THE INFLUENCE OF PACKAGE DESIGN ON CONSUMER'S SHOPPING DECISION

Nexhbi Veseli, Lisa Alili

Faculty of Business and Economics, South East European University

Abstract
Package design has lately become one of the most preferred forms of company to consumer communication in terms of influencing the consumers shopping decision. Having this in mind business organizations world vide continue to emphasize the importance of consumer's opinions regarding the package design, in order to be gain information that is later used in determining the approach to be used. Having in mind, the growing importance of package design, the main rationale behind this paper is to provide insides regarding the influence of package design on consumer's shopping decision. One of the main findings of the research is that design plays an important role on the consumer's choice, and the design elements are crucial when deciding among two or more substitutive products on the market. This research paper goes beyond and describes the figures and illustrations as the most important element of a packaging design that attracts the attention of human mind.

Keywords: *packaging design, figures and illustrations, consumers' choice, consumption*

1. INTRODUCTION

Marketing lately has taken an enormous role in the business world and further and de facto we can surely say that nowadays it is counted to be one of the most important elements that enterprises deal with when they are planning to raise their sales or achieve better organizational productivity.

The primary goal or aim of each organization is to construct the organization in such way in order to achieve high effectiveness and great performance, but in order to be effective organizations needs to have clear goals and appropriate strategies that will use to accomplish those goals and one of the elements that they should keep in their minds is marketing, as one of the most important tools for success lately.

In this research paper we will be struggling only at one element of the endless sphere of marketing and that is the design of the package of one product and to analyze whether this design has an impact on the consumers choice when shopping.

Companies while designing the package of their products use a range of packaging characteristics, by combining colors, designs, shapes, symbols and texts, which according to Nancarrow *et al*, (1998) helps to attract the attention of consumers as well as to identify the products by images that are presented on the package. Even though the role of packaging design has been appointed lately by the market players, its important role is similar to other marketing communications elements. This is probably of the fact that consumers probably do not think too deeply about product brands until they go to stores to do shopping.

In the first chapter, it is explained the introduction part, where there is given some brief information regarding the theory marketing as one of the most important elements of today's business world as well as is pointed out the inevitable importance and role of the packaging design of products in the market and their impact on the consumers choices. It also gives some information regarding the analysis of this research paper as well as the research questions of this paper.

The second chapter involves the potential and existing literature regarding the impact of packaging design on consumer choice as well as gives information about the similar observations of different authors regarding this topic.

The third chapter involves the analysis part as well as it points out the model of the analysis regarding the raised researched questions of this research paper. Also, it gives information about the techniques and instruments that are used in this paper for conduction of the analysis.

The fourth chapter describes the methodology part of this paper, the empirical analysis of and gives data about the structure of the prepared questionnaire and its responses and responders.

The fifth chapter of this paper includes the results of the analysis of this research, where are given the observations, data and interpretations of each question of the questionnaire.

The last chapter, but not the least is about the conclusion that is done for this research paper where shortly is given the importance and the results of this research paper and gives my personal opinion regarding the impact of packaging design on consumer choices as well as the importance that managers should give to this important element of marketing.

This research paper aims is to show the impact of packaging design on consumers' choice as well as to emphasize the inevitable importance that the design plays in the market and that should be included in each organizational strategy for market segmentation.

2. LITERATURE REVIEW

Lately, the problematic issue of packaging design seems to attract the attention of lot of scholars and companies, where according to Connolly and Davidson (1996) and their recent studies, 73 percent of purchase decisions are made at the point of sale i.e. stores. In one of their paper, Rettie and Brewer (2000) pointed out the importance of the packaging design as well as the growing use of packaging as a vehicle for communication. It is important to mention the opinion of Nancarrow et al., (1998) that every package of a product it is designed by a range of packaging attributes such as combination of colors, shapes, symbols, letters and designs, since in this way we can attract the attention of consumers as well as it can serve to consumers to identify a particular product in the market. Due to the fact of achieving the communication goals in an effective way, companies must understand the feedback of the consumers regarding their packaging design; hence they should analyze and into account the needs and wills of the consumers as well as their past experience about the elements of the packaging design of their product.

Another important debate related to this issue is whether the consumer behavior is consistent across different cultures around the world, although some of the observers believe that some of the basic issues are just similar across countries while some specific details can be interpreted differently across cultures. Underwood et al. (2001) suggest that the package is the symbol that de facto communicates the favorable or unfavorable meaning about one product, while the characteristics of a package can underline the originality and the uniqueness of a particular product. Colors, symbols and images are essential attributes of a product package and each company tries to combine them in such way, so it can obtain a design which will be used as a strategic method in differentiation of their product in the market as well as an important tool in the market segmentation.

Package being one of the essential communication elements of a product has some basic functions which according to Pitt and Prendergast (1996) define them according to their role in logistics and marketing sector. In the logistic sector, the function of the package is to protect a particular product while movement through the channels of distribution. In addition, this could raise the expenses of one product but can reduce the possibility of damage, loss, spoilage etc.

Package design is made of some elements that if combined in an appropriate way can achieve positive effect on sales. These appearance attributes when combined with other quality attributes can be used as a strong strategic method of differentiation and enhance the access to the consumer consciousness as well. One of these appearance attributes is color, which is defined as one of the non-verbal signs that represent an important phenomenon of market (Evans et al., 1996) and according to Belizzi et al., (1983), its importance is recognized in advertisement and packaging. Some authors like Danger (1987), have emphasized the function of color as the most important visual sign used to attract the

attention of consumers and they defined it as the first element that people might notice on the package design of a product. Despite of the importance that colors might have in attraction of attention of consumers, Kojina et al., (1996) suggested that preferences regarding the colors of package may have impact on consumer choices and this opinion about that colors of packages, was also supported and by a group of authors Gordon et al., (1994). Despite these opinions, many scholars such as Schoormans and Robben (1997), argued that colors are important signs of package that attract attention of people and as a matter of fact they can be presented as the first sign to whom consumers give attention. Previous study of authors Garber et al., (2000) supports the opinion that attracts attention of consumers when they seek for variety in their product choices.

Another package element that it is considered to have important role in the package design are shapes of the package of a product, which according to Veryzer (1993) cam impact the product evaluation or choice of consumers.

Creusen and Schoormans in their study show that the design of a product is what determines the consumer's first impression about a particular product and in addition it can be used as an important tool of market segmentation and attraction of potential consumers.

There are also some other important elements such as photography and illustrations as well as symbols which represent another visual element that plays role in the attraction of consumer attention as shown in the study of Schmitt and Simonson (1997).

3. MODEL

In the existing literature, there are many surveys that are done to emphasize the impact of package design on consumer choice, by taking consideration some or just one element of package design and its impact on the consumer choice in the variation of products. Indeed, some of the authors have related the package design and quality of the product in economic models that specify their impact on the attention of consumers and increasing of consumers demand.

In this research paper, we want to see the correlation of package design of a color and consumer choice and to see whether this correlation is positive, hence if a good package design will have a positive impact on the choice of consumers about a particular product as well as to see which of the package elements seems to have the most important role in the attraction of attention of consumers when they deal with a variation of products in the market.

So far, in the region of Balkan there is a gap of such research that will show the impact of package design on the consumer choice as well as to measure which of the elements of package are more desirable by consumers, i.e. which of the elements attract more the attention of consumers.

Based on this, this research paper is raising two hypothesis, by the help of which we will try to give response to our research questions:

H1: There exists a positive impact of packaging design on consumers' choice.

H2: Figures and illustrations are the most important element of packaging design that attracts the attention of consumers when dealing with variation of products in the market.

Therefore, in the previous section we uncovered the meaning of packaging design and its elements and discussed similar and opposite opinions and studies of different authors and in the next section, the methodology section we will try to design a methodology that will address the answers to the raised hypotheses.

4. METHODOLOGY

In the section of literature review, we have emphasized the importance of packaging design on consumer choice based on the existing literature and conducted analysis made by many authors. In this section we explain briefly and in a detailed way the methodology and the data analysis of the

conducted research. We know that data analysis is one of the most important parts of the research process, since it is needed to design the study and choose the appropriate instrument and technique for data collection.

In order for collecting the data needed for conduction of this analysis, it was prepared a questionnaire, which was answered by 135 students from State University of Tetovo and the dispersed faculty of business and administration of State University in Skopje. The questions that took part in the questionnaire were classified to be closed – ended, while responses were prepared through the Likert – type scale, which range the answers from strongly disagree to strongly agree, giving five possible answers: strongly disagree, disagree, neutral, agree and strongly agree, in order to give us a wider range of scores.

Finally, to get the needed results and the responses of this questionnaire to be analyzed, the descriptive statistics was used and in the next chapter, the results of each question will be interpreted eventually as well as the descriptive statistics about the mode, median, mean and standard deviation of the data.

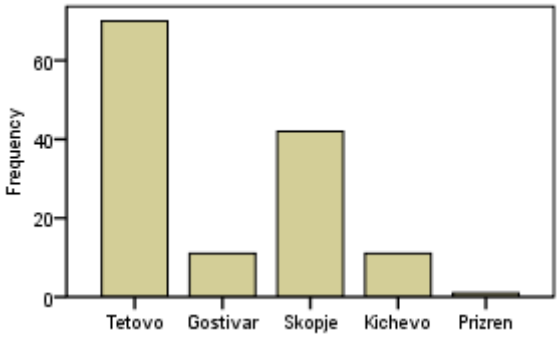
5. RESULTS OF ANALYSIS

This section present the results of the conducted questionnaire in order to see the responses regarding the raised hypothesis of this research paper and interpret the results of each question individually.

As explained previously, this analysis is conducted through a questionnaire that is made of 18 questions, where the first three are regarding the place, gender and age of the respondents.

The question about the place of the respondent is put as the first question at the first section of the questionnaire that is made of three main questions that are used to determine the structure of the respondents. In this question, students were asked to write their resident place and according to their responses we find the following results:

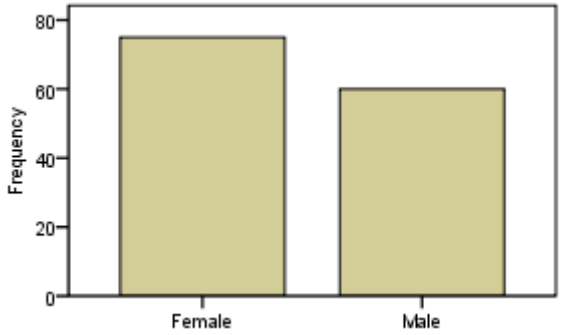
	Frequency	Percent	Valid Percent	Cumulative Percent
Tetovo	70	51.9	51.9	51.9
Gostivar	11	8.1	8.1	60.0
Skopje	42	31.1	31.1	91.1
Kicevo	11	8.1	8.1	99.3
Prizren	1	.7	.7	100.0
Total	135	100.0	100.0	



As we can see from this table, five places were answered from the respondents, such as Tetovo, Gostivar, Skopje, Kichevo and Prizren. According to the given results, 51.9 percent of the respondents were resident of Tetovo, thus from 135 respondents 70 of them live in Tetovo. 8.1 percent of the respondents were from Gostivar which understands that 11 students live in the city of Gostivar, 42 students or 31.1 percent are from Skopje, 11 students or 8.1 percent are from Kichevo and only one ore 0.7 percent of the respondents live in Prizren. From these results, we see that half of the students were mainly from Tetovo, and then comes the percentage of students that are from Skopje with 31.1 percent.

Regarding the second question in this section, which determines the gender of the students that have answered this questionnaire we have collected the following results:

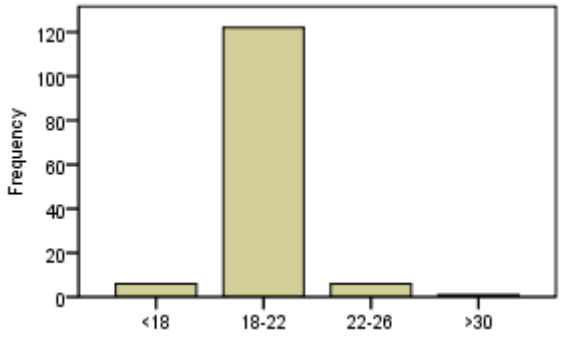
	Frequency	Percent	Valid Percent	Cumulative Percent
Female	75	55.6	55.6	55.6
Male	60	44.4	44.4	100.0
Total	135	100.0	100.0	



From the output shown above, from total 135 respondents, 75 are female, thus 55.6 percent are particularly females, while 60 (44.4 percent) are males in this sample.

Regarding to the last question in this section of the questionnaire, we have collected information about the age of the students that took part in the questionnaire. As we can see from the table, there were possible 4 options for this question and the results are as following:

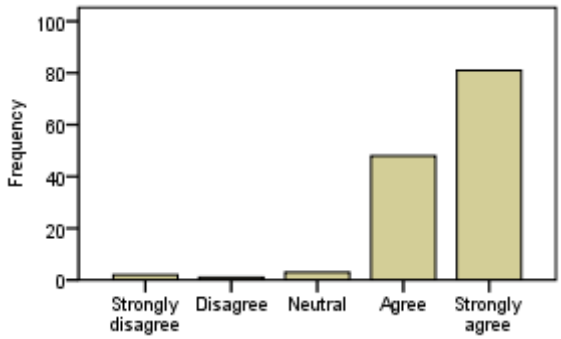
	Frequency	Percent	Valid Percent	Cumulative Percent
<18	6	4.4	4.4	4.4
18-22	122	90.4	90.4	94.8
22-26	6	4.4	4.4	99.3
>30	1	.7	.7	100.0
Total	135	100.0	100.0	



The first option was marked only by 6 students from total 135 students that took part in the questionnaire, which calculates only 4.4 percent of the students involved to have the age of less than 18. The most answered option was the second option, which defines the respondents to be in the age of 18-22 years old, and from 135 students, 122 were defined to have this age which represents the highest percentage of 90.4 percent. Six students were defined to be at the age from 22-26 years old, while only one student is in the age of up to 30, which de facto has the lowest percentage from 0.7 percent of the total number of the respondents.

The first question (Q1) of the second part of the questionnaire is about the enormous importance of price that has on the choices of the consumers when purchasing a product. The results of this question, appoint the relevance importance that price have on the consumers' choice and the figure as following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Stronlgy disagree	2	1.5	1.5	1.5
Disagree	1	.7	.7	2.2
Neutral	3	2.2	2.2	4.4
Agree	48	35.6	35.6	40.0
Stronlgy agree	81	60.0	60.0	100.0
Total	135	100.0	100.0	

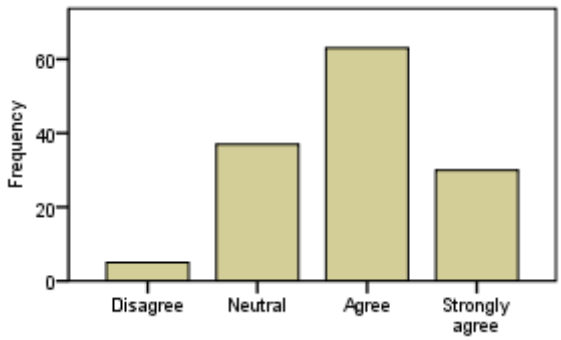


From the obtained results of the questionnaire, from 135 students that took part in it, 81 students or 60 percent of them strongly agree that price is an important factor that has a high impact on the consumer choice when purchasing a product. 48 other students or 35 .6 percent just agree about this high impact of price in the consumer choice, 3 students are neutral or only 2.2 percent of 135 students think that

price neither has an impact neither damage the consumption of one product, only one student disagree to this question and two of the or 1.5 percent of the overall number of students strongly disagree that price have high importance on the consumers' choice. From this we can understand that price is a significant factor that has a tremendous importance on the choices of consumers when they deal with differentiation of products in the market.

Regarding the second question (Q2) which de facto is a very important question in our research and by which we can show the opinion of people whether they believe that packaging design is an important indicator that influences the choice of consumers and if it has a high importance in the consumption, we have obtained the following results:

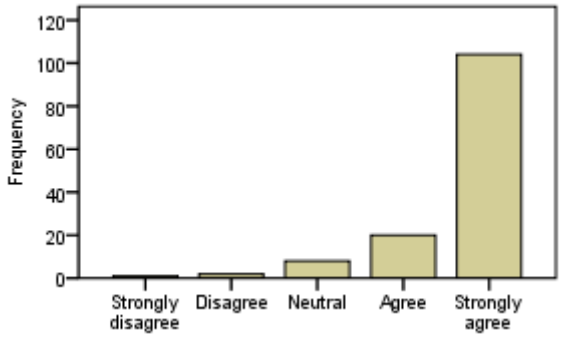
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	5	3.7	3.7	3.7
Neutral	37	27.4	27.4	31.1
Agree	63	46.7	46.7	77.8
Stronlgy agree	30	22.2	22.2	100.0
Total	135	100.0	100.0	



From the gained results regarding the answers of this question we understand that from 135 students, 63 students or 46.7 percent of them agree that packaging design has high importance on the consumers' choice, 22.2 percent of students or 30 students have answered that strongly agree that packaging design is a relevant factor that has an important role in the consumer choice, 37 students are neutral regarding this question and only five students disagree to this affirmation. None of the students have answered that they strongly disagree that packaging design has high importance on the consumers' choice. The results of this question are very important since they determine the affirmation of our first hypothesis that packaging design has a positive impact on the consumers' choice and from the conducted results we can accept our hypothesis to be affirmative.

The next question (Q3), is determined to see whether the expiring date of a product plays a high importance on the consumers' choice and the results are as given:

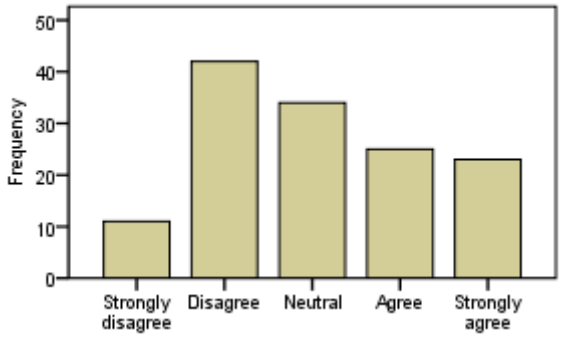
	Frequency	Percent	Valid Percent	Cumulative Percent
Stronlgy disagree	1	.7	.7	.7
Disagree	2	1.5	1.5	2.2
Neutral	8	5.9	5.9	8.1
Agree	20	14.8	14.8	23.0
Strongly agree	104	77.0	77.0	100.0
Total	135	100.0	100.0	



From the results in this table and graph, we can see that from 135 students, 104 of them or 77 percent strongly agree that expiring date is an important factor on the choice of consumers, 20 students just agree to this affirmation, 8 or 5.9 percent are neutral, 2 disagree while only one student is of the opinion that strongly disagrees to this affirmation. These results represent the expiring date to be an important indicator that plays very important role in the consumers' choice when purchasing a particular product in the market.

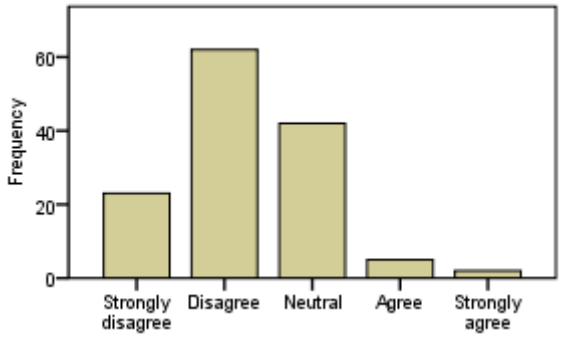
The fourth and fifth question (Q4) and (Q5), are prepared in order to show whether the packaging design is correlated to the quality of the product, thus to show whether good packaging design is linked to high or low quality and the results that we obtained during the questionnaire are as following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	11	8.1	8.1	8.1
Disagree	42	31.1	31.1	39.3
Neutral	34	25.2	25.2	64.4
Agree	25	18.5	18.5	83.0
Stronlgy agree	23	17.0	17.0	100.0
Total	135	100.0	100.0	



These results in this case shows that in fact the packaging design according to our respondents, doesn't show an important nexus with the quality, since from 135 student 31.1 percent or 42 students disagree with this affirmation, while 25 agree and 23 strongly agree to it, 34 students or 25.2 percent are neutral and only 11 students strongly disagree to this affirmation. But in continuance, we show the results of the opposition of this affirmation and in fact according to its median, they opposite the previous results and show that approximately half of the respondents believe that a good packaging design shows to have a high quality product in the market.

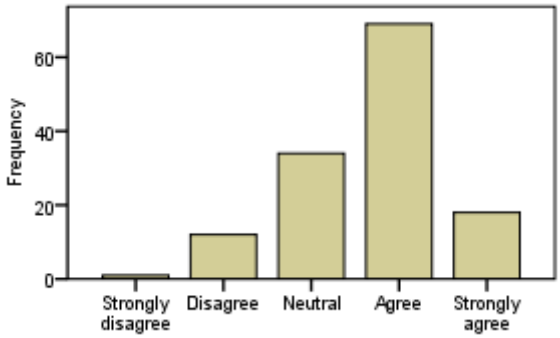
	Frequency	Percent	Valid Percent	Cumulative Percent
Stronlgy disagree	23	17.0	17.2	17.2
Disagree	62	45.9	46.3	63.4
Neutral	42	31.1	31.3	94.8
Agree	5	3.7	3.7	98.5
Stronlgy agree	2	1.5	1.5	100.0
Total	134	99.3	100.0	
Missing system	1	.7		
Total	135	100.0		



Hence, we can see it better from the results in this opposite question to the previous one that 62 percent or 45.9 percent of the students disagree and 17 percent strongly disagree with the affirmation that a product with a good packaging design has low quality.

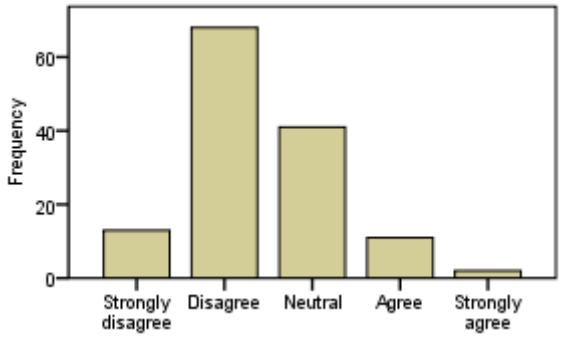
Regarding the sixth and seventh question (Q6) and (Q7) of the questionnaire which are prepared de facto to show the link between the packaging design and price, we have obtained the following results:

	Frequency	Percent	Valid Percent	Cumulative Percent
Stronlgy disagree	1	.7	.7	.7
Disagree	12	8.9	9.0	9.7
Neutral	34	25.2	25.4	35.1
Agree	69	51.1	51.5	86.6
Stronlgy agree	18	13.3	13.4	100.0
Total	134	99.3	100.0	
Missing System	1	.7		
Total	135	100.0		



From the table and the graph we can see that from 135 students only one student hasn't answer this question, from which 51.1 percent agree to the affirmation that a product with a good packaging design has a high price in the market, while only 8.9 percent of the students marked their answer as they don't agree to this affirmation.

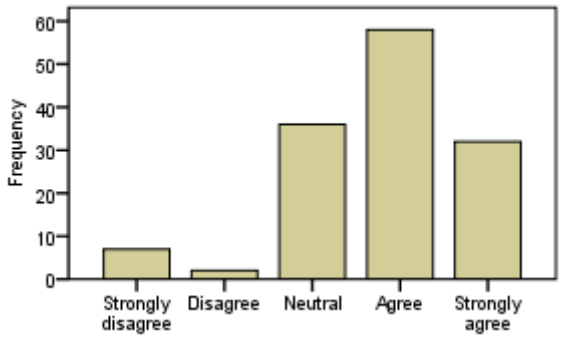
	Frequency	Percent	Valid Percent	Cumulative Percent
Stronlgy disagree	13	9.6	9.6	9.6
Disagree	68	50.4	50.4	60.0
Neutral	41	30.4	30.4	90.4
Agree	11	8.1	8.1	98.5
Stronlgy agree	2	1.5	1.5	100.0
Total	135	100.0	100.0	



The results of this table just points out the assurance of the results of the previous question and show that 68 of 135 students, thus 50.4 percent of them disagree with the affirmation that a product with good packaging design has low price in the market. Since relating the answers of the two previous questions we can see that, there exist a nexus between the packaging design and the price of a product.

The next question (Q8) is also related to the first hypothesis of our research which shows whether the packaging design helps a lot in the choices of consumers when purchasing a product in the market. The results of our respondents are as given:

	Frequency	Percent	Valid Percent	Cumulative Percent
Stronlgy disagree	7	5.2	5.2	5.2
Disagree	2	1.5	1.5	6.7
Neutral	36	26.7	26.7	33.3
Agree	58	43.0	43.0	76.3
Strongly agree	32	23.7	23.7	100.0
Total	135	100.0	100.0	



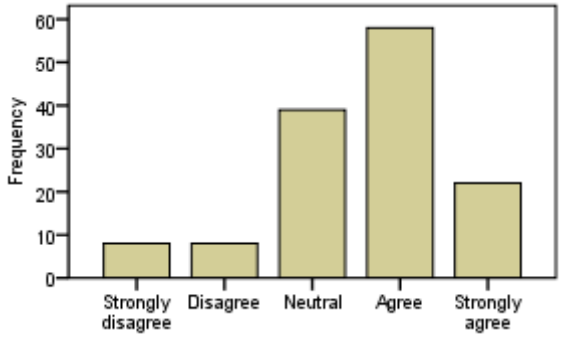
From these data we can say that 43 percent of the students have agreed that packaging design helps a lot in the consumers' choice when purchasing a product, 23.7 percent or 32 students strongly agree to this affirmation while only 1.5 percent of the students don't agree to it and 5.2 percent strongly disagree to this affirmation. The last 26.7 percent of the respondents are neutral regarding this question.

The following four questions (Q9, Q10, Q11, and Q12) are about the most important element of the packaging design that attracts the attention of the consumers, whereas elements are listed: color in the

ninth question, figures and illustration in the tenth question, symbols in the eleventh question and the packaging material in the twelfth question. From the results of these questions we want to prove the second hypothesis of our research which shows the figures and illustrations to be the most important element of the packaging design that attracts the attention of the consumers when purchasing a product. The results of these questions are as following:

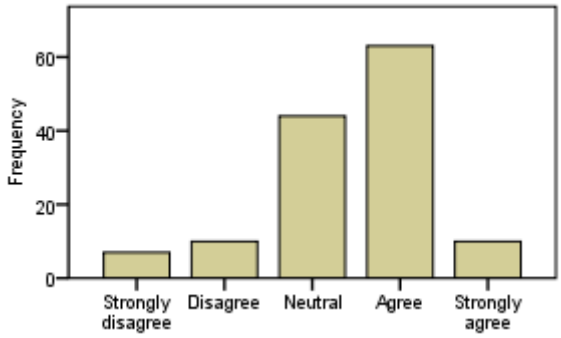
Q9: Colors represent your favourite element of packaging design of a product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	8	5.9	5.9	5.9
Disagree	8	5.9	5.9	11.9
Neutral	39	28.9	28.9	40.7
Agree	58	43.0	43.0	83.7
Strongly agree	22	16.3	16.3	100.0
Total	135	100.0	100.0	



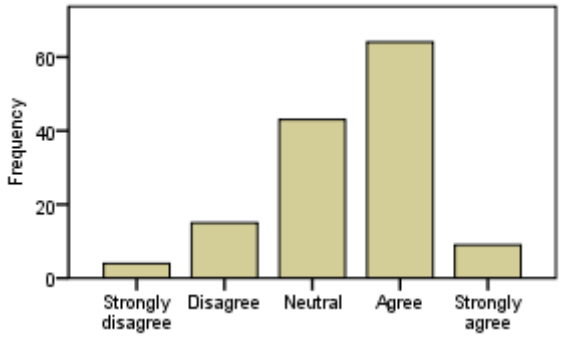
Q10: Figures and illustration represents your favourite element of packaging design of a product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Stronlgy disagree	7	5.2	5.2	5.2
Disagree	10	7.4	7.5	12.7
Neutral	44	32.6	32.8	45.5
Agree	63	46.7	47.0	92.5
Stronlgy disagree	10	7.4	7.5	100.0
Total	134	99.3	100.0	
Missing System	1	.7		
Total	135	100.0		



Q11: Symbols represent your favourite element of packaging design of a product.

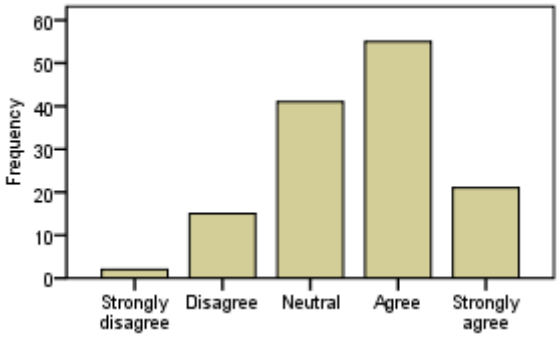
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	4	3.0	3.0	3.0
Disagree	15	11.1	11.1	14.1
Neutral	43	31.9	31.9	45.9
Agree	64	47.4	47.4	93.3
Stronlgy agree	9	6.7	6.7	100.0
Total	135	100.0	100.0	



Q12: Material of package represent your favourite element of packaging design of a product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Stronlgy disagree	2	1.5	1.5	1.5
Disagree	15	11.1	11.2	12.7
Neutral	41	30.4	30.6	43.3
Agree	55	40.7	41.0	84.3
Stronlgy agree	21	15.6	15.7	100.0
Total	134	99.3	100.0	

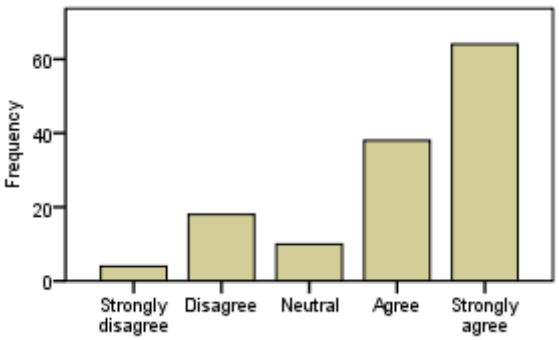
Missing System	1	.7		
Total	135	100.0		



From the results showed in these tables we can understand that all elements listed in the questionnaire are important in the attracting the attention of consumers when purchasing a product, although figure and illustration as well as symbols shows to have higher percentage of respondents that are agreeing to this affirmation. Hence we can also affirm the second hypothesis of our research by these data that figures and illustrations are the most important element of the packaging design in attraction the consumers' attention.

The following question (Q13) is prepared in order to ask buyers whether they will stop to buy a product with a good package design that doesn't have high quality in the future. The results are presented in the following table and illustrated in the graph:

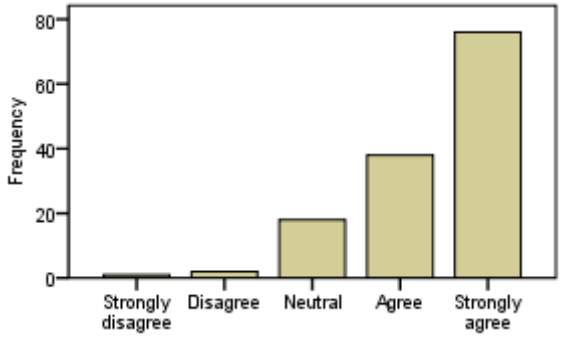
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	4	3.0	3.0	3.0
Disagree	18	13.3	13.4	16.4
Neutral	10	7.4	7.5	23.9
Agree	38	28.1	28.4	52.2
Strongly agree	64	47.4	47.8	100.0
Total	134	99.3	100.0	
Missing System	1	.7		
Total	135	100.0		



The question was answered from 134 students, and one missing and the results showed that 47.4 percent of the students won't buy anymore the product with a good packaging design that doesn't have a high quality. These results also show the importance that quality has in the consumption of a particular product.

The next question (Q14) wants to show whether full information about the product helps the choices of consumers when buying a product in the market and the results we gathered are as following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	1	.7	.7	.7
Disagree	2	1.5	1.5	2.2
Neutral	18	13.3	13.3	15.6
Agree	38	28.1	28.1	43.7
Strongly agree	76	56.3	56.3	100.0
Total	135	100.0	100.0	

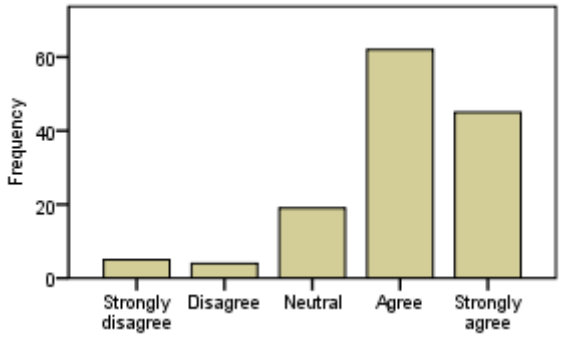


The results show that 56. 3 percent or 76 students strongly agree that full information helps a lot the consumers choice when they purchase a product in the market, while only 0.7 percent or only one person have strongly disagreed to this affirmation.

The last but not the least question (Q15) was prepared in order to see whether products with good packaging design give assurance to the consumers about the product and if this helps in its purchasing and the results of this question are represented in the following table and graph:

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	5	3.7	3.7	3.7
Disagree	4	3.0	3.0	6.7
Neutral	19	14.1	14.1	20.7
Agree	62	45.9	45.9	66.7
Strongly agree	45	33.3	33.3	100.0

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	5	3.7	3.7	3.7
Disagree	4	3.0	3.0	6.7
Neutral	19	14.1	14.1	20.7
Agree	62	45.9	45.9	66.7
Strongly agree	45	33.3	33.3	100.0
Total	135	100.0	100.0	



The data in this table show that 45.9 percent of the students or 62 students from total 135 agree that products with good packaging design give assurance to the consumers about the product and that this helps a lot in its purchasing, while only 3 percent of the students don't agree to this affirmation.

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15
N Valid	135	135	135	135	134	134	135	135	135	134	135	134	134	135	135
Missing	0	0	0	0	1	1	0	0	0	1	0	1	1	0	0
Mean	4.52	3.87	4.66	3.05	2.26	3.68	2.41	3.79	3.58	3.44	3.44	3.58	4.04	4.38	4.02
Median	5.00	4.00	5.00	3.00	2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00
Mode	5	4	5	2	2	4	2	4	4	4	4	4	5	5	4
Std. Deviation	.721	.796	.724	1.230	.840	.846	.832	.995	1.026	.930	.886	.936	1.169	.827	.966
Minimum	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1
Maximum	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

This table gives data about the descriptive statistics about the questions of the questionnaire, where it is included the mean, median, mode and the standard deviation of the responses to the 15 questions of this questionnaire. From here we can see once again the results we interpreted previously for each question particularly.

6. CONCLUSION

This research paper tries to implicit the assumption that packaging design of a product is important as any other functional attribute of a product as well as to check whether there is an impact of packaging design on consumers' choice and if yes to analyze its elements and their importance on attracting the consumers attention as well so to counter which of these elements is assumed to be one of the most important elements on attraction of consumers attention. From the results of conducted questionnaire, we came to conclusion that packaging design is an important tool that can be used to raise the consumption of a particular product and that is presented as important factor that plays enormous role in the choices of consumers. The data collected from the questionnaire gave the expected results and proved the two raised hypothesis of this research paper and that there exists a positive impact of packaging design on consumers' choice and that figures and illustrations are the most important element of packaging design that attracts the attention of consumers when dealing with variation of products in the market.

Eventually there is a need to be mention that the analysis of the impact of packaging design that has on consumption can be used as useful information from companies in order to help them to maximize their profit by understanding the flavor of consumers and their responses to their product designs and designs elements.

BIBLIOGRAPHY

1. Aaker, "Dimensions of Brand Personality," Journal of Marketing Research, (1997), 347-57.
2. Agarwal and Teas, Cross-national Applicability of a Perceived Quality Model. Journal of Product & Brand Management, Vol. 11, no. 4, (2002), 213-236.
3. Baronet et al., "Protected Values," Organization Behavior and Human Decision Processes, (1997), 1-16.
4. Bloch, "Seeking the Ideal Form: Product Design and Consumer Response," Journal of Marketing, (1995), 16-29.
5. Britton, Packaging: graphic examples of consumer seduction. Beverage Industry, Vol. 83 No. 8, (1992), 21.
6. Drolet and Luce "The Rationalizing Effects of Cognitive Load on Response to Emotional Tradeoff Difficulty," Journal of Consumer Research, (2004), 63-77.
7. Fiske and Tetlock, "Taboo Trade-offs: Reaction to Transactions That Transgress the Spheres of Justice," Political Psychology, (1997), 255-97.
8. Glaser, "Picture Naming," Cognition. Special Issue Special Issue: Lexical access in speech production, (1992), 61-105.
9. Hoegg and Alba "A Role for Aesthetics in Consumer Psychology," in Handbook of Consumer Psychology. (2008).
10. Holbrook and Moore "Feature Interactions in Consumer Judgments of Verbal Versus Pictorial Presentations," Journal of Consumer Research, (1981), 103-13.
11. Hsee, "Elastic Justification: How Unjustifiable Factors Influence Judgments," Organizational Behavior and Human Decision Processes, 66 (1996), 122-29.
12. Kahneman and Frederick, "A Model of Heuristic Judgment," in The Cambridge Handbook of Thinking and Reasoning. (2005), 267-93.
13. Kahn, and Meyer, "Consumer Multiattribute Judgments under Attribute-Weight Uncertainty," Journal of Consumer Research, (1991), 508- 522.
14. Khateb et al., "Dynamics of Brain Activation During an Explicit Word and Image Recognition Task: An Electrophysiological Study," Brain Topography, (2002), 197-213.

15. Lee, et al., “In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency,” Journal of Consumer Research, (2009), 173-187.
16. Nisbett et al., “Telling more than we can know: Verbal reports on mental processes,” Psychological Review, (1977), 231-59.
17. Nowlis and Simonson, "Attribute-Task Compatibility as a Determinant of Consumer Preference Reversals," Journal of Marketing Research, (1997), 205-18.
18. Nussbaum et al., “Winners,” BusinessWeek, (1991), 62-82.
19. Postrel, The Substance of Style: How the Rise of Aesthetic Value is Remaking Commerce, Culture and Conscience. New York, HarperCollins. (2003).
20. Schmitt and Simonson Marketing Aesthetics: The Strategic Management of Brands, Identity and Image. New York, Free Press (1997), 44.
21. Shiv and Fedorikhin, “Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making,” Journal of Consumer Research, 26 (December), (1999), 278-92.
22. Sloman “The Empirical Case for Two Systems of Reasoning,” Psychological Bulletin, 119 (1), (1996), 3-22.
23. Tellis. and Wernerfelt “Price and Quality under Asymmetric Information,” Marketing Science, (1987), 240-253.
24. Veryzer and Hutchinson “The Influence of Unity and Prototypicality on Aesthetic Response to New Product Designs,” Journal of Consumer Research, (1998), 374-99.
25. Walker, “Designing in Real Time for a Participation Economy, Fast Company, (2009), 19-21.