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PACKAGING DESIGN AS A MANAGEMENT BRAND VALUE

Today's consumers are surrounded by lots of different products, merchandise, promotional advertising and hidden customer acquisition techniques. From 2018 to 2019, the number of in-store purchase decisions increased from 76% to 82%, confirming that buyers are more open to impulsive choices than before. The fact that consumers make their final choice in the store underscores the importance of studying the behavior of shoppers in-store under the influence of marketing programs. This is what makes the exclusive and original design of the packaging as important as the quality of the product because it depends on it the high percentage of probability of choosing the buyer of this product.

Brands have, on average about 7 seconds to make a good impression before the customer moves on to the next option. Effective and appealing packaging design not only makes it more likely for one product to be chosen over alternatives, but it also reflects on the values of the brand. It goes beyond that quick, first impression. According to one survey, 52% of online customers report they would continue purchasing from the same company if they receive their orders in premium packaging. You can see how much it matters to them from all those YouTube unboxing videos where part of the review is dedicated specifically to how the product is packaged. It's also free publicity, because if the packaging is particularly attractive, buyers are more likely to take photos and share it on social media. Not paying enough attention to this aspect is a lost marketing opportunity [1].

Research from Westerman et al. (2013), examined how package design affects consumer assessment by manipulating fundamental graphical forms, such as shape, orientation and alignment. Determining the preference for color and shape when creating a desired aesthetic however, remains a challenge for professionals in different research fields. Besides selecting each individual characteristic, the challenge is to combine them into a desirable and interesting product. By merging different design elements in a synergic manner, it is possible to generate a stronger effect than that from the individual, separate elements. Despite widespread interest in this topic, few professionals have studied the role of color in marketing. The general opinion of scientists is that the influence on consumer choice through visual perception is very relevant at the current stage of brand development.

From everyday experience, we know how important a certain product can be to us, what our loyalty to it is, and how we have certain passions for certain goods because of personal preferences. Emotions can have a profound effect on the purchase decision, as the human brain often builds the associative feelings of the individual with one element or another. We associate products with certain emotions, and for this reason, there is a connection which is the start of the activation of the process of influence of packaging on consumer choice.

Craig Elbert describes the following contexts of emotional detection with user behavior: intrigue and secrets - create curiosity that is important for advertising as a whole and for attracting attention; desires and aspirations - assistance in product image; urgency and anxiety - causes a feeling of immediate reaction, a feeling of lack, which leads to purchase; astonishment and laughter - awakens a sense of community. Among various perceptions, it is shown that some scientists claim that red, in addition to irritability and aggression, causes warmth and feeling of calmness and home. The policy of using red color is now actively used by the Confectionery Factory Roshen, which specializes in the manufacture of confectionery products and is located in Ukraine. In this way, the company associates its product with warmth, comfort and positive.

Properly selected and packaged, the product protects the commodity during transport or storage and minimizes the risk of damage. Also, the packaging form, design and material all contribute to the purchase decision. The role and importance of packaging perform the functional role of physical coverage and protection of the product both in the store and in consumer home. It also facilitates the buyer's life at the expense of their comfort and also has its own information role containing details of ingredients, method of use, storage, nutrient content and value of the product. Consumers see hundreds of brands when they visit a store, and aesthetics are important to keep the brand stand out, to attract buyers' attention and make it easier for consumers to find exactly your offer and decide. It also plays the role of preventing theft by physically destroying the package (identifying obvious signs of opening) by offering the possibility of built-in

anti-theft devices or the inability to re-operate. Besides, package a convenient way to use the product with additional features that make it easy to display, process, and distribute with options such as opening, reopening, and reusing [2]. The aesthetic characteristics of the packaging are of great importance, affecting the psychology of the buyer, thereby determining its attractiveness to the product. The packaging of goods is also an important factor in the diversification of the large assortment of goods, contributes to the qualitative assessment of the product and the promotion of sales. It is important to remember, that:

1. A packaging's form must take into account the environment, an assortment variety demand, the way of using dosing and proportioning the product, the product characteristics, the storage conditions pre and post purchase. Also, it helps the market through a product diversification by eliminating the uniformity and monotony of the assortment. Packaging must be characterized by its solidity, low weight, durability, functionality.

2. The graphics must be simple, expressive, clear, and the illustration has to be compatible with the packaged product. Also, it is essential that its coloring and style offer value to the product and to brand name and that it allows a fast, correct, easy reading without creating confusion.

Graphics, along with other elements of aesthetics, add to the individuality of consumer goods in relation to their destination. They represent an important contribution to increasing the sales of goods, stimulating competition in optimal conditions, increasing the mereological characteristics of the goods.

3. As was previously mentioned, color is one of the most important elements of packaging because it acts on the buyer's psychology. At a first contact with a product, when it's the first time the product is viewed, the buyer first notices the color, the brand, the shape and finally the design. The color, chosen in close connection with the shape and the graphics, has the following objectives: boost sales; the aesthetic content and ambiance of commercial spaces; product personality; promoting elements with national, regional specificity; psychologically creating a commercial climate; the direct contribution to creating a tradition of products, enterprises, etc. [3].

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So, packaging material and design are important elements in the sales process, but the color combines all of its elements and is one of the most important means to make the packaging an effective communication tool. Color sells a product, it is above all a sensation and creates an emotional state that communicates well, exceeding the size of the package, the product itself, its shape or purpose. Packaging must be treated with as much care and attention as any other form of brand communication. It should be tested both before design finishing and in terms of market performance to check how it works

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