Consumer's Psychology And Buying Behavior; Colour, Branding And Packaging As Influencing Parameters

Dr. Dharmananda M[1]*, Dr. Anjali Ganesh[2], Dr. Lakshmi H[3], Dr. Harisha B S[4]

Abstract

Color determines how the product will attract a buyer. A distinctive brand identity will draw people in and consumers will choose the products irrespective of the packaging once business is formed. The customers will have clear clarity on what to be expected from an organization as there is a branding. Branding plays a very important role in creating a memorable mindset in customers mind. The main objective behind having packaging is to protect the product but also some times the companies make use to advertise the product into the market in order to uplift the sales. Whalley. A (2010) has rightly stated the reason for the customer picking up the branded products. Companies invest millions in the development and protection of their brands, they do so because branded products have distinct advantages over non branded ones, and this is similar to differentiated versus generic product positioning (Keller, 2008). This paper tries to explore the Consumer's Psychology covering the factors like colour, packaging and brand in Dakshina Kannada District, Karnataka.

Design/Methodology/Approach- A Conceptual model is proposed and is tested by using the Chi-square test, regression analysis and Anova

Findings – The results prove that the age plays a role in picking up the colour and packaging followed by the gender factor in picking up of colour and packaging. It was also found that price preference for the branded product is impacted by the annual income of the consumer.

Practical Implications- The evaluation of influence of color, brand and packaging of products.

Keywords: Branding, Color, Brand Recall, Consumer Psychology, Packaging

DOI Number: 10.14704/NQ.2022.20.13.NQ88065 **Neuro Quantology 2022; 20(13):478-485**

1. INTRODUCTION

The product's colour attracts the customer attention. Once your firm is established, a distinctive brand identity will appeal customers, and they will select the products regardless of the packaging. Customers will be able to clearly understand what is expected of them from a company because of branding. In order to consent a lasting impression on customer, branding is crucial. The primary reason for packaging is to protect the products, however occasionally businesses utilize packaging as a means of market promotion to boost sales.

Branding and packaging have been utilized to grab customers' attention when colour is concerned, but they cannot be used to reinforce personal power. To differentiate companies' product from one individual company to another company where in colors is being used. According to (Keller 2009) color plays a very important role in packaging as customers expect definite brand of colors for precious products. Companies use different colors for emphasizing a different mood, like, black is used for power, blue for trust, red for energy, green for balance or organic and fresh. Whalley.

***Corresponding Author:** Dr. Dharmananda M
Address: *[1]Associate Professor, Department of Management Studies Nitte Meenakshi Institute of Technology, Yelahanka, Bengaluru-64. Email: dharmananda.m@nmit.ac.in
[2]Professor, Department of Business Administration St. Joseph Engineering College, Mangalore, Karnataka, India.
[3,4]Assistant Professor, Department of Management Studies, Nitte Meenakshi Institute of Technology, Yelahanka, Bengaluru-64.
[3]Email: lakshmi.h@nmit.ac.in, [4]Email: harishabs @nmit.ac.in
Relevant conflicts of interest/financial disclosures: The authors declare that the research was conducted in the absence of any: commercial or financial relationships that could be construed as a potential conflict of interest.
Received: **Accepted:**

A (2010) has rightly stated the reason for the customer picking up the branded products. Companies spend millions on developing and protecting their trademarks because branded products outperform non-branded products in a manner similar to differentiated versus generic product positioning (Keller, 2008). By offering benefits, a strong brand is now viewed as a vital to commercial success. Color and packaging are both included in brand management, which is a crucial component of holistic marketing. In order to know how Consumer's Psychology and Buying Behavior gets influenced by Colour, Branding and Packaging a micro study was conducted in Mangalore, Dakshina Kannada District.

2. CONCEPTUAL FRAMEWORK

Colour and Consumer Psychology

There are two photoreceptor, among one which are sensitive to light as the cone cells at the back of our retinas and another photoreceptor termed as rod cells (Pappas 2010). Normally, when there is a brighter light cone cells work its best and it will be more receptive when there is a dim light (Raffaele 2012). Directing towards the dim or bright light differs from individual to individual as it is purely based on human's sensitivity of eyes or maybe with the familiarity of the area (Wright. R 2004). The different colors are categorized into red, orange, yellow, green, blue and violet and very important colors are black and white (Girard. J 2018, Wright. R 2006). Where in white states the absence of color and black considers combination of all the colors. The kind of decapods crustaceans also being considered to be the yardstick that colors and recognition of these kind of color is the own natural signaling system (Bleicher.S 2012). The best part of the color is that as human's can easily differentiate between the different colors, it is considered to be the important task in design (Munsell 2014). According to the different authors colors will have multiple directions but where in color psychology will be termed as the analysis of human behavior and the cognitive opinion about the different colors (Jung et.al., 2015). (Berry. J 1990) mainly the variations of the color have three dimensions which are solid colors, i.e red, orange, yellow, blue and purple and then value colors which are considered to be brightest from light blue to dark blue and lastly, Chroma color.

Branding and Consumer Psychology

Branding creates a signal in the mindset of consumer which helps in recognizing the product whatever the products are familiar with. It allows customer to rescue the needed information from their own. These information could be based on their previous thoughts of the brand or perception of the brand (Winkielman et.al, 2000). Each and every business strategy requires branding as a yardstick. Branding doesn't take place not only creating a value in the mindset of customer but also to create a competitive advantage (Holt, 2015). Branding is the way of building a rapport between customer perception and products and which generates competition and loyalty within the customer (Hislop, 2001). Managing the brand of a particular product is kind of holistic approach (Kotler et al, 2013). It is to increase the perception in the mindset of the consumer. Aggarwal (2004) reviewed the perception of brand as well as the evaluation of the brand by the consumer. The brand management helps to create a loyal consumer with the reputation and the image of the product. The main responsibility of the marketer is to influence the attitude and perception of the customer on particular brand and create awareness in the mind set of the consumer and retain them with the same product, which helps them to increase the sales as well as to make a huge profit by maximizing the market share (Zhang 2015). Brand awareness which creates the brand recall and recognition which influence the consumer to buy a product (Aaker, 1991, Moisescu, 2009) by adopting the strategy of brand awareness which creates in the mind set of the consumer to stick on to the particular brand.

Packaging and Consumer Psychology

Packaging is a whole set which creates knowledge on product as well as the company. It protects the value and quality of the product and can easily attract the customer (Silayoi & Speece, 2007). The consumer interest will be hampered by having self-service and changing the life style of the consumer (Rita Kuvykaite, 2009). The multiple factors which influence the customer purchasing decision i.e, brand image, brand attachment, environmental distress. Study experienced that brand image and environmental distress doesn't have much of positive relation on buying behavior (Ahmed & Kazim, 2011). The quantity of purchasing the product will be

mainly based on well labeled product. Hence labeling acts as a major role in the consumer purchasing attitude (Saeed et.al, 2013). In the present situation, green purchasing would be habitual in each and every individual life. It acts as a purchasing eco-friendly product. The different study examines the penalty of prophet variables with criterion variable with normal influence on price and quality of the product (Underwood, 2000, Rettie & Bewer, 2000, Barber, Almanza & Donovan, 2006). (Adelina & morgan, 2007, Ahmed et.al, 2014) summarize in the study that consumer buying behavior has got major influence on packaging and also consumer's purchase decision which influence the packaging.

Colour, Branding and Packaging and Consumer Behaviour

During the discussion of consumer appraisal of products, (Sing 2006) examined that 60% to 90% of the product has been taken away because of the color. The major attraction of products is the color which influence the consumer to buy (Aslam, 2006). The majority of the customers take a decision of buying a product mainly based on brand image and colors (Labrecque & Milne, 2012, Clement, 2007). The study reveals that purchasing a nail polish or dress cannot be ignored the colors, as colors plays vital role in these purchase (Sun, Adhikari & Koppel, 2015). In the current situation, packaging, color and brand image of the product which influence the purchase decision (Reutskaja et. Al 2011) and consumers automatically get attracted towards the product.

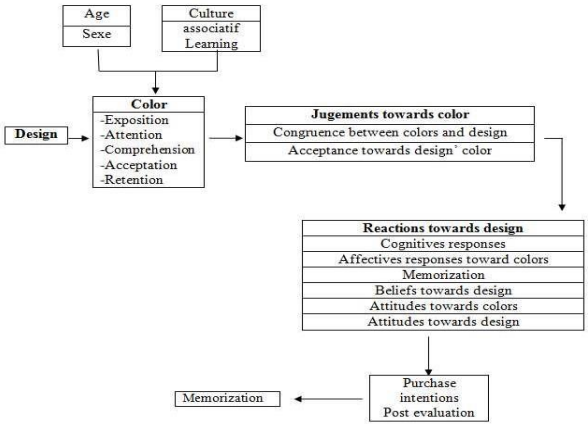

Figure No. 1. Proposed Theoretical Model of Research

3. DESIGN/METHODOLOGY

Statement of the Problem

Consumer behaviour, is more dynamic than static. A Branded product with packaging, graphics and visual imagery can very well inspire consumer. But having a bland or garnish color palette will contribute to a lack of consumer interest for the product. Not with standing its poor design, proper color utilization can easily convince a consumer to gravitate from the product. Would the consumer want to buy a poorly thought out package based on an enticing color mix? Would a customer reject or deny a well-designed packaged product based on a poor color combination? Whether the branding runs above colour and packaging in terms of priority? These thoughts led to the research to conduct analysis on the psychology of colour, packaging and branding effects on the actions of purchasing and behaviour of consumers with the following objectives.

Objectives of the Study

1. To understand how Consumer's Psychology of colour and packaging through survey findings
2. To examine the association of age groups in picking up of color and packaging
3. To examine the association of gender in picking up of colour and packaging
4. To understand the correlation of Income and price range of branded products preferred by consumers

Research Methodology

Research objectives were achieved through primary data collection by administering the questionnaire and by interacting with the targeted population. Exploratory research was being used in order to study and gather information from the respondents and have a better insight on the issues prevailing in the general public. Sampling frame for the survey is based on the perceptions of customers in finding out the role of consumer's psychology in buying goods and services based on Color, Branding and Packaging.

Purposive sampling method was used to collect information from 316 respondent of Dakshina Kannada region.

Table 1.1 shows the frequency of age distribution of the chosen sample.

Table 1.1: Frequency of age distribution

Age	Frequency	Percent
18-25	112	35.4

26-35	67	21.2
36-45	108	34.2
46-55	12	3.8
>55	17	5.4
Total	316	100.0

Age affects consumer behavior and it is a significant demographic component. People's needs changes as their decision changes. Their purchasing decision-making processes are undergoing similar changes. As we become older, many other necessities as well as our health need change. People's lifestyles vary according to the age, and these changes are impacted by their wants and core values. People spend more money on desire, clothes, and entertainment while they are young. Their spending on these issues is decreasing as they get older. Elderly people would like to spend their time at home itself, even if their health-related costs could go up. Age thus becomes one of the fundamental demographic factors that affect customer behaviour and purchase choices.

From the survey conducted 193 (61.1%) of respondents are Male and 123(38.9%) respondents are female, which shows that Gender plays a role in deciding key factors. Male and female types are affected by many different factors and these variations affect their buying decisions as well. The needs of the two genders differ when it comes to style and way of life. Therefore, their consumer behaviour in those two domains may differ significantly. Various choices are primarily caused by different demands. There are also several areas where patterns of consumption can also be similar in terms of food, fun, movies and many more. 142 (44.9%) were student respondents, 123 (38.9%) belonged to different Professions and 26 (8.2%) of the respondents were Businessmen and 25(7.9%) were either self-employed or home makers. The occupation of the respondents play a big role in influencing their buying decision. An individual's nature of job features a direct influence on the products one picks. 168 (53.2%) of the respondents are under the income group of less than 2,00,000 followed by 112(35.4%) of the respondents are having the income range of 2,00,000 to 4,00,000 and 36(11.4%) of them are having the income of more than 4,00,000. The influence of income on people's purchasing decisions and consumer behaviour is significant. Across various socioeconomic levels, the differences in product choices and purchasing habits are obvious. Pearson's correlation, Regression analysis, Chi-square test and ANOVA were used to discover the results of study.

4. RESULTS

1. Consumer's Psychology of colour and packaging a survey finding

The study shows that 52.8% of respondents strongly agreed that the colour is a primary element to attract buyer. 80.7% of respondents agreed that numerous colours influence people of different age groups which affect their buying behavior. 47.8% of the individuals conceded that Colour influences the purchase power of consumer's irrespective of gender. 93% of the individuals agreed that society's culture plays a role in choosing the right color for a product. When we analyzed the preference of consumers in choosing the packaging color it was found that 34.5% of the respondent's favorite colour was Red, 23.1% chose Blue, 16.5% chose Black, 12.3% chose Green, 7.6% chose Yellow, 3.8% chose White and 2.2% chose Pink. When associating colour with past good or bad experiences, it was understood that respondents were drawn to certain colours. They expressed that subconscious mind often ties certain colours to certain feelings and naturally they get attracted to such colours. 87.7% of the respondents stated that packaging colour could influence consumer's emotions and perceptions on goods and services. 72.8% of the respondents responded that colour affected their mood though 27.2% of them responded no color played a role in affecting mood. 68.4% of respondents felt that brighter colours made them cheerful and 31.6% of them responded that brighter colours would not make them feel cheerful. On the other hand, 77.8% of the respondents said that darker colours made them feel gloomy and 22.2% of them said that darker colors might not make them feel gloomy. Based on the survey 82.3% of them said they faced mood swings for choosing a colour. 17.7% of them said they did not face any mood swings for choosing a colour.

2. Association of age groups in picking up of color and packaging

ANOVA was used and the comparisons of five different age groups of people were done to understand if age played any role in.

Table 1.2: Association of age groups in picking up of color and packaging

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.66	5	1.66	2.19	.040
Within Groups	236.42	311	.76		
Total	243.08	315			

H1: There is an association between Age and Age group as a role in Picking up of color

Table 1.2 shows that F=2.19, DF= 5 and P value= 0.040 Since P value less than α = 0.05, the results are significant. Post Hoc (LSD) comes about demonstrates that there is noteworthy contrast between the age group of 18-25, 26-35 and 46-55 and this shows that age plays a role in picking up the colour and packaging.

3. To examine the association of gender in picking up of colour and packaging

To understand the association between gender and its role in picking up a colour Chi square test was used and the results are depicted in Table 1.3.

Table 1.3: Association of gender in picking up of colour and packaging

Chi-Square Tests									
				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					95% Confidence Interval			95% Confidence Interval	
	Value	df	Asymptotic Significance (2-sided)	Significance	Lower Bound	Upper Bound	Significance	Lower Bound	Upper Bound
Pearson Chi-Square	7.858[a]	3	0.049	.038[b]	0.017	0.059			
Likelihood Ratio	7.879	3	0.049	.063[b]	0.036	0.090			
Fisher's Exact Test	7.616			.032[b]	0.012	0.051			
Linear-by-Linear Association	5.524[c]	1	0.019	.022[b]	0.006	0.038	.013[b]	0.000	0.025
N of Valid Cases	316								

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.17.

H2: There is a significant relation between Gender and its role in Picking up of color.
The Chi-Square test results show 4 cells have expected count less than 5. Therefore, the Fisher's Exact Test is taken into consideration. The Chi-Square value 0.032 is less than the α= 0.05 (0.032 <0.05). The test results signify that there is significance. It could be inferred, there is an association of gender in picking up of colour and packaging.

4. Correlation of income and price range of branded products preferred by consumers

Table 1.4: Correlation between income of the consumers and their preference for the difference price range of branded products

		Annual Income	Price Preference of Branded Products
Annual Income	Pearson Correlation	1.000	.404**
	Sig. (2-tailed)		.000
	N	316	316
Price Preference of Branded Products	Pearson Correlation	.404**	1.000
	Sig. (2-tailed)	.000	
	N	316	316

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

H3: There is an association between income and branded products with price range affordability of the consumers

The test reveals that P = 0.000 < 0.01 and the Pearson r = 0.404 and α = 0.01 which shows that it is significant and there is a positive correlation amid the price preference of branded products and the annual income of the respondents. The price preference is the dependent variable. Alternatively, it could be implied that price preference for the particular vehicles is impacted by the annual income of the customer.

Regression analysis shows the level of how an independent variable affects a dependent variable.

Table 1.5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.360[a]	.129	.127	.811

a) Predictors: (Constant), Annual Income

Table 1.6: ANOVA showing association between the annual income and the price preference of branded products

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.671	1	30.671	46.627	.000[b]
	Residual	206.545	314	.658		
	Total	237.215	315			

a) Predictors: (Constant), Annual Income
b) Dependent Variable: Price Preference of branded product

Table 1.7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	.991	.115		8.641	.000
	Annual income	.454	.066	.360	6.828	.000

a) Dependent Variable: Price Preference of branded product

R squared is 0.129, this indicates 12.9 per cent of the annual income is explained and the adjusted r squared value is 0.127 is near to r squared value. The extent of predictability is less as price preference is influenced by many other variables. There is 0.129 in consistency of the response data around its mean. Here the level of annual income (constant) and price preference of the branded product (incident variable). Hence the table indicates the equation Y = a + bx is interpreted as high level of price preference .991 + .454 of annual income. It indicates that the level of predictability is moderate as price preference is affected by many other variables.

5. DISCUSSION

The current research able to determine, based on the data gathered that people who evaluate products with a strong aesthetic component (design products) do so in quite distinct ways. Such individual variations appear to have a personality component or socioeconomic factors Consumers value packaging more when the dominant colour of the product is their favourite, although little study has been done on the impact of packaging colour on consumers. Roullet B., Ben Dahmane Mouelhi N., Droulers O. (2003), Roullet B. (2004) In regard to colour design, the consumer has expectations, requirements, desires, and affective reactions that are more or less noticeable, but it also faces influences from age, gender, and culture in the face of advances. Its decision-making process is influenced by all of these factors, which makes it extremely complex because it combines emotion and reason. Roullet B, Droulers O. (2005) Consumer preferences and reactions to various colours are related and differ based on their nationalities, cultures, sexes, ages, and psychological states. Therefore, it is essential to give this fundamental component of design more preferences in marketing. Sander, D., Grandjean, D., & Scherer, K. R. (2005) The packaging's colours must match the demographics these products are meant to reach. Before the release of any product, thorough study should be conducted because a poor decision could indignant the brand as a whole. Scherer, K. R., & Peper, M. (2001) Color can be used to assess a product's quality and price as well as instantly identify the brand or product. Colors are a contentious topic. Others disagree, claiming that responses and preferences to colours differ among cultures, genders, and ages, among other factors. Some believe that human responses to colour are consistent and therefore applicable to everyone. Sohier G. (2004), Sterling, P. (2004) The decision for marketing managers is that they need to be aware of how colours are viewed as important and how they are interpreted in a given region. The colours of packaging can have a significant impact on sales. When planning the design of their products, managers have the option of taking use of these distinctions. They should pick colours for their items based on their target market (gender-specific products, kids products, etc.). Park, Chan Su, and V. Srinivasan (1994), Payne, John W. (1976) Before releasing a product, research on colour selection should be undertaken and the results drawn, as the improper choice of hue can harm both the company's and the product's reputation. Pieters, Rik, Luk Warlop, and Michel Hartog (1997), Pribram, Karl H., and Diane McGuinness (1975).

Scope for future Research

Studying the effects of competitive activity (including packaging modifications) on brand consideration might be a useful area for future research. If a consumer is thinking about a competitor brand that is comparable to the target brand, they may be more likely to consider the target brand Raphael, Harold J. (1969), Roberts, John H. (1989). Similar goods frequently appear together in consideration sets, according to Lattin and Roberts (1992) and .Lehmann and Pan (1994). Advertising for a rival brand might encourage consideration of a related target brand, increasing the likelihood that it will be purchased, according to Nedungadi (1990), Prone, Michael (1993).

6. CONCLUSION

Consumers value the aspects that are exemplified on the package, making the packaging elements

an effective way of marketing communication reaches to the consumers. Consumers can distinguish their favorite brands and packaging colour, and businesses can use it to customers' interest. Therefore, colour and other package components make the marketing offer more attractive and eye-catching while also setting it apart from competing products. Customers appreciate product labels because they may learn more about a product's history, composition, intended application, and other details. The information provided on the label aids businesses in marketing their products. The study also indicates that wording used on the package affects how consumers behave while making purchases. Adding creativity to the packaging design also raises the product's worth in consumers' eyes. According to the empirical results, practicality and creative packaging are both crucial during the purchasing process because they provide value to the product. According to the study, packaging components play a significant role in the decision-making process during the purchasing process. The results also suggest that the following elements, including packaging material quality, innovation and usefulness, and package design, price appear to have the greatest influence on consumers' decisions about which products to purchase.

References

Keller, K.L., (2009). Choosing Brand Elements to build Brand Equity. Strategic Brand Management. 3rd ed. Delhi: Dorling Kindersley. Pp.187-96.

Keller, Kevin L. (2008). Strategic Brand Management. New Jersey: Pearson Education.

Andrew Whalley (2010) Strategic Marketing, Publisher: BookBoon . ISBN-13: 9788776816438.

Pappas, S. (2010). How Do We See Color?. Live Science. South Carolina, Santa Cruz: University of South Carolina.

Raffaele, R. (2012). Research at RIT: The Science of Color. Rochester, New York: The Rochester Institute of Technology, 4-6.

Girard, J. (2018). Visual Color Symbolism Chart by Culture. [online] ThoughtCo. Available at: https://www.thoughtco.com/visual-color-symbolism-chart-by-culture-4062177 [Accessed 10 Mar. 2018]

Munsell, A. H. (2014). Munsell book of color. Grand Rapids, Michigan: Munsell Color.

Wright, R. (2004). The colour affects system of colour psychology. Colour Research and Application. 29:381-389.

Bleicher, S. (2012). Contemporary Colour: Theory & Use. New York: Delmar, 46-50.

Jung, C., Neumann, E., & Liebscher, M. (2015). Analytical Psychology in Exile. Princeton: Princeton University Press, 60-70.

Berry, J. (1990). Psychology of acculturation, in Nebraska Symposium on Motivation, J. J. Berman, Ed., vol. 3:201-234, Lincoln University Press, Lincoln, Neb, USA.

Aslam, M. M. (2006). Are you selling the right colour? A cross-cultural review of colour as a marketing cue. Journal of Marketing Communications, 12(1), 15–30.

Clement, J. (2007). Visual influence on in-store buying decisions: An eye- track experiment on the visual influence of packaging design. Journal of Marketing Management, 23(9/10), 917– 928.

Labrecque, L. I., & Milne, G. R. (2012). Exciting red and competent blue: The importance of color in marketing. Journal of Academy of Marketing Science, 40(5), 711–727.

Sun, C., Adhikari, K., & Koppel, K. (2015). An exploratory study of the factors that may affect female consumers' buying decision of nail polishes. Cosmetics, 2(2), 187–195.

Singh, S. (2006). Current research development: Impact of color on marketing. Management Decision, 44(6), 783–789.

Reutskaja, E., Nagel, R., Camerer, C. F., & Rangel, A. (2011). Search dynamics in consumer choice under time pressure: An eye-tracking study. American Economic Review, 101(2), 900– 926.

Aggarwal, P., 2004. The Effects of Brand Relationship Norms on Consumer Attitudes and Behaviour. Journal of Consumer Research. Vol. 31.2004. 87 – 101 p.[online]. Available on: http://www.chilleesys.com/scp/assets/aggarwal.pdf

Winkielman P., Schwarz N., Reber R., and Fazendeiro T. A., 2000. Affective and CognitiveConsequences of VisualFluency: WhenSeeingisEasy on theMind. In: Visual Persuasion (ed. R. Batra), Ann-Arbor Michigan.

Holt, D. B., 2015. Brands and Branding. Cultural Strategy Group. [online] Available on http://testconso.typepad.com/files/brands-and-brandingcsg2.pdf

Hislop, M. 2001. An Overview of Branding and Brand Measurement for Online Marketers. Dynamic Logic's Branding, Vol. 101, pp. 1-22.

Kotler, Ph.,Keller, K. L., Koshy, A., Jha, M., 2013. Marketing Management: A South AsianPerspective, 14thEdition.Imprint PearsonEducation,2013, 728 p.ISBN 9788131767160.

Zhang, Y., 2015. TheImpact of Brand Image on ConsumeBehavior: A LiteratureReview. OpenJournal of Business and Management, 3, 58-62.[online]. Available on: http://dx.doi.org/10.4236/ojbm.2015.31006

Moisescu, O. I., 2009. The Importance of Brand Awareness in Consumers'Buying Decision and Perceived Risk Assessment. [Online]. Available on: http://www.mnmk.ro/documents/2009/10_Moisescu_FFF.pdf

Aaker, D. A., 1991. Managing Brand Equity: Capitalizing on the Value of a Brand Name, the Free Press, New York.

Ahmed, R.R., Ahmad, N., Parmar, V., Khoso, I., 2014. Role of Packaging and Labeling on Pakistani Consumers Purchase Decision, European Scientific Journal, 10 (16): 464-473.

Underwood, R. L., 2003. The communicative power of product packaging: creating brand identity via lived and mediated experience. Journal of Marketing Theory and Practice, Winter, 62-76

Saeed, R., Lodhi, R.N., Rauf, A., Rana, M.I., Mahmood, Z., and Ahmed, N., 2013, Impact of Labelling on Customer Buying Behavior in Sahiwal, Pakistan. World Applied Sciences Journal 24 (9): 1250-1254.

Rita Kuvykaite, A.D., 2009. Impact of Package Elements on Consumer's Purchase Decision. Economics and Management, pp: 441-458.

Rettie, R., & Brewer, C., 2000. The verbal and visual components of package design. Journal of Product Brand Management, 9 (1), 56-70.

Barber, N., Almanza, B.A., & Donovan, J.R., 2006. Motivational factors of gender, income and age on selecting a bottle of wine. International Journal of wine marketing, 18 (3), 218-232.

Silayoi, P., & Speece, M., 2007. The importance of packaging attributes: a conjoint analysis approach. European Journal of Marketing, 41 (11/12), 1495-1517.

Ahmed, R.R., Ahmad, N., Parmar, V., Khoso, I., 2014. Role of Packaging and Labeling on Pakistani Consumers Purchase Decision, European Scientific Journal, 10 (16): 464-473.

Roullet B., Ben Dahmane Mouelhi N., Droulers O. (2003), Impact de la couleur de fond sur les croyances envers le produit : une approche multi-culturelle, Actes du 19e Congrès In-ternational de l'AFM Tunis, Association Française de Marketing, 9-11 mai, pp.454-468.

Roullet B. (2004), L'Influence de la couleur en Marketing. Vers une neuropsychologie du consommateur, Thèse de doctorat en Sciences de Gestion, Université de Rennes I.

Roullet B. et Droulers O. (2005), Pharmaceutical Packaging Color and Drug Expectancy, Advances in Consumer Research Conference Vol. 32 (texte complet), eds. Geeta Menon

Sander, D., Grandjean, D., & Scherer, K. R. (2005). A systems approach to appraisal mechanisms in emotion. Neural networks, 18(4), 317-352.

Scherer, K. R., & Peper, M. (2001). Psychological theories of emotion and neuropsychological research. In F. Boller & J. Grafman (Eds.), Handbook of Neuropsychology (Vol. 5, pp. 17-48). Amsterdam: Elsevier.

Sohier G. (2004), L'influence de la couleur et de la forme du packaging d'un produit sur la perception de la personnalité de la marque, Thèse de doctorat, Université de Caen, Basse- Normandie.

Sterling, P. (2004). How retinal circuits optimize the transfer of visual information. In L.

Ahmed, R.R., Kazim, S.S., 2011. New Product development: Strategy & implementation mechanism for Copy testing, European Journal of Scientific Research, 60 (4), 221-240

Ahmad, N., Billoo, M., Lakhan, A., 2012, Effect of Product Packaging in Consumer Buying Decision, Journal of Business Strategies, 6(2), PP. 1993-5765

Lattin, James M., and John H. Roberts (1992), "Testing for Probabilistic Independence in the Consideration of Ready-to-Eat Cereals." Palo Alto: Stanford University, Graduate School of Business, Research Paper No. 1208

Lehmann, Donald R., and Yigang Pan (1994), "Context Effects, New Brand Entry, and Consideration Sets." Journal of Marketing Research 31 (August), 364-75

Nedungadi, Prakash (1990), "Recall and Consumer Consideration Sets: Influencing Choice Without Altering Brand Evaluations." Journal of Consumer Research 17 (December), 263-76.

Park, Chan Su, and V. Srinivasan (1994), "A Survey Based Method for Measuring and Understanding Brand Equity and its Extendability." Journal of Marketing Research 31 (May), 271-88.

Payne, John W. (1976), "Task Complexity and Contingent Processing in DecisionMaking: An Information Search and Protocol Analysis." Organizational Behavior and Human Performance 16 (August), 366-87.

Pieters, Rik, Luk Warlop, and Michel Hartog (1997), "The Effect of Time Pressure and Task Motivation on Visual Attention to Brands." In Advances in Consumer Research, vol. 24, eds. Merrie Brucks and Deborah J. MacInnis, 281-7. Provo, UT: Association for Consumer Research.

Point-of-Purchase Advertising Institute (POPAI) (1978), POPAI/Dupont Consumer Buying Habits Study: Special Report. New York: POPAI.

Pribram, Karl H., and Diane McGuinness (1975), "Arousal, Activation and Effort in the Control of Attention." Psychological Review 82 (March), 116-49.

Prone, Michael (1993), "Package Design Has Stronger ROI Potential Than Many Believe." Marketing News (October), 13.

Raphael, Harold J. (1969), Packaging: A Scientific Marketing Tool. East Lansing, MI: Michigan State University Bookstore.

Roberts, John H. (1989), "A Grounded Model of Consideration Set Size and Composition." In Advances in Consumer Research, vol. 16, ed. T. Srull, 749- 57. Provo, UT: Association for Consumer Research.