

# Colour Psychology in Packaging and its effect on the buying behavior among Millennials

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## ABSTRACT

Product packaging is an integral part of marketing and branding, it is the final part of the product exposure for consumers. Today, an increase in self-service buying attitudes of consumers and more impulsive buying patterns among millennials is driving an importance towards packaging which acts as a salesperson and plays a vital role in encouraging or discouraging the purchase of a product. This study was conducted to understand various elements of product packaging and its impact on the decision-making process of consumer's buying behaviour. It attempts to understand the influence of various elements of the packaging such as colour, design and logo that can impact a consumer's purchase decisions across various demographic groups.

**Objective:** The research paper aims to understand the impact of various components of product packaging and colour psychology among millennials. It attempts to understand the effects of product packaging and its elements such as values, colours, shape, size and labelling of the package on the consumer behaviour, their purchase decision and the influence of colour in product packaging and brand recognition. Since, product packaging has the benefits of representing a brand value and enhances product delivery, usage and thereafter enjoyment it helps us understand the motivation of the consumer and their attitude towards the brand or product. The FCB grid (Vaughn, 1980) helps us understand product positioning in the mind of consumers, by estimating whether purchase requires a highly involved emotional decision or intellectual decision.

**Methodology:** The study aims to understand the role and impact of packaging on the consumer buying behaviour among millennials and therefore applies a descriptive method to accurately

understand the situation which motivates consumers to buy a product. The research further clarifies the motivation of packaging elements such as value, colour, size and labelling of packages as a tool to influence the buying behaviour of consumers. A mixed-methods approach using a questionnaire survey that included both close-ended and open-ended questions and was sent via email and WhatsApp to participants selected conveniently from the researchers own database. The sample group included respondents from the age group of 18-25 years belonging to Gen Y or millennials, n =50. To understand the motivation of the respondents, qualitative interviews with 5 individuals belonging to Gen Z based on a convenience sampling method was adopted based on their interest in shopping either online or offline.

**Outcome:** 71.4% of the respondents believe that colour becomes an important element for packaging and 53% of the millennials believe that colourful packaging attracts them and can influence them to buy a product. 3 out of 5 respondents stress the fact that colour is an important element in packaging design. Also, 38% of millennials consider that packaging affects their decision-making process. Hence, it can be stated that colourful packaging and buying behaviour go hand- in hand.

**Keywords:** colour, consumer, buying behaviour, millennials, product packaging, psychology

## I. INTRODUCTION

Colours are the best way to highlight a meaning or attract a customer to stop and stare at a product, using the right colour for the right product, brand or message is effective. For example, using bright colours for an aeroplane or using warm colours for hoarding does not go hand in hand. In a few cases, colours have more than one mood and

marketing has created this image for the consumers. For example, the colour Red is associated with danger, negative emotions and especially increasing appetite - that's why it is a popular colour in restaurants (Cherry, 2020).

Colour psychology is the study of hues (colours) that act as a factor to persuade human behaviour. Marketers consider colour as an important part of marketing as they can use it to influence a consumer's perception towards goods and services. Brands use specific colours to convey emotions, occasions and moods of consumers and brands. The trend of colour culture is globally accepted and depicts different meanings by each brand, the colour a company uses to brand itself conveys how trustworthy they are to customers and its product quality. The power of colour has moved across different civilisations and affected humankind since the earliest days, as the access to colours developed, and the mastery of them through artwork has grown, it has given space for sophisticated associations. Some primal colour associations are deeply powerful, while others keep changing with relatively new and exciting meanings. Hence, colour is one of the most powerful subconscious motivations influencing marketing techniques.

For example, energetic music makes people walk or react faster and small floor tiles make people walk slower (Franek, Noorden, Renzy, 2014). In the same way, cool temperatures, dim lighting and soft music are all evidence to encourage the keenness in food, prominently used by restaurants. Colour and usage of colour are complex and there are no clear guidelines for choices. The only key is to look for practical ways to make decisions about colours. A marketer needs to think about the audience and message a brand seeks to convey. It is equally important to test the context to ensure standout, contrast and engagement at the shelf.

Consumer Behaviour is important to understand what triggers or appeals to the target audiences and how it influences the buying decisions of consumers. By knowing about how the consumers decide on a product, marketers can fill the gap and identify which product is needed and which products are obsolete in the market, it can help marketers to maximize their impact on customers.

Figure 1: Explaining the Consumer Decision- Making Process, Alina Stankevich, 2017

The consumer decision making model classified the process in five stages. **Problem recognition** is the first stage of the buying process in which the consumer realizes and understands

that they have a problem with the existing product or a need arises, leading to the second stage of **information search** wherein consumers do necessary research about various products or varieties available in the market that includes considering various factors. **Evaluation of alternatives** is the third stage when the consumer chooses the best options based on the research and collects all the necessary feedback and reviews to compare the products from different brands. This helps in concluding the fourth stage, **purchase decision** i.e. after filtering all the pros and cons of a product, the consumer purchases the product. In the last stage, **post purchase behaviour** is defined as the user's experience and recommendation of the product and re-purchase.

As per the latest Nielsen category shopping fundamentals study found that 60% of consumer's FMCG decisions are made at the shelf. It also talks about the millennials being more active than the older generation on social media, which also influences their shopping experience. In 2017, Nielsen conducted an E-Panel survey to understand the shopping behaviours and motivations among millennials and the broader population. The result was that for a health/beauty product category, the broader population consults for guidance or opinions from family members while millennials are more inclined to trust friends and social media for research. They also check reviews and feedback on different websites.

Figure 2: Nielsen BASES E-Panel; 10/27/2017 - 11/10/2017.

The millennial generation is highly diverse and well - educated across multiple life stages. They drive a force in the FMCG world, and their influence and spending powers will grow as they advance in their careers. This generation is less likely to purchase products that are on a temporary promotion and instead shop in value channels more often. Therefore, the power of colour when used in the packaging can influence the millennial to further change their decision-making process.

### Problem Statement

There is a growing gap between the buyer and seller with the rise of millennials into decision making roles. In this new era, buyers are evolving faster and they get updated with the latest trends and technology even before the sellers. With the increase in mobile technology, there is an increase in information which leads to more market transparency and data analytics, these are few elements that are shaping how millennials make buying decisions for their organisations. Sellers must adapt to certain elements and shift to win the

attention and loyalty of millennial buyers. Despite various studies, it has been observed that there is a gap between packaging and buying behaviour among millennials. Hence it is important to understand the influence of colour psychology applied in packaging and its effect on the buying behaviour among millennials.

### Aim

The study aims to identify the relationship between colour psychology and packaging and the preferences of consumers for product packaging while shopping. The paper aims to understand the buying behaviour of young millennial consumers, and whether product packaging enhances this behaviour. Hence, the **objectives** of this research are:

1. To identify the relationship between packaging and its effect on buying behaviour among young millennial
2. To analyse the consumer perception of young millennial towards product packaging
3. To define colour as a tool to enhance product packaging for brands

### Research Question

These questions helped in structuring the research and analysing the different frameworks of packaging, colour psychology and buying behaviour of millennials.

- A. Does colour play a major role in product packaging?
- B. How do millennials perceive colour as a part of product packaging?
- C. Can colourful packaging influence the purchase decision making among millennials?

## II. LITERATURE REVIEW

Brands create a lot of curiosity through the usage of colours, Virgin Group was smart to use red initially, which conveyed energy and confidence. Colour is one of the most useful and powerful tools in the creation of any brand's identity and awareness (Grimes & Doodles, 2010). In marketing communications, colour is a powerful tool that helps to persuade and influence customers, it is useful in understanding how consumers perceive colours to help marketers use them effectively. Colours alter the meaning of products with which they are associated and colour preferences can predict consumer's behaviour. It is found that bright colours are usually associated with positive emotional and dark colours with negative emotional feelings (Hemphill, 1995). The energy of each tone of colour has a strong impact on the emotional and psychological being of an

individual which is used as a tool in communication. Colours as a symbol affect the visual perception of products (Hunjet, Ivancic, 2018) and it can be reasons for consumers to either like or dislike products due to associative learning and personal preference (Haa, Joong-Gyu, 2012).

For brand identity, colour is an important factor, it has psychological functions and communication functions that help in effective delivery of messages to consumers (Chig, Yun & Lee, 2019). In most cases, it is seen that companies use the colour theory to attract consumers as it can be used in different ways to create an impact in the minds of the consumers. Colours have powerful effects that reduce reactions based on both instincts and associations. Brands use colour psychology every day to communicate targeted messages to their customers and to inspire emotional appeal and have strong cultural connotations that may differ widely from one place to another. Colours create a lot of curiosity and enhance the sensory organs that help in building the brand identity, brand awareness and brand reputation. It also helps in building different emotions and associations with the company. Hence, colours are an important element to target the consumers and can also help in increasing brand visibility through repositioning of the product.

It is observed that every year about 95% of new products do not perform well in the market for a simple reason, customers rely on shortcuts to make a purchase decision such as quality, beauty and excellence of product packaging (Alhamdi, 2020). Colour is the most important element in the design of multisensory product packaging. It helps in capturing the attention of the shopper in-store (Spence, 2018). Various external influences such as culture change the way colour is perceived by the society, research also shows that packaging colour affects everything from expected and perceived taste and flavour of food products to the fragrance of home and personal care items. Packaging colour plays a dominant role in a consumer's product experience (Spence, 2018). Hence, the colour of the packaging can induce emotions and attitude about the product before the consumer knows anything about it. The packaging is one of the keys to the publication of images, colours, symbols, articles and emblems that have the most intensive and important shipment linked between consumers and the brand (Rambabu, Porika, 2020).

In packaging colour design, it is important to set out the full display of the brand and character of the merchandise well to create a distinct characteristic colour to the appearance (Jun & Wang, 2013). Different hues influence human

behaviour and emotion in multiple ways. A person's response to a particular colour is triggered involuntarily and is driven by psychology. For example, brighter colours tend to reduce the seriousness of packaging, black adds sophistication and luxury, grey or brown makes the packaging conservative or masculine etc. Product packaging is a key strategy in any organisation, as an internal strategy to increase long-term sales, this is because most of the customers acquire and condemn the product by its packaging design before buying (Rambabu and Porika, 2020). Packaging is one of the factors in the success of promoting product sales. However, there is a perceived gap concerning the different aspects of packaging (Mohebbi, 2019). Determining the purpose of a product and its message by addressing issues like customer emotions, elegance, luxury, sophistication can create better effectiveness. Selecting the colours based on the message is important; this changes the perception of the buyer. Tobacco companies use colour on packaging and labelling to communicate imagery, diminish health concerns to avoid using descriptive words (Lempert, Glantz, 2017). Hence, it is important to include the cultural preferences and meanings of your target market into consideration before making the colour choice for the packaging.

If consistently maintained, elements of brand identity such as unique graphics and colour palette can eventually become iconic. For example, we can immediately associate the colour purple with Cadbury. Colour is one of the main elements that will set your product apart from other products on the shelf and differentiate it from competitor brands. The colours a brand chooses for the packaging of any product should project the intended subliminal message to attract the target market and prompt them to choose the product. A large number of smokers were shown to be more likely to quit smoking a priority due to the packaging (Lal & Jacob, 2014). To support this statement, India's largest cigarette company, ITC, has invested in and deployed market research companies and advertising firms to develop new designs and colour schemes for its new and enduring cigarette brands.

Packaging design in itself is a huge and complicated process. The marketer has to do a lot of fieldwork and research to understand the brand, product and target market. As per research, people make up their minds within 90 seconds of their initial interactions with a product out of which 62 i.e. 90 per cent of the assessment is based on colours alone. Hence, colours can contribute to influencing moods, feeling and attitude towards

certain products and since moods and feelings are unstable, a manager needs to understand the importance of colours. (Singh, 2009). A human being judges and decides on buying a product mostly based on colour. The fluctuation in mood and emotions solely depends on the colours used in the packaging or the store ambience. By understanding consumer interpretation, marketers can develop stronger marketing strategies to strengthen brand identity and contribute to the perceived brand value (Jauffret, 2018).

The colour of the product or package needs to stand out on the shelf and should always be tested in context. As per a lot of research papers, it can be understood that the participants can recognize and recall an item far better when it sticks out from its surroundings. Choose any colour that will elicit the most noticeability and engagement on the shelf. The amount of shelf space the brand has will influence whether or not the brand can create strong colour blocks. Consumers buy by image and perception of value and good packaging requires research of the target market, retail environment and external environment including social change and technological developments. Packaging colour and how it affects a consumer's subconscious colour associations are examined. Marketers know that packaging is 'the silent salesman' (Sara, 1990). Research suggests that the rank order of preference of hues - blue, red, green, violet, orange, yellow - comes with some sense of consistency and in particular, blue is regularly preferred over other hues. It is also suggested that the connotations of the hues can help in providing insights into the pattern of colour preferences (Crozier, 1999). By creatively using packaging and packaging design, managers can differentiate their products from competitive offerings (Rundh, 2016).

Millennials are easier to target, persuade and influence through social media while Gen X is more conservative, preferring to look for more information about products and companies that make the marketer's job difficult. Social media plays an important role in influencing consumers and their consumption behaviour (Bejan, 2018). As per recent research by Forbes, it is found out that 60% of the millennial tend to gravitate toward purchases that are an expression of their personality, the brand must speak to them to the level that it makes them feel good. Unlike Baby boomers and Gen X, who consume based on quantity, millennials value their money more and value products that meet both logistical and emotional needs. It is also observed that most millennials prefer to spend their money on

experiences over material things, they are willing to pay extra for it. Consumers undergo various activities before making a final decision like seeking content from different retailers, asking for validation from social networks that the retailers usually ignore (Shaw & Tower, 2017).

Millennials are tech-savvy and have access to vast information about products. This tells that millennial consumers have different purchase behaviour which is worth exploring by future researchers (Hussain, Khalid, Ishak, 2019). Millennial consumers have a high speed of change. As changes are made in technology, millennials seem to have no difficulty staying on top of constant upgrades. They quickly learn the technology and how to use it in their daily lives. Emerging technologies should be more of a curiosity and a tool that increases efficiency, than a hassle or something to be feared. Shoppers usually dedicate enough time for interactions to arrive at the moment of purchase. As per research, a shopper holds complex views and positions to decide what they are going to buy or what interests them (Hall & Towers, 2017). As new technology grows essential to the lifestyle of this generation, millennials are more reliant on technology than any of the older generations. The millennial market is highly attractive as they have grown up in a time where technology provides a platform for personalisation and gratification in all aspects of life. They also tend to spend their income quickly and are more attracted to coupons or discounts (Moreno, 2017).

Consumer ratings are important since millennial consumers seek out rating information. The internet provides them with enough information, communication and social interaction. Without this, their gadgets would not deliver them any information as they want it (Pitta, 2012). Considering a change in this generation's approach, new models of business should be built and developed on the core values of millennials, like increased corporate responsibility, philanthropy, shared value and sustainability (Jukina, 2016). This age group is more sensitive to peer's suggestion and advice while buying a product, social media plays a perfect tool to connect them with the influencers (Dutta, Sardar, 2020). Choices between brands are said to be affected by a few following factors - the integrity of the brand, its honest and transparent communication, user -friendly software with a relevant and engaging online presence, following the cultural, digital and aesthetic trends or just being cool. The innovation of a brand in business operations also plays a role in affecting the buying behaviour of young adults. The more

they know, the harder it is to do marketing with a rising level of awareness through the internet (Jukina, 2016).

### Theoretical Framework

Product packaging usually comes in the final stage of purchasing a product and focuses on consumer involvement. During the decision-making process, the consumer invests a good amount of time in brainstorming various elements of a product. A consumer invests time, money and effort in deciding and buying a product as per their needs. They have different attitudes, emotions and involvement levels while buying any commodity/product. To understand the involvement levels of the consumer, the FCB grid model can be used.

### FCB Grid Model

Figure 3: An Evaluation of Advertising Strategies developed according to the FCB Grid and the Bendinger Formula, Johan Yssel, 1994

The FCB grid was developed by Richard Vaughn, the senior Vice President of Foote, Cone and Belding Advertising in 1980. Vaughn believes that thinking and feeling are a continuum. With the intersection of these two continuums, quadrants were created that also outline four primary advertising planning strategies - information, affection, habit formation and self-satisfaction (Yssel, 1994). This grid helps in understanding where a product stands in the mind of the consumer. This is estimated by learning if the purchase requires a highly involved emotional decision or a highly involved intellectual decision (Think or Feel). Since the researcher discusses packaging influencing consumer's decision-making and colour psychology in packaging, the 4 quadrants in the FCB grid use this element differently for their products.

**Quadrant 1-** In the Informative Quadrant, the choices are based on deep thinking and high involvement levels shown by a consumer before purchasing. In this category, people usually prefer sophisticated packaging with cool colours.

**Quadrant 2 –** In the Affective Quadrant, the choices are based on highly involved feelings or emotions. During the decision-making process, such purchases are done by convincing the self to satisfy their psychological needs (Yssel, 1994). Colour Psychology plays a huge role in satisfying emotions and influencing the decision-making process. Examples – Beauty products, clothing etc.

**Quadrant 3 –** In the Habit Formation Quadrant, choices are based on low involvement thinking. Monthly grocery purchasing can fall under this category. Innovative Packaging or change in

colours of the daily use products can influence their choices. For example, Buying a different soap brand due to its colourful packaging.

**Quadrant 4** – In the Self- Satisfaction Quadrant, choices are based on low involved feelings. Buying products just for the sake of buying or getting influenced by peer pressure, such purchases fall under this category. Packaging that will make them stand out among the peers and self-satisfy their purchase are the kind of products millennials prefer in this category.

FCB grid can be used as a tool to understand the relationship between the product and the feelings consumers associate with it. All this information collected at the ground level can be used by advertisers for creating rational or emotional appeals for their ads and packaging.

### III. METHODOLOGY

The study is descriptive by nature and explains the phenomenon of packaging on buying behaviour of consumers. It attempts to understand the gap between packaging and its effect on buying behaviour and the role of colour and product packaging in the purchase funnel of consumers behaviour and attitude and therefore adopts a mixed method approach to make sure it gives valid and reliable data. The mixed-method is a type of research where the researcher decides to use elements of both qualitative and quantitative, also known as the triangulation method. For quantitative study, a questionnaire survey was done to analyse the effect on buying behaviour of 50 millennials. The qualitative study included personal interviews with five millennials in the Gen Z age group to understand colour psychology of packaging as it is subjective.

The researcher has used non-probability convenient sampling. In this type of sampling, the sample is being drawn from the part of the population that is close to hand or that is known to the researcher. This sampling method involves finding or getting respondents wherever a person can find them and typically wherever it is convenient. The researcher knows the participant's background and history in advance. The sample size for this research was 55 that included 5 people for Personal Interviews and 50 respondents for the questionnaire survey.

### IV. DATA COLLECTION AND ANALYSIS

#### 4.1 Quantitative Method – Questionnaire Survey

The researcher surveyed 50 participants, 61.2% were female respondents, 36.7% were male

and 2.1% preferred not to say. The survey questionnaire was created using Google Forms and shared through a shareable link.

The survey was circulated among respondents who had both offline and online purchasing. Based on the sample, 75.5% of the respondents purchase products both online and offline. This pattern of purchasing varies through factors like price, convenience and variety.

- Colourful packaging is a key element in packaging. It is the first element of the product exposed to any consumer. Most of the respondents i.e. 39 respondents out of 50 believe that colourful packaging is attractive and can influence them. Meanwhile, 71.4% of the respondents agree that colour becomes an important element for packaging.
- 26 respondents out of 50 i.e. 53.1% believe that colourful/attractive packaging increases the brand identity and brand value in the market.
- Millennials are usually impulsive buyers and are rigid in their decision making. This behaviour in shopping differs from the product and the situation. Meanwhile, 38.8% of the respondents agree that color affects their decision making process with 26.5% partially agreeing to the same.
- Packaging is an important part of a person's shopping experience, 15 out of 50 respondents; do not mind paying extra for a product with good packaging (24.5%). According to the literature review, packaging creates or influences the emotions and attitudes of the buyer. It boosts the mood and builds a sense of satisfaction. Whereas 44.9% do not prefer the same.

Figure 4

- The top 2 choices of the respondents are Colour Black (61.2%) and Red (46.9%). As described earlier about the power of colour, Black is the colour of luxury and sophistication. It makes the product look appealing and has a high perceived value. While red is known for its passion, excitement and strength. It draws attention and stimulates the senses. As per the survey, it is recorded that both colours are most liked by the consumers in the case of product packaging.

Figure 5

- The researcher gave the respondents a choice to understand the psychology of millennial buyers. As 49% respondents chose no, it was understood that the target audience are impulsive buyers but they do not intend to

spend a lot of money on a product with fancy packaging.

Figure 6

There were different parameters for the respondents to answer.

- As per the graph, there is very little difference in the first answer between neutral and somewhat satisfying options. Colour depicts the emotion of the person buying it. So it plays a huge role in selection.
- Human psychology is that they always have their favourite colour as the first choice while shopping. Neutral option is highest in the graph here.
- Bright colours create a different sensation and evoke emotions. The attraction of bright colours on the packaging is more. Most of the respondents have chosen the option somewhat satisfied.
- According to the literature review, it is found out that many times a person's personality and character can be showcased through colours. The millennial respondents have chosen an option somewhat satisfied and neutral as the most common answer.
- In a retail outlet where there are many products and much variety for 1 product, it is sometimes difficult to make a choice. The play of colours makes the decision-making process easier. Here, most of the respondents have selected neutral as their choice.
- Distinct colours make the shopping experience better as the consumers are exposed to more variants that enhance their shopping or purchasing of any product. The neutral option has been chosen by most of the respondents
- House colours are one of the elements of brand identification. Example: Purple- Cadbury, Red – Coca Cola etc. Highly satisfied is voted by many respondents.

The researcher used open ended questions in the questionnaire to identify which brand's product packaging is most attractive according to the respondents. As per the responses received the top three common answers were brands like Apple, Cadbury and Zara. All the 3 brands have a unique way of product packaging that is also their brand identity. In the case of Apple and Zara, they sell premium products with elegant and sophisticated packaging to give the feel of a luxury product. Cadbury's purple colour has a huge brand recall. Any packaging with this colour reminds of Cadbury, a huge brand identification and brand

recall element which has been used across various product lines by the brand.

### 4.3 Personal Interview

The researcher chose 5 participants for a personal interview of 10-15 minutes. The age group for the interview was Generation Z. Through this method, the researcher wants to understand how the buying behaviour of millennials is different from Generation Z. The data analysis has been divided into three themes.

1. Physical Stores versus Online Shopping
2. Product Packaging
3. Colour Psychology of Consumers
4. Buying Behaviour of Generation Z

#### 4.3.1 Theme 1 - Physical Stores Vs. Online Shopping

It is usually said that where millennials end, Gen Z begins. This generation is more inclined and has advanced technology. They are more exposed to the internet, social network and mobile systems. Participants prefer online shopping because this is medium- convenience, cost-effective, doorstep delivery, more offers and all the brands under one website. Through this research, it is also understood that online stores have more potential in the coming years. As most of the participants are below the early 20s age group they prefer to shop online as it is comfortable.

The researcher also observed that the participants enjoy visiting the physical store to get the feel of the product and get more information on the latest trends and collection available. "Offline purchasing is also an escape from the daily routine, as a retail therapy, says participant 4". While online shopping is more than purchasing from physical stores, this generation still believes in looking and understanding the shelf arrangement of the products, aesthetics and observing the packaging. There is more store experience mostly in the case of high involvement products. This generation is more exposed to technology which makes them closer to online shopping. They prefer things that can happen quickly and at their comfort level.

#### 4.3.2 Theme 2 - Product Packaging

The researcher tried to understand product packaging and its importance in the participants' lives in various ways. There were few situations given to the participants to make them think better. In most of the cases, it was learnt that the participants like to buy products that would look fancy or have attractive packaging which would make their social media account look aesthetically nice and appealing. Most people from this generation do it all for social media. The product packaging shows the essence of the product, justify

the brand, make it look appealing in front of the peers, and should safeguard the product as well. The researcher had given a situation to the participants where a product was given and they were asked if they would prefer the product only if the packaging is exclusive. Out of 5, 3 of the respondents would buy the product only if the packaging is appealing even if the product is not of use to them at that particular time. The other 2 respondents prefer buying a product as per their need. Some of the other things observed during the interview are that this generation likes to reuse or recycle the package which means that the product packaging should be in a way where it can be used in the future for other purposes like – home décor, to store any other product, for travelling etc. Peer pressure is another element while choosing a product. Gen Z is more about looking cool on Social Media. So they invest in products with elegant packaging that would make them stand out in a social circle or public. Brands should move to design creative packaging that would influence the purchase behaviour of Gen Z.

#### 4.3.3 Theme 3 - Colour Psychology of Consumers

Most of the judgements made about a product are based on colour sometimes. As the sampling chosen here is convenient, the researcher already knew about the history and background of the participants. Due to which the researcher had also observed that factors like personal preferences, experiences, upbringings, geographic location, cultural differences and peer's influence affect the colour choice of an individual.

The participants usually choose or prefer colours based on their mood and product. "I like bright colours because they look nice on my Instagram, said respondent 1." Solid colours, bright colours and black colour are the most common answers given by the participants. They also believe that colour talks about their personality. Gen Z is more about colourful packaging or products that would define them or their personality.

#### 4.3.4 Theme 4 - Buying Behaviour of Gen Z

Gen Z is also known as the Digital natives act diversely as they have a distinctive taste, choice, opinion, preference, attitude and behaviour which makes it difficult to understand their play and interaction with society, brands and peers (Jain, Vatsa, 2014). After the research, it is understood that just like the millennials, Gen Z is also a bunch of people with impulsive buyers, who buy products based on mood and emotions rather than need. They try to find ways to finish their work or purchase right at the moment on their mobile phones. They are more inclined towards mobile

phone shopping behaviour rather than offline shopping. The research conducted says that they would be standing in an offline store still purchasing online. They also solve most of their issues on online platforms directly referring to the brands. Gen Z is more involved in creative and engaging campaigns created by the brands that increase their involvement. The participants mentioned how they refer and talk to peers before buying a product. This behaviour is not common among the millennial. Generation Z does its research, compares the prices and then buys a product. They observe and notice a lot of elements before making a purchase. In the era of influencer marketing and social media, the participants want to talk about every purchase they make. This is done mainly for validation and creates an identity for their online platforms. There is a very thin line of difference between the buying behaviour of millennials and Gen Z.

## V. CONCLUSION

Through the research, it has been understood that 53% of the millennials believe that colour psychology plays an important role in packaging and influences in buying a product. This motive of the research aimed at solving the questions: Does colour play a huge role in product packaging? How is the Buying Behaviour of a millennial different from Generation Z? Does Colourful Packaging influence the purchase decision making of consumers?

By using a triangulation method through a convenient sampling method with a descriptive research design that was formulated using the FCB Grid model of involvement which helped in finding that

- Colour psychology in packaging plays an important role where people can recall brands mostly by their package colours.
- Marketers consider colour as an important part of marketing as they can use it to influence a consumer's perception and choices towards goods and services.
- Different colours used in packaging have different meanings. These colours are used based on the product and the emotions and attitudes it wants to evoke in the consumers.
- Consumer Behaviour is important to understand what triggers or appeals to the target audiences and what influences the buying decisions of the consumers and why it does so. 38% of millennials consider that packaging affects their decision-making process.



- Consumers find it important to visit the store to touch and feel the product and enhance their shopping experience in physical stores.
- Millennial consumers create a whole new and different behaviour of shopping. They have the advantage of comparing and evaluating a product on different platforms before the purchase.
- The new generation that is Gen Z are more impulsive, updated and gather information about the product as soon it comes to the market.
- The product packaging shows the essence of the product, justify the brand, make it look appealing in front of the peers, and should safeguard the product as well.
- Product packaging should be useful where it can be used in the future for other purposes like – home décor, to store any other product, for travelling etc.

### 5.1 Recommendations

More importance and planning should be given to product packaging. It should be a part of the marketing mix to succeed in today's digital era. More advertisements should revolve around colour psychology and packaging, which would put the consumers under thought and give them more information about aesthetics. Brands should start using specific colours throughout their product lines that would increase their brand visibility and brand identity. This also adds meaning to the colour used by the brand that can also be used for rebranding. Brands should use different targeting for different generations as per their buying behaviour.

### 5.2 Limitations of the study

- There are very few Indian brands that concentrate more on the colour psychology of the packaging. This restricted the researcher to understand the market and get a greater scope for the study.
- Due to time constraints, it was not possible to cover and understand the buying behaviour of different generations.
- The personal interview could not be more in-depth as the participants chosen were students who have almost the same spending capacity.
- The study is subjective and can have different perspectives if viewed by other researchers.

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