

Packaging Design with Consumer Behavior Perspective: a Literature Review

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Abstract

Consumers will perceive the impression of professionalism in packaging that the product quality is relatively good. Packaging becomes an aspect that has an essential role for companies to implicitly explain the details of the products to be sold and as the main points that explain how consumers are interested in consuming because of the cognitive transformation process provided by packaging both in terms of color and other features. Packaging has a broader reach than advertising and differentiates it from competitors. Packaging promotes and drives purchasing decisions when purchasing and every time the product is used. Packaging with different sizes can expand a product to new target markets or help overcome cost barriers. This paper discusses packaging and consumer behavior in response to existing packaging. So far, almost all manufacturers when making packaging designs are only based on studies conducted by these manufacturers without any customer involvement. By understanding consumer behavior, it is hoped that in the future the packaging design created will involve consumers by paying attention to the aspects needed and desired by consumers. So that the packaging design that will be produced can further increase the value of the product and increase consumer interest in purchasing a product.

Keywords

packaging, consumers, cognitive, communication, decisions

1. Introduction

The product's characteristics can be seen from the packaging, unique design, and neat and attractive design that will attract consumers to buy. Before looking at the product, consumers will pay attention to the packaging aspect that wraps a product (Juárez *et al.* 2020). Consumers will perceive the impression of professionalism in the packaging that the product quality is relatively good. Packaging is an aspect that has an essential role in companies to implicitly explain the details of the products to be sold. The main point explains how consumers are interested in consuming because of the cognitive transformation process of packaging in terms of color and other features (Yang & Hsu 2020). Packaging with specific characteristics following consumer perceptions will be more attractive to consumers and give a positive impression compared to similar products belonging to competitors, with packaging less attractive to consumer perceptions (López *et al.* 2022).

Packaging is a place or medium where the symbol of the company or product is easy to recognize and further strengthens the perception of consumer confidence in the company (Magnier & Schoormans 2015). In addition, packaging will be perceived as a product with specific market segmentation, target consumer, and brand positioning

among competitors who produce similar products. From this description, packaging will provide information that can influence consumers to buy certain products because the packaging will be a passive but interactive communication tool to form consumer conative behavior in deciding a purchase (Maurizio *et al.* 2015).

Packaging has a significant role as a marketing communication tool. It has a tremendous impact on product categories in the promotion and development phases, where graphic design, structural design, and product information considerably impact consumers. To generate impulse buying (Svanes *et al.* 2010). Rundh (2009) stated that as many as 60-70% of consumer decisions to purchase depend on interest in the packaging displayed in stores or other sales locations. Consumers assume that packaging represents the initial communication of the suitability of expectations expected by consumers for a product. Needs with the availability of the desired product, which is reflected in the packaging displayed.

2. Literature Review

2.1 Packaging

A good packaging structure has several criteria, including attractive colors, unique shapes, good designs, appropriate sizes, and using basic materials or materials that are very familiar to buyers. While the packaging model at least meets the visibility aspects, it has an interesting element. Second, packaging fulfills the information element. Third, the packaging can create emotion for consumers or anyone who sees it to immediately make the purchase process. Furthermore, finally, the packaging fulfills the workability element, where the existing packaging is easy to carry and store by the customer.

Packaging is a suitable medium to convey to consumers the most compelling and undeniable reasons to buy a product (Togawa *et al.* 2019). Packaging is essential in successfully implementing the product mix to succeed in the 4P strategy (Wang, 2013). Packaging is the first thing prospective customers see in a store before purchasing (Cascini *et al.* 2020). On average, a customer sees more than 200 items in minutes in the supermarket. Packaging should be efficient and create a favorable taste in addition to promoting sales (Kuo & Lai 2019). A good form of packaging is an effective method to differentiate from other products because it can influence customer purchasing decisions (Metcalf *et al.* 2012). Packaging can give consumers a profound first impression or be memorable when they see it for the first time (Rundh 2005). Product diversity and competition between manufacturers and manufacturers introduce art into the packaging system because the form of packaging can show a product in a better way (Wells *et al.* 2007).

A good color display on the packaging must represent the emergence of contrast and harmony, giving an image of something warm or cold and the intensity of the colors used (Yokokawa *et al.* 2020). Color is easier to remember and always gives a deep impression to consumers compared to other components in the package, so the selection and determination of color for a package is significant. (Yu, & Sinigh 2021). The suitability between color, shape, and material to be packaged is an essential basis for packaging designers in determining the color used for a product. This is closely related to the fact that visual elements on the packaging are variables that effectively create and convey specific characteristics of a product.

An excellent visual appearance of a package can be different from competing products and increase consumer confidence in the brand. This can be seen from the high level of reuse or repeated consumer purchases. (Yudiatantri & Nora 2019). Show that consumers receive products after they buy products that are packaged attractively and stunningly (Zhao *et al.* 2019). Customers decide to purchase based on their perceptions of product packaging regardless of their feelings when buying and whether they have enough time to think and buy (Mohsen & Nosrat 2016). Currently, packaging is a medium for sales promotion for a company. Packaging characteristics like quality, color, wrapping, design, and others can stimulate customers to buy some products. Packaging is a complete package that makes up the most significant proportion of sales that trigger purchase behaviour stimulation. In other functions, packaging increases sales expand the market share and reduces marketing and promotion costs (Al-Samarraie *et al.* 2019).

Some researchers have tried to identify all the potential elements of packaging and their effect on consumers' purchasing decisions (Alessandro *et al.* 2015), but other researchers have focused on the distinctive elements of packaging and their influence on consumer buying behavior (Nemat *et al.* 2019); (Juárez *et al.* 2020); (Alessandro *et al.*, 2015). In addition, some researchers have investigated the effect of packaging and appearance on consumers' overall purchasing decisions (Rettie & Brewer 2000), while several other researchers have researched the steps of the

consumer decision-making process in buying (Daria et al. 2016). The image and advertising of a brand have a strong positive influence and are significantly related to consumer buying behaviour. The public views the brand image with a positive attitude. A study shows that teenagers in Gujranwala are more aware of their social status, so they prefer branded products and advertisements that positively impact consumer buying behaviour (Juárez et al. 2020).

Packaging represents communication elements in the marketing process; this will significantly influence consumer behavior in purchasing (Rettie & Brewer 2000). Packaging with a good design, use of appropriate colors and proportionate sizes, as well as having good strength, will influence consumers in determining the decision to make a purchase. (Chrysochou & Festila 2019). The influence of packaging elements on consumers' purchasing decisions, depending on the level of involvement according to theoretical studies as well as visual packaging elements, tends to be a more substantial influence on consumer buying behavior when they are at a low level of involvement, in contrast to those who are at a high level of involvement. high (Al-Samarraie et al. 2019).

Packaging has a broader reach than advertising and can differentiate a brand from its competitors. Packaging promotes and drives purchasing decisions at the time of purchase and in each product used. Packaging with several sizes provides a more significant opportunity to be accepted by consumers and a more significant opportunity to expand market segmentation (Alessandro et al. 2015). Society is becoming increasingly demanding; Packaging is showing its gradual importance in serving consumers by providing information and conveying its functions. With different functions to facilitate and communicate with consumers, there is no doubt that packaging is increasingly important as a strategic medium to attract consumers' attention and their perception of product quality (Cascini et al. 2020).

Table 1. Packaging Category Based on Function

Packaging Category	Packaging Function	Marketing Function
Consumer products	Protection with high moisture content	Handling distribution, storing, and display.
Industrial products	Protection during changing conditions	Handling distribution, storing, and display in B2B
Consumer products (pharmacy)	Prevention to ensure safety and hygiene.	Distribution, storing, marketing communication, prevent of copying, model, branding, and pricing.
Consumer products (dry food products)	Preservation of taste and safety	Distribution, display and communication, model, branding, pricing
Consumer products (frozen food and liquid products) – with coating and laminating	Preservation of taste and safety	Distribution, display and communication, model, branding, pricing

(Nemat et al. 2019); (Juárez et al. 2020); (Alessandro et al. 2015).

Improvements in decision-making at the point of purchase increase the communication potential of food product packaging (Chrysochou & Festila, 2019). Packaging combines several elements, design, size, color, and typography, each of which can effectively build a positive impression on consumers. (Daria et al. 2016); (Juárez, et al 2020). Packaging with a good brand, high value, and a good image will increase consumer perceptions of a product(Kuo & Lai, 2019). Packaging, in addition to stimulating consumers to make purchases, also functions as product differentiation, a differentiator from competing products, making it easier for consumers to make choices (Lee & Lye 2003).

López et al. (2022). An attractive packaging arrangement on store shelves will increase consumer interest, so they are moved to make a purchase. Conversely, a makeshift packaging arrangement that seems monotonous and boring will reduce consumer buying interest, even ignoring the product. Color selection with perfect combinations is essential in creating and developing good packaging designs acceptable to consumers (Magnier & Schoormans 2015). Color is vital in packaging design because it can create a distinctive impression. Each color choice can have meaning and

create a different perception for each consumer. For example, black and white colors represent strength, red represents intense energy, blue represents trust, and green represents balance. In addition, the color on the packaging is usually also determined based on the food or drink. For example, if the food or drink tastes chocolate, then usually the supporting colors widely used are chocolate and black, if strawberries are red and pink, and others.

The selection of excellent and strong packaging materials will prevent the product from being easily damaged. The selection of high-quality packaging materials will make consumers more interested when compared with packaging materials that are easily damaged. Suitable packaging material will make the product more durable, and consumers will be more comfortable using it (Maurizio *et al.* 2015). Lettering is an essential element of packaging that grabs the customer's attention. Packaging information can create conflicting results. This can lead to misleading or inaccurate information through the small front and dense writing style used on the package (Metcalf *et al.* 2012). Therefore, any information in the packaging must be clear and easy to read for consumers. (Cascini, *et al.* 2020) States that packaging is used to identify products. An attractive graphic design on the packaging will generate interest from consumers. A good image can highlight a product compared to similar products from competitors.

When arranged on a shelf, consumers will, of course, prefer products with packaging that has an attractive graphic design. Attractive images with matching colors, then the addition of holograms, as well as additions with suitable combinations of various materials, will bring out a luxurious element to the product, thus stimulating consumers to touch and then try the product. (Al-Samarraie, *et al.* 2019). If the product design is low, consumer buying interest will also be low. If the product packaging is attractive, consumer interest in buying will also be high (Lee & Lye 2003). Juárez *et al.* (2020) Image design on the packaging is intended to attract consumer interest while increasing familiarity between consumers and products. Design images of mountains, beaches, houses, and luxury cars, will increase consumer confidence in buying products. In addition to creating pride, consumers feel an appropriate lifestyle when using these products' aspirations (Chrysochou & Festila 2019).

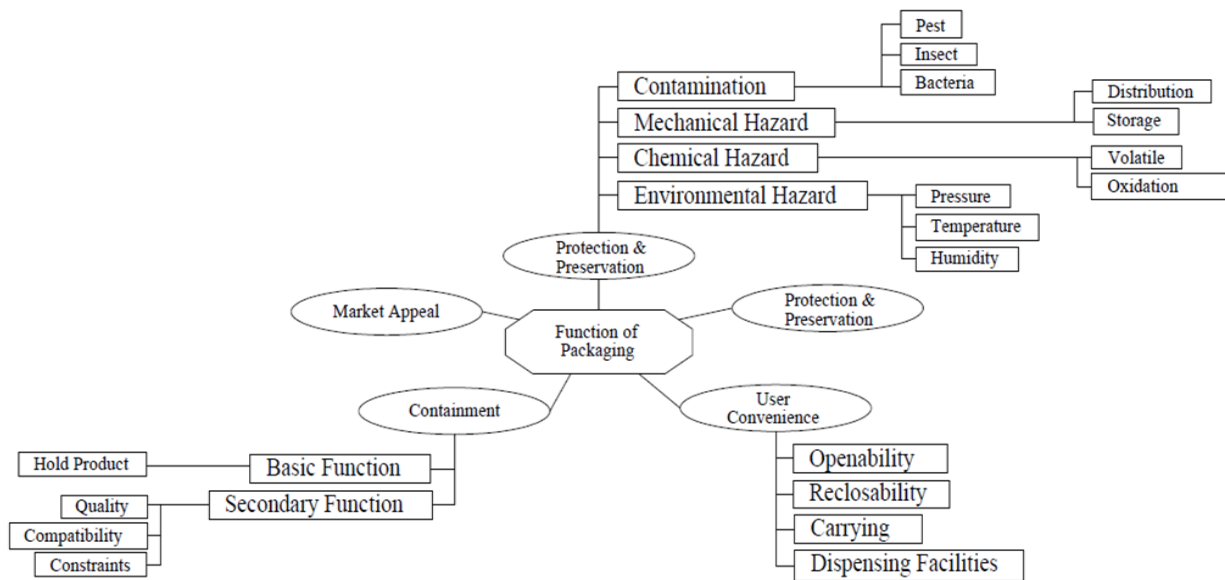


Figure 1. Packaging Classification Based on Compatibility and Function

Packaging can be designed for one-time use or multiple purposes. The choice of one or the other can be a function of the individual's perception of comfort. Good packaging design is the main factor influencing consumer purchasing (Silayoi & Speece 2004). Packaging is one of retail's first contact points between products and consumers. Packaging can develop a consumer impression of a product based on an attractive packaging appearance, which may or may not lead to sales [Barber, N. & Almanza, B. (2006)]. Packaging can function as a silent sales element that projects the product's image, purpose, and functionality.

Packaging as a marketing tool, in packaging this provides information that can attract potential buyers to try and compare with products that have already been distributed so that if, when trying, the consumer feels positive things (increased value), then they will switch brands (Gopinathar et al. 2016). Packaging can affect the cognitive and conative behavior of consumers through the stimulus of packaging variables that suit consumer tastes, including colors, images, sizes, and lighting (Zekiri 2015)

2.2 Customer Behavior

Consumer behavior is shown by constantly thinking about the goods to be purchased by first considering the price, model, shape, packaging, quality, function of the product to be purchased, to how long the product lasts. Consumer behavior is the activity of thinking, modifying, and considering products before making a purchase. All consumers want to avoid making mistakes in their purchases, so consumer behavior is always synonymous with activities, searching, choosing, comparing, and deciding which product to buy (Rundh 2009). Studies on buying units (buying units) are associated with consumer behavior through an exchange process involving the acquisition and consumption of various products, services, experiences, and ideas. Consumer behavior is a series of individual activities to select, purchase, use, and stop to consume the product and services, as well as ideas or experiences that are felt to satisfy the needs and wants of consumers (Nemat *et al.* 2019). They state that consumer behavior is the process of making a consumer's decision to buy, use and consume goods and services. These factors influence purchasing decisions and the use of the desired product.

Svanes et al. (2010), consumer behavior is the direct involvement of consumers in consuming and spending on products and services and the decision processes that precede and follow these actions. Togawa et al. (2019), consumer behavior is a process or activity when a person relates to the search, selection, purchase, use, and evaluation of products and services to meet needs and desires. It is a person's searching, buying, using, evaluating, and acting after consuming products, services, or ideas expected to meet their needs (Wang 2013). Wells et al. (2007) state that consumer behavior is when someone gets, consumes or throws away a product, "goods, or services" during the buying process.

Yang & Hsu (2020), a series of actions on products and services, including a decision-making process that precedes and follows the action after the purchase. These actions are carried out by being directly involved in obtaining, consuming, and disposing of a product, "goods or services." Yokokawa et al. (2020) decision-making processes and activities carried out by consumers physically in evaluating, acquiring, using, and obtaining goods or services. Yu & Sinigh (2021) study how individuals, groups, or organizations behave in selecting, securing, using, and discontinuing products, services, experiences, or ideas to satisfy their needs for consumers and society.

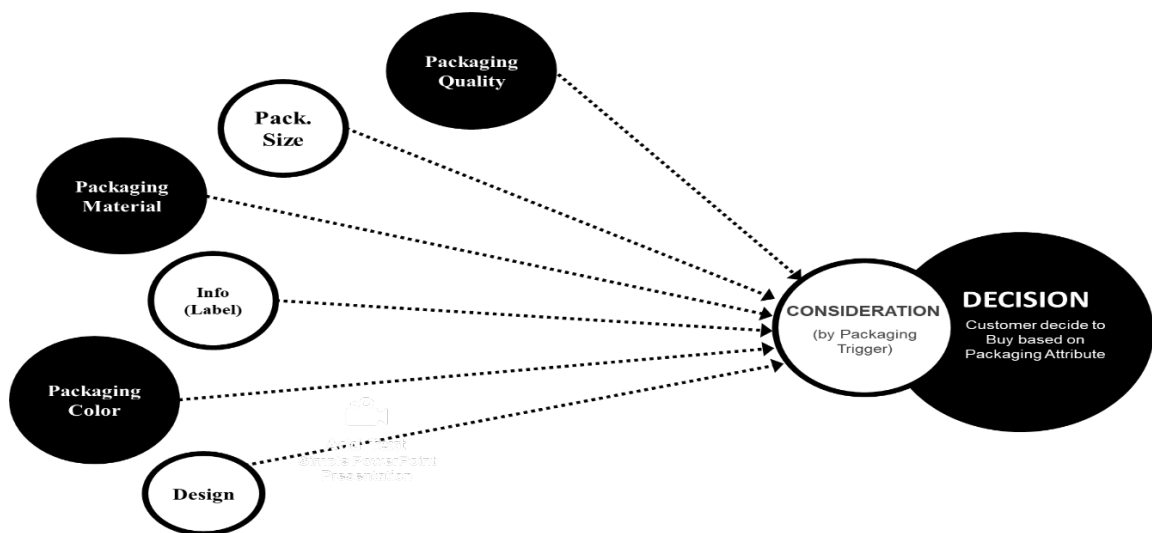


Figure 2. Customer Behavior

Consumer behavior is said to be dynamic because the thinking, feeling, and reaction processes of individual consumers, consumer groups, and extensive consumer groups are constantly changing. Most consumer behavior is based on thought patterns and feelings or memories acquired during the use of a product. So experience during product use will significantly influence consumer behavior (Yudiatantri & Nora 2019). Activities indicate consumer behavior to obtain, consume and spend the product purchased (Juárez et al.2020). Consumer behavior is a process and individual activities directly related to the search, purchase, sale, use, and evaluation of goods and services to meet consumers' needs and desires (Zhao *et al.* 2019).

Mohsen & Nosrat (2016), consumer behavior is the study of how individuals make decisions (decision units) when purchasing a product. (Nemat *et al.* 2019), consumer behavior is how individuals, groups, and organizations select, buy, and use products, services, ideas, or experiences to satisfy their needs and wants. Rettie & Brewer (2000), consumer behavior is a process study of the involvement of individuals or groups in choosing, buying, using, or managing products, services, ideas, or experiences that satisfy the needs and desires of consumers. Svanes et al. (2010), Consumer behavior is the study of the behavior of individuals, groups, and organizations to choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires. Yu, & Sinigh (2021), consumer behavior is the activities of individuals directly involved in obtaining and using goods or services, including the decision-making process in preparation for determining these activities.

Packaging will reflect the contents of a product and its brand (Kumar 2014). This causes some consumers to think that packaging symbolizes the ability to buy a product, and many want to get the recognition that consumers can get the best product (Munthiu, 2009). Packaging as a practical function is due to the following factors: If the need for the product is met, consumers will express it by encouraging others to buy (Ramya & Mohamed 2019). Trying to imagine the product's superiority through stories, excitement, or educational tendencies through the information on the packaging. Sharing the experience of using the product (experience sharing) if there is an experience that is the same or similar to that felt by the user (Kumar 2014)

Consumers will tend to choose food products with attractive packaging, compared to products whose packaging is plain or simple and unattractive. Even with the same product using different packaging, it can affect consumer buying interest. Consumer interest in a product can be caused by the features or attributes contained in the product. The ideas generated from comparisons with competing products become a benchmark for the reputation of some company that makes the product and the technology used to make the product (Rundh 2005). Svanes et al. (2010) The learning process during selecting and using products will lead to consumers' perceptions in determining a product's purchase. High buying interest will lead to motivation that always appears and is recorded in the minds of consumers so that it becomes a strong desire always to use the product because it suits the needs and desires of consumers.

Consumer behavior is an activity related to the process of buying a product that is strongly influenced by habits (habit), mindset (awareness), attitude (attitude), desire (desire), and cognitive behavior. Consumer behavior is generally formed over a long time so that consumers will have a particular perception of a product (Zekiri 2015). When consumers decide to buy a product, consumers will imagine and consider aspects of price, quality, and function. Consumer behavior will be described starting from search behavior, research, and product evaluation (Ahmed 2015; Abbasi & Aghaei 2016).

3. Conclusion

Packaging contributes to competitive advantage to market products to consumers concerning strategic decision-making to make a purchase. Packaging is considered an essential component of communication activities with consumers during the product marketing process, ensuring it remains safe during the distribution process and is a safe place during the storage process. Good design, with a mix of matching colors and optimal use of materials, will be able to create packaging that consumers highly desire.

Consumer behavior is dynamic, and consumers have rapidly changing desires, demanding the creation of packaging that can fulfill the desires of consumers both from the aspect of consumer needs and desires for existing packaging. The function of packaging as protection, fulfilling safety aspects, attractive appearance, high level of usability, and sustainable packaging is what consumers need. Meanwhile, some things that consumers want regarding packaging include packaging with good strength, moisture resistance, recyclable, writable surface, and lightweight.

By considering packaging design with a cross-cultural perspective, the company obtains information related to aspects that are important in packaging design, so that the company is able to maximize entities and resources at optimum cost to produce high value packaging.

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