

The influence of Branding and Packaging on choice an overview of the retail market

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Abstract: In marketing, product packaging is very significant. Unforgettable speech influences consumer's perception and ensures that customers keep coming back. For years, companies have been investigating how color influences purchasing decisions. Yellow color causes joy or fantasy, s - the beauty and perfect sensitivity of women's perfumes, cosmetics and lotions, black - strength and strength, and so on. The color that the company chooses for packaging influences the choice of the buyer and often influences whether consumers remember the product with love and whether consumers let it is bought again.

Keywords: Consumer, Marketing, Packaging, Branding, Business, Innovation.

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Introduction

The packaging of a product has a very important role because it offers safety and conservation during transport and storage, and makes it possible to have a good presentation to potential consumers. It is important to produce a product based on what consumers consider necessary. So it is important to first understand the dynamics that affect consumer's decisions and the role of packaging for consumers. It is common to mention impulsivity in the impulsive or compulsive purchase as if it were same, however, before addressing the issue of impulsiveness in the purchase, it is important to point out the difference between these concepts in order to have more clarity about it.

Importance of packaging

Consumer Satisfaction and Packaging. According to, the behavior of impulse buying as a repeat purchase, hurried, urgent and hedonistic, where the speed of the impulse purchase decision excludes reasoning and prevents consideration of all information and the choice of alternatives. It is an unplanned purchase, features a quick decision, for having a subjective content in favor of a possession immediate. describe that in this type of behavior is a greater arousal, there is less deliberation and irresistible purchase ducts in comparison to the planned buying behavior¹. The people that are characterized by having levels high impulsiveness in purchasing, generally consumers usually have a little thoughtful thought, they are emotionally attracted and immediately gratified. Further, these people usually pay little attention to the negative consequences derived from their impulsive acts. It is important to make a brief comparison between planned purchase and impulse purchase goes. Buyers are divided in terms of how much planning consumers do before doing a purchase . Customers know in advance what products and brands but they are not decided by any specific brand until they are in the store, and buy them. Impulsive purchases do not make any kind of prior planning. Facing the unplanned purchases, another researcher, states that in many occasions' purchases are made to obtain psychological benefits, more than economic or utilitarian.

According to recent studies, 70% of purchases come from the point of purchase. Packaging influences marketing decisions because it delivers product information and stores it safely. Consumers appreciate the information that is added

¹ Ambrose G, Harris P. Packaging the brand: the relationship between packaging design and brand identity. Bloomsbury Publishing; 2017 Sep 7.

to the marketing news, meaning that information that contains a sense of humor must be taken into consideration when buying.

Packaging is one of the important factors when buying goods in stores. With the growing trend of self-service packaging one put themselves on the shelf of a “seller” and become a source of communication and branding. The packaging must offer a consumer response to the goods. People do not have the time to become more dependent on impulsive purchases. That is why the packaging must promote the content, decorate and add value. Consumers are now better educated and await a decision about the purchase, which has led them to impulsive purchases. The packaging must itself contain additional information and a stimulus. Because self-service. Packaging can give a more attractive appearance, it is useful for both low and high penetration products, it can be compared with other products and offers recommendations for use. This makes customers happy. Studies have shown that packaging is also expensive.

Consumer Positioning and Branding. It must be positioned or distinguished from other products in terms of signs, logos, trademarks, symbols, colors, shapes and other characteristics. Packaging has a significant influence on the purchasing decision process. In some cases, customers will be more careful with package labeling. Packaging has a dual function: logistics and marketing. Logistics only protects products against damage, but Marketing becomes a means to convey attribute information. If it effectively communicates information, consumers expect it to be a high quality product, and if this is not possible, consumers expect it to be low quality and not likely to buy. There are packaging elements that influence consumers' purchasing decisions (visually and informatively). Visual effects include images,

shapes, sizes and are dependent on emotional or subjective decisions. The information element contains²

The information provided by technology depends on cognitive or objective decisions. For products with a low risk and low involvement, shoppers do not fight for information. Packaging is such a tool that marketers can use to deliver their messages directly to potential customers. For many brands, packaging leads to the successful integration of brand communication and the creation of a brand image. This study shows that the mood of stores is directly influenced by the mood of consumers, which becomes an important factor for their buying behavior.

Packaging design draws the consumer's attention to special trademarks, stimulates the image of the product and influences the perception of the product by the consumer. Visual elements (such as color, quality and general appeal) play an important role in influencing customers. The visual element refers to the product for many buyers who have virtually no information. In this case the consumer fully relies on the recall value of the package and gives a boost. The biggest challenge that marketers face today is to turn packaging into attractive purchasing decisions. In modern stores, consumers are directly confronted with the location, with different brands.

Packaging and Meeting Point. Packaging plays an important role at this meeting point, also known as the point of purchase, as this is the most important point of interaction between the brand and the consumer, at this stage the consumer decides which brand to buy. Packaging is the company's primary means of communication for brand information. Moreover, the importance of the packaging as a

² van Ooijen I, Fransen ML, Verlegh PW, Smit EG. Packaging design as an implicit communicator: Effects on product quality inferences in the presence of explicit quality cues. Food quality and preference. 2017 Dec 1;62:71-9.

communication element is very evident if both reasons that cause the attraction for a product on the shelf and the consumer's buying behavior are analyzed. The role that product packaging plays today as a marketing strategy is extremely important since it somehow connects the need with the client's senses, being a direct bridge of communication between the product and the consumer in which the creativity combined of the versatility and innovation they can get to stimulate the purchase process, arriving directly at the final receiver. Therefore, one should stop thinking about packaging as a simple requirement for the product as it seeks a before, during and after for the benefit of both the manufacturer and the consumer³. The key is to stand out, to attract the customer to make the first purchase of the product, it is necessary to know what causes a consumer to approach a product of a linear and not another.

Today's consumers are more analytical, looking for more innovation and more solutions in product packaging; however, it is not just about being disruptive but about the consumer understanding why the packaging is innovative or different, that they know why they help make customers life easier, more convenient, safer in terms of the product consumer is consuming. Only then will it be possible to establish emotional connections with customers, according to another researcher, who commented that there are three types of connections that can be achieved: the practical connection, in which the user buys it for its functionality.

There is also the rational connection where the consumer sees the difference in the packaging and understands the reason for that difference; and the emotional connection is when the user sees a package and thinks it is really fun, and although

³ Skaczkowski G, Durkin S, Kashima Y, Wakefield M. Influence of premium versus value brand names on the smoking experience in a plain packaging environment: an experimental study. *BMJ open*. 2017 Jan 1;7(1):e014099.

he does not need that product, he wants to have it because that connection is given. When one can make a connection with consumers at a practical, rational level, even in this irrational and fun connection, then that is what will create solutions and innovations for packaging.

Product Type and Food Packaging

An investigation revealed that in terms of food packaging a very dominant percentage of consumers (59%) said they have tried a new product only for the packaging, and 66% considered that the packaging would at least cause them to see a new product. There are four main factors, and in all of them the packaging has its importance. First, on one of every three occasions the attraction is caused only and exclusively by the container. On one of every four occasions it is the price that causes such attraction. The package is important in determining the price, since the package is part of the product and, therefore, of the cost. Additionally, an optimization of the package can result in a reducing the costs that leads to a decrease in the price, making the product more competitive. Moreover, a good package can serve as another argument to sustain a high selling price if that is the company's strategy. On one of every five occasions the attraction is caused by the fact that the consumer remembers or has in his mind the product. It can be said that they contribute to this circumstance both to advertising and packaging. Finally, on one of every five occasions the attraction is caused by some particular aspect of the product. The consumer may already know that particular aspect beforehand from advertising, but even so on the packaging that aspect should be highlighted either to show for the first time or to reinforce the advertising message.

With regard to consumer behavior, the behavior of consumer can be irrational or rational. The consumer knows in advance which product he wants and sometimes even the rational behavior of the brand implies planned purchases. In contrast, irrational behavior is an impulse purchase rather than a response to real demand, and the impact of such irrational behavior on external stimuli (advertising, packaging, products, etc.).

However, there are subcategories of planned and impulsive purchases, but the basic idea is the same: advertising and brand identity are already in the minds of consumers and need to be strengthened, or they are called consumer attention. Use products and packaging at points of sale.

One of the main tools with which companies can enhance their corporate identity and increase sales is packaging .

Force of Packaging. The packaging of a product has a very powerful force to attract the consumer and influence their final purchase decision. That is why, every entrepreneur must pay close attention to the packaging of their products and incorporate elements that attract attention in the consumer's subconscious. To design the packaging of a product, marketing manager must know how to recognize those specific design elements that will attract the attention of the consumer and determine their purchase decision⁴.

The first thing that a product's packaging must convey are the company's principles and values. Moreover, in today's world no one can imagine a company with a social responsibility focused on caring for the environment by offering a packaging made of polluting material. If this happened, the company would surely

⁴ Tremelling J, All A, Lleras L, Cancel A, Jenkins D, Pina C, Goldstein D, Broxton C, Hamel S. Poor quality male latex condoms found in Dominican Republic: Quality assurance evaluation and public health impact. PLoS one. 2019 Jan 7;14(1):e0210150.

lose all the credibility of the consumer⁵. For this reason, it is necessary for the packaging to represent the brand, and there is no better way to do it than by representing the company's storytelling.

Another aspect that should be highlighted in the design of the packaging is the color, which has a high power to attract the attention of the consumer. Due to its use, one can provoke sensations, highlight values and create a recognition link. Furthermore, the size and shape of the packaging are also two of the elements to consider to design an attractive packaging. To choose the most appropriate and practical format it is important to keep in mind the nature of the product. In addition, it has to be designed to meet consumer comfort and use. For this reason, it is important to know their objective target to adapt the packaging to the needs and tastes. It is very clear in a more or less significant way, the packaging decisively influences the differentiation of their product and the consumer's purchase decision. Therefore, it is necessary to invest time and dedication to find the ideal packaging for the product. In addition to this, the role of marketing and product packaging is often mentioned in the analyzed literature, as is the use of product packaging in communication marketing tools for brand marketing.

Packaging and Influence on Decision Making Process. Packaging has a significant influence on the purchasing decision process. In some cases, customers will be more careful with package labeling. Packaging has a dual function: logistics and marketing. Logistics only protects products against damage, but Marketing becomes a means to convey attribute information. If it effectively communicates information, consumers expect it to be a high quality product, and if this is not possible, consumers expect it

⁵ Lee JG, Blanchflower TM, O'Brien KF, Averett PE, Cofie LE, Gregory KR. Evolving IQOS packaging designs change perceptions of product appeal, uniqueness, quality and safety: a randomised experiment, 2018, USA. Tobacco control. 2019 Jun 4:tobaccocontrol-2018.

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Force of Packaging

Research suggests, for example, that delivering a product called “packaging” to continent is just as important as the house it comes from (brand). From a marketing perspective, a series of studies discussed the indicators of brand success through the

power of brand marketing strategies, in particular packaging design strategies. Packaging is considered as an effective form of advertising in stores. With regard to the improvement of the product at the time of sale, it appears that the packaging is even more effective than conventional forms of advertising, whereby consumers not only buy, but also promote the products by time that consumers use it.

As the packaging design for the product itself can be seen, the packaging also plays the role of a seller in the store. Therefore it sells the package and the images for Identify and promotes the brand. Similarly the research defined the package design as a “silent seller” who attracts consumers more than other means of communication⁶. The previous study has a clear correlation with this study, which demonstrates the importance of using the packaging design as a seller, who can even identify the shelf of the brand, since 70% of the purchasing decisions are made at the time of the assessment. This is important for different products on the shelf. According to the info graphics brands have only about seven seconds to make a good first impression to their potential customers, which mean that the packaging, which is often the first eye contact of a brand with its Buyers, it is of utmost importance. Effective packaging can not only allow a consumer to make decisions faster and easier, but also a striking design can attract the attention of a potential customer. Research shows that at least one third of the decision is based on the packaging, along with personal preferences, although the influence of the product packaging is unconscious ⁷.

Undoubtedly, the purchase decision is finally taken at the point of sale since it is there where a whole ritual is developed towards the purchase, a propitious scenario

⁶ Skaczkowski G, Durkin S, Kashima Y, Wakefield M. Influence of premium vs masked cigarette brand names on the experienced taste of a cigarette after tobacco plain packaging in Australia: an experimental study. BMC public health. 2018 Dec;18(1):295.

⁷ Fernqvist F, Olsson A, Spendrup S. What's in it for me? Food packaging and consumer responses, a focus group study. British Food Journal. 2015 Mar 2;117(3):1122-35.

where a series of agents begin to take on greater relevance, be they differentiation strategies which are used in the same product category as are the drivers, tastings or the design of the packaging itself. According to the infographic, 52% of online consumers said that if they get a packaged premium product, they can buy it again. After the purchase, 90% of them used reusable boxes and packaging bags. But customers can even become a different marketing channel: if it is interesting, 40% of people share packaging photos⁸.

Ease of Packaging. The ease and cost must be adjusted to the requirements and expectations of the manufacturer, based on essential characteristics to be taken into account such as: capacity, ease in manufacturing and distribution, scope and innovation. Similarly, the packaging must convey a message, feelings that attract the attention of the consumer that in turn are linked to the language of the brand, and finally is to think about the after packaging in which it is intended to go beyond the usability and design seeking to give the consumer a reuse of it and where a series of meanings associated with the brand is provided. The first intention that develops the packaging is based on the color that seeks to draw attention under iconic elements and perception denoting certain values, in the same way there is a scale of perception against the colors being orange the one with the most attention followed by red, colors that stand out and set a pattern in the category.

Innovation and usability will always be important factors that will make a product stand out in its packaging, but for this it is essential to know the consumer to whom they are communicating so that the brand stands out before the services presented by the competition. To give a better result to the indicated choice of

⁸ Khan H. Effects of personal dispositions, familiarity and consumption situation on Western brands' packaging. Journal of Consumer Marketing. 2019 May 13.

packaging that best suits a company's product, the company should rely on research as a measurement and success tool in each of the alternatives that brands seek to generate greater closeness with consumers.

Much has been written about consumer behavior, but little has been said about the items that customers consider when buying. A recent study by Consultant reveals that the consumer values the content of a product, but packaging also plays a decisive role. Two out of every three consumers buy a new product when the package catches their attention, according to data from the survey conducted by the international consultancy. So a good design is key to being on the shelves of supermarkets.

In fact, a brand can make a good impression on potential buyers in about 7 seconds. As per the efficient design, consumers can not only make faster and easier decisions, but attractive aspects can also attract consumers. Studies show that at least a third of product decisions are based on packaging and personal preferences, which means that packaging is sometimes just as important as internal products.

Conclusions

The easiest way to get attention is to choose the right colors. This is the most direct and easiest way to combine the brand. However, the curtains must be attractive to the target market and set the right tone for sending information about that product. For example, yellow tends to convey happiness, while black means control.

The third way to stand out is environmentally friendly: nowadays, environmentally friendly packaging is popular with customers. That is why recyclable or recyclable materials are good for business and the environment. This does not mean that it should be boring. For example, one can be creative by reinventing old materials such as paper bags. But taking into account all these factors,

one thing has to be taken into account: when working with packaging, certain functions have to be taken into account. It must be easy to navigate, contain only the necessary text and protect the inside of the product. Packaging must also help consumers to understand their brand. When consumers see packaging, the brand should at best be the first to identify.

Some brands succeed in making packaging the most important part of their brand image. But the company also strives for innovative and sustainable packaging. For example, they created a can for sports and when the ideal cooling temperature was reached, an image of ice cubes appeared. Packaging is not only the physical aspect of the product; it also plays a relevant role in the consumer's purchase decision, so remember: consumers have only one time to impress the potential customers and show them why the brand is the best purchasing decision. The brand name is a concept given by Chinese scholars and the public, there is no corresponding to English vocabulary. A brand is a name, logo, symbol, color term that identifies a product from one seller from another seller. The word mark comes from the word "burner", which means "burning". It is a valuable asset owned by a company that can build positioning and assets by improving brand strategy ⁹.

The brand is a set of positive and negative attributes that is projected on the products after processing the information that the company projected (through Marketing and Corporate Communication) and mixing it with customer's experiences. Most brands that consumers choose to buy are based on impulse

⁹ Dzodzomenyo M, Fink G, Dotse-Gborgbortsi W, Wardrop N, Aryeetey G, Coleman N, Hill A, Wright J. Sachet water quality and product registration: a cross-sectional study in Accra, Ghana. *Journal of water and health*. 2018 Aug 1;16(4):646-56.

purchases. The brand name on the package increases customer response and impulse preferences. Unique brand names play a crucial role in all parts of the company¹⁰.

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