

Consumer Behaviour in Packaging Design

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SUMMARY

Packaging design plays a pivotal role in ensuring consumers' perception of the brand is mirrored on the pack. Consumers make a brand purchase just as much as they make a product purchase. They may in reality be buying a face cream but their choice is affected by their perception of the brand and its inherent promise. Packaging has always played its part in distinguishing one manufacturer's product from another. Its first manifestation – labels – were crafted to do just that. Now the whole differentiation process has become increasingly sophisticated. Whereas graphics once took the lead role in distinguishing one product from another, structural packaging now plays a major role in brand differentiation. Packaging has always played a major role in distinguishing products. Its first expression – the labels – has been created for this purpose. Today the whole process of differentiation has become increasingly complicated. While graphics once played the leading role in product differentiation, structural packaging is the main factor in brand differentiation. Products can be distinguished in terms of form – the classical Coca-Cola bottle is a very good example – colour, finishing or material. Packaging has extended its role also in reaction to consumers' changing life style. Consumers change their behaviour according to the product category they choose. Research work from several years ago has revealed that people who buy beach products spend an hour to evaluate the supply and choose the right product for their skin. In other sectors, like healthcare, consumers who buy over the counter spend more time in making buying decisions, according to how serious the disease to be treated is (Assael, 1987). In the diet product category, where calories are always counted, consumers often go through a complex process of comparing their needs with their budget, taste and dedication. Consumers have a direct influence on environment through their buying and food waste disposal habits. They buy the packaging with the product. In time, packaging weight has decreased as compared to the packed product. Nevertheless, consumption patterns have generated a higher packaging volume because of the constant changes in demography and life styles. It is the volume of packaging and not so much its weight that attracts critical eyes (Calver, 2004). In addition, the predilection for pre-packed food has increased the amount of plastic waste within the general waste flow.

Keywords: product, package, perception, process, consumption

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