

# Creative Package, Elevation in Choices: The Influence of Packaging design on Marketing and Sales

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## Abstract

*This research looks at the influence of packaging design on marketing and sales and this study it examined if, and to what extent, potency –related forum depicted by creative design and highly attractive color potency (HACP) of tissue paper packages shift to further quality and softness. Also, the influence of contributor awareness to design was taken into consideration. Information were gathered in a large supermarket, by examining what percentage of a typical sales month customers picked this packaged tissue paper. Findings show that forum depicted by creativity in special shift to quality and softness, however these results are most presented for contributor with awareness of design. Furthermore, the finding demonstrates two other influential factors namely product evaluations and price expectation.*

**Keywords:** Packaging design, quality perception, highly attractive color potency, creative design.

## Introduction

Nowadays, consumers are becoming more and more aware of how their behavior and their use of resources can affect the environment<sup>1</sup>. With respect to the protection of environment, when buying household products such as tea boxes, milk or tissue paper consumers often pay attention to packaging design for their purchase. Sometimes, product packaging may steer consumer decision making for its symbolic or aesthetic qualities<sup>2</sup>. It is proven that a product, including a box of tissue paper, should not take more than 3 seconds to appeal to a customer's choice. And attraction can be transferred through color, basically and then shape of the packaging. On the other hand, consumer's trust on a product's exterior (e.g., shopping for shiny package of Nancy tissue paper). Following this situations, packaging of product maybe a leader of consumer to make decision, since it permits purchaser to imagine about the product quality or (e.g., tissue paper) smoothness and smell. Eventually, product packaging may caused quality imagine of its content.

Expectations are generated on the basis of previous experiences with the product or information obtained about it. In practical terms, after consumers have been presented with a product several times, they form a mental representation of this product. Sensory characteristics of the product, attitudes, culture but also contextual information such as place where the product was experienced, are embedded within these mental representations. The product can be represented in semantic memory (i.e. general knowledge) as well as in episodic memory (i.e. memory of autobiographical events). These mental representations can then influence the perception of product through the creation of expectations. So, to better understand consumers' behavior toward a certain product, it is important to understand how this

kind of product is represented<sup>3</sup>.

The focal query in this study is how much product designing have an effect on consumer's making decision, or how we can show quality by designing a creative packaging. So, consumers vary in the extent to which they pay attention to, or are affected by design<sup>4</sup>. Ere showing up the results we should first willing review of the visionary hypothesis in order to test these expectations.

**Design of package and content assessment:** The fundamental hypothesis behind this study showed that the consumers draw inferences about the product quality by packaging appearances such as color, form and creativity with regard to mark's situation, these are not directly connected to product's quality. Mainly, some application of data might not be debated deliberated method, even circumstantial method in which buyers make imagine from one factor (e.g., color of the package). Consumers are imagine about the product's content when there is no data about that on the package (e.g., when consumers buy the product for first time) or when product attributes are perceived in rapid succession, such that perception of one product aspect sets the expectation for another<sup>5</sup>. Besides, in addition to color saturation and strength, other modalities such as printing techniques and creative graphic designs can influence a consumer's choice even though the shape of packaging is not that complicated. According to the data that found during this study, this research checks the impressions of principled differences in printing technique, highly attractive color potency and creative graphic design of a popular mark of Tissue paper on the quality experiment and whole product assessments. Nevertheless, what makes for an attractive printing technique or creative graphic design?

## Graphic design creativity

Jewelry is a form of personal adornment<sup>6</sup>, graphic design is like jewelry for packaging. A number of parental design features are also in accordance with those of the children's. Graphical designs are found significantly influencing the appealing and taste perception of purchasers. In terms of colors, parents are likely to prefer harmonious and warm color tones with high intensity than cool and contrasting schemes. As for formal designs, most parents prefer free forms whose shapes derive from natural objects. However, they prefer geometrical shapes compared to mixed forms. Texture wise, glossy, convex, and window cut-out types of designs with realistic pictures are more popular than their counterparts<sup>7</sup>.

The influence of creative graphic design on consumers' choice can be attributed to a shiny packaging Nancy Tissue papers in figure-1. As proven, metallic and shiny colors produce a feeling of ostentations and can convince consumers who are after uniqueness to perceive it as a high quality product. Another way to distinguish on brand from another is by creating a similarity between the product texture (as in tissue paper's printed graphics) and the printed design on the package, such as Golriz brand of tissue papers in figure-2.



**Figure-1**  
**Shiny packaging**



**Figure-2**  
**Shiny packaging Tissue paper's printed graphics**

Another potency quality that may influence the user's choice is functionality of the packaging content. In other words, when the packaging makes a relation between the product's function and its graphic design, the potency of the product raises. Such as when the design on a tissue paper package shows a tissue coming out of a pants' pocket, this can relate to the functionality

of a product, (figure-3), or when a tissue covers a picture of a sleeping baby, a relation can be established between the content's softness and the design also presented in figure 4.



**Figure-3**  
**Functionality of a product**



**Figure-4**  
**Content's softness**

As a result, our first hypothesis states: H1: A creative graphic design, on the packaging can attract consumers and help them in their choice.

## The effect of packaging color on sales figure

Packaging color can have specific effect on consumer's choice of the product. Coloring contributes to the attention attraction. As a result, selection of proper colors on the packaging can help the product stand out on supermarket shelves. Hence, color selection techniques com handy in attracting more consumers. Highly attractive color potency such as orange, red, blue, black, green, yellow respectively can catch eyes of the consumers in packaging. On the other hand, color such as blue and white or their combination can best fit sanitary products since they represent cleanliness and sanitation. It is also recommended to make use of complimentary colors so as to reinforce each other attraction. For instance, a little of yellow color in a context of violet can boost the attraction of the context; hence more attraction will be given to the product. Hence, our second hypothesis states:

**H2:** Highly attractive color potency and complimentary colors on proper packaging can have a direct and powerful effect on our sales figures.

## Sensitivity to design

In addition to manipulating a creative idea in design, other eye-catching items such as color harmony and combination, texture, composition and logo shape on the packaging can influence customer's choice. Finally, the ability to categorize and evaluate product designs is expected to vary across consumers as a result of interest, sensitivity or expertise<sup>8</sup>. For instance, in the aforementioned study compared design and non-design students' rating of taste-packaging correspondences. The result showed that both groups used the same underlying dimensions, but that design students were better able to differentiate their judgments compared to non-design students. Taking note of such differences<sup>4</sup>, developed a scale to measure individual differences in the centrality of visual product aesthetic. People with high scores can be characterized as design-minded whereas people with low scores are rather indifferent to product design. Based on this finding, our final hypothesis states:

**H3:** The overall product evaluations are more pronounced for consumers with higher sensitivity to design and its information.

## Pretest

Preliminary was steered to avouch the influence and attractiveness of the creative graphic design and color of the packaging manipulation. Three packages of tissue paper of different designs in figure 5 were presented to 49 participants (23 male, 26 female; mean age 26.34 years) in this study. A six parameters evaluative questionnaire was handed out to the participants including: attractiveness, quality, difference, color, texture and creative design. Participants were requested to evaluate the 3 packages and based on the above-mentioned

parameters decide on just one package. 41 out of the 49 participants chose the tissue paper with a creative design package, 6 reached out for the black acrylic package, and only 2 picked the patterned design.

By studying the questionnaire, it was concluded that from among the six parameters, the creative design scored the highest in participants' decision making. Next stood attractiveness. Difference took the 3<sup>rd</sup> place, texture (design technique) and color stood 4<sup>th</sup>. Although participants did not examine the quality of tissue paper, they decided that because of attractive design, the quality must be guaranteed. Based on our findings two tissue packaging variants with same creative design, but different printing techniques and color were created in figure-6.

## Methodology

This paper's method is based on data collected from consumers about (120 male and female) of local supermarket that all of them were native and voluntarily. Each of the consumers asked to participate in an 'attractiveness test' for a new design of tissue paper. Packages of two different creative designs as mentioned above were placed on the supermarket shelves. Participants passing the aisle were asked which design they preferred to buy. Consumers were thanked for their participation and answered to the questionnaire. Participant had to show their agreement with each situation by using 7-point rating scale from "not at all" to "very much so" Participant's evaluated products by answered these questions "This is a superior product", "This is an eye-catching product", and "This is a high quality product" and "This product package strikes me as attractive".



Figure-5  
Tissue paper variants (pretest)



Figure-6  
Stimulus material (main study)

**Price expectation:** As an additional measure reflective of participants' perceptions of product appeal, price expectations were included. To this end, participants were asked what they thought would be the price of the tissue paper<sup>9</sup>.

To evaluate packaging design participants had too answered such question "Being able to see subtle differences in product designs is one skill that I have developed over time", "A product's design is a source of pleasure to me", "Sometimes the way a product looks seems to reach out and grab me".

## Results and Discussion

Information was analyzed using two packaging variants with same creative design, but different printing techniques and color.

### Quality evaluation

The basic effects of packaging design and its content quality is so important and showing that these are no overall effects of these variables on the extent to which tissue paper taste is experienced as quality high.

According to the data obtained, the interplay among 'packaging design' and 'awareness of design' is important, informing that participants with a high awareness of design rate the quality of the tissue as higher when connected with the creative packaging more than the ordinary packaging. Also, participants with low awareness of design do make difference among different type of packaging.

### Price

Analyzing market price differences does not allow conclusions about causality. Although we identified a large degree of congruence with experimentally measured consumer preferences, we cannot exclude that price differences are at least partially caused by producer and retailer decisions and market influence<sup>10</sup>.

Eventually, the effects of the graphic design studied on power of packaging and price, this study demanded to examine the effect of the graphic design on price is mediated by realized power of packaging. For this, do consumers await a superior cost for creative packaging for they realized more potent?

Hence, these findings show that participants expect a higher price for creative designed tissue paper box variants, because these looks supply a rather potent impression.

## Conclusion

Data founded show that design factors such as color of the packaging and graphic design may induce potency apprehensions, which may in turn impression product assessments, and experiments in non-visual intuitive canals.

Also, the outcomes indicate that creative design may induce high quality, there with relief the concept of interaction-modal communication. In addition, the outcomes show that these effects vary depending on consumers' sensitivity to design.

Though, the forestall effects of packaging color on product evaluations and quality perception did not mentioned in these conclusion (neither in isolation, neither in interaction with packaging graphic design as a function of processing fluency). Arguably, the packaging color (as opposed to the packaging graphic design) manipulation stood out less clearly in the integrated packaging variants, and hence was too subtle to have an impact on product evaluations and quality perception. Though, with regard to quality perception, demonstrated that even subtle color manipulations can have strong effects on, high quality ratings, by far outstripping the effects of more well established cues such as brand and price information. Probably, it could be discussed that the diagnostic value of packaging color to consumers varies with type of quality perception under evaluation<sup>9</sup>.

According to feasible implication, the results are soon to be announced that they supply feasible advisors for the designers to design such package that indicate the right taste. This result is come from effects of highly attractive color potency on cost expectations, showing that the low attractive color potency variant triggered higher price expectations compared to the highly attractive color potency package variant. So, this effect connects to a usual 'method' in which product cultivations or parameters on sale is mostly attended by highly attractive color potency, in order to project.

Although, positive experiences with the brand, which lead to loyalty, commitment and specifically continuance brand commitment is the positive result of brand ownership and consumption<sup>11</sup>, on the other word with respect to the brands packaging design is so important to attract customers to purchase and repurchase.

Thus, this research indicates that creative packaging factors such as creative graphic design, attractive color and different texture may have an effect on sale and marketing.

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