

THE IMPACT OF PRODUCT'S PACKAGING COLOR ON CUSTOMERS' BUYING PREFERENCES

ВЛИЯНИЕ ЦВЕТА УПАКОВКИ ПРОДУКТА НА ПРЕДПОЧТЕНИЯ КЛИЕНТОВ ПРИ ПОКУПКЕ

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Producers of various goods use different marketing tools to attract consumers. One of the important aspects in product promotion is the color of package. Coloristics is a special branch that develops color packs for certain goods and studies their relevance to consumers. Large international companies that develop packaging design labels have in their staff marketers and color specialists who study adherence of the target audience to a particular color, and predict possible effect, attitude and impression of consumers to change colors. So the purpose of the study was to check whether product's packaging color influences customers' buying behavior or not? The objectives are to define on the basis of theoretical data and the conducted survey if the color of packaging influences customers' buying behavior and the factors on which the continuity of a particular color of the package depends.

Each product has its own "successful" color for promotion. Psychologists have learned that each color affects the subconscious of people and acts positively or negatively. The perception of color depends on the emotional state of a person. Depending on the mood, people perceive one color, are annoyed by another and are neutral to the third color.

Let's consider how this or that color affects the consumer and what feelings are caused.

1. Red is the color of passion. It causes excitement, motivation for action. Research has shown that red tones cause increase of pulse. For example, food manufacturers use the red color of packaging. This is ketchup, sweets, juice. Red color is similar to men. For example, many cigarettes, toilet waters, deodorants have red package.

2. Blue is the color of tranquility. School children prefer shades of blue. Perhaps, for this reason, dairy products, goods for children have package with a predominance of blue. In combination with white, it gives the packaging a nice appearance and great popularity among consumers. So, for example, white and blue milk packaging is sold faster than green and white. Buyers note that the milk in the package of blue color seems fresher.

3. Yellow is the color of the sun and prosperity. Gold has long attracted the eyes of people. Packing with golden tint subconsciously tells the buyer about

the quality of goods. Many consumers of cosmetics noted that they wanted to take a jar of cream or toilet water in a golden package. Especially in winter, the products in packages of yellow color and its shades are in great demand. Most likely the reason for this is reminder of warmth and summer.

4. Green is a symbol of peace and hope. It is the most close to naturalness. For example, packaging of dairy products, on which there is a green color, is considered a symbol of cheerfulness. According to polls of many buyers, they consider this product more natural in comparison with others. In green packaging, usually packaged goods, on which they want to emphasize that it is made of natural raw materials. Many manufacturers of cosmetics and food products are using it.

5. Orange creates feeling of warmth, comfort, joy, fun. At the sight of orange it becomes pleasant in the heart, the mood rises, optimistic tone appears. A warm orange tint adds activity, but at the same time it preserves inner harmony and balance. In addition the orange color is the color of health and creativity that is why the orange color is so loved by manufacturers of household chemicals and cosmetics.

6. Pink is the color of tenderness and affability, it reduces internal and external aggression. Pink is considered feminine and the color of life. It is usually used in places where it is necessary to create a good atmosphere, a positive mood and psychological comfort. This color really relaxes and soothes. Products and goods designed specifically for girls are mainly packaged in pink packaging. They basically "pack" cosmetics and perfumes in a package of pink color of any shade.

In addition, there is continuity of a certain color. The continuity of this or that color of the package depends on many factors:

The country in which the goods are sold. For example, in Russia, white is considered as a symbol of purity. The goods, packed in light packages, are in demand, as they remind us of freshness and lightness. But in India this color means mourning. Cold colors of packages are popular in regions such as the Baltics and Scandinavia. In Russia, the yellow color of food packaging is popular, while in Egypt it means death.

Seasonality. In Belarus, in summer, food products produced in blue and white packages are in great demand. Conversely, in winter, more goods are sold in yellow, green, red packs.

Gender. Psychologists say that men have the following popular colors - red, blue, purple, less often orange, green. Women - blue, blue, green, white, orange, lilac, pink. It is possible to understand why the packaging of female perfume is often yellow, pink and gold.

Financial position of the main target audience. The specialists of coloristics also found out that people with high incomes choose goods of predominantly gray, blue, green, silver color, and people with small prosperity prefer bright colors - crimson, red, yellow.

Purpose of the product (food or not). For example, dairy products are predominantly white, blue, green, yellow and red on the package. But, such combinations of shades as brown, gray, black are practically not used in the packaging of milk, as consumers have an association with the ill-will of the goods.

Association of color with taste. Many colors are associated with a certain taste. For example, lemon-green packaging in any countries causes acidic sensations, as the association directly goes with a lemon. Brown color is usually associated with coffee or chocolate.

We conducted our own interview. We compiled a questionnaire in which we asked the opinion of potential buyers about the most attractive and most unattractive product in 9 categories: cookies, butter, sour cream, detergent, etc. In the offered variants, products with different colors were presented. During the research, the following data were obtained: people buy sour cream, butter and pasta with neutral or natural colors (white, beige, green and blue). The most repulsive packages are the packages of bright colors (yellow-red). Thus, our survey confirmed the theoretical data.

When people choose washing powder and dishwashing liquid, the brightest packages are the most popular, and most people do not like the faded packaging. This is due to the fact that in commercials, usually, it is comparing two detergents, the first one depicts a bright and colorful, and the second is pale, the best is the remedy in a bright package. Choosing coffee, the greatest number of votes received packages of dark shades (color of coffee), and light packages get fewer votes.

In shampoos, there is no obvious leader, but regularity was revealed: women choose packages of different colors, mostly bright, men are on the contrary.

Among the biscuit and chocolate, as well, there are no clear-cut leaders, because sweets are generally associated with a wide variety of colors.

Thus packaging color plays an extremely vital role in communicating with customers. Colors are used by packagers to influence perceptions of package weight and to create psychological meaning. With a successful combination of colors on the package, the brand becomes popular and the demand for it is constantly grows. It becomes memorable and in demand. In this case, the design cannot be changed for a long time. To keep their positions on the market, it is necessary to attract constantly the client in various ways, including the color of the package.

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