

# The Relationship between the Colour of Packaging Materials on Consumer Purchase Intention and Confidence

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**Abstract:** The role of packaging is significant in the marketing of products and services within various competitive environments. Effective packaging has the potential to enhance product sales, minimise inventory levels, and ultimately contribute to greater profitability. This paper examines the correlation between an effective packaging initiatives and consumers' confidence and their inclination to purchase goods and services. The qualitative research were adopted and the data were obtained through comprehensive interviews with twelve participants who willingly participated in the research. The following criteria for the participants were selected based on their purchase frequency at groceries shopping, and belonging to diverse categories in terms of gender, race, socioeconomic status, and family background. The data analysed using thematic analysis with NVIVO software. The research findings were classified into four different categories in order to address the research objectives. The findings suggest that a well-designed label comprising extensive and precise product information can have a significant impact on consumer confidence. On the other hand, other visible information appears to have an insignificant effect on consumer confidence. Finally, this paper carries out a comprehensive analysis of the implications from the findings and propose different possibilities for further research.

Keywords:

Keywords: Packaging, colour, package characteristics, purchase intention, consumer confidence.

## 1. INTRODUCTION

It has been recognised that consumers typically spend only a brief amount of time to make their purchasing decisions, and packaging is widely accepted as having the ability to impact individuals' perceptions in various ways. Products that possess well-designed packaging, containing large information on labelling and appropriate labelling, are more likely to attract consumers. Extensive research on the influence of packaging on consumer purchase intention and confidence has been conducted over the past few years. Packaging has massive effect on consumers' perceptions of the product's quality and value, providing information from the intensity of packaging shapes and colours that can influence consumers' overall opinions and expectations of the product's value (Halabi & Hands, 2018). Moreover, Kauppinen-Räsänen, (2014) examined the impact of packaging colour on consumers' product experiences by investigating the association between colour meanings and product perception. The researchers also examined the meanings attributed to colour within the context of a product. The buyer or customer will often create their last image of the products, before selecting on whether they will make a purchase based on the packaging (Ahmad et al., 2012). As a result, it is important to ensure that the packaging is performing everything within its capacity to secure the final transaction. This may be accomplished through the use of images, brand values, product functionality, or even simply creativity and innovation of the packaging.

Moreover, Silayoi & Speece, (2007) investigated the issue of how consumer behaviour influences purchasing choices depending on the characteristics of the product's packaging. They argued that the visual features of the packaging play a significant role in describing the product for many consumers, particularly in situations in which consumers did not want to spend a lot of time. The significance of the design of packaging and its role as a medium for consumer communication and as a driving force behind the development of the brand. They investigated these topics by conducting a survey with consumers of packaged food products in Thailand, which is a country that has a highly

competitive market for packaged food products (Silayoi & Speece, 2007). Based on the findings, the most significant factor in a consumer's decision to purchase a product was their perception towards the technology of packaging.

Marketers of retail products have faced difficulties competing with larger brands in the market because consumers consistently choose larger brands over store brands regardless the lower costs, quality assurances, and promotion of store brands. Although brand loyalty is decreasing, it is surprising that consumers still give into to the attraction of well-known larger brands. They are willing to pay for name brands if the price is right. In this paper, we will discuss the findings of an empirical research that was conducted to investigate the the influence of packaging characteristics on consumer purchase intention and confidence based on the following research questions; (1) How colour can influence consumer purchase intention? And (2) what are the impact of colour can enhance consumer satisfaction and confidence?

## 2. LITERATURE REVIEW

The packaging is the first impression a consumer has about the brand; therefore it is important for businesses to make it is an effective one (Silayoi & Speece, 2004). The packaging of a product has a significant impact on whether or not a consumer decides to purchase that product. The packaging of a product is a crucial factor in determining whether or not a consumer will make a purchase. Halabi & Hands (2018) argued that the advantages businesses to understand what influences consumers react impulsively when shopping. Product displays, packaging, and signage are any kind of visual merchandising that could help consumers in finding the products they are searching for at a store. Excellent reviews of the literature on cue packaging has the capacity to create a powerful connection with consumers, in terms on their purchase intention and building confidence with the brand.

Although previous studies have shown that interaction with nutritional information may influence consumption of high-calorie foods, less attention has been paid to the direct connection between consumers' reactions to packaging colour that communicate symbolic value, particularly healthiness, and purchasing intent. The term 'packaging design' encompasses a wide range of considerations, including the product's form, logo, size, colour palette, images, construction, and nutritional facts (Halabi & Hands, 2018; Silayoi et al., 2004; Theben et al., 2020).

Consumers develop preferences for certain colours based on the brands already available to them in the market. When a business's signature colour is used on its packaging, it may help consumers instantly recognise the product as belonging to that brand. Colour preferences, however, tend to evolve independently among members of various cultural groups since each group is exposed to a unique set of colour associations. Cheskin28, a pioneering psychologist and innovator in the field of marketing, detailed the use of empirical research to examine the influence of colour on customers' purchasing decisions and to demonstrate how colour might be utilised to build successful packaging (Lampert, 2006). However, when it comes to product packaging, it is important to take into account that single colours are rarely utilised alone (Orth & Malkewitz, 2008). The way a given colour is seen or understood may also be affected by the colour of the backdrop in which the package is viewed, as well as the relationship between the colour and the form or image mould of the package (Kauppinen-Räsänen, 2014; Spence et al., 2015).

The primary objective of packaging is to protect the quality of the product while it travels the various stages of the distribution process. The implementation of this measure may result in increased costs associated with packaging. However, it effectively reduces the possibility of damage, spoilage, or loss due to theft or misplacement of products. In essence, packaging serves a marketing purpose in an additional role (Silayoi et al., 2004). Consumers may be influenced to select products that correspond to their specific flavour profile due to cues sent by the packaging. There is sufficient evidence to support the argument that different characteristics of a product's packaging may influence how its target audience views the product (Spence & Velasco, 2018).

The dimensions of size and shape have been highlighted as significant factors. Moreover, Silayoi & Speece (2004), consumers seem to utilise these objects as a visual heuristic to facilitate the process of making decisions regarding volume. Generally, consumers have the ability to utilise the heuristic of actual item sizes. An item is considered complete when its shape accurately represents a full unit of the product, regardless of whether it contains a greater quantity than an incomplete unit (Sevilla & Kahn, 2014). Customers' impressions of food and beverage products might be affected by the containers they are served. Coffee, soft drinks, and snacks are just a few examples of foods whose packaging has been shown to affect how they taste to the consumer (Veflen et al., 2023).

Designers may use senses such as size, shape, colour, weight, and smell to send a message to consumers since the multi-sensory design of the packaging may significantly change consumers' perceptions of the contents (Piqueras-Fiszman & Spence, 2012; Veflen et al., 2023). Numerous studies discovered associations between flavours and other sensory cues such as smells from the colour of packaging (Piqueras-Fiszman & Spence, 2012). Moreover, specifically, the fundamental preferences and how individuals evaluate different colour shades to pair with these tastes. In their analysis, Velasco et al. (2014) noted that different research investigating the relationship between colour and preference have reached similar conclusions. A bitter taste was linked to the colours black, green, violet, and brown; a sour taste was linked to the colours green and yellow; and a sweet flavour was linked to the colours orange, pink, and red. In the end, salty tastes were linked to blue, white, and grey.

Consumers may have different levels of interest in the various sizes of packaging. Some low-involvement food products, such as generic medications, may be distributed at low prices because manufacturers avoid high expenses such as spending on packaging and promotion. Moreover, the assessment of product quality is challenging when the packaging size becomes more pronounced. Hence, by widening the shape of the packaging within reasonable limits, it is anticipated that consumers will perceive it as offering greater value for their money, leading to increased sales overall. Nevertheless, it is important to acknowledge that various elements of packaging, including package shape, colour, material, and aesthetic appeal, have the potential to influence the perceived volume.

In reality, manufacturers may coordinate pricing and production choices to enhance the firm's performance and boost the total capacity utilisation by dynamically differentiating goods. This is done by employing both time frame diversification as well as price diversification in a revenue management system. Businesses that categorise their clients into distinct groups and adjust pricing in response to variables like demand fluctuations, inventory levels, or manufacturing schedules include Dell Computers and Amazon.com (Martinez et al., 2021). It is critical to evaluate the sensory modalities involved at every phase of the product experience and take into consideration their relative significance (Velasco & Spence, 2018). However, it has been suggested that beyond the first phases of product use such as at the point of purchase; POP), the other senses become slightly essential than vision.

### **3. METHODOLOGY**

Based on the research questions, semi-structured interviews have been chosen as the most appropriate method for gathering data in order to fulfil the research objectives. This study employs a semi-structured interview approach to maximise the efficiency of interview time, while utilising an interview guide to systematically and comprehensively explore the participants. Consequently, in order to gather a sufficient amount of input from key informants that could help in making predictions for future changes, semi-structured interviews were utilised to collect a series of general ideas or abstract statements (Lewis, 2012). The participants were categorised based on their purchase frequency at groceries shopping, and belonging to diverse categories in terms of gender, race, socioeconomic status, and family background. NVivo was used to transcribe, process, and evaluate over 12 recordings and each of recordings lasted around 30 minutes. The audio recordings went through a process of translation from Chinese into English, then researcher, again will do the translation, transcription, and coding. Throughout the coding phase, the researcher engaged in the analysis of transcripts and identified recurring descriptors within the interviews by utilising the coding feature available in the NVivo software package, specifically version 10.

### **4. FINDINGS**

#### **4.1. Attractiveness**

The findings indicated that businesses could employ strategic manipulation of packaging colours to enhance the attractiveness of the product, and influencing consumer perceptions regarding their quality, prestige, upscale nature, trustworthiness, responsibility, excitement, relaxation, and specific attractiveness to various demographic groups such as men, women, or young individuals. The findings showed that the significance of brand image factors, such as colour, in individuals' evaluations of the sensory attributes of product. Respondents added that colour plays important role for decision making process in the stores, especially for male shoppers.

*"I always find colour can influence me to make decision when I'm looking for a stuff. Sometimes, in my head I wanted to buy that have written in my groceries list, but end up I'll buy extra with other brands. I want to try because it looks tempting." (Participant 11, male)*

Purchase decisions may be influenced by perceptions of brand personality that are coloured. Participants responded that colour is utilised as a selection criteria when purchasing fashion accessories as well as a factor in consumer satisfaction after purchasing the item.

*"I feel red is hot and spicy, and orange or yellow has the tangy flavour. But my favourite coloured crisps brand is brown, because its BBQ flavour."* (Participant 3, male)

When purchasing an unknown brand, the colour might influence the decision to purchase it. Red, for instance, is connected to Coca-Cola; blue, to Facebook; pink, to Barbie dolls; purple, to Cadbury's; green, to 7-Up; and red and white, to Airtel. These findings were found to be in line with other research that also demonstrated that colour helps in brand memory (Kauppinen-Räsänen, 2014; Percy & Rossiter, 1983). The colour of product makes it seem more substantial and believable, which may make it easier to evoke ideas or imagery of consumption. While the consuming imagery explanation is mostly emotional and passionate, attention-grabbing and colour carry explanations that are primarily cognitive. This could be because cold and neutral colours have similar meanings, for instance certain colours, such as white are both cool and neutral, could be contributing to this relationship (Chebat & Morrin, 2007). Utilising colours can attract consumers to focus on analysing its persuasive effects in advertising or on packaging, rather than its influence consumer through shop or mall atmospherics.

#### **4.2. Different colour influence purchase intention**

Important findings on the emotional responses that are elicited by shop environment have been drawn from research on consumer behaviour and place environment. In particular, visual communication, such as colour, seems to have the greatest influence on consumer behaviour. The findings shows that colour and marketing are strongly connected and the utilisation of colour in various aspects of business marketing, such as advertising, promotions and product descriptions, has the potential to convey either positive or negative messages to the subconscious mind of consumers. In addition, colour also influencing the overall perception of the business or product in a favourable or unfavourable manner. Due to the multifaceted nature of colours, which can encompass both positive and negative connotations, as well as the influence of cultural and religious contexts, the compilation of a comprehensive global chart that precisely delineates the meanings of colours is unattainable. However, certain combinations of colours and the specific contexts in which they are employed tend to be more prevalent than others.

As a result, it was determined that consumers' purchasing intentions for the various colour groupings are different. Participants said that;

*"The colour green, could symbolise different things to different people. While the name implies eco-friendliness, the colour symbolises the impact on the environment and the country of origin of the colour packaging. I can see nowadays market for eco-friendly goods is booming, and increasingly, packaging reflects this trend."* (Participant 1, female)

It is important to keep brand recognition and consistency in consideration. It indicates that consumers should be able to recognise the brand in any presentation. Colour is a very effective means of conveying meaning and may be utilised to trigger certain behavioural, affective, and even physiological responses. Moreover, colour also has a significant effect on consumers on both the conscious and subconscious levels. A significant instance demonstrating the influence of colour packaging is the implementation of packaging strategies that focus on establishing an elevated brand positioning. The subsequent excerpt from a relevant source illustrates the influence generated by packaging on the perception of a private label brand. For instance, one participant said;

*"Coca cola brand is always red, Pepsi is blue, Ice lemon tea is yellow. I will not choose green tea with red colour packaging. I will imagine must have red ingredients in the drink... like red dates maybe?"* (Participant 5, female)

It's important to get the appropriate colour scheme for brand packaging. The findings indicated that the message must parallel with the colour of packaging. For instance, if the marketing message emphasises minimalism and simplicity, yet the aesthetics are bold and loud, and these combination the two are not compatible together. The understanding the meaning behind the brand's identity is important because it will represent the product fancy, value, wellness, luxury and so on. This finding concur with previous research that there are commonalities among cultures in the way colours are associated with emotions (Aslam, 2006). These commonly held interpretations might be crucial in facilitating communication.

### 4.3. Colour and product quality

Consumers' expectations and feelings about a product might be influenced by the colours used from the packaging. Colour may be a factor in making a good match between a product and its target demographic, but only if the appropriate information about both the product and the target demographic is known. Choosing the right colours for packaging is essential to attract consumers and to stand from their competitive.

*"Black is a powerful colour, often associated with power and oppression. Black is often chosen for the packaging colour because it attracts attention, provides the impression that the product is more substantial, and conveys a sense of superior quality and worth. It is represent mysterious, sophisticated, and elegant." Participant 7, male)*

Price and quality expectations are influenced by the information sent by the colour of product. Although all of the colours shown to the participants might be considered the colours of luxury products, the theoretical stereotype that consumer associate the colour gold with high-priced items was validated. Changing the colour of the lighter has been shown to have a significant impact on both the impression of product quality and the experience's overall satisfaction assessment. One participant said that;

*"I love chocolates. When I do chocolate shopping, I usually go for black and gold colour packaging. From the colours I know the taste and quality of chocolate is high. But if you see chocolates on the shelves, most chocolates with black and gold colour are quite pricey. But chocolates with pastel colours mostly from overseas, they have high quality chocolate too." (Participant 3, male)*

Additionally, the relationship between product attitude and purchase intention was analysed. Participants who had a more favourable opinion of the product believed that it is to be more likely to express an interest in making a purchase. The findings supported this assumption by demonstrating an attitude-purchasing intention relationship. Colours have a tendency to evoke consumers' strong emotional responses that can lead to a number of positive benefits for businesses. The benefits includes the product differentiation, competitive advantage, increase loyalty, enhance business sales, less time until perception, increase time spent in-store, positive emotions and consumer relationship, impulsive purchase temptation, increase intentions to return to the store. Colour, according to scientific research, may help generate favourable word-of-mouth about a business at low cost.

### 4.4. Health claim on colour packaging

This research contributes to the growing body of literature on the topic of the relationship between product packaging design and consumer health concerns by investigating the impact of colour on consumers' perceptions of and future intentions to purchase food products. Thus, the claim "healthy" was employed as a healthiness characteristic, whereas the claim "tasty" was utilised as a hedonic characteristic. BFY food that are rich in sugar, utilise toxic replacements for sugar, or have extremely low nutritional value have been promoted in due to increasing health awareness, concerns about the negative consequences of unhealthy food intake and a proliferation from products (Theben et al., 2020; Wansink & Chandon, 2014). One participant said;

*"I remember if I am at the shelves, im looking for healthy ingredients, usually I will go with my instinct to choose products with green colour... it is because I believe green colour associated with 'going green' and 'healthy'. The colour of a product, for instance, might affect how I see its nutritional value of foods I will consume." (Participant 4, male)*

Consumers who place a high value on eating healthy are more likely to consider a product as healthy if it has a green colour packaging or label. Moreover, colour of packaging could be used as information in consumers' evaluations of a product's healthiness. Colour, along with visuals, is a popular marketing tool used to attract young customers to make immediate decisions on items they are unaware. Emotional reactions to a product's trial (aesthetics) is significant than rational considerations when forming a brand's assessment. For utilitarian or functional items, the most important advantages establish in the mind, therefore technical cues that reduce the perception of unhealthiness will be more effective than commercial cues (aesthetics) that appeal to the emotions. One participant said that the colour blue has long been associated with healing properties and calm;

*"However, it's possible that color's mood-altering effects don't last long. Though a blue environment may be soothing at first, the impact wears off quickly." (Participant 10, female)*

This finding concurs with previous research where businesses use the 'sensation transference' concept in their packaging strategy used by tobacco manufacturers where consumers perceived packaging qualities to what is contain inside. Businesses use packaging colour to influence consumer perceptions of cigarette flavour and intensity (Lempert & Glantz, 2017). Moreover, Lempert & Glantz (2017) also added that cigarettes packaging with more red and darker colours are perceived as having a fuller flavour and stronger tasting intensity, while cigarettes in packs with more white and lighter colours are seen as tasting lighter and being less harmful. This indicate that colour can shape shape how consumer perceived the product even though the blends, flavourings, and additives remain the same. To conclude, businesses and brands utilise colours in the packaging to slowly influence how consumers perceive about the flavour, strength, and health effects of their product they offer. Countries without mandatory packaging standards should treat changes in colour the same as they do changes in other attributes such as physical characteristics, ingredients, additives, and flavours when determining to introduce new products to the market.

## 5. CONCLUSIONS AND FURTHER RESEARCH

The literature describes that participants exposed to a product in a low-arousal packaging colour would have a more favourable attitude towards the product than those exposed to a product in a high-arousal packaging colour (Aslam, 2006; Liao et al., 2012; Silayoi & Speece, 2004; Velasco & Spence, 2018). The world we are living in today is more competitive than ever. The best tools managers have for influencing market demand and achieving supply-demand equilibrium are revenue management and price strategies. The technique of maximising profit from a finite pool of items is known as revenue management. This is accomplished by offering each product to the appropriate buyer at the appropriate moment and price. The change of packaging colours has a significant impact on consumers' perceptions and purchasing experiences, as colour can influence consumer to believe that the product taste better. Consequently, these changes in packaging effectively result in the development of innovative products. The findings indicated that brands and businesses can convert unique colour schemes into valuable intangible assets by establishing new relationships with consumers. As a result, brands and businesses may utilise colour for packaging only for the purpose not only influencing consumer perceptions about the quality of the products they offer, but also to provide them a competitive advantage over competitors.

Additionally, the relationship between product attitude and consumer purchase intention was analysed. Participants who had a more positive impression of the product were believed to be more probable to express an interest in making a purchase through packaging colour. There are still an extensive number of questions that might be explored in this field. Colour saturation, for instance, is another colour dimension that can be investigated for its impact on consumer judgement. The impact of colour could be explored together with other environmental factors including music, smell, and individuals density. This may provide businesses and marketing managers a greater understanding with consumer decision-making and to enhance the sales.

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