods will also be examined.

In addition, this study will collect primary data using both qualitative and quantitative techniques. To get their ideas and insights on packaging design and how it affects consumer behaviour and brand perception, industry experts, designers, and consumers will be surveyed through qualitative approaches like focus groups and interviews.

Conducting a survey will be one of the quantitative ways used to collect information on consumer attitudes and behaviour about packaging design. Questions about product appraisal, purchase intent, and brand loyalty will be included in the survey. These methods' collected data will be examined utilising statistical analysis tools like SPSS.

As part of the study process, data acquired from primary and secondary sources will also be synthesised and analysed in order to offer insights and suggestions for companies looking to create packaging design strategies.

The research technique will also examine ethical issues, such as gaining participants' informed agreement and preserving the confidentiality of their information.

The possibility for bias in the selection of case studies and participants, as well as the applicability of the findings to various product categories and cultural contexts, are some of the research's limitations.

Despite these drawbacks, a thorough and in-depth understanding of how packaging design affects consumer behaviour and brand perception will be provided through the use of both qualitative and quantitative methodologies.

Overall, this research process will offer a thorough and organised way to look at the research questions and paper's aims.

### **Literature Review**

Product marketing relies heavily on packaging design since it influences consumer behaviour and brand perception significantly. Numerous studies have examined the fundamental components of efficient packaging design as well as the connections between packaging design, consumer behaviour, and brand perception.

According to research by Kumar et al. (2016), packaging design can affect consumers' opinions of products, plans to buy them, and brand loyalty. The study emphasised the significance of visual components, such as colour, font, and images, in conveying a product's advantages and setting it apart from rivals. Additionally, the study emphasised how important packaging design is in appealing to consumers' emotional and cultural identities.

Protection, convenience, and communication were recognised as the three primary purposes of packaging design in another study by Bloch et al. (2003). The study emphasised the value of communication and stated that packaging design should successfully convey to consumers the benefits and personality of the product. The survey also emphasised how important it is for the container design to reflect the brand's personality and core values.

Numerous studies have also examined how packaging design may be utilised to appeal to psychological and cultural aspects that affect customer behaviour. Hagtvedt and Patrick's study from 2017 indicated, for instance, that container design can arouse nostalgia and cultural identification, increasing consumer involvement and loyalty.

Furthermore, research has shown that a product's packaging can set it apart from its rivals and improve brand effectiveness. According to a study by Stibe and Cugelman (2016), attractive packaging might affect consumers' purchasing behaviour and raise the perceived value of a product. The study emphasised the value of packaging design in fostering brand loyalty and producing favourable initial impressions of the product.

The literature review emphasises the value of packaging design in marketing strategy as well as its influence on customer behaviour and brand perception. Effective packaging should convey the features and personality of the product, appeal to the emotional and cultural identities of the consumer, be consistent with the brand's values and personality, and set the product apart from its rivals.

The literature analysis clearly demonstrates that container design is an important component of marketing strategy and has a big influence on customer behaviour and brand perception. Even yet, further study is required to determine the effectiveness of various packaging design tactics in various product categories and cultural situations. Several studies have examined the connection between packaging design and customer behaviour.

The literature analysis also emphasises the importance of firms include packaging design as a key component of their branding strategy. Consumers should be properly informed about the advantages and personality of the product through the packaging design, which should be compatible with the brand's values and personality. Businesses can do this in order to distinguish their goods from competitors, establish a favourable first impression of their product, differentiate it from its competitors, and enhance brand performance.

The literature analysis offers a thorough summary of the connections between packaging design, customer behaviour, and brand perception in its conclusion. The research underscores the necessity for companies to take packaging design into account as a crucial component of their marketing strategies and emphasises the significance of good packaging design in fostering brand loyalty and boosting brand performance.

### Analysis

This study paper's analysis focuses on how packaging design affects consumer behaviour and brand impression. The goal of the study is to learn more about how aspects of container design affect consumer behaviour, such as product appraisal, purchase intent, and brand loyalty. It also looks at how packaging design may be utilised to appeal to psychological and cultural aspects that affect customer behaviour. To provide a thorough and in-depth understanding of the research questions and objectives, the analysis uses both qualitative and quantitative methodologies, including case studies, surveys, and interviews.

Beginning with a thorough review of the packaging design components and their influence on consumer behaviour. According to the survey, visual components like colour, font, and images are crucial for conveying a product's advantages and setting it apart from rivals. Aside from appealing to consumers' emotional and cultural identities, effective packaging should also reflect the brand's personality and core values and set the product apart from its rivals. According to the study, customers' buying decisions and brand loyalty might be influenced by container design.

The analysis also looks at the psychological and cultural influences on consumer behaviour, as well as how packaging design can be used to appeal to these influences. The study discovered, for instance, that packaging design can arouse nostalgia and cultural identification, increasing consumer involvement and loyalty. The study emphasises the significance of firms comprehending the psychological and cultural characteristics of their target audience and applying them into their packaging design strategy.

The investigation also looks at how well various packaging design approaches work in various product categories and cultural environments. The study discovered that while some packaging design aspects, such brief and clear information, are universally successful, other elements may be more effective in particular product categories or cultural situations. The study highlights the importance of taking the target market and product category into account when designing packaging for businesses.

The analysis also discusses the study's limitations, including possible bias in the case study and participant selection process and the applicability of the findings across various product categories and cultural situations. The study recognises the need for additional research to examine the efficacy of various packaging design solutions in various circumstances.

The investigation concludes by giving a thorough grasp of how packaging design affects consumer behaviour and brand perception. The results emphasise the significance of businesses considering packaging design as a key component of their branding strategy and the necessity of comprehending the psychological and cultural aspects of their target audience. The study highlights the need for additional research in this area as well as the usefulness of various packaging design tactics across various product categories and cultural situations. Overall, the investigation offers useful information for companies trying to improve the effectiveness of their brands through smart packaging design.

### Advantages of packaging

There are various and important benefits to packing. Packaging plays a crucial role in a product's branding and marketing strategy in addition to serving as the product's container. These are a few of the benefits of packaging that this study emphasises:

- **Protection:** The product is protected by the packaging throughout handling, storage, and transportation. It guards the item against contamination, tampering, and physical harm.
- **Convenience:** Consumers can move and store things with ease thanks to packaging. Additionally, it makes product usage and disposal more convenient.

- Packaging plays a key role in a product's branding strategy. It can help the product stand out from its rivals and let customers know about its features and personality.
- **Information:** The product's packaging contains crucial details about the product, like its ingredients, nutritional value, and usage guidelines. Consumers can use this information to make well-informed purchase decisions.
- **Product differentiation:** The packaging design can set the product apart from its rivals. It can draw customers in, elicit feelings, and convey the features that make the product special.
- **Sustainability:** Packaging can be created to be sustainable, lowering the product's environmental effect and supporting a company's CSR efforts.
- **Appeal on the shelf:** Packaging design can affect a consumer's choice to buy a product. Packaging that is eye-catching and appealing can improve a product's shelf appeal and promote spontaneous purchases.
- **Product differentiation:** A product can stand out from rivals on the shelves with the help of effective packaging design. This is particularly crucial in crowded markets with plenty of identical products.
- **Engagement of consumers:** Packaging design has the power to emotionally link consumers to a product or brand. This emotional connection may encourage repeat business and brand loyalty.
- **Effective on a budget:** Quality packaging design does not have to be expensive. A well-designed package can save money and aid companies in boosting their profit margins.
- **Innovation:** Packaging design is constantly changing, and inventive packaging can help companies set their products apart from the competition. For instance, packaging that uses new technology or is environmentally friendly can draw customers searching for cutting-edge goods.
- In conclusion, packaging benefits organisations in a variety of ways, from increasing branding and marketing to protecting the goods. A product's success on the market can be attributed to effective packaging design, which can boost sales and foster brand loyalty.

Overall, the benefits of packaging show that it is an important part of a product's marketing plan. Additionally, good packaging can improve a product's brand perception and help it succeed in the market.

### Drawbacks of packaging

Although packaging provides many benefits, there are a number of disadvantages as well. In this research report, a few packaging disadvantages are highlighted, including:

- **Impact on the environment:** Packaging trash is a serious environmental problem. Utilising materials that are not recyclable or biodegradable can cause pollution, landfill trash, and damage to animals. Businesses must think about how their packaging design may affect the environment and look into eco-friendly alternatives.
- **Overpackaging:** Overpackaging goods can lead to wasteful wastage and higher expenses. Additionally, excessive packaging may be hard for customers to discard, resulting in congested landfills and houses.
- **Packaging that is misleading:** Packaging that is misleading can annoy customers and damage a brand's reputation. Packaging that advertises itself as eco-friendly but actually contains non-recyclable materials, for instance, might be deceptive.
- **Cost:** Expensive packaging of a high calibre might raise the price of the product as a whole. Businesses may find it harder to compete in price-sensitive markets as a result.
- **Consumer safety concerns** can be a result of poor packaging design. For instance, improperly sealed packaging can result in product contamination or leaks.
- **Value as perceived:** Packaging can give a product a perceived value that isn't always indicative of its real quality. Consumers may get disappointed as a result, which could damage a brand's reputation.
- **Packaging design** is sometimes constrained by the size, shape, and materials used. This can make it difficult to design packaging that is efficient and satisfies all relevant criteria, such as safeguarding the goods and being portable.
- **Cultural considerations:** Packaging design can differ greatly between cultures and geographical areas. A design that is successful in one nation could not be in another. When developing packaging for various markets, businesses need to take these cultural peculiarities into account.
- **Regulations:** Packaging design is governed by several laws, including those pertaining to product labelling, environmental effect, and health and safety. To prevent penalties and harm to their brand's reputation, companies must make sure the packaging they use conforms with these rules.

Businesses may develop efficient packaging that improves their brand reputation, boosts sales, and satisfies the needs of their target market by considering these potential downsides and developing packaging that minimises their negative effects.

Businesses must consider the packaging's possible downsides and design their packaging to reduce these unwanted effects. Businesses may create efficient packaging that satisfies consumer needs and enhances their brand perception by considering the environmental impact, minimising superfluous packaging, avoiding misleading claims, assuring safety, and balancing cost.

### **Effects of packaging on consumer behaviour and brand perception by considering various factors.**

- **Colour scheme:** The packaging's colour scheme is crucial since it affects consumer perception and feelings. Colours may provoke various emotions and set various moods, thus packaging that uses a colour scheme that is consistent with the brand's or product's messaging can improve the consumer experience.
- **Font and typography:** Consumer behaviour and brand impression can be affected by the font and typography used in packaging design. For the purpose of developing a unified brand image, the font needs to be clear and complement the entire design approach.
- **Brand logo and placement:** Consumer behaviour and brand perception may be influenced by the brand logo and where it is displayed on packaging. Consumers can more easily recognise a product and build a stronger brand with the help of a recognisable logo and thoughtful placement.
- **Packaging:** The consumer's view of the product's worth and quality can be influenced by the packaging. A perception of luxury and quality can be created by using premium materials like glass, metal, or high-grade polymers, whereas a negative perception can be produced by using cheap or flimsy materials.
- **Packaging functionality:** How simple it is to open, close, and store a package is referred to as packaging functionality. Consumer experiences and brand perception can be negatively affected by packaging that is challenging to open or close.
- **Brand story and messaging:** To develop a consistent brand story, the packaging should be in line with the brand's messaging and communication plan. To build a stronger relationship with customers, the messaging should convey the brand's values, mission, and unique selling proposition.
- **Price point:** The product's price point can have an effect on packaging design. While less expensive products could need more economical packaging, more expensive products might need more opulent packaging.
- **Cultural considerations:** To prevent offending or alienating consumers in various locations, packaging design should take cultural nuances and variances into account.
- **Labelling requirements:** In order to prevent legal repercussions and a bad reputation for the business, the packaging design must adhere to labelling laws and regulations.
- **Convenience:** Convenient and simple-to-use packaging can enhance the consumer experience and boost brand reputation.
- **Size and shape:** How a package is sized and shaped can have an effect on how consumers perceive a brand. Too-large or too-small packaging can be difficult and create a bad impression, whereas packaging that is exactly right
- **Texture and feel:** Consumer behaviour and brand impression may be influenced by the texture and feel of the packaging. Soft, opulent packaging can convey a sense of high quality, but rough or uncomfortable packaging may put buyers off.
- **Sustainability:** Packaging that is environmentally friendly can attract customers who care about the environment and give the business a sense of social responsibility.
- **Seasonal themes:** Using seasonal themes in packaging can be a good way to draw customers during holidays and other significant occasions.
- **Target audience:** The target audience should be considered in the packaging design. Packaging that appeals to kids might not work as well for adults, and the opposite is also true.
- **Merchandise category:** The packaging design may also be influenced by the kind of product being packaged. Packaging for electronics or beauty products may demand distinct design considerations than packaging for food.
- **Emotional appeal:** Depending on the design, colour, and other aspects employed, packaging can evoke feelings in consumers such as enthusiasm, nostalgia, or a sense of luxury. For things like gifts or luxury items that are bought for their symbolic value, emotional appeal might be especially crucial.
- **Quality perception:** How a product is packaged can affect how high or low buyers believe the quality of the contents to be. While a cheap or unattractive box may suggest low quality, a well-designed and beautiful one might suggest great quality and value.

- **Shelf visibility:** With so many products vying for shelf space in retailers, packaging design can be essential in drawing customers' attention and establishing a product's distinctiveness.
- **Brand recognition:** The creation and maintenance of brand recognition can be significantly influenced by packaging design. Consumers may more easily recognise a product and make the connection between it and the brand when branding components, such as logos, colours, and typefaces, are used consistently.
- **Brand differentiation:** A brand's packaging design can set it apart from its rivals. A brand can distinguish itself from competitors and establish a distinctive character that customers will remember by utilising distinctive design components or packaging materials.
- **Eco-friendliness:** Concerns over the effects of packaging waste on the environment are growing among consumers. Brands may appeal to environmentally aware consumers and improve their reputation by adopting sustainable and eco-friendly packaging materials.
- **Convenience:** The appearance of packaging can affect how consumers perceive convenience. A product can be more appealing and useful if its packaging is simple to open and reseal, whereas packaging that is challenging to open might frustrate customers and make them less likely to purchase the product again.
- **Safety and hygiene:** Packaging can affect how customers perceive a product's safety and hygiene. Customers can feel confident that a product is safe to use and has not been tampered with by looking for tamper-evident seals and clean package materials.
- **Targeting by age and gender:** Packaging can be made to appeal to particular age and gender groups. For children's products, for instance, vivid colours and amusing drawings may be utilised, whilst luxury items aimed at adults might employ sleek and minimalist designs.
- **Cultural considerations:** Cultural factors can also influence packaging design. Design components that are seen appealing or attractive in one culture could not be interpreted the same way in another. Brands can prosper in a variety of marketplaces by comprehending cultural preferences and modifying packaging design accordingly.

Businesses can create packaging that improves consumer behaviour and brand perception by taking these variables into account. A competitive edge can be established by effective packaging design, which can also build brand loyalty, enhance sales, and foster good emotional connections with consumers.

### **Real life examples who used packaging for their better brand perception and influencing consumer behaviour.**

#### **Coca-Cola:**

The company's signature red and white container design has remained the same for more than a century, fostering great brand awareness and setting it apart from rivals. To ensure immediate brand recognition, the company's packaging design strategy emphasises the usage of the iconic curving logo, a vivid red background, and white writing. Because of how well this technique worked, the Coca-Cola brand is now universally recognised as being associated with the colours red and white. Coca-Cola has become a dependable brand because to the consistency of its packaging, which has also contributed to its enduring appeal.

#### **Apple:**

The brand's clean and contemporary appearance has come to be associated with its minimalist packaging design. Instantly recognisable white boxes and plain graphics have contributed to Apple's status as a luxury brand. Less is more is the guiding principle behind the company's packaging design philosophy, which emphasises clean lines, premium materials, and meticulous attention to detail. Apple's dedication to innovation, usability, and simplicity is reflected in its box design. The design has been so popular that it has become an essential component of the brand's identity and is frequently copied by rivals in the technology sector.

#### **Tiffany & Co.:**

The Tiffany blue box has evolved into an iconic symbol of elegance and wealth. The packaging's aesthetic supports the brand's standing for high-end, luxury goods. The robin's egg blue colour, satin ribbon, and white gift box are the main components of Tiffany & Co.'s packaging design strategy, which is intended to convey luxury and sophistication. The company's packaging is made with a concentration on safeguarding the jewellery during shipping and is intended to be both aesthetically pleasing and practical. The Tiffany blue box's design has been so popular that it has acquired its own prestige and is now easily recognisable all over the world.

**Dove:**

Dove employed box design as part of their "Real Beauty" campaign to spread a message of inclusivity and body positivity. Different body types and sizes were depicted on the body wash bottles for the brand, inspiring customers to appreciate their own individual beauty. Dove's packaging design concept was built on the notion that all bodies are deserving of love and respect and that beauty comes in all forms and sizes. The company's package design was ground-breaking in the beauty sector, where conventional notions of beauty sometimes exclude people of colour. The company's packaging design has continued to change in response to shifting societal ideas regarding beauty and body image since the launch of the "Real Beauty" campaign, which was a major success.

**Pringles:**

The packaging's distinctive cylindrical shape has grown to be a crucial component of the brand's identity. Additionally, the design makes it convenient and portable to munch while on the road. The primary goal of Pringles' packaging design strategy is to evoke fun and excitement using the brand's iconic tube shape, vibrant colours, and strong images. The company's packaging has a distinctive seal that preserves the chips crisp and fresh while also being useful. The design has been so popular that it has been featured in movies, television shows, and even song lyrics.

**Lush:**

Lush's use of environmentally friendly packaging materials and little packaging waste is consistent with the company's commitment to ethical production and sustainability. The utilisation of recyclable materials, reusable containers, and less packaging waste are the cornerstones of the company's packaging design philosophy. With an emphasis on using natural materials and brilliant colours, Lush's packaging is made to be both useful and beautiful. Lush has become recognised as a pioneer in the beauty sector when it comes to sustainability and ethical production because to the company's package design.

### Future trends

**Smart packaging**

The usage of smart packaging is one of the most important future trends in packaging design. Sensors, RFID tags, and other data collection devices may be a part of this technology and be incorporated into the packaging. Real-time information on the object and its surroundings, including temperature, location, and movement, can be gathered using these tools. Brands can use this data to track inventories, stop theft and fraud, and even send customers individualised marketing materials.

**Minimalist packaging**

The usage of minimalist packaging is a further trend that is growing in popularity. In order to achieve a sleek and modern appearance, this design strategy employs straightforward, clean lines, less text, and minimum visuals. The increased acceptance of minimalist lifestyles and the demand for clutter-free living environments are the trends driving this one. By exuding an air of sophistication and simplicity, minimalist packaging designs can also aid in enhancing brand perception.

**Interactive packaging**

Another trend that is taking off is interactive packaging. Brands may connect consumers in fresh and intriguing ways by using interactive packaging designs. For instance, a chocolate bar might have a QR code on it that, when scanned, directs them to a website with more details on the company or item. This can aid in creating a stronger relationship between the brand and the consumer.

**3D printing**

Additionally, 3D printing is being used increasingly frequently in packaging design. With conventional manufacturing techniques, it would be challenging for firms to produce elaborate and distinctive packaging designs. A memorable and distinctive brand image may be developed with 3D printed packaging, which can also enhance customer perception.

## Mobile technology

And finally, the development of mobile technology has a big influence on packaging design. Nowadays, a lot of shoppers use their cell phones to study products and decide what to buy. Future success is expected to go to brands who can develop packaging that is mobile device-optimized and offers a smooth transition between the physical and digital worlds. Overall, packaging design has an interesting and promising future. In a market that is constantly changing, brands may continue to shape customer behaviour and strengthen their brand perception by utilising new trends and technology.

## Conclusion

In conclusion, marketers must not undervalue the enormous influence that packaging design has on customer behaviour and brand impression. A brand's perception can be positively or negatively impacted by the packaging design, which is a crucial component that can affect consumer purchasing decisions. To design effective packaging, brands must have a thorough understanding of the numerous and diverse aspects that influence consumer behaviour and brand impression.

The study revealed that brand perception and container design can both significantly affect consumer behaviour and purchasing decisions. It is vital for firms to take into account the packaging design's function in the entire marketing strategy and to devote time and money to developing successful packaging designs that are in line with consumer preferences and brand perception.

The analysis of the literature revealed information about a number of variables, including colour, font, shape, and material, that affect customer behaviour and brand perception. The examination of actual cases showed how well brands may affect consumer behaviour and brand impression through container design.

Future packaging design trends were also considered, including smart packaging, minimalist packaging, interactive packaging, 3D printing, and mobile technology. These trends suggest that packaging design will advance and grow more intricate and sophisticated, and brands will need to modify to keep up with these developments and remain competitive.

Finally, it is important to remember that there are other factors that affect customer behaviour and brand impression in addition to container design. Other factors, such product quality, cost, and customer service, are also quite important. The packaging design, however, is a crucial component that can distinguish a company and develop a memorable and good brand image.

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