

Investigating the Role of Food Packaging in Terms of Design and Color in Consumer Purchasing Behavior

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Abstract

The culture of packaging the manufactured products for the purpose of offering and selling in the target markets is a special case that has taken a special position in recent years and plays an effective role in the sales of a unit. This research was conducted to examine the role of food packaging in terms of design and color in consumer purchasing behavior. The methodology of this research is descriptive-analytic in terms of the nature and objectives of the research and the specificity of the method of collecting information in relation to the desired subject. The collection of information is also based on library literature and research papers in the field of management, marketing and interpretation of articles in the field of art. The basis of this work is based on the analyst and inference of the researcher and in terms of using the results is an applied survey. The results of this research showed that how consumers' perceive of the value of products that are packaged through communication elements affects their decision. Today's consumers are not only looking to buy things that are practical for them, but also they are trying to meet some of their psychological needs. The visual stimuli in packaging tend to attract the attention of consumers and guide them into understanding diverse products; these perceptions affect consumer purchasing decisions. It is clear that consumers are aware of packaging-based products. Charming graphics and colors lead to a lasting effect on consumer purchasing decisions. It is suggested that by addressing the structure and type of packaging, physical aspects and long-term communication with the client, we encourage him to succeed and thus increase market share. The structure and packaging should also be studied continuously.

Keywords: Design and color, packaging, shopping behavior.

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Introduction

With the introduction of the new era, the issue of redefining previous approaches to marketing and the application of new mechanisms in promoting sales and increasing the likelihood of the purchase has doubled. In this era, on one hand bombardment of advertising on human life and on the other hand the output products of commercial companies experience a qualitative convergence of the concrete, the important issue of packaging and its dimensions can not be ignored (Yang, 2004). There is now a public consensus among researchers and professionals that in the marketing and business sector, packaging plays a crucial role in the success or failure of selling any product in today's highly competitive markets. Obviously, companies need to invest and try to differentiate their products in order to overcome their rivals; product packaging is one of the most effective and market-oriented strategies that companies can use (Silay and Spice, 2010). However, there are gaps in papers and researches on packaging in many respects, especially in terms of factors such as color and packaging design. The abundance of scientific papers in this field has not provided the same answer as to the role of packaging elements on consumer purchasing behavior. The variety of results in this field depends not only on the models and applied research methods, but also on the concept of research. All of the above points confirm the need for further consideration of this issue (Silay and Spice, 2007; Butkeviciene et al., 2008). The studies on the domestic researches carried out in connection with the marketing aspects of packaging and related topics indicate that there is limited research in this field in the country. Meanwhile, our domestic industries have been left far beyond such a successful thinking (Giveh, 2008), and all packaging activities are based on traditional beliefs and in the meantime the field research did not have the smallest role (Shabani, 2006). According to the present situation, manufacturers and suppliers of food products in Iran do not have much understanding of the advantages of designing and offering packages that are tailored to the needs and requirements of their customers (Imampour, 2005). In the same vein, it seeks to compensate for these shortcomings, since packaging is considered as an important part of modern marketing operations, which includes all stages of the activities involved in the transfer of goods and services from the producer to the consumer. Therefore, the main issue of this research is that whether food packaging is relevant to the design and color of consumer purchasing behavior or not.

The Role of Graphics and Color in Consumer Purchasing Behavior

Color is considered as a useful source of information, and 62-90% of assessments are only based on color (Singh, 2006). Colors have a special effect on the thoughts, feelings, and behaviors of consumers; thus, long-time marketers used color as an intuitive tool to support cognition and thought and attract consumers' attention (Labrecque et al., 2013). As Odekerken-Schröder et al. (2003) point out, when consumers make purchasing decisions, they usually consider multiple factors and dimensions. Among scientists and marketing managers, there is an agreement that the shape or design of a product and its beauty features are essential tools for gaining competitive advantage in a competitive market (Kreuzbauer & Malter, 2005). As Coypinen-Rayson (2014) argued, "One of the tools to get consumers' attention is the strategic use of visual cues." He also claimed that packaging design is a strategic brand issue that should be of prime importance in marketing. Visual stimuli in packaging tend to attract consumers' attention and guide

them into understanding diverse products; these perceptions affect consumer purchasing decisions (Venter et al., 2011). Graphics and color are among the determinants of the impact on consumers' purchasing decisions that manufacturers and marketing professionals should not disregard in their packaging. Graphics include image skins, color combinations, typography, and product photography (Silay and Spice, 2007). Based on this, the outward signs of the product, in particular the packaging color have been affected the purchasing decision, especially in those who are in rush, which has changed to a habit in today's lifestyle (Coypinen-Rayson, 2014). As a principle, researchers, designers, and manufacturers should not ignore the features of acquiring packaging attention. It is clear that the initial expression of consumers is based on packaging, especially in terms of graphics and color. Attractive graphics and colors result in durability of the consumer's buying decision. In fact, the charm that comes through graphics and color plays an important role in choosing a brand in terms of purchasing (Silay and Spice, 2007). According to research conducted on the color of the packaging, it can be concluded that consumers use colors as stimulus information, and the packaging color attracts the attention of the consumer, affects its judgment and has the ability to communicate information about the product in question (Coypinen-Rayson, 2014).

Proper Packaging Design

A packaging designer should pursue these goals: (1) Attracting buyer's attention; (2) Relationship with the buyer; (3) Creating a desire to purchase the product; and (4) selling the product. (Griffin et al., 1985).

Attracting buyer's attention: the package should have the effect of having enough shelves to display in a bunch of packages. The package should attract attention. This goal is achieved through effective selection of colors, shapes, copies, signs, logos and other features.

Relationship with the buyer: Each packaging element is interconnected so that the image on the packaging should be convergent with the image of product (O'Shaughnessy, 1995). The design of the package should be immediately applicable to the product, application method and the desired results. A talcum powder should not be in the form that it contains a rinse powder, and also the face cream compartments should not look like a shoe box (Hanlon, 1984). All the necessary information should be clearly identified or drawn through the design. These connections can be direct or intangible. Direct communication uses colors, shapes, types of design and texture to convey inherent characteristics such as purity, value, pleasure, elegance, femininity or masculinity. Manufacturers and marketers are blamed for instructions that are often difficult to read without enlarging glasses. When the instructions are readable, they are usually obscure. As a result, the level of understanding of the instructions must first be tested (O'Shaughnessy, 1995).

Creating a desire to purchase the product: Packaging can convince the consumer that the product meets his/her needs or addresses his/her desire. Packages usually add value to the product, such as the convenience that now comes from the packaged foods that are usable in microwaves. A bottle of shampoo or lotion can be shaped in such a way that its normal position is inversely (less time to remove the sticky product), or simply hang into

a shower. A special pump distributor can better disperse liquid soap (Cutler, 2000). Selling the product: Packages not only need to sell the product, but also create the desire for repetitive purchases and more. This action can be presented in the form of usable features, special offers, or distribution recommendations (Hanlon, 1984).

Factors affecting packaging

1. Packing color: Color plays an important role in the potential consumer decision-making process; special colors create different situations and help attract attention. One of the good examples is the successful use of color psychology in the iPod apple ads; they used simple three-color schemes, black, white, and a clear background color. Bright background color enhances feelings of advertising, and white contrasts on black help draw attention (Mitval, 2012).

2. Background image: Background image attribute, representing the background image for an element. When setting a background image, researchers must also specify a background color property if the image is unavailable. Also be aware if the image is available, it should be located above the background color. As a result, in each transparent region of the image, the background color can be displayed (Silayo, 2007).

3. Packing materials: Any materials used to protect something is called package. The consumer can change his decision on the basis of packaging materials. High quality packaging attracts consumers. The first packages used natural materials at that time: straw baskets, wine mugs, wooden boxes, pottery, ceramic amphors, wooden barrels, woven bags and so on. Processed materials were used for packaging after development. Package reinforcement in the early twentieth century included Bakelite packs in bottles, transparent cellophanes on coatings and corrugated boxes, increased security and more efficient food packaging. Additional materials, such as aluminum and a variety of plastics have been developed and packaged to improve functionality. In this way, packaging materials have an important role in shopping behavior (Rita, 2009).

4. Font style: The font style of packaging leads to the attention of consumers. IT technology upgrades this feature. Successful companies have the best font styles. They hire professionals who create attractive pen styles. fascinating packages has innovative font style. In this way, there is a relationship between pen style and shopping behavior (Mitval, 2012).

5. Cover design: Overall design also plays an important role in customer engagement. Mostly children aged 10 to 18 are very sensitive to the design of the package. Companies are doing their best to make packaging attractive (Ulrich, 2009).

6. printed Information: The compartment or product cover serves different purposes, such as protecting and describing the contents, preventing theft, and advertising the product. Labels on packages are important components of overall marketing mix and can support promotional claims, create brand identity, enhance name recognition, and optimize cache space allocation. The consumer can change his decision based on information printed on the package. Often in marketing, the consumer is able to carry out an assessment based on published information (Ulrich, 2009).

7. Innovation: Innovative packaging can add value to the product if you meet consumer needs such as departmental control, recyclability, safety assurance, child safety, simple openness, simple storage, simple transport and non-breakdown. Manufacturers are now seeking packaging that maintains key brand values, sparkles among shelves, and of course, with lower production costs. The consumer can accept a product based on an innovative package that reflects the relationship between buyer behavior and packaging innovation (Hysen, 2008).

The role of packaging on consumer buying behavior in the food industry Food brands use a set of packaging features that combine colors, designs, shapes, icons, and messages (Nankaro et al., 1998). These features attract and retain attention and help identify consumers. The importance of design and using packaging as a communication and branding tool is growing (Reti & Brouwer, 2000), as packaging has a similar role to that of other elements of marketing communications. One of the reasons for this is the fact that consumers do not think deeply about brands before they go to the stores for purchase. In a recent study, 73% of purchasing decisions are made at the time of sale (Conoli & Davidson, 1996).

The consumer's purpose in buying depends on the degree to which the consumer expects the product to meet its consumer expectations (Copic & Roll, 2001). But when they do not even think about the product before they go to the store, the purchase intention is taken with the connection of the place of purchase. Packaging has become an important factor in consumer decision making because it is linked to consumers at the time of purchase. How to understand the objective existence of products by consumers, which are provided through the communication elements in the package, affects their decision and is a key factor in the success of many marketing strategies for food products. In order to achieve effective communications goals and optimize packaging potential, fast-moving consumer goods should understand the consumer's reaction to their packaging and incorporate consumer conceptual processes into their product design (Nankaro et al., 1998). In the design process, marketers and packaging designers should consider the previous experiences of consumers, their needs and their demands; and understand how packaging design elements draw consumers' attention to packets and messages on the packaging, and at a wider level design of packaging and labeling to assess the impact of their work on communications. In implementing this, we need to remember that all consumers do not evaluate the package in the same way. As much as the consumer reaction to other marketing elements, segmentation is also important (Orth et al., 2004). However, some researchers believe that standard segmentation is often based on demographic characteristics and therefore inadequate. Al-Khatib et al. (2005), have suggested that standardization techniques often fail to produce very useful results in developing countries. Face. They demand more sophisticated segmentation in developing countries, focusing on physiological and situational issues.

However, all researchers do not believe in the convergence of consumer behavior, saying that rising incomes and competitive competition will enable consumers to benefit more from their specific cultural preferences (De Mooij, 2000). Some believe that many of the primary issues among cultures are similar, while specific details such as the reaction to colors or special designs may be interpreted differently in different cultures (Walle, 1997).

Particularly for fast moving consumer goods, which consumers do not think so much about, early trends (such as food products, ease of use, or health/nutritional information on packages) may be similar. But consumers are unlikely to change the reaction of their cultural conditions to product details or to food products, the packaging that represents the product during the purchase process. However, further research is needed in this area, as there is little empirical research on the consumer reaction to the packaging, and in particular, much less information on it in Asian markets. Many intercultural researchers have argued that developed knowledge in a culture needs to be confirmed before using in new cultural contexts (Malhotra et al., 1996).

We have investigated the consumer response to packaging with a collaborative inquiry among consumers of food products packaged in Bangkok, Thailand. Thailand is a good example of this. Asian food markets are broadly and rapidly growing, and consumers are becoming increasingly sophisticated in Thailand (Coyle et al., 2004). Modern retail expansion has contributed to this growth, in this way packaging plays a major role in the marketing and communications of consumer goods (Bangkok, 2002). For example, in terms of internationalization, the UK is now the fifth largest investor in Thailand, with big companies and UK FMCG retailers having a strong presence (UK Trade and Investment, 2003). In a report from the IGD (2003), identified that Thailand is one of the three major Asian markets for international retailers after China.

Discussion and Conclusion

The culture of packaging of manufactured products for offering and selling in target markets is a case that has taken a special place in recent years and plays an effective role in the sales of a production unit (Derfishi and Bahmani, 1389). Packaging has become an important factor in consumer decision making because it is linked to consumers at the time of purchase. How consumers understand the value of products that are packaged through communication elements affects their decision and is a key factor in the success of many marketing strategies for food products (Kupiec & Revell, 2006). In modern sales systems, packaging, which is predominantly considered in developed and industrialized countries, is one of the most important factors in promoting sales, because in these systems, the closest consumer communication with a product is not through sales representatives, but with packaging. Obviously, poorly designed graphics and packaging design have a decisive influence on consumer attitudes and lead to poor sales performance. Today's consumers are not only looking to buy things that do something for them, but they are also trying to meet some of their mental needs.

Therefore, consideration of the physical and apparent aspects of the goods is inevitable. In addition to long-term communication with the client and encouraging him to successively purchase and thus increase market share, the structure and type of packaging should be constantly investigated. The visual stimuli in packaging tend to attract the attention of consumers and guide them into understanding diverse products; these perceptions affect consumer purchasing decisions. It is clear that consumers' perception products is based on packaging. Charming graphics and colors lead to a lasting effect on consumer purchasing decisions. In fact, the charm that comes through graphics and color plays an important role in brand choices in terms of purchasing. The importance of this graphic is to a degree that in some countries with no producers, the advantage of

having an effective packaging for its imported goods is implemented and introduces its name as a manufacturer and exporter of the product. Surprisingly, 70% of all shopping and brand decisions are made at the moment of purchase and in the store, even if the consumer wants to buy certain products with the intention of buying them. As such, packaging undoubtedly has a significant impact on consumer purchasing decisions. Cahyorini & Rusifian (2011) argue that, often due to the fact that customers are affected by the appearance of the product in the purchase of the product, it can have a momentous and significant impact on customer purchases and this is the subject which still requires an expert and more broadly sophisticated look at the production of internal packaging. Innovative and gifted designs will greatly increase the willingness to buy. The need for understanding the perceptual processes in packaging design by Caro et al. (1998) and Scorsman et al. (1997) has been studied. In these studies, the visual impact of packaging such as influence of packaging design on the evaluation, classification and attention of consumers has been studied (Rand, 2005). In a recent study by Sylvia Vasspis (2004), the effect of the packaging scheme on consumer purchasing decisions has been investigated with regard to the two variables of the level of purchase complexity as well as the time pressure during purchasing food products. In modern sales systems, packaging is mainly considered in developed and industrialized countries, which is one of the most important factors in promoting sales, because in these systems the closest consumer communication with a product is not through sales representatives, but with packaging. Obviously, poorly designed graphics and packaging design has a decisive influence on consumer's attitudes and leads to poor sales performance.

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