

The Positive Role of Packaging in Consumer Behavior

Xu Yuk Yung^{1,a,*}

¹Quanzhou Experimental High School, Fujian, China
a. 42309017@student.gltschool.com

*corresponding author

Abstract: Packaging strategy is the primary means for enterprises to show the product's characteristics and an essential part of shaping the brand image to become the most economically efficient marketing system of a competitive tool. In order to occupy a position in the market where the key competitive differentiator is present, product packaging must be able to leave customers with a lasting impression and inspire them to make a purchase decision. Consumers' purchasing decisions are extremely influenced by the packaging's promotional function when there is no discernible difference in the quality of similar products. It is found that the display effect of product packaging, the completeness of information, and packaging environmental protection impact consumers' purchase intention. Finally, combined with the findings of this paper and the current situation of enterprise marketing, this paper puts forward corresponding marketing suggestions for product packaging design from the current status of packaging strategy and strategy optimization.

Keywords: Product Packaging, Packaging Design, Consumer Purchase Intention

1. Introduction

1.1. Research Background

With the growth of the Internet, science, and technology, social media have been developed and are constantly being enhanced. Based on the information dissemination model of everyone's participation, social media gathers single individuals together to form a speed and scope of information dissemination that cannot be underestimated, and the era of social media has fully arrived. According to the research results of Braun, in this new media environment, more and more people are using social media to gather and share information, which has become a vital force affecting the effectiveness of brand marketing, and they have an unprecedented right to speak and to pick what they want to say [1]. Therefore, in the face of new opportunities and challenges of brand communication brought by social media, it has become a timely move for brand communication to utilize various flexible marketing strategies to achieve high coupling and precise docking with consumers' newly upgraded demands and to maximize the sound volume of brand communication with the help of consumers' spontaneous sharing in various social media platforms. Product packaging, specifically commercial product packaging used for promotions, is now a critical development in brand marketing strategy since it is a crucial component of brand equity. According to the research results of Te, product packaging is the visual carrier and value embodiment of the brand, the most frequent and close point of contact with consumers, a brand contact point, affecting

the perception and status of the brand in consumers' minds, not only transports the protection of the product and the transfer of the product's primary functions, but also serves as an important tool to promote sales and a crucial platform for brand dissemination, and for these reasons it is referred to as the 4Ps parallel to the triangle [2]. It is also known as the 5th P (Package), parallel to the 4Ps of marketing, which is worth considering and redesigning from the height of brand strategy.

Based on the results of Rundh's analysis, in today's world, product packaging has become an essential part of the marketing mix [3]. It has a obvious influence on buyers' choice in the decision-making process. Many researchers have argued that a good package adds color to a good product. Good packaging can create a feeling of better quality and a more luxurious product for the consumer, even if this is not the case. In addition, insufficient packaging can cause a product's fault in the marketplace because product packaging influences consumers' opinions, expectations, and ultimate choices. In marketing communications, packaging is crucial. The proper packaging colour can increase sales while the incorrect colour can decrease sales. To maximise the value of packaging in purchases, it has become important to examine packaging, its components, and how they affect customer purchasing behaviour. However, what qualities of product packaging are more effective in promoting product sales and accelerating brand communication? Scholars have explored from different perspectives, the American scholar Angelis from the visibility, informativity, emotional appeals, and workability, several aspects of the packaging evaluation of the VIEW model, Despite the fact that the general goal of product packaging design, its components, and their influence on customer purchasing behaviour have become an important research topic [4]. Although it has some guiding significance to the overall direction of product packaging design, it is difficult to adapt to the development and change of the current social media era.

Based on the findings of previous studies, it is necessary to conduct focused study to determine how product packaging features affect consumer buying behaviour in the age of social media, their level of effect, and the best way to redesign the package. In order to offer some constructive ideas and proposals for improving product packaging, this article examines the impact of product packaging on customers' purchase intentions in the context of rapid information development.

1.2. Literature Review

Firstly, the author's study and summary of the significance of packaging. Orth and Malkewitz (2006) found that the design of packaging is paramount to building the brand identity [5]. In addition, Saeed (2013) stated that consumers buy products with more labels in search of good product labeling. Therefore, labels influence consumer purchasing behavior, other aspects, and customers' purchasing behavior [6]. Togawa and Deng found that visual components in product packaging design are presumed to be "silent salesmen" in product marketing as a powerful and cost-effective tool for communicating the sensory characteristics of a product and influencing consumers' purchasing behavior [7]. Na found that the visual communication theory's application to the aesthetic design of product packaging can improve brand awareness and identity, effectively stimulate the visual, tactile, and other multi-sensory capabilities of the consumer group, and at the same time provide them with a diversified sensory experience and points of interest.

On the contrary, if the product packaging lacks a reasonable and eye-catching design and is stacked randomly, it will confuse consumers and make it difficult to achieve the desired visual effect. In this case, consumers are likelier to pay less attention to the product [8]. In addition to the significance of packaging mentioned above, it can also differentiate a product from its competitors and even guide consumers to choose a brand. Raheem investigated the impact of packaging on consumer behaviour and discovered that packaging has a wider audience than advertising and has the power to set a brand apart from its rivals. At the time of purchase as well as each time the product is used, it promotes and reinforces decisions in purchases. Through its various service dimensions,

packaging can expand a product's reach into new target markets or get over budgetary obstacles. Additionally, packaging might influence brand selection, particularly in the market for children's items [9].

Product packaging includes many elements: size, color, image, and product information. These elements also play an important role in marketing. Hussain found that the constituent elements of packaging, such as color, design, material composition, size, and labeling, are of critical importance both for the product itself (to maintain customer satisfaction) and for the manufacturer (to use the printed information on the package as a means of promoting the product) [10]. For example, according to Kauppinen-Räsänen, it has been empirically observed that external product-related cues, especially the package color, significantly impact consumers' purchasing decisions. In today's bustling, busy, and fast-paced life, people are reluctant to spend much time on purchases, a particularly noteworthy phenomenon among individuals. In this context, consumers tend to rely quite heavily on visual aspects of the purchasing process, including the color and design of the package, as a critical factor in guiding their choices [11]. Therefore. According to Raheem, it is true that packaging is becoming an important tool for providing information, functionality, and effective communication as consumers become more demanding. Hence, it's conspicuous that packaging plays an increasingly strategic role in attracting consumers' attention and shaping their perceptions of product quality [12].

1.3. Research Content and Significance

This paper's main goal is to comprehend how product packaging affects consumers' decisions to buy and to offer packaging recommendations in line with that understanding. Based on combining the research findings of prior researchers through an exploratory study of the factors affecting consumers' purchase intention in product packaging design, we analyze and summarize the three key factors and examine the effects of different product packaging factors on consumers' purchase intention in this paper. This fills in the gaps left by the lack of sufficient research on the relationship between product packaging and consumers' purchase intentio This study offers some fresh viewpoints and references for the field's research.

Through the study for this paper, it can be seen that product packaging has developed into a new arena for brand communication in the social media age, which businesses emphasise more and more. The topicality of product packaging has become the most important factor affecting consumers' purchasing intention in the age of social media, which can help businesses clarify the requirements and trends of product packaging. This paper explores the influence mechanism of product packaging on consumers' purchasing intention through qualitative and empirical research, focuses on the factors of product packaging that affect consumers' purchasing intention, and confirms. It assists businesses in defining the needs and trends of product packaging design in the age of social media, pinpointing the areas where they should begin modernising and reshaping product packaging, and organising and carrying out packaging design activities in a more sensible and focused way in order to realise improvements in product sales and brand communication outcomes.

2. Analysis of the current situation and problems of product packaging strategy

With the deepening of the concept of packaging and the continuous broadening of the market, brands, consumers, manufacturers, and other product packaging have put forward new requirements. In contrast, new materials and technologies are also widely used in packaging upgrades. Product packaging is, to a certain extent, the embodiment of product quality, texture, and other values, especially in the current "value economy" under the backdrop of the evaluation of the packaging effect is an inevitable choice that enterprises can not ignore. However, based on the influence of

subjective factors on the specific feeling of packaging, as well as the age, gender, and aesthetic feelings of consumers are all different, so the results of individual packaging evaluation often have a certain degree of subjectivity and limitations, which affects the accuracy of the evaluation of packaging effect. This paper is constructed based on packaging evaluation method-related research based on packaging function, economy, environment, and social attributes, in which the use function and marketing function of packaging are important indicators.

From a macro point of view, product packaging can be divided into four primary functions: protection and containment, convenience, conveying information, and promoting sales function. First, the protection and containment function is the most basic and vital. Packaging can protect the product and make it in the logistics process to reduce impact shaking produced by the breakage leakage, accommodation functions throughout the entire production, and use of the product process. The packaging of the accommodation directly affects the transportation of the product to carry or put away, whether convenient. Second, the convenience of the function, the product production process is more cumbersome, requiring multiple parties to operate in concert. In the objective environment of the popularization of mechanical automation factories, product packaging materials can not react with the performance of the product, its internal packaging structure to match the commissioned processing plant filling machines, and the transportation and storage process needs to be measured according to the product specifications volume, weight. With the depth of the concept of green packaging, packaging should follow the concept of environmental protection, does not cause resource wastage and environmental pollution, and does not affect the human body's ecological health. In recent years, paper packaging, because of its renewability, the proportion of packaging materials began to increase year by year. Part of the product packaging can also be reused after use to extend the use of packaging value. Third, the function of conveying information consumers can obtain from its packaging product efficacy, net content, shelf life, and use. Markets in various countries for product packaging instructions have specific requirements. China's product packaging to convey the requirements of the information function is constantly deepening and improving. Fourth, to promote sales function, product packaging can improve the overall market competitiveness and brand effect of the product under its social recognition function, but also under its novel and unique shape, color, and pattern collocation, as well as the unity of the overall brand style to highlight the tone, which in turn can promote consumer purchasing behavior. Considering the cost of the product, the packaging itself also occupies a part of the cost of the product. The reduction of the cost of packaging can also be conducive to improve the economic effect of the product.

2.1. Display effect to be improved

For online shopping products, for example, a consumer browsing web pages in the picture and digital information such as online consumption process, which necessarily involves the effect of product packaging display, at present, some merchants failed to effectively display the product packaging, embodied explicitly in the: product pictures fuzzy, information is not detailed, and even the existence of the phenomenon of picture distortion, which affects the consumer authentic watch, browse the online shopping product information, the customer gets the purchased goods psychological fallout is more significant, thus affecting the online product sales. Customers get the purchased goods after the psychological gap is large, and the purchase of satisfaction decreases, thus affecting the network product sales. The reason for this phenomenon is multifaceted. There are merchants themselves who are not responsible for the reason in order to make quick profits and false product packaging information, resulting in product deviation from the actual situation. At the same time, the third-party platform is also the actual operation of the e-commerce site on the business to improve the size of the product picture. It also has special provisions, which make the product packaging picture the wrong size, the resolution is not clear, some of the products are not specialized in technical shooting, also

affects the product packaging, the product packaging is not the right size, the resolution is not clear and so on. Specialized technical shooting also affects the packaging display effect, leaving a relatively vague impression for consumers. The quality of the display effect will affect the online shopping turnover rate.

2.2. Packaging information is not detailed

Detailed, sufficient information is a significant requirement of product packaging design because it only provides consumers with sufficient product quality information, price information, size information, etc., to allow more consumers to fully recognize the product. However, from the current perspective, the packaging design is exceptionally backward. The detailed degree of information is far less than the needs of online consumers, especially since some virtual products, such as game cards and rechargeable cards, are not only unpackaged, but the display of the icon also lacks authenticity; the icon is well-designed and planned, lack of price information, for its scope of use, suitable for the crowd and other detailed instructions, which makes the customer in the process of shopping. This makes customers unable to obtain the required information in the shopping process, or even confused, thus affecting the desire to buy.

2.3. Low environmental protection of packaging

In a new period, people have entered a new era of ecological and environmental protection; in the packaging design of environmental protection, green should inevitably become the focus of the business pursuit of the goal. Green should become the mainstream direction of product packaging design. However, from the current point of view, product packaging design has deviated from this idea. Currently, most of the products are more cardboard packaging or wooden boxes wrapped in a variety of plastic packaging, tape, etc., which is also pervasive diffusion. Paper shells and wooden box packaging are a waste of resources and increase the garbage. The frequent use of plastic packaging will cause serious environmental problems, and most of these packages are disposable and can not be recycled, leading to serious environmental problems. Therefore, the current product packaging needs to be improved, perfected, and developed in the direction of green environmental protection.

3. Product packaging strategy optimization and implementation of security

Product packaging branding design has become a modern product packaging design, and branding must adhere to the new concept. To do a good brand design, branding design must be based on the customer's perceived value of the overall development. Customer-perceived value is the first concept put forward by the marketing industry. Customers weigh the product or service acquisition costs and its benefits after the product or service to produce a comprehensive evaluation, constituting the customer's perceived value [13]. The key internal and external qualities, perceived quality, and associated high-level abstract notions of a good or service are all included in the benefits of perceived value. According to Zauner, customer-perceived value is an experience with relativity, interaction, and preference, which enables a product to create additional customer value [14]. This customer value is derived from the perceived trade-off between gains and losses. It is the customer's perceived preference and evaluation of the product's defecation, performance, and usage effects in a given situation to achieve (or hinder) purchase outcomes and goals. In addition, according to the results of Stahl's survey, there are studies that relate products, usage scenarios, and goal-oriented customer experiences, emphasizing that the relevant perceptions, preferences, and evaluations of customers are subjective in nature and can be obtained through learning knowledge, and proposing a hierarchical model of customer value, which advises that customers form expected value in an "ends-means-ends"

manner. “ way to form the desired value, through the perception of the final realization of the satisfaction of the resulting value [15]. The customer’s value perception is categorized into attribute value, outcome value, and goal value at several levels. The attribute level, which is the lowest level, contains the particular form, traits, and effectiveness of the product. The result level, or the impact of customers utilizing the product, includes both positive and negative impacts. It is the middle level. The ultimate outcome of a customer’s use of goods and services, or goal level, includes the user’s fundamental value, purpose, and aim. Consumers begin at the lowest attribute level to determine whether the product can achieve the intended use objectives and results. Alternatively, starting from the highest level, they perceive and evaluate product attributes and use results in a goal-oriented manner.

To summarize, the primary purpose of good product packaging brand design is to enhance the product’s commodity power, communication power, and brand power and create brand equity value. To achieve such a purpose, the critical premise is that customers have an adequate positive perception of the product’s performance, attributes, and practical value (including packaging). Packaging is the positive contact point between customers and products. Assuming that customers do not perceive the product’s excellent performance, attributes, and comparative value advantages when contacting the packaging, the value benefit and cost value paid by the customer will be out of balance, and it will be difficult for customers to identify with and purchase the brand. Combined with Woodruff’s theory of customer perceived value, in order to achieve the aim of product packaging to enhance the value of the product and brand, it is important to focus on customer perceived value: focusing on the customer’s past perceptual experience and the current perceptual process, and researching the attribute value of the product and its packaging that the customer pays more attention to in the purchase scenario. Whether and how the efficacy of the packaging can satisfy the customer’s outcome value in the use scenario. How do customers influence the value judgment through the product aesthetics and brand elements and symbols of the brand aesthetics, what is the customer’s expected perceptual goal, and how do get close to the core value of consumers through packaging and consumption purposes, in short, is based on the perceived value of the product packaging branding design. It is the branding design of product packaging based on perceived value. Specifically, it should focus on the brand’s functional structure design, the brand’s visual communication design, and the brand’s emotional association design.

4. Suggestions

4.1. Enhance the degree of packaging topics

Product packaging is no longer only a carrier to preserve and convey things in the age of social media. However, it has become a new type of “social currency” for consumers to show off or generate topics to establish or maintain social relationships in the social media platform to share their recognized product packaging dissemination. Consumers’ spontaneous sharing or viral spread of product packaging, brand communication volume can be exponentially increased, so the design of product packaging must meet the development trend, break through the shackles of traditional thinking to meet the functional needs, Increase the additional value of packaging and improve the topic’s packaging to encourage purchases and spontaneous sharing and to promote fission.

4.2. Emphasize the sensory of packaging

In the era of social media, paying attention to the visual design of product packaging to seize attention can make the product stand out on the shelves and more likely to prompt consumers to share through social media and other channels spontaneously. Chic and exquisite product packaging is shared by consumers on social platforms or through the circle of friends, microblogging, and other secondary

dissemination so that the product packaging has a more lasting vitality brand communication effect multiplier.

4.3. Packaging customization

In the era of social media, social media platforms provide enterprises with a large amount of rich and detailed first-hand consumer behavior data. Enterprises should make full use of and effectively analyze social media data, collect various feedback information based on personal preferences and interests, and establish a database of consumer behavior according to the consumer social media behavior data.

In a customized and exclusive product packaging design period, brands are no longer faced with relatively homogeneous consumer groups in the new market environment. However, individual consumers with unique personalities and distinctive differences, a new generation of consumers have yet to be satisfied with standardized and patterned products and services. They are more in pursuit of customized and exclusive labels, so customized and unique packaging increasingly highlights the value of its unique meaning or sense of exclusivity.

5. Conclusion

5.1. Key Findings

This study finds that in the era of social media, the topicality of product packaging has become the most important factor influencing consumers' purchase intention. The use of a variety of creative expression methods, or fully integrated with the social hot topic packaging form, is more able to arouse consumer curiosity and widespread concern, not only to stimulate consumer desire to buy but also to encourage consumers to actively and spontaneously in the WeChat, microblogging and other social media platforms to communicate with others to share. For consumers, this new, creative, and distinctive topical packaging has become a new type of social currency, which can help them establish or maintain social relationships. For the brand, the packaging with topicality is spontaneously spread by consumers on social media, further expanding the momentum of brand communication.

The emotionality of product packaging emphasizes emotionally communicating with consumers, establishing a strong emotional bond between the brand and consumers. This study found through interviews that many consumers are more concerned about the brand story, emotions, and values conveyed by the packaging, which can cause emotional resonance of the product packaging and is more able to stimulate consumers' willingness to buy.

The sensory nature of product packaging is a higher demand from consumers at the aesthetic level of packaging. In the era of eyeball economy, colors, fonts, patterns, appearance and structure, whether they can meet the visual requirements of consumers will directly affect the consumer's purchasing behavior.

The functionality of product packaging is the basic need of consumers. Packaging is required to play a role in protecting the product, making it easy to use, and transferring basic information. In the context of continuous improvement of market regulation, most consumers are more assured of the functionality of product packaging. Functionality is no longer the primary factor affecting their willingness to buy. However, at the same time, with the concept of green consumption and environmental awareness gradually deepened in people's hearts, consumers are more and more emphasize on packaging with green environment conservation qualities, environmental protection materials, multi-functional, simple, and moderate forms of packaging is more favored.

5.2. Future Studies

The backdrop for this study, which examines the connection between product packaging and consumers' purchase intentions, is research from common sectors. However, product packaging is important to these particular businesses and affects how people buy products in other industries. Future studies can integrate the traits of many industries to examine how to use product packaging more effectively to encourage consumer purchase in the setting of social media and provide more useful research findings.

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