

**MSc Marketing and Events Suite**

**Mark 7022 Dissertation for Marketing and Events**

**IMPACT OF PRODUCT PACKAGING INFLUENCING CONSUMERS INTO BUYING COFFEE: A CASE STUDY OF THE UK RETAIL SECTOR**

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# Chapter 2: Literature Review

## 2.1 Introduction

The key role of product packaging is to protect the product safely from the external environment. However, this research is entitled to proceed with how product packaging impacts consumer purchasing decisions. For framing the literature review, varied qualitative sources are collected and reviewed to gather relevant information about why businesses stress product packaging in boosting their sales and earnings revenues. It has been found that marketers are often utilising product packaging to earn a major competitive advantage from the business. Importantly, businesses should have to consider the product packaging seriously otherwise, any wrong move could divert the customers from the brand. Not only attractive product packaging, however, but secured product packaging is also what is desirable in attracting customers to the brand and retaining their trust in the brand. A literature gap is presented at the end of the chapter reflecting the varied literary gaps identified in the research. A conceptual framework is also presented at the end of this chapter to help the reader over understand the underlying concepts of the research well and such that the research investigator could perform the data analysis in the upcoming chapter well. Ultimately, a conclusion is projected in providing the key concepts of the literature review.

## 2.2 Importance of product packaging in boosting sales

Packaging is a crucial element that captures the attention and highlights the value of the product creating more sales. The more attention a product receives the more sales of the product is noticed. The packaging of the product reflects the quality of the product. Tompkins *et al*. (2021) stated that more specifically, the quality, integrity and product legitimacy are usually portrayed in the quality of the product packaging. Packaging is significant for a wide variety of reasons. It is not only the fact that the packaging attracts a major number of customers to the brand and raises their sales. However, another important concern of product packaging is making the products to be protected. No customers shall entertain receiving damaged products which they are needed to either return or exchange (Trivedi, Patel, and Acharya, 2018). While packaging the products, the marketer is in a requirement to be careful otherwise, they need to face loss when customers would be sharing negative feedback about the company’s packaging.

As a customer is paying a considerable amount of price for the product thereby, it is their right to get the product in the right way. In this regard, the company is in a requirement to see whether any lags are created while packaging the product which could emerge as a key challenging concern for them. According to Voramontri and Klieb (2019), effective packaging necessarily raises sales and thereby, it shall raise the reputation of the brand and will open up a lot of business opportunities. Unfortunately, it is observed that many companies still ignore the product packaging aspects and do not share the awareness about how the product packaging retains and acquires new customers to the brand. Hence, they fail to acquire major sales compared to the companies that essentially stress efficient packaging of the products. When a consumer purchases a product, then they will often associate the company image according to the way the product is being packaged and further labelled (Wikström *et al*. 2019). Due to this, a brand which stresses packaging not only reflects the product quality but reflecting how the company is.

Building a brand is possible with the product packaging and therefore, the brand gets easily identifiable with the usage of the colours, logos and of designs that are particularly used while interpreting the packaging. Some of the key tenants which are confirmed with the product packaging are that it helps in keeping the products to be free of any damage, attracts the customers, communicates and provides data while also generating recognition and demands. All these aspects are directly linked to the profitability earned by the brand. As viewed by Wang, Ma and Bai (2019), customers are important for any brand hence; their retention and acquisition could help the brand to develop further in the long term and boost its sales. In this contemporary business scenario, each company is trying to get a major competitive advantage using the uniqueness of their business. And, it is quite obvious that product packaging could necessarily be a uniqueness of any brand and that could drive major sales of that company for obvious reasons.

## 2.3 Relationship between product packaging and producing branding

Packaging attracts customers to specific products and the experiences of the customer have been used in the creation of lasting the first impression towards the particular brand. As per the research of Aitken *et al.* (2020), the brand is considered as the certain strategies that pose the core role over the lasting of the first impression. The concept of branding is highly unique because it poses the core role of differentiating specific products from other similar products available in the same market. Along with this, it poses a core role in the creation of long-term associations in the development of competitive advantages. Resilient product branding specifically indicates the identification and thus it reflects the differentiating of the specific products from the other products available in the same market.

On the contrary, Cerri, Testa and Rizzi (2018) stated that the system of the packaging poses the core role in the promotion of particular products concerning the purchasing point and this also ensures business-level protection during the transistor.  Certain products inside are served with the sustainable system of the product's packaging. Sustainable packaging aims to keep the safety of the products during the specific shipment operation between the facilities of the manufacturing and the retailers. As per the research of Paço, Shiel and Alves (2019), this also poses the core role of preventing the products from damage. The concepts of the branding of the products pose the core role in the creation of a long-term relationship with the potential customer in the development of the business market competitive advantages. Sustainable product packaging aims to attract the attention of the potential customer base along with the development of product ranges.

On the contrary, Joshi and Rahman (2019) stated that the importance of the packaging along with the branding enhances the critical situation concerning the sharing of the shelf space of particular products within the market. Familiar products can stand out with the establishment of a sustainable packaging system and inspire consumers in reaching the ultimate product choices. The system of packaging poses the core role of providing information on the transporting, using, disposing and recycling of the packaging of specific products.  The practices of packaging the products are highly related to the branding concerning logo, colour along with maintaining the elegant front. As opined by Khayru and Issalillah (2021), These are considered the pivotal elements of branding depicting or reflecting the standardised branding kit for the particular products. There are some cases in which branding packages are not considered static operations. This system can lead to the customisation concerning the requirement of the potential customers of the specific product ranges. On the other hand, Mukonza and Swarts (2020) stated that packaging leads to the prevention of the products along with the provision of a safety system with the development of crucial attractiveness along with increasing usability. This includes the sustainability and sustainable products packaging system development of the business market customer base with the development of the long-term business market product offering and the development of the relationship.

**2.4 Creation of competitive advantage with product packaging**

Product packaging serves a major benefit of protecting the product from the inside. However, packaging must be confirmed by the company in a way such that the entire product remains safe during the shipment process. Preventing any damage while packaging would make the product available to the buyer safely. Customers would remain satisfied with the product and as well as its packaging and would further make more purchases repeatedly (Setiawati *et al*., 2021). When a brand is experiencing repetitive purchases of its products, then, it can be confirmed that customers are sharing their preference for choosing the brand. This particularly clears out the fact that the company is gaining a major competitive advantage among the other competitors in their relevant field. Designs used in packaging make it retain the possibility of initiating new and as well as better solutions for varied logistics and marketing issues in the supply chains. While even adding more attractive features to packaging and making more investment if packaging procedures necessitates that the brand is found to be gaining major competitive advantages in that relevant field.

Product packaging leads to effective distribution while, also making storage to be easier and conveying the key handling data all while, the promotion of the company at a similar level. First and foremost, it becomes important to know about four of the major factors that contribute to the competitive advantage of a brand. According to Sudari *et al*. (2019), superiority, quality, innovation and customer accountability are each factors that ultimately contribute to the increase in the competitive advantage. The company stresses increasing product superiority, quality aspects, innovations perspectives and consumer accountability that raises their competitive advantage in this era of the contemporary business spectrum. A visual representation of the packaging attracts the customers and finally convinces them to pick up a commodity and further the customers explore its uses of it and identify why the product is worth purchasing. Simply reflecting, the packaging is the selling point since it delivers a sense of quality while reflecting a great brand image of a company. Packaging can surely be a medium of communicating with customers. As viewed by Nagaraj (2021), the more the packaging is clear and the more the customer gets an enhanced overview of the commodity and then, progress for making similar purchases. It is also true that the customer’s choices and preferences are continually changing.

To grab the interest of the customers, the company remains engaged in bringing new innovative means to the packaging such that it could attract more customers to the brand. While initiating a new means by a company about packaging, it is found out that the company remains associated with allowing the promotion of the product. Promotion of the product enables the wider range of customers to know about the new means of product packaging and finally enables the brand to perceive major competitive advantages. Most importantly, the company must share the major focus in making the packaging secure and durable enough such that the customers get appropriate delivery. Packaging should confirm the idea that it is affordable to all and secure enough and easy to access (Taufik *et al*. 2020). When the customers can easily access the packaging system then, obviously it would lead to more repetitive purchases of the commodity. Nowadays, despite any particular sector, companies prefer in providing better customer service and additionally, if it is of great packaging then necessarily it increases more competitive advantages. Challenges are quite common like the various advantages. While, the most significant aspect is to combat the challenges with strategic approaches to gain a long competitive advantage in the long run, since that is only important for receiving long-term benefits.

## 2.5 Customer Behavioural Theories

Certain theories help in determining the customer’s buying behaviours and evaluating the development of the customer’s buying experiences:

**Theory of Reasoned Action:** Martin Fishbein and Icek Ajzen first devised the theory of rational behaviour. A theory of consumer activity that focuses on the exchange between marketing and pre-existing attitudes that drives consumers towards purchasing decisions. As per the rational behaviour theory, consumers act about behaviours they conclude will produce or achieve a certain result, whether they are accustomed to it or not. As such, rational decision-making is a key factor driving consumers to purchase. In other words, consumers can only take a particular action if they have reason to believe that a particular desired result will be achieved. The action is complete from the moment the consumer decides to proceed with the decision. Until the moment, the consumer may change his mind or choose a different plan of action. This is the particular theory that poses the core role over the emphasising of the motivation of the customers by the certain sales pipelines along with the development of the business market opportunities concerning the generation of money within the most competitive market.

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**Model of Engel Kollat Blackwell:** The Engel Kollat Blackwell (EKB) Model is a natural progression of the principles found in the theory of reasoned action. This buyer behaviour hypothesis is based on a four-phase process that determines how customers make purchase decisions: intake, processing information, decision stages, and decision factors. As per the research of Nagaraj (2021), the first phase is input, which is essentially when customers are exposed to the bulk of marketing materials, whether through billboards, internet commercials, or in-person displays. They progress to information processing by combining the facts obtained in these resources with their experience along with the expectations to make the optimal decision for their present situation.

**Theory of Motivation-Need:** In 1943, the wider community of psychology felt the effects of Abraham Maslow's hierarchy of needs. A theory that posits that individuals meet and act to meet their certain requirements based on a system of the crucial five priorities concerning increasing importance: physiological survival, love, safety, respect and self-actualisation. As mentioned by Roggeveen, Grewal and Schweiger (2020), Maslow's theory has been used in all businesses along with the marketing classes to explain why customer-centric marketing is considered essential to sales success. By targeting in ways that meet consumer needs, marketing campaigns can prioritise purchases that convey meaning and urgency.

**Impulse Buying of Hawkins Stern:** The four-level of theStern philosophy has been depicted by the concept of impulse buying concerning the first level of the specific pure and quick impulse to the purchasing behaviours. The second level of the Stern philosophy is known as the “reminded” purchasing impulse and that poses the core role of the association of one product to another. As mentioned by Roggeveen and Sethuraman (2020), the third level is the suggested impulse purchase and poses the core role of tracking the warranty of the products. Marketers acquire years in mastering the power of certain impulse buying. Everything from the technique of packaging to the placement of products on shelves affects the audience's specific impulse control.

**Buyer Behaviours Theory:** According to this theory of consumer behaviour, motivation influences the choice of brands that shoppers prefer. As per the research of Pop, Săplăcan and Alt (2020), alternate Choices or Courses of Action have to be considered in the depiction of the individual’s buying behaviours and decision-making facilitators who match their motivations with these alternatives. On the contrary, Romdonny and Rosmadi (2019) stated that, by understanding these intermediaries, the alternative business market brands within the market are familiar with and this is considered as the situation, there is scope to find gaps and do something to fill them. The process of making of purchase develops certain decision mediators with the posing of the requirement concerning reliability in the choosing of the particular brand and the developing of the future business market customer base.

## 2.6 Product packaging affecting the customer purchasing decisions

Packaging of the product can be capable of providing the appropriate first impression of the product towards the consumer. It is also one of the strongest factors which can be capable of influencing the different purchasing power of consumers (Ali, 2019). According to the research, it has been found that this can indicate the first third of the customer purchasing choices on the overall packaging system of the organisational products. Moreover, it has been also found that it is appropriate to enhance the decision-making process of the consumer about taking personal preferences. It means that sometimes packaging can be working as just an important part of the product inside. The easiest way to catch out that ancient is the right choice and attractive colour of the packaging system (Ali, 2019). According to the research it has been found that if the packaging of the product is catchy as well as attractive then the customer can be attracted towards that colour and also try to pick that product. it can be capable of increasing the productivity as well as property ability of the organisation. In this way, it has been found that it is working as an important part of the organisational development processes and also maintains the customer purchasing decision of the company. According to the analysis it has been found that almost 60 to 90% of people find that they are getting attracted towards the colour of the package. If the colour is bolted as well as the stand out within the other package then it is difficult to ignore that. Moreover, it has been found that red is one of the colours which is probably noticed by every person within the crowd of the product and services. The product category is also very tired within the traditional way which is used to store the specific colour.

On the other hand, it has been found that when there is a discussion about the attractive layout then it is also working as attention for the consumer (Zhang and Dong, 2020). The cluttered layout and the different kinds of inadequate fonts cannot be capable of attracting consumers to the packaging of the product. The package design of the product is used to explore crucial information about the characteristics of the product, its benefit and also the different kinds of methods that are used to manufacture it. It has been also found that the effects of the packaging system like the icons, logos and design can also easily attract consumers from different locations. If the product of the organisation is branded and naturally figures out the brand logo as a packaging icon when it can be capable of symbolising the product characteristics. The size and shape of the packaging are also important perspectives of the organisational packaging system. The study found that larger packaging gets more attractive to consumers. Nowadays it is also much required by the organisation members that they need to adopt the recycled packaging system for the eco-friendly product.

## 2.7 Role of designs in packaging products

The design of the packaging product is also one of the important perspectives for branding and also the product packaging system. In this way, it has been found that the packaging design of the company is working as an essential part of the overall success of the organisation and also differentiate themselves from the brand of the competitors. The power of the packaging can be working as a consumer and also cannot be under and estimated by the people. Therefore according to the research, it has been found that packaging design can be capable of differentiating the product of the brand (Popovic, Bossink and van der Sijde, 2019). It has been found that one-third of the customer decision-making process is dependent on the overall packaging system of the product. In this way there are many products available within the market and also the brand needs to stand out and differentiate itself towards the competitors if the organisation wants to succeed in the market. For that, the organisation brand needs to think about the unique packaging system so that they can get an eye-catching design and also a bold message and pop-up from the competitors (Boz, Korhonen and Koelsch Sand, 2020).

The packaging colour of the organisation also affects the buying habits of the customers. According to the menu studies it has been recorded that the brain reacts towards colour in different ways. In terms of that, it has been found that while choosing the colour of the packaging the brand should be more considered. It has been found that the other colour can properly convey different meanings and also important to study that it can be targeted to the demographic and also the different consumers of the company.

The packaging design of the product can also create an opportunity for creativity. According to the upcoming trend, it has been found that the brand of the organisation needs to have appropriate entertainment and is also committed towards the consumers. In this way, most of the consumers try to get that type of product which has an attractive packaging design. On the other hand, it has also been found that the packaging design is also working as a marketing tool for the organisation. in this way has been found that the packaging design is much more attractive and needs to look and feel good for the customers so that they can convey the message towards the consumers (Ketelsen, Janssen and Hamm, 2020). It is also working to enhance the Loyalty program of the brand by that the company can convey their messages towards the consumers. The packaging design of the brand is working as an effective tool for marketing because by using different kinds of logos and messages the company can be capable to easily convey its messages to consumers and also attract by the content it put into the message (Trivedi, Patel and Acharya, 2018). In this way, it is also required that the message they are going to put into the packaging of the brand should be catchy and they need to have focused on the targeted customers of the marketplace.

## 2.8 Challenges of product packaging faced by companies in influencing the customers

Packaging draws customers and boosts sales. Additionally, it lowers the price of the marketing and advertising of the products. Companies haven't been as concerned about product packaging in recent years. Lack of sales will be caused by consumers who were not drawn to the goods and did not make a purchase (Prakash *et al.,* 2019). As pointed out by Orzan *et al*. (2018), advertising and brand perception has a substantial impact on consumer purchasing decisions and exert a significant positive influence. People have a favourable view of the brand's image. In the context of product packing, it has been identified that consumers are preferring packaging which is environmentally sustainable. In this regard, companies are facing issues in designing environmentally sustainable packaging. As argued by Ketelsen, Janssen and Hamm (2020), green packaging is made out of biodegradable materials. This packaging is generally less durable than plastic packing. In this aspect, this type of packaging may create an adverse impact on consumer buying behaviour (Herbes, Beuthner and Ramme, 2018). Packaging made out of less durable products may damage the products in the long run and customers may not purchase the products. This statement is supported by Cornish *et al.* (2020) that the use of biodegradable materials in packaging reduces the shelf-life of the products and therefore, some organisations are not interested to use biodegradable materials in packaging. From the perspective of marketers, organisations face challenges in maintaining the cost of packaging. Attractive packaging and green packaging incur high costs for marketers (Jabarzare and Rasti-Barzoki, 2020). Therefore, it is difficult for small-scale businesses to influence consumer-purchase behaviour through sustainable packaging (Coelho *et al.,* 2020).

In this age of technological advancement, preferences of the consumers are changing rapidly. In this aspect, it has become difficult for businesses to design packing of products that may help them to attract customers (Han *et al.,* 2018). As argued by Prakash *et al.* (2019), packaging that does not go with the market trend negatively impacts the customers. Customers always prefer contemporary and unique packaging while buying products. As opined by Safara (2020), businesses need to conduct thorough market research while selecting the packaging for products. In this regard, most of the renowned companies in present days are focusing on cardboard-based containers for their products. This statement is contradicted by Li and Li (2020), scarcity of environment-friendly materials prompts businesses to return to plastic packing which is not effective to attract customers. In addition these technologies have also created certain challenges for businesses in the respect of packaging. With rapid technological advancement, technology is impacting every industry, packing is not exception. Upgradation of technology requires a high amount of investment (De Mooij, 2019). As argued by Zhang and Dong (2020), high-end brands are exploiting technological advancement to reduce their carbon footprint. On the other hand, brands that fail to implement advanced technology in the packaging of products that focuses on environmental well-being are less capable to attract modern customers (Boz, Korhonen and Koelsch Sand, 2020).

Businesses design the packaging of a specific product, keeping in mind the need of the targeted customers. In this context, as pointed out by Cornish *et al.* (2020), analysis of the preferences of targeted customers is important while designing packaging. Small businesses face issues due to their less capability as well as a scarcity of financial resources invested in analysing the preferences of targeted customers properly that result to poor sales volume (Ali, 2019). Inappropriate identification of the needs of the customers results in an ineffective packaging design strategy that is unable to address the targeted audience (Han *et al.,* 2018). As pointed out by Coelho *et al.* (2020), the packaging of high-end products represents the status of its targeted customers. In this context, customers purchase these products to represent their status. In this context, inappropriate product packaging may create a significant negative impact on consumer loyalty. According to Jabarzare and Rasti-Barzoki (2020), from the perspectives of the consumers, in the case of product packaging, consumers focus on convenience, interactivity, ease of use and product information. As pointed out by Ketelsen, Janssen and Hamm (2020), lucrative packaging is not enough to positively impact the purchase decision of consumers. It is also important to have detailed product information on packing. Businesses may face trust issues of customers in case of insufficient information on the packages of products that ultimately negatively impact sales (Prakash *et al.,* 2019). Consumers prefer to buy products which have convenient packing. As opined by Orzan *et al*. (2018), product packing which is less convenient to the customers negatively impacts the sales of products. However, research indicates that colours and visual appearance drive buyers to purchase a product. Therefore, businesses need to implement effective strategies and in-depth market research about the targeted customers while designing product packaging.

## 2.9 Organic product packaging and sustainability

From the research of Wu *et al.* (2019), it can be seen that consumer behaviour can be hugely influenced by packaging materials. With the changing scenarios in the modern context, it can be seen that people are extremely concerned about the environment. The environmental degradation due to the lackadaisical attitude of big organisations is causing significant damage to the environment and this situation has forced people to think about sustainability the present research work is going to explain the impact of product packaging from the context of consumers' buying behaviour.

As opined by Li and Li (2020), it can be stated that consumers' behaviour is exclusive to multiple things and one such matter is the demography of the area. Further research by Bala and Verma (2018), states that the demographical implication of consumers' attitudes helps an organisation to understand the buying behaviour of the same. Now, when a consumer is having certain educational background and taste towards certain activities of product packaging, he can be more inclined towards organic product packaging and based on that sustainability can be maintained. There are several types of organic packaging like cardboard packaging or cotton bag packaging. As these products are bio-degradable, the damage towards nature is extremely low (De Mooij, 2019). On the other hand, the use of organic packaging with certain colour combinations or art work can result in attracting consumers very high. Consumers' behaviour often shapes the artistic feature of certain products (Safara, 2020). Hence, organisations often prefer to bring positive changes within the organisational context that can inspire the consumer to stay with the brand for a longer period of time. Now to attract consumers, the contribution of packaging and brand logos is immense. In recent research work, it can be seen that when consumers are buying the products, they have a certain level of influence to buy the same. However, in recent development, it is found that consumers want proper packaging in order to buy a certain product.

The colour selection or the artistic approach and the organisational aspects are seriously concerned when choosing the packaging of a product. With the help of organic packaging, an organisation can attract consumers who have a significant interest towards the implementation of sustainability. Sustainable packaging contributes to environmental benefits. On the other hand, there are many small businesses that can conduct their business aspects from a sustainable point of view. In these small organisations, it is often found that these organisations have to invest heavily in order to have organic and sustainable packaging. However, in a recent development, it is also found that organic packaging can be done by several groups who have a poor financial background and have good skills in handicrafts (Orzan *et al.,* 2018). The use of these products to pack the items can help in the financial growth of these communities as it generates huge employment.

## 2.10 Strategies which a marketer stresses to enable the customers over getting attracted towards the products

An era with enormous promise can be encountered by packaging. It is still regarded as a crucial factor in purchasing decisions and is also displayed as a tool for brand communication that extends beyond the items and can interact with clients in both physical and virtual settings. The goal of this section is to provide the packaging strategy speculation that affects consumers' purchase behaviour. However, examining and presenting the outcomes has been attempted. As opined by Rambabu and Porika (2020), customers frequently have psychological associations with product packaging which allows it to function as a silent salesman. Due to these worries for the environment, customers could choose a product that is packaged with recycled materials, Advertising agencies are put to the pretty spectacular test by pervasive packaging as consumer awareness continues to grow and there is increased competition. As opined by Joshi and Garg (2021), 90% of the market’s customers buy a product without investigating the seller’s history. Every rupee that customers spend on an item is emphasised with an additional sense of fervour. One of the elements of the distribution of appealing images, symbols, colours, items and trademark is the packaging. This shipment has historically been the most significant and intensive relationship between brand owners and also customers. Acuti, Pizzetti and Dolnicar (2022) found that amazing packaging, colour, wrapping and other features also simulated clients’ purchasing behaviour. It raises income, expands the size of industrial centres and lower promotion, showcasing and advertising costs. According to Zhang and Dong (2020), the percentage energises the customer's perception of the object and catches the customer's attention more than a specific entire upward thrust of their image.

To improve the value of the work, packaging calls for premium materials, the use of each product, safety precautions and special talents such as appealing colour schemes, images and graphics. Inventory for sustainable products can be branded in cutthroat marketplaces due to packaging as a marketing strategy. In terms of efficiently and redundantly distributing goods, the process of routine packaging will be essential for any company (Roggeveen and Sethuraman, 2020). Similarly, Rambabu and Porika (2020) mentioned that pricing structure and promotion all rely heavily on the packaging. Customers continue to think of purchasers, therefore combining future self. The competitive marketplaces for processed food goods highlight the significance of the design concept as a marketing and communication strategy. For many clients, particularly those who are impatient and show little interest in the goods, the visual components of the package are crucial (Dugan, Ubal and Scott, 2022). Creating a unique product can be the most effective strategy for a company. Companies should acknowledge that products should be different from competitors. Different products can attract many customers. According to Tong, Luo and Xu (2020) consumers buy more things after seeing a well-branded item and labelling directly influences the consumer’s buying decision. On behalf of this, it is highly recommended for companies use such strategies. Joshi and Garg (2021) demonstrate that packing and the positioning of different intermediary aspects such as graphics, design and colour, influence the success of advertising and marketing. Similarly, colour is pervasive and a resource of communication. In addition, packaging transfer unusual value to the thing and in actuality it serves as partner affirmation equipment for enabling and separations customers to choose the time from a wide range of similar project. Many studies suggest the certain elements of bunding have an impact on the way the supporters shop (Acuti, Pizzetti and Dolnicar, 2022). The second phase which builds on the notion of exploiting a company's legitimacy is to give the packaging a unique character. Considering words and pictures that tell a compelling story rather than simply factual. As mentioned by Kumar *et al*. (2020), a few professionals also examine the impact of packaging around options on the total buy value of the customer, while others examine the impact on each step inside the customer's journey. In terms of design, kids are perhaps more sensitive. In order to appeal to children as well, the corporation must create a product packaging design.

Aesthetically pleasing designs that have been carefully thought out can distinguish the goods on the market and more easily draw customers. Baycur, Delen and Kayişkan (2022) show that packaging and the placement of various mediating factors, such as graphics, design, and colour, contribute to the success of branding and marketing. People can select from 62 and 90 % of both the test is dependent on colours 30 minutes after their interaction process with either a person or a business since the colour is pervasive and a resource of soothing. As opined by Kwak *et al*. (2019), to pique consumers' attention, the corporation is still working to improve packaging through fresh, creative methods that will draw more people to the brand. It is discovered that a corporation continues to be linked to enabling the marketing of the product while launching a fresh packaging strategy. The product's advertisement makes the new product packaging methods known to a broader group of consumers, giving the company a significant strategic advantage. Due to their superior quality, the wrapping and packaging components influence how well products are sold. However, the corporation may strive for the utmost splendour if it produces another product with cutting-edge components and an amazing labelling impact on consumers who purchase for practice (McFarland and Dixon, 2021).

## 2.11 Literature Gap

The absence of studies on the crucial subject is indicated by the literature gap. It is crucial for the organisation to gain the necessary information about important topics prior to adopting any marketing strategies or plans. As a result, the researcher has the chance to increase their understanding of the relevant key focusing and also focusing on all the crucial elements that could be effective for the subject of the company but for a limited research paper, the significance appropriate knowledge about the research topic is not discussed appropriately. On the other hand, detailed academic confirmation is needed for further analysis and also to analyse the connection between packaging and customer behaviour.

## 2.12 Summary

After reviewing the literature, it has been identified that product packaging plays a crucial role in attracting customers and positively influencing purchase-decision of customers. Many different factors make packaging important. It's not just that the packaging makes the brand more appealing to consumers and increases sales. Effective packaging inevitably increases sales, which will boost the brand's reputation and create a tonne of new business opportunities. It has been found that many businesses still pay little attention to the elements of product packaging and are unaware of how this might attract and maintain customers for a brand. After accessing multiple literatures, it has been also identified that modern-day businesses are focusing on organic packaging due to the increasing environmental consciousness among customers. In the aspect of challenges, businesses face issues in attracting customers due to poor investment, lack of resources, scarcity of materials of packaging and insufficient market research that result to poor-sales volume. It has been identified effective packing help to increase business profitability.

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