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ВПЛИВ ЗОВНІШНЬОГО ВИГЛЯДУ УПАКОВКИ ТОВАРІВ НА ПОВЕДІНКУ ПОКУПЦЯ

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INFLUENCE OF EXTERNAL VIEW OF PACKAGING GOODS ON PERSONAL BEHAVIOR OF BUYER

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Анотація. Упаковка товару є одним з елементів управління в маркетинговій товарній політиці підприємства. Вона посідає важливе місце в забезпеченні конкурентоспроможності товару. Упаковка товару має вплив на поведінку споживача на всіх етапах прийняття рішення про купівлю товару – від першого погляду, яким привернена увага до яскравої упаковки товару на сайті продавця до її утилізації або повторного використання. Маркетологи на етапі розробки та модифікації упаковки товару приймають низку рішень щодо таких її атрибутів, як колір, форма, естетичність, ергономічність, інформативність, якість сировини для упаковки та її безпечність, тривалість та способи використання упаковки, транспортування, її утилізація тощо. Це зумовлює актуальність проведеного нами наукового дослідження. Метою дослідження було визначення впливу форми упаковки та її кольору на поведінку покупця, обумовлення зміни поведінки внаслідок споживання товару з певною формою і кольором упаковки. На основі узагальнених наукових концепцій впливу упаковки на поведінку споживача, її форми та кольору, на прикладі декількох відомих брендів показано вплив упаковки косметичної продукції на поведінку споживачів, а саме, як упаковка зумовлює попит на продукцію залежно від віку, життєвої позиції споживача. У роботі показано як форма та колір упаковки визначають психоемоційний стан споживача, його прагнення в житті, смаки та вподобання. Така інформація є цінною для маркетологів під час визначення цільової аудиторії бренду, розробки нової упаковки та виявлення джерел підвищення споживчої цінності товару. Не лише високі показники якості упаковки з точки зору зберігання, транспортування, інформування тощо, але насамперед, її привабливість у поєднанні з гармонійними геометричними формами спроможні підвищити конкурентоспроможність товару на ринку.

Ключові слова: маркетинг, товарна політика, упаковка, поведінка споживача, бренд, попит на товари.
Формули: 0, рис.: 0, табл.: 2, бібл.: 10

Annotation. The packaging of goods is one of the elements of management in the marketing product policy of the enterprise. It plays an important role in providing the competitiveness of the product. Packing the product influences on the consumer behavior at all the stages consumer decision-making process – at the first glance, which attracts attention to the vivid packaging of the product from the seller's website to its recycled or reused. Marketers at the stage of product packaging development and modification take various decisions regarding its attributes, such as color, shape, aesthetics, ergonomics, informativeness, quality of raw materials for packaging and its safety, durability and methods of using packaging, transportation, its utilization, etc. This determines the relevance of our research. The purpose of the study was to determine the influence of the shape of the package and its color on the behavior of the buyer, the reason for changing behavior due to consumption of goods with a certain shape and color of the package. Based on the

generalized scientific concepts of packaging influence on consumer behavior, its shape and color, on the example of several well-known brands, the influence of packaging cosmetic products on the behavior of consumers is shown, namely, how packaging determines the demand for products depending on the age, consumer's attitude of life style. The article shows how the shape and color of packaging determine the psycho-emotional state of the consumer, his desire for life, tastes and preferences. Such information is valuable to marketers when defining the target audience of a brand, developing new packaging, and identifying sources for increasing the consumer value of a product. Not only high-quality packaging values in terms of storage, transportation, informing, etc. but above all, its attractiveness combined with harmonious geometric shapes can enhance the competitiveness of the product on the market.

Key words: marketing, product policy, packaging, consumer behavior, brand, demand for goods.

Formulas: 0, *fig.:* 0, *tabl.:* 2, *bibl.:* 10

Stating the problem. The consumer decision-making process is a multi-stage complex phenomenon, which is affected by numerous factors of the micro and macro environment. Therefore, the consumer tries to optimize such a decision-making process, focuses on perceptions of the brand, the shape and color of the packaging, the experience of the previous consumption of a particular product or service.

It is necessary to take into consideration the significant influence of advertising campaigns, the exchange of information by consumers through social media and online customer feedback, socio-psychological factors, such as the need for positive emotions, aesthetic sensations. But one of the most important visual attributes of goods, such as, for example, perfumes, is packaging of goods. This is an essential factor when it comes to choosing between products and their brands. With the rapid growth of online stores and retailers of self-service, the targeted packaging design plays a primary role in assisting the buyer in the final choice of product. Functional and creative packaging design can greatly increase customer engagement when products have the same utilitarian qualities, but at the same time, and distract the buyer's attention.

For instance, among the marketing strategies of well-known brands of perfumery products, the focus is not only on the limited production of perfumes of a particular collection but also on the packaging marketing. A significant role of the consumer value of perfumes is attributed to the unique, exquisite package, which is the subject of a bright advertising campaign, delight, collecting, and at times even has a higher cost for the perfume itself. Therefore, it is relevant to identify current trends in the development

of packaging as a factor affecting consumer behavior.

Analysis of previous research. Among the scientists who have studied the problems of shapes and colors of packaging for goods, we single out:

Giri P. & Pavan Kumar P. [1], Sulu A. C., Saerang D. P. E. and Massie J. D. D. [2], Deliya M. [3], Silayoi P. and Speece M. [4], Ogba I. E. And Johnson R. [5], Taranenko V. [6], Lusher M. [7], Moon P. and Spencer D. [8], Ou L. C. and Luo M. R. [9], Szabo F., Bodrogi P. and Schanda J. [10] and others.

Unsolved part of the problem. The purpose of the study is to identify the attitude of consumers to the packaging of goods, its shape and color, exploring whether color and shape of the packaging have a significant impact on consumer choice.

Main research material. Giri & Pavan Kumar (2015) [1] in their thesis note a visual link with customers remains the central ideology of perfume packaging. Regarding the ideology, the package should clearly set a total sensory connection between the consumer and the product that covers visual, aromatic and tactile sensations. Scientists have concluded visual components have a primary impact on the decision-making process while purchasing perfumes, and not fragrance.

Sulu, Saerang & Massie (2016) [2] in their scientific paper conducted a study to determine which perfume producing country in the minds of customers is perceived as a country producing high-quality cosmetic products and determined a criterion is the most influential when choosing cosmetic products of the certain country. It was found the price is the most important of the specified criteria for choosing the cosmetic

products, and the buyers have identified USA as the country with the highest level of confidence. Scientists have also come to the conclusion the buyers, among the priority criteria for choosing the cosmetics, pay attention to the country of origin, price and packaging that form for them the criterion for assessing the quality of the goods.

Deliya (2012) [3] underlines the importance of packaging design as a means of communication between the producer and the customer, as well as branding, are growing in the competitively capacious markets of FMCG (fast moving consumer goods). In addition to the regular function, packaging plays an important informational function. When consumers are looking for the desired product, the package helps to quickly obtain relevant and useful information for the consumer about the valuable product features, its expiration date. We believe the shape of the package also plays an informational role, it can be a reflection of the consumer's lifestyle, who choose the good of a particular package. For example, a shape of milk packaging with a content of 0.5L for young active people without a family and a family packaging with a content of 2L. Similarly, consumers of cosmetic products pay attention to the shape of the packaging, in particular, its size and weight of the good. Thus, shampoo producers decide on a marketing product policy in which the product with the largest volume of packaging contains a relative percentage of active substances more than the product with a much smaller volume of packaging. Consumers in this case will use a large portion of the cosmetic product in a package with a small volume that will contribute to the growth of repeat sales.

Product packaging is the end of the "advertising chain" and gives the consumer the final signal for the actual purchase and, therefore, can play an important role in forecasting consumer results.

Silayoi & Speece (2004) [4] in their study used a focus group to understand how packaging and its elements can influence the consumer's buying decision. They ascertained that the visual elements of packaging play a major role in choosing a product of one or

another brand. Such elements play an especially important role with a low involvement of the buyer's attention to the brand, for example, when the consumer is in a hurry and no time to analyze or compare different brands.

It should be paid attention to the fact that not only the packaging of perfumes sometimes has a consumer's value above the fragrance of perfume, and this regularity applies even to food. Ogba & Johnson (2010) [5] conclude, based on the results of their research, that health is becoming an increasingly important issue in the UK, as well as in another part of Europe. The emphasis on the importance of healthy eating is increasing for many reasons, including the growing problem of obesity among children and is leading to banning on junk food advertisements in the UK. Nevertheless, although the restrictions were imposed on junk food advertisements by legislation, such restrictions did not affect children's food packaging, given the impact of packaging on the buyer's decision. The purpose of this paper was to study the impact of packaging on the parents' choice of baby food and health products. The findings of the study showed a packaging affects children's preferences. It turned out that it is a packaging of junk food affects the children's consumer preferences, and not its taste.

We expedient consider for the analysis of packaging, attention has to be focused as a priority on its shape and color, what perceptions they generate, when a consumer makes a purchasing decision.

Taranenko (2018) [6] believed the advantage of a specific symbolism can provide a lot of information about behavior, lifestyle, tastes and preferences of a person. The choice of shape or composition is a projection of internal psychological processes on the environment. Since the function of "transmission" such information is performed by the subconscious, the decoding of such information gives marketers unique information about the consumer, and consequently forms the information base for the forecasting of marketing activities, in

particular the formation (the forming) of a marketing product policy.

For the research of the influence of the shape and color of packaging, we developed appropriate questionnaires, and we surveyed 300 consumers of perfumery products by different age, gender, education level and occupation from October to November 2018. The data analysis is received as a result of processing questionnaires allows us to draw the following conclusions.

Each figure evokes different associations for consumers and each of them has a certain meaning. Thus, the results of the survey confirmed that Taranenکو (2018) formulated in the hypothesis as the square is associated with stability and reliability, and the circle - with the self-sufficiency of the buyer. Therefore, we are convinced the shape of packaging has a significant impact on the buyer's subconsciousness when choosing, making a purchase and consume it. We suggest considering the motives for choosing goods through the shape of packaging using the example of perfumes of various brands.

Perfumes by brand "Dior" mainly have the shape of a vertical rectangle. This shape gives the consumer an association of confidence in their actions and a desire to achieve success.

The bottles of the brand "Givenchy" have the shape of a drop. Such packaging is associated with plasticity, softness, the lack of

aggressiveness and purposefulness of an individual. Persons who are chosen such a form are self-sufficient. They are clearly aware of their goals and are rapidly striving to achieve them.

The brand "Chanel" has products in the bottles of square and circle shape. A square is a projection of a reliable, sustainable, systematic way of life. Persons who choose perfumes in this shape of a bottle are self-confident and reliable, hardworking, with good analytical skills and rational thinking. Such people are prudent, they are not sensitive to impulse purchases, and also in every possible way avoid purchases under time trouble, do not pay attention to the deficit of goods are artificially created.

The circle is a completely self-sufficient figure. A circle is associated with a focus on results. Persons who choose the perfume in the shape of a circle are distinguished by easy communication skills and well-developed charisma. But at the same time, they do not particularly need a close relationship with the environment, they are able to freely adapt to any changes.

Each cosmetic or perfume brand has its own age group of buyers. According to the survey, we reach the following conclusions that are shown in Table 1. The various brands are in demand depending on the age of the consumer.

Table 1

The consumers' choice of cosmetic brand by age

Age group	Brand
18-25	MAC, NYX, Inglot, Givenchy, Lancome
25-35	Armani, Make up for ever, Montale, Chanel, Dior, Lancome
35-40	D&G, Chanel, Dior, Lancome
40-50	Oriflame, Faberlic, Yves Rocher, Lancome
50+	Gucci, Lancome, Oriflame, Faberlic, Yves Rocher

Source: created by the authors based on surveys.

But the choice of the consumption of cosmetics is significantly influenced by the income of the buyer, his level of education and culture, besides the criterion of age.

Taranenko (2018) [6] argued colour and shape are closely linked. Substantial impact on the choice of the buyer has not only the shape of the package, but of course its colour.

The greatest contribution to the study of colour impact on person was made by Luscher. Therefore, we consider the characteristic and meaning of colours using the example of Luscher's method. The character traits of buyer who choosing the product in the package of the appropriate colour can find out based on the data in tabl.2.

Table 2

Colour characteristics

Colour	Characteristic
Gray	Neutrality
Blue	Calm
Green	Tension, self-affirmation, persistence
Red	Desire to have influence, impulse
Yellow	Stimulation, change, relaxation
Violet	Identification expression
Brown	Sensitive perception
Black	Concentration, rationality

Source: compiled by the authors based on [7]

In addition, combining the colour and shape of the packaging, are not only to identify the character traits and the preferences of the buyer, but also to assess the direction of the brands to the corresponding group of consumers.

Color is one of the most important elements of any product packaging. It can both attract and divert the attention of the buyer. The colors are successfully combined and complemented can affect the final decision of the consumer at a subconscious level. In packaging design, it is recommended to pay as much attention as possible not only to its shape, but also to color. The successful combination of these two elements can increase the consumer's value of the product, and accordingly the ability to set higher prices for the product. In developing of package, designers trying to create positive associations with their brand.

Using harmonious colors is one of the marketing approaches to create positive associations. This color harmony can be formed using some of the principles of color combinations. Moon & Spencer (1944) [8] suggested the influence of hues differences plays an important role in creating color harmony. Various theories and studies have proposed both the principles of equal-hues and complementary-hues. Some other studies have proposed the principle of equal-colors, that is, when two colors are as close to each other as possible, their combination will look harmonious. Ou & Luo (2006) [9] proposed an analogic principle of color harmony, namely, the principle of equal-hue and equal-color that implies similarity of hue between separate colors, and leads to color harmony.

Furthermore, several research results also offered some principles are related to lightness. These are the principles of equal-lightness, complementarity-lightness and high-lightness are proposed by Szabo, Bodrogi & Schanda (2010) [10].

Hue or color tone is relative darkness or lightness of color, regardless of the local color. The tone is determined by the nature of the distribution of radiation in the spectrum of visible light. Exactly tone determines the names of colors: red, blue, green. The achromatic tones include white, black and all tones of gray. The chromatic tones include all spectral colors: red, orange, yellow, green, blue, light blue, violet, purple with all tones and transitions. So, the right combination of color and hue can stimulate the desired positive emotions on the buyer, attract his attention.

The success of a certain brand depends not only on the perception of its packaging by the buyer, but also on which consumers' target group mainly focuses its products. Regarding the perfumes, an important role is played by the understanding not only of the group, but also of gender, that is reflected in the results of the research by Giri & Pavan Kumar (2015) [1].

Taking into account the above outlined concepts of the influence of packaging, its shape and color on consumer behavior, we use the example of several well-known brands to consider how the packaging of cosmetic products determines the behavior of its consumer.

Products of the Givenchy brand principally have the shape of a drop of light purple, light pink and purple hues. Violet – the color of

identification, stress, desire to self-affirmation. A drop is softness, purposefulness. That is why cosmetics and perfumes of this brand are in demand among the age group of 18-25 years, because these characteristics are most appropriate for people at that age, their desire to have social recognition in society, maximalism.

Chanel has products of pure square or circle shape, mostly white. It is in demand among the age group of 25-35, 35-40 years. It is not surprising, because the white color is characterized by perfection and completeness, demonstrates an absolute and final solution, complete freedom for opportunities and the removal of obstacles [6, 7]. Square – reliability and circle – self-sufficiency. But at the same time, the white square expresses some uncertainty in the accumulated experience [1]. White circle – some uncertainty.

Dior has predominantly the shape of a black rectangle. Rectangle – the figure is aimed at achieving success, a rational figure. Black is also the color of rationality and luxury. According to our survey, the main consumers are 35-40 years. So, rationalism and experience are accumulated and proven by people of this age can be aimed at achieving success in a particular sphere. Dior can be called "the brand of successful people". Lancôme is a brand with products of various shapes, colors and hues. Thus, it is in demand among all age groups. The products of Lancôme are used by both young and successful individuals. Depending on personal preferences. Products of Yves Rocher have packaging usually circle, oval shapes and green and blue hues. Therefore, it expresses calmness, self-affirmation, self-sufficiency and are used mainly by people aged 25-50 years.

Conclusions. The results of our study show the shape of the packaging and its color have a direct and significant influence on the buyer's choice, have a great place in the marketing product policy of the company. Through color and shape, it is possible to assess not only the direction of the respective brand, but also the character of the consumer, his traits and preferences.

The consumer's choice of cosmetic products is based on packaging design and is closely related to his psychology. Sometimes the consumer himself does not realize which specific packaging element influences his final choice. For producers of cosmetics, in particular perfumes, it is important to know exactly the desired psycho-emotional state of your target consumer, his age, lifestyle etc.

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