

HOW PACKAGING AFFECTS SALES: SCIENCE, PSYCHOLOGY, AND PRACTICE

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In modern marketing, packaging plays a crucial role in the purchasing decision process. Research shows that around 70% of purchasing decisions are made in stores. Additionally, 30% of consumers are willing to pay more for products in attractive packaging. This highlights the importance of visual, tactile and emotional perception in shaping consumer choices [1].

Growing competition between brands requires innovative packaging designs to attract consumers' attention. Companies that invest in high-quality materials, unique shapes and attractive color schemes gain a competitive advantage and achieve higher sales. As consumers are faced with a huge variety of products the ability to stand out on the shelf is becoming a critical success factor [2]. The aim of this research work is the influence of packaging on product sales from the point of view of science, psychology and marketing practice. It examines how elements such as color, shape, materials and tactile sensations influence consumer perceptions. The study also outlines key strategies that brands can implement to create memorable and effective packaging.

Color is one of the most powerful tools in packaging design, influencing consumer emotions and behavior. Red is known to stimulate impulse purchases, while blue evokes feelings of trust and reliability. Green is often associated with eco-friendliness and health-conscious choices. In addition to color, typography also shapes consumer perception. Clear and professional fonts convey reliability and quality, while handwritten or decorative fonts add a sense of uniqueness and personalization. The shape and structure of packaging significantly influences consumer interest and memorability. Unconventional shapes are more likely to attract attention, with research showing that asymmetrical packaging evokes 37% more interest than standard rectangular shapes. Consumers prefer minimalist designs with clean lines and balanced layouts as they are easier to process and appear more sophisticated. Brands like Apple and Nike have successfully used minimalist aesthetics to increase brand recognition [3].

Touch is an often underrated but important aspect of packaging. Materials and textures can evoke subconscious associations with quality and exclusivity. Matte finishes tend to convey a premium, luxurious feel, while glossy surfaces are associated with modernity and innovation. Apple exemplifies this principle by using sleek, minimalist packaging that reflects its brand personality and increases consumer satisfaction [3]. Incorporating tactile elements can make a product more

memorable, as consumers are more likely to recall brands they have physically interacted with.

Packaging does not rely solely on visual appeal. Smell, sound, and touch all contribute to consumer perception. Research from Oxford University has shown that drinks in glass bottles are perceived as higher quality than those in plastic bottles, despite the same contents. Additionally, the sound of opening the package can signal freshness and exclusivity, further enhancing the consumer experience. Packaging significantly influences consumer behavior, influencing both conscious and subconscious decision-making processes. A Nielsen study found that 64% of consumers have tried a new brand solely because of its attractive packaging. Field research in supermarkets shows that products with eye-level, colorful packaging sell 45 % more than those on lower shelves with neutral designs. These findings highlight the importance of strategic shelf placement and attractive packaging to drive sales. Let's look at effective packaging strategies.

Simplicity is a key trend in modern packaging. Consumers prefer well-structured, uncluttered designs that highlight key product information. Brands like Apple, Nike, and McDonald's use minimalism to convey professionalism and trustworthiness. Minimalist packaging reduces cognitive load and helps consumers make purchasing decisions faster. Sustainability is becoming an increasingly important factor in consumer purchasing decisions. With 70% of millennials willing to pay more for biodegradable or eco-friendly packaging, brands are prioritizing eco-friendly solutions. Companies like Starbucks and Unilever have adopted sustainable packaging to align with consumer values and reduce their environmental impact. Not only does sustainable packaging attract eco-conscious consumers, but it also enhances brand reputation.

Personalized packaging increases consumer engagement by creating a sense of connection and exclusivity. Coca-Cola's campaign with personalized names on bottles resulted in a 19 % increase in sales in the first year. Personalization taps into consumers' desire for individuality and encourages brand loyalty. Advances in digital printing technology have made it easier for brands to offer personalized packaging on a large scale.

Thus, based on the analyzed foreign sources and domestic authors, we can conclude that packaging is no longer just a protective layer, but a powerful marketing tool that shapes consumer emotions, trust and brand perception. Strategic use of color, shape, materials and personalization can significantly increase sales and create brand loyalty. In today's competitive market, investments in innovative and thoughtful packaging can become a decisive factor in influencing consumer purchasing decisions.

Литература

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SUPPLY CHAIN

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The supply chain is a crucial component of modern business operations, impacting companies across all industries. In today's global economy, the management of a supply chain is vital for ensuring that goods and services are produced and delivered efficiently, meeting the needs of consumers. The complexity of modern supply chains has increased due to globalization, technological advancements, and ever-changing market demands. As businesses expand across borders, managing these interconnected systems becomes more challenging yet essential for maintaining competitiveness. Supply chain management (SCM) plays a significant role in reducing operational costs, improving product availability, and enhancing customer satisfaction. Given its impact on economic stability and business profitability, understanding the dynamics of supply chains has become increasingly relevant.

A supply chain is a system consisting of interconnected enterprises, organizations, and processes that ensure the movement of goods and services from initial suppliers to end consumers. It is a critical part of the global economy, encompassing all stages, including production, transportation, storage, distribution, and delivery of products. The effectiveness of a supply chain can determine the success of an organization, as it directly influences the quality, cost, and timely delivery of goods and services.

The supply chain consists of several key stages. First, the raw material procurement stage involves selecting suppliers of the materials needed for production. Next, production occurs, where manufacturing enterprises transform raw materials into finished products. After production, products are stored in warehouses until the distribution and delivery stages, in which they are transported to