

# ANALYSIS OF THE VISUAL ATTRIBUTES OF FOOD PACKAGING

## INTRODUCTION

In addition to functional aspects, packaging is a marketing tool. The main objective is to attract the customer's so that they pay attention to the product and, in this way, favor the purchase decision. It is also the communication tool between a product and the consumer, so it must be able to correctly transmit the purpose and / or the value assigned to the product to reach the target.

## OBJECTIVES

- Create useful information for both consumer and company.
- Analyzing the more important attributes of food packaging.
- Analyze through a survey some of the elements found in research papers.

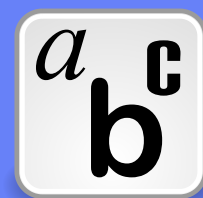
## METHODOLOGY

- A bibliographic review of academic articles, both general and specific, to obtain relevant information on each attribute.
- A survey based on study points to check and see if there is a relationship between the responding consumers and the review.



### COLOR

- Between 62-90% of people base their purchase decision only in color (Singh 2006).
- Consumer perceives a product to be healthier if packaging uses pallid colors (Mai et al. 2016).
- When an important brand uses a specific color, that color is linked to this class of products (Kauppinen-Räsänen 2014).



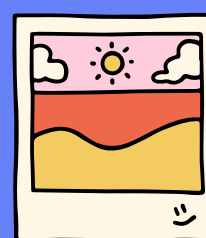
### TYPOGRAPHY

- The typography influences the consumer's experience with the product (Velasco et al. 2018).
- People typically associate a rounded typeface with products that have a sweet taste (Velasco and Spence 2019).



### SHAPE

- The height of the package influences how the consumer perceives the quantity that the product includes (Chen 2020).
- The packaging that attracts more attention to consumers is perceived bigger (Folkes and Matta 2004).



### IMAGES

- Packaging images have a positive effect on the purchase decision (Krishna et al. 2017).
- Images at the right bottom of the package generate the sensation that the product is heavier (Kahn and Deng 2010).

## CONCLUSION

- People become influenced by packaging and marketing when make a purchase decision.
- Have been highlighted four packaging attributes: COLOR, TYPOGRAPHY, SHAPE AND IMAGES.
- Concepts analyzed in the study have been verified through a survey.

*A leading brand in a type of product tends to be the font of inspiration for the packaging of their competitors (Velasco et al. 2015)*