

DECORATION OF VISUAL PERCEPTION AND PRODUCT PACKAGING FOR BETTER BUYING BEHAVIOR

Kannadasan K

Assistant Professor, Department of ECE, PERI Institute of Technology
Chennai, India.

Email: apecproject4204@gmail.com

Abstract: Product packaging is an important aspect of marketing since it is the final product every customer sees. Several aspects go into packaging a product that draws attention and leads to a purchasing decision. All consumer's expectations of a product are unique, and they change depending on how much effort they put into obtaining it. Packaging has aided companies in evolving in sustainability and, as a result, developing a brand image. 2014 (Wu). This research aims to determine if the assertion that packaging has a strong impact on a consumer's choice and perception of a brand is accurate by understanding and exploring the link between Product Packaging and Consumer Buying Behavior. The study's strategy matches human behavior, preferences, choices, views, themes, and motives. The study is centered around consumer behavior theories such as the Cognitive Dissonance theory and the FCB grid model. It uses a bias-free, open-ended method to understand people's preferences when it comes to packing—using a qualitative dimension and in-depth interview methods to individually analyze the preferences of a varied population and get a deeper understanding using practical sample approaches.

Keywords— Cognitive dissonance, consumer behavior, FCB Model, packaging, preference, and motivation are some of the terms used in this study.

1. INTRODUCTION

Every single minute of our lives is recorded, and every single issue in your life as a customer is sought to fix. Making a PR stunt or promoting a product is just one marketing component; it is only one aspect of the complete domain. Marketing is the process of making something, deciding on a price, and distributing it to the public. It discusses identifying and meeting people's and society's wants (Sahu, 2008). Successful brands haven't achieved success because they've done something unusual. It's because such companies have remained true to themselves and their key brand principles. A brand that sticks in a customer's memory is one that not only makes his life simpler but also allows him to connect with the brand.

Consumers' actions:

Consumer behavior refers to the actions of someone who visits a shop, their selection processes, and their actions during the purchase and after the acquisition of a product. The act of purchasing is influenced by a combination of social and cognitive approaches, not merely impulsive decisions, as we often believe. According to "Kotler and Keller (2011)," studying how customers favor a certain brand or product may provide businesses with a competitive advantage.

Brands might use these data to ensure that the correct product or service reaches the right people at the right time and makes a difference in their lives.

Buyer behavior is a synthesis of research, human science, socio-human studies, ethnography, promotion, and finance, focusing on behavioral economics. When a customer walks into a shop or visit an online business, they are inundated with a barrage of stimuli. "Keller (2008)" claims that a half-hour of shopping would expose you to at least 20,000 options. The packing material utilized ensures that it is free of any risk, harm, or loss. The fact that people favor high-quality items needs no explanation.

In consumer behavior, visual perception is important. Researching how eye movements occur, an article on "Emotions" discusses visual attention and Consumer Choice in Supermarkets. Without a doubt, when a consumer has to learn about the many possibilities and compare them, their attention should move toward products that are fascinating to them and stimuli related to their interests (Suurmets, 2018). According to Suurmets, when respondents were asked to choose between six brands, they picked the item after a long look and frequent eye contact. This graphic depicts

how top-down processing impacts a person's visual attention span (Suurmets, 2018)

According to research conducted by Carnegie Mellon University's Centre for Neural Basis of Cognition (CNBC), the brain uses valence to make visual perception judgments without conscious involvement automatically. When it comes to similar items, it aids the brain in making decisions. 2012 (Carnegie Mellon University). "Whatever a person visualizes, he or she gets drawn or does not get attracted, considers or does not consider, in part, is related to this valence," remarked Lebrecht (Carnegie Mellon University, 2012). 2012 (Carnegie Mellon University).

Packaging Color Psychology:

Colors have a huge effect on buying decisions and brand image creation. Long-distance visibility leads to a competitive edge for your company. Brands use colors to evoke certain emotions/moods, such as black representing power, blue representing trust, red representing an energetic appeal, and green representing fresh and organic goods. Because every client associates or expects various colors with certain products, hue plays a significant impact. Color has religious implications for every group, according to Singh (2006), and it differs between civilizations. However, these firms have reinvented the packaging of their goods throughout time, giving them a promotional element (ZEKIRI).

When selecting the colors for the packaging, certain criteria must be kept in mind.

Conclusions and suggestions

Consumer behavior is influenced by packaging, which is a crucial aspect. Its relevance varies dependent on criteria such as safety, design, color, form, quality, material utilized, and so on, but it has a significant influence. It requires more investigation.

Customers like to touch and feel the goods. Therefore packaging is a vital factor to consider, and it is still one of the most powerful marketing tools available today. Colors are crucial in packaging because consumers remember companies based on the colors on the packaging. Other considerations include form, size, and material.

A photograph of the product instills confidence, trustworthiness, and a favorable image of the company on the packaging. In their minds, it isn't a mystery. Customers believe that the impression given by the package images impacts their purchasing decisions. However, there is a fine line to be drawn between doing it and overdoing it.

Sustainable packaging is still a far-fetched notion for the participants, and paying more for eco-friendly packaging is not favored. However, eco-friendly packaging lends a favorable image to the company. Consumers believe they have acquired an excellent product with eco-friendly packaging.

Different items have different packaging requirements. Safety, brand image, and packaging quality are important for high-involvement items, but for low-involvement products, the package is the only factor that draws customers.

Brand loyalty is heavily influenced by packaging. According to this study, poor packaging may change people's perceptions of a brand and cause them to quit buying it altogether.

Labeling is regarded as an important aspect of packaging. The information on the packaging makes it easier for the customer to use it, while packages that aren't labeled tend to remain on the shelf.

Packaging has an important function, especially at the point of sale. The packaging must appeal to the buyer since they will assess the goods.

Fake items thrive in the market due to a lack of brand oversight, and buyers prefer businesses that take this problem seriously.

Packaging conveys information about the product's quality, brand image, and durability, among other things. Packaging is the most important component in online food delivery or food goods in general, and firms that fail to deliver on the packaging are likely to lose a customer.

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