

Study of Innovative Packaging Designs that Create a Long-Lasting Impression on the Consumers Mind

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Abstract

Purpose: The main purpose of innovative packaging design is to attract customers' attention. Packaging design has the power to elicit strong emotions and feelings from consumers in addition to providing information. Effective packaging looks very attractive and tends to create a good first impression. Innovative means something new, different, uncommon and unique.

Design/methodology/approach: The convenient sampling method was used for data collection of data. Total 802 self-administered questionnaires were used for data analysis. To evaluate the study's hypothesis, Pearson's correlation approach was employed.

Findings: It was found through the study that there is a significant correlation between the purchase decision of the respondents and the packaging of the products. At the same time, the color and design of the products also have long lasting impression on the minds of the consumer.

Practical Implications: The results of the study will help the manufacturing companies to even check into the packaging of the products more so that they can increase their sell and earn good profits. This will help companies create effective packaging designs and attract customers.

Originality/Value: The research examines the carefully considered relationship between product purchasing decisions and packaging features like material, color, and design. The study even elaborates that if the packaging aspects are handled tactfully by the manufacturers, the consumer loyalty can be increased.

Keywords: Innovative packaging, Design, Impression Innovative, Pearson's correlation.

Introduction

Design is more than just how something looks and feels; it also involves how it functions. This remark should not be misread by emphasizing functionality, even though it has been proven essential for thousands of

years despite its design. In terms of product design, the aesthetic significance of a given product is its design, look and feel. Once the functions of multiple products are more or less similar, it determines the choice of customers. In the coming years, futuristic technology and creative design solutions will be popular due to their tasteful implementation and ability to significantly improve the user experience.

Packaging design is a wide topic with a lot of different facets that can be researched. Understanding consumer perceptions and opinions about various product designs is a key goal of this research. That is, find out how customers view and assess the patterns, whether they find the creative and appealing packaging design, color palette, and graphics appealing, and whether the packaging material is of a high enough quality. The crucial goal of this research is to understand the factors as well as the significance of the designs of packaging in relation to the perception of the customers. This will help companies create effective packaging designs and attract customers.

No matter how attractive a design is, a successful innovative product design is able to highlight its beneficial qualities. While most consumers are unlikely to spend money on useless items, most people are willing to spend money. Despite a product's usefulness, its real success depends on the designer's ability to blend aesthetic appeal with practicality so that users may easily understand how to utilize it.

Innovative packaging designs have a chance to be successful in the marketplace. It takes work to create innovative, cutting-edge items. This design is based on knowledge and expertise and is an artistic creation. Aesthetics by itself is insufficient to produce creative packaging designs. As the name suggests, creative packaging is any packaging that distinguishes a product from rivals. They also progressively incorporate more economical and environmentally friendly fixes for long-standing issues with product packaging. Although packing comes in a variety of sizes and forms, it can generally be classified as one of several types. Packaging often comes in the following forms: boxes, barrels, cartons, drums, bags, or any combination of paper, plastic, or other materials.

In the current scenario, as per the point of view of the researcher, the focal point is to understand the concept and need for innovation. The concept is to find the market wall and change the popular rules in the market. On the basis of this idea, distinctive products have been developed, and as a result of their distinctiveness, new target markets have been reached. Convincing buyers that they need creative packaging is the main challenge in developing it. As a result, while developing a new product, one should take into account the gaps in the market for already-available goods. You must be aware of the issues that your clients are currently dealing with. It is best to ask your customers about any issues they may be having right now.

Most of the time, it is neither functionally deficient nor visually appealing. An incomplete product description on the packaging could potentially be the issue. These are things to take into account while creating creative packaging. Thus, creative packaging ought to be both elegant and useful. Personalization of innovative packaging When many companies on the market treat customers in the same way, it is worth soliciting feedback directly. Customers want to be attracted and encouraged to buy. Customers also hope that the product can be customized according to personal preferences. It is a good idea to prepare several subject lines for specific target groups for a given product.

Promotion of the packaging details is the listed function that the packaging design needs to have. It all depends on the products, whether the products packed should have a sober design, brighter colours or text material. Advertisers want you to see their products first among all other favorite products. The functional parts of the product can be printed on the packaging box, or nutrition labels can be provided for consumers to view. Remember to walk along the grain aisle. Which boxes stand out and attract your attention almost immediately? If you find yourself looking at a cereal box and feeling some emotion, then the advertiser has successfully attracted your attention as a consumer.

Packaging design should not only make the goods appear good, but it should also be functional to guarantee that the product is protected. This feature is quite helpful for goods that are delicate or liquefied. A product must be made and

packaged sufficiently adequately to withstand the trip from manufacturer to shelf before it is put on display for consumer purchase. And while there are several key components of a brand's identity, packaging, which often provides the first interaction between consumer and product, has historically been overlooked. But as brands continue to gain a better understanding of consumer desires, behaviors, and tendencies, a fresh perspective on packaging has emerged, and the importance of the full packaging value chain is being recognized for its ability to bring a brand promise and purpose to life. Throughout the consumer-packaged goods industry, it's common knowledge that a product on a shelf only has a few precious seconds to attract a consumer's attention and be convincing enough to drive a purchase.

Because of the economic globalization, producers must exhibit their goods all over the world. A compelling strategy to boost sales as well as set their items apart from those of competitors. There are many ways to attract attention to the public of the product. From these methods, one of the most is to package the product in an attractive way, so it is easy to attract customers' attention. Giving accurate information to the customers is the main role of packaging, and so, in a way, it itself becomes the language of the product. Packaging helps distinguish a product from other products in the market. Packaging is an important tool in the market that can build a product's brand image at home or abroad, which helps increase sales. Secondly, packaging helps protect the product from quantity-Risk factors in the process of transportation and hoarding.

Innovative Package Designs in India

The products sustainability and growth can be achieved by making innovation in terms of the design and crafting that even leads to improved affordability. Shelves and fast-moving consumer goods packaging design violate conventions after being correctly implemented, and packaging design can also serve as marketing materials to convey brand value to consumers. To be attractive, the packaging should be both practical and beautiful. Therefore, in packaging design, a lot of research and experience are needed to ensure the perfect balance of beauty, functionality, and branding.

Innovative packaging concept: Peter Drucker, a major business thinker in the twentieth century, stated that a company has two functions-marketing and innovation. These two concepts will be combined in his article. As the last marketing message your clients will see before making a purchase, packaging serves a marketing purpose in the end. The success of a product primarily depends on its packaging if it is sold in a retail setting. These days, we have to pay a premium to get past the clutter of numerous other competing offerings. Examine what your rivals are doing to ensure that your design is fresh and distinct. Innovative packaging will draw attention to your goods, support the development of your brand, and give them a unique personality. Your first impression of its items will be based on their packaging.

The perception process includes three stages: selection, organization, and interpretation. Perception is a part of the brain that interprets our senses-hearing, taste, and touch-as images that we can understand before the brain takes any action. Attention can attract people's attention and help us to decide what our minds will focus on based on our goals, past experiences and areas of interest. There are four ways in which product packaging design affects buying behavior: 1. Brand positioning 2. Packaging design and quality 3. Color connection 4. Perceived value:

Review of Literature

Various researchers have already done the research and undertaken and investigated about Study of innovative packaging design that creates a Long-lasting impression on the consumer's mind. Which are as follows:

Silayoi& Speece,(2007). Their study makes an effort to research the relationship between software packages. The software packages are divided into two categories: visual elements (graphics, colors, shapes, and sizes) and information elements (provided information and technology). Visual elements are related to the emotional aspects of the consumer's decision-making process, while information elements are related to cognitive factors. In summary, there are two primary components of packaging elements that may be identified: visual and verbal aspects. Documents that rely on analysis, graphics, colors, sizes, forms, and materials are regarded as visual elements, while

product information, producer, country of origin, and brand are regarded as language elements.

Agariya et al. (2012). Researched Nepal's new consumer product brands, packaging and labels. This article focuses on the existing practices of branding, packaging and labeling of new products in the consumer product manufacturing sector. The research method is a descriptive representation of facts related to consumer new products (different categories of products such as soap, biscuits, noodles, cigarettes and cigarettes) collected through questionnaire surveys. The value of packaging and labeling.

Malea A. (2017). The packaging is used to identify the product. Plays an important role in attracting consumers. In the case of packaging design, children may be more sensitive. As a result, the business needs to create appealing packaging to draw in kids. An attractive arrangement can draw customers in more readily and help the things on the shelf stand out. Therefore, we may entice customers to notice and touch our products by creating eye-catching patterns, graphics, colors, printed lines, numerous signs and symbols, and combinations of different materials. This will eventually inspire them to try and purchase the product. All of the information regarding the product's quality, price, and description is included in the printed material, which also aids in brand identification.

Behzad M. (2014) Observing that certain inherent cues on the packaging will directly or indirectly generate price expectations based on the evaluation of their quality and attractiveness. Even if there is no price information, these expectations will affect consumers' intention because of the harmony associated with high quality, the price expectations of rich designs may be higher. Due to natural and exquisite factors, the attractiveness of the design may also affect price expectations.

Chind (2012). According to their views in the book "The Essence of Marketing", packaging has four unique marketing functions. It contains and protects the product. It promotes products. It can help consumers use products. Lastly, it can promote recycling and lessen harm to the environment. Thus, packaging serves a purpose beyond only safeguarding the company's merchandise.

Additionally, it aids in creating an image of the goods in customers' thoughts. As a result, if you overlook the packaging's design, there may be a lower likelihood that it will be noticed and drawn in, which could result in sales.

Objectives of the Study.

Following are the objectives of the present study:

To evaluate how the packaging colours influences the buying decisions of the consumers.

To understand in what way the packaging material has impact on the consumers mind.

To study the theoretical background of innovative packaging design.

To study how innovations in packaging leads to increase in the product purchase by the consumers.

To qualitatively study the communication aspect of Packaging.

Hypothesis for the Present Study

The study will also try to answer the following assumed hypothesis:

H1: There is a relationship between consumer's buying and packaging color.

H2: There is a relationship between consumer's buying behavior and packaging material.

H3: There is a relationship between consumer's buying behavior and the design of the wrapper.

H4: There is a relationship between consumer's buying behavior and packaging innovations.

Research Methodology

The present research can be termed as both empirical and descriptive in nature. In the present study the purchase decision happens to be the depended variable, whereas the material of the products, innovative design approach and packaging becomes the independent variable. The researcher used both types of data, primary and secondary. The data was circulated to total 205 respondents from the city of Mumbai. The data was collected by using the digital platforms. The data was analyzed with the help of advance excel option and SPSS package after cross tabulation. The inferences were drawn depending on the objectives.

Analysis and Interpretation

Analysis on personal profile of the respondents

Age Group of Respondents:-

Total 205 respondents were surveyed. The respondents ranging in the age category of 18-20 comprises of 48.29%. Around 28% respondents were from 21-30 years. Nearly 13% respondents were from 31-40 years and remaining 10.73 % of respondents were from 21 and above age group. This concluded that maximum respondents were 18-20 years.

Gender of Respondents.-

Males were 57.84% and females studied were 42.14%/ This reveals that maximum respondents were Male.

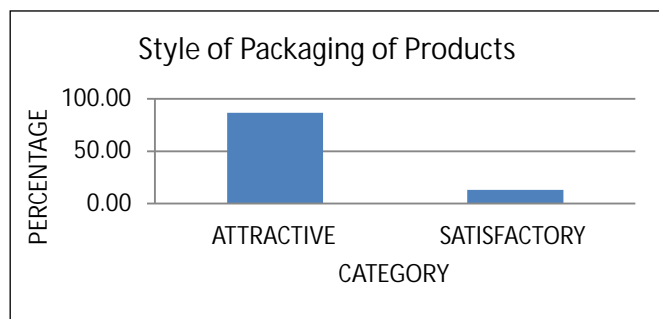
Profession of Respondents:-

Studying the profession of the respondents it was noted that students which are 65.85%, professional backgrounds, 20.58%, service employees which is 9.80%. data reveals that maximum respondents are students.

Table 1. Style of Packaging of Products.

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
ATTRACTIVE	178	86.83
SATISFACTORY	27	13.17
TOTAL	205	100.00

Figure 1. showing data about types of packaging of the products like.

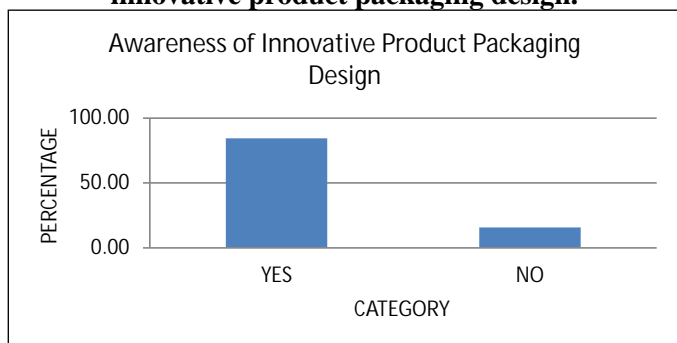


The about table 1and figure1 shows the data about which type of packaging of this product they like. When 205 respondents were surveyed 178 respondents prefer attractive packaging which is 86.83%. Remaining 27 respondents satisfy with the packaging design which is 13.17%. This concluded that majority of the respondents find attractive design.

Table 2. Awareness of Innovative Product Packaging Design

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
YES	173	84.39
NO	32	15.61
TOTAL	205	100.00

Figure 2. showing data about aware of innovative product packaging design.



The above table 2 and figure 2show the data that does the respondents are aware about innovative product packaging design. When 205 respondents were surveyed out of which 173 respondents were aware about the innovative packaging design which is 84.39%. Remaining 32 respondents were not aware about such packaging that is 15.61%. These results that maximum respondents were aware about innovative packaging design.

Table 3. Purchase of Product based on Packaging

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
YES	66	32.20
NO	15	7.32
SOMETIMES	124	60.49
TOTAL	205	100.00

Figure 3 showing data about purchase of product on basis of packaging.

The above table 3 and figure 3 show the data that does the respondents purchase the product on basis of packaging. When 205 respondents were surveyed 66 respondents purchase products on basis of packaging which is 32.20%. Nearly 15 respondents never purchase products on basis packaging that is 7.32%. Remaining 124 respondents feels that sometimes they purchase products on basis of packaging which is 60.49%. This reveals that majority of respondents sometimes purchase products on basis of design.

Table 4. Colour of Product Packing attracts customers

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
YES	188	91.71
NO	17	8.29
TOTAL	205	100.00

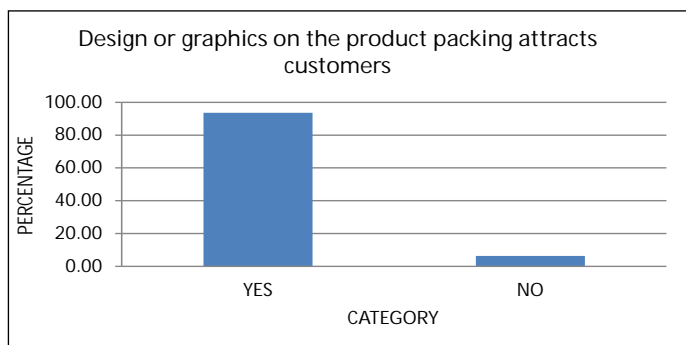
Figure 4. showing data that are the respondents attracted by the colour of the products packaging.

The above table 4 and figure 4 shows the data that are the respondents attracted by the colour of the products packaging. Out of 205 respondents 188 respondents are attracted by the colour of the products which is 91.71%. About 17 respondents does not buy products on basis of colour of the product that is 8.29%. This data reveals that maximum respondents are attracted by the colour of the product packaging.

Table 5. Design or graphics on the product packing attracts customers

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
YES	192	93.66
NO	13	6.34
TOTAL	205	100.00

Figure 5. showing data about design or graphics on the products packaging attracts customers.



The above table 5 and figure 5 shows the data about does the design and graphics on the products packaging attracts the customers. When 205 respondents were surveyed out of which 192 respondents says that they are attracted by the design or graphics on packaging which is 93.66%. Remaining 13 respondents does not attract towards design or graphics on packaging that is 6.34%. this concluded that majority of the respondents attract towards design or graphics packaging of the products.

Table 6. Material of Product Packing Design Attracts customers.

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
YES	183	89.27
NO	22	10.73
TOTAL	205	100.00

Figure 6 showing data about material of the product packaging design attracts customers.

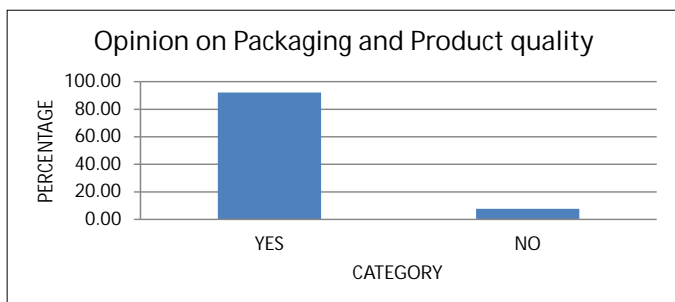


The above table 6 and figure 6 show the data that are the respondents attracted by the material of the product packaging design. When 205 respondents were surveyed 183 respondents agreed that they are attracted by the material of the product packaging design which is 89.27% and 22 respondents does not get attracted by the material of the product packaging design which is 10.73%. This results that majority of the respondents get attracted by the material of the package.

Table 7. Opinion on Packaging and Product quality

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
YES	189	92.20
NO	16	7.80
TOTAL	205	100.00

Figure 7. showing data about opinion of the respondents about packaging and product quality.

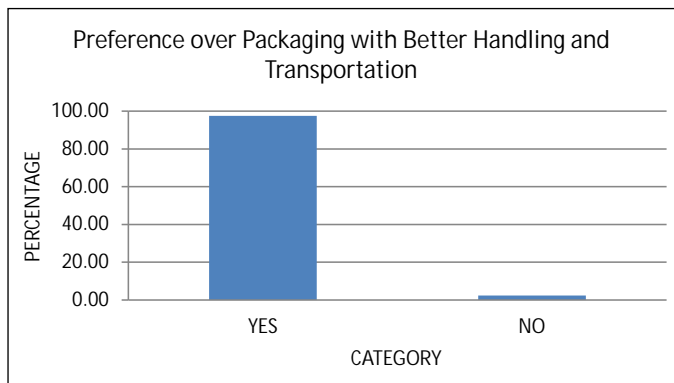


The above table 7 and figure 7 show the data about opinion on packaging and product quality. Out of 205 respondents 189 respondents agreed that better packaging retains the product in good condition which is 92.20%. Remaining 16 respondents does not think better packaging products not retains the product in good condition that is 7.80%. This concluded that majority of the respondents think that packaging retains products in good conditions.

Table 8. Preference over Packaging with Better Handling and Transportation

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
YES	200	97.56
NO	5	2.44
TOTAL	205	100.00

Figure 8. showing data about preference over packaging with better handling and transportation.



The above table 8 and figure8 shows the data about preference on packaging with better handling and transportation. When 205 respondents were surveyed out of which 200 respondents agreed that preference over packaging with better handling and transportation which is 97.56%. Remaining 5 respondents do not prefer over packaging with better handling and transportation that is 2.44%. this concluded that maximum respondents agreed to prefer over packaging with better handling and transportation.

Hypothesis Testing

To analyze the research outcome the results of descriptive analysis of all dependent and independent variables are shown as follow:

Hypothesis:

H1: There is a relationship between consumer's buying and packaging color.

Table 9: Correlations between consumer's buying behavior and packaging color

		Customer Behavior (CB)	Packaging Color (PC)
	Pearson Correlation	1	r=.562**
CB	Sig. (2-tailed)		p=0.0001
	N	300	300
	Pearson Correlation	.562**	1
PC	Sig. (2-tailed)	0.0001	
	N	205	205

**correlation is significant at the 0.01 level (2-tailed).

The above table 9 represents the positive correlation with values as r=0.562 and p=0.0001. Thus, we can say that the hypothesis is accepted.

H2: There is a relationship between consumer's buying behavior and packaging material.

Table 10: Correlations between consumer's buying behavior and packaging material

			CB	PC
		Pearson Correlation	1	r=-0.006
CB		Sig. (2-tailed)		p=0.914
	N		300	300
		Pearson Correlation	-0.006	1
PC		Sig. (2-tailed)	0.914	
	N		205	205

Table 10, represent the negative correlation with values as $r = -0.006$ and $p = 0.914$. Thus, we can say that hypothesis is rejected.

H3: There is a relationship between consumer's buying behavior and the design of the wrapper.

Table 11: Correlations between consumer's buying behavior and wrapper design.

			CB	PC
		Pearson Correlation	1	r=.443**
CB		Sig. (2-tailed)		p=0.00001
	N		300	300
		Pearson Correlation	.443**	1
PC		Sig. (2-tailed)	0.00001	
	N		205	205

**Correlation is significant at the 0.01 level (2-tailed).

The above table 11 represents the positive correlations with values as $r = 0.443$ and $p = 0.0001$. Thus, we can say that the hypothesis is accepted.

H4: There is a relationship between consumer's buying behavior and packaging innovations.

Table 12: Correlations between consumers' buying behavior and packaging innovation.

			CB	PC
		Pearson Correlation	1	r=.335**
CB		Sig. (2-tailed)		p=0.0005
	N		300	300
		Pearson Correlation	.335**	1
PC		Sig. (2-tailed)	0.0005	
	N		205	205

**correlations are significant at the level (2-tailed)

Positive relationships between customer purchasing behavior and package innovation are displayed in Table 12 above ($r = 0.335$, $p = 0.0005$). So, that it is clear that the hypothesis is accepted.

Conclusion

In the contemporary world, marketers need to move with the pace of growing competition and sustain themselves to meet the needs of their customers. The present research has highlighted the trends in the market with relation to packaging and design of the products. The main motto of the research was to analyze the effect of the same on the

consumer's mind and, finally, the behavior pattern. This research will serve as a basis for future work in the implementation of the suggestions and recommendations outlined in the earlier section. The researchers have a scope to study the pattern of flow of the new products and exit of the old ones and the reasons behind the same. It is clear that researching this trend will assist marketers in securing a prominent position and gaining traction with a diverse range of customers. Continuous research is expected on lines of packaging, designing, quality, appealing ads, and prints in the line of product distribution.

The conclusions given below are based on research related to the function of packaging in relation to customers purchasing tendencies. It was found that there exists a direct, crucial connection between the product's distinctive characteristics and the evaluation by the customers. Therefore, in other words, the uniqueness of a product can impact the customers' product evaluation. In addition to this, the research has also found that there is a direct and important connection between customer awareness and labelling.

The Customer's opinion regarding the product is impacted by the packaging pattern, as it highlights a specific brand to the customer and emphasizes the name of the product. The packaging gives a certain individual characteristic to the product. We can say that the awareness or perception of the customers is highly impacted by labelling. Hence, packaging in the current marketing correspondence can be considered very crucial equipment and therefore, additional in-depth study of packaging factors and their effects on the purchasing tendency of the customers become significant.

Proper and clear images or colors of packaging that arouse a satisfactory emotion in the customers, as well as packages that can be easily opened, closed, handled, and disposed of, can attract and arouse the interest of the customers. An apt amalgamation of these factors can make the product quite attention-grabbing and beautiful. Detailed research on the significance of different factors to understand the choice of the customers shows that packaging and its different factors influence the customers' decision to purchase the product. Important factors in a package are color, graphics, form,

size, wrapper material and design, creativity, country of origin, information about the product, the brand, and the company or producer. In addition to this, the influence of the factors in the package on the customers' decision to buy a product has been assessed, and it has been found that it depends on the customer's level of involvement, certain traits that are peculiar to the customers, and the pressure of time.

Limitations of the Study

The main limitations of the study are as follows:

- i) With respect to the study variables, a few factors are total subjective, such as innovation and purchase decisions. The same variable can be viewed differently by different consumers.
- ii) The cost of production is increased when attractive packing comes into consideration. Not all product manufacturers are intended to increase the same. They believe that more than packaging, keeping the product at a low cost attracts more consumers to their products.
- iii) The study is related to Mumbai – one of the metropolitan regions in India. The results of the same may not be directly applicable to the rural and remote regions of the country.

Recommendations of the Study

- Packaging must be done in such a way that it proliferates promotion. The packaging's function is not limited to protection and storage. The package should perform the function of promotion; it should attract customers and motivate them to buy the product. The increase in mall culture and organized retailing is resulting in the self-service concept, so the package should act as a salesman. The package should be so convincing that the customer buys the product.
- Increase in eco-friendly packaging: As the youth is becoming very concerned about environmental issues, the negative impact and pollution caused by packaging should be considered by marketers. They should use packaging practices that lead to a green environment. Unnecessary packaging should be avoided, and more eco-friendly and

biodegradable packaging should be used.

- Focus on ethical packaging: Sometimes attractive packaging can be misleading. So, the packaging should represent the true value and should not portray a false image of the quality.
- More availability of economical packaging: People (especially rural and low-income groups) want value for money. So reusable packages, refill packs, big packs with less price and sachet packs should be made readily available to them.
- Innovative and unique packaging: The marketers should think of launching their products in innovative and unique packaging.

Future Scope of the Study

The future scope of the study lies in the fact that it can be extended even to semi-urban and rural regions to test whether consumers from these regions also exhibit the same intention while making the purchase of the product. Further a comparative study can be made on the aspects of price of product to packaging of the product to check the dominance of the factor that may heavily influence the purchase decision of the consumers.

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