

# IMPACTS OF FOOD VISUAL PACKAGING ON PERCEIVED FOOD VALUE

Companies use visual packaging to shape perceived food value before purchase. Food packaging is defined as material that contains and distinguishes edible products which also affects consumer spending expectations and decisions.

## INTRODUCTION

### OUR AIM

The purpose is to investigate the effects of visual packaging on consumer preferences regarding how they perceived product cost.

### LITERATURE REVIEWS

A previous study discovered that consumers prefer products with high quality, colour, shape and design (*Hussain et al, 2015*). *Ampuero and Vila (2006)* concluded that dark, cool colours, "mainly black", bold, upper case letters, serif fonts, straight lines and real product images elevated products' expected cost.

### HYPOTHESIS

It is hypothesised that colours associated with luxury (e.g. black, gold) are more influential than font type (e.g. serif) and minimalist graphics in increasing consumer perception of a food product being more expensive. Likewise, colours associated with cheapness (e.g. pink, yellow, blue, green) are more important than bubbly font and flamboyant graphics in influencing consumer perception of a food product being cheaper.

## METHOD

### PARTICIPANTS

The study used a sample of 26 female high school students of 14-16 years Sydney, Australia.

### MATERIALS

Independent variables were colour, font, graphics. The dependent variable was perceived value of the chocolate bar. The three luxurious packaging (Option 1) used gold and black, serif font and minimalistic graphics while the three inexpensive packaging (Option 2) used neon colours, bubbly fonts, and flamboyant graphics. The questions were distributed through a Google Form, minimising effects of social desirability, interview and acquiescence bias. The survey features multiple choice questions, limiting extreme responding. Predicted price ranges were options of \$2 intervals.

#### COLOUR - SET 1

Option 1      Option 2



#### FONT - SET 2

Option 1      Option 2



#### GRAPHIC - SET 3

Option 1      Option 2



### PROCEDURE

Our study was a controlled experiment that utilised a within-subject design. The participants were seated in a classroom with their laptops and the link to the Google Form was shared through Google Classroom. Participants commenced the survey simultaneously and the form was closed after 10 minutes. After, the researchers delivered a debrief, fulfilling appropriate use of deception in research.

## RESULTS & ANALYSIS

Colour  
● Option 1 (Left) ● Option 2 (Right)

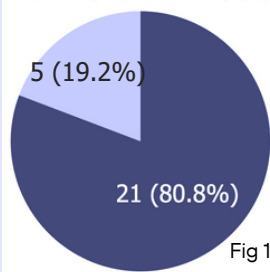


Fig 1.

Font  
● Option 1 (Left)

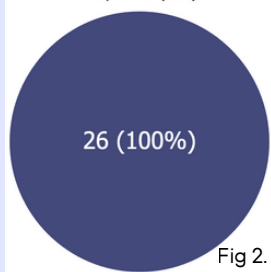


Fig 2.

Graphics  
● Option 1 (Left) ● Option 2 (Right)

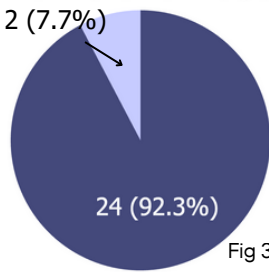


Fig 3.

Figures 1, 2 and 3 show the Consumer Perception of More Expensive Packaging.

Based on colour, font, and graphics of the packaging, all participants chose Option 1 as more expensive, thus affirming our operationalisation of the independent variables. However, due to the small sample size, we decided to also analyse the average expected value per response (Fig 4).

## INTERPRETATION & CONCLUSION

Overall, we concluded that colour is the most influential design element regarding customer perception on expensive packaging as it had the greatest average product value of \$9.65. This aligns with our hypothesis. However, graphics has been determined as the most influential design element regarding consumer perception of cheap packaging as it had the lowest average product value of \$5.15. This does not align with our hypothesis. Hence, the results partially support our hypothesis of colour being the most influential for both cheap and expensive packaging.

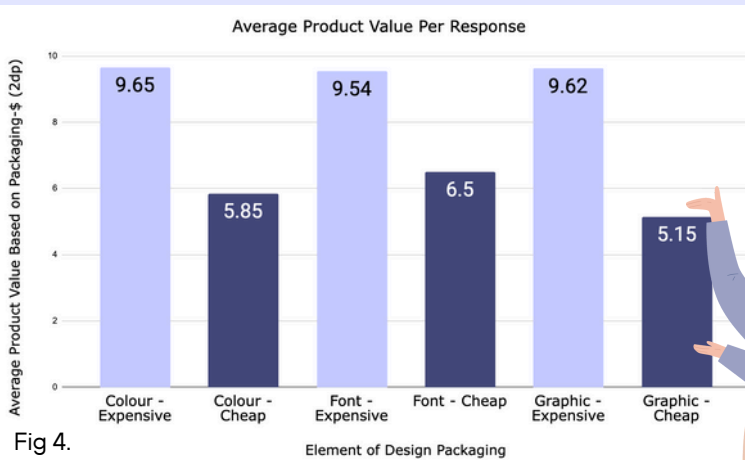


Fig 4.

## BIBLIOGRAPHY

Hussain, S., Ali, S., Ibrahim, M., Noreen, A. and Fayaz, S. (2015). *Impact of Product Packaging on Consumer Perception and Purchase Intention*  
Ampuero, O., & Vila, N. (2006). *Consumer perceptions of product packaging*.