



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v12-i5/13287>

DOI:10.6007/IJARBSS/v12-i5/13287

**Received:** 07 March 2022, **Revised:** 11 April 2022, **Accepted:** 29 April 2022

**Published Online:** 05 May 2022

**In-Text Citation:** (Tan & Abdullah, 2022)

**To Cite this Article:** Tan, S. M., & Abdullah, F. (2022). Packaging as a Brand Builder. *International Journal of Academic Research in Business and Social Sciences*, 12(5), 359–362.

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Vol. 12, No. 5, 2022, Pg. 359 – 362

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## Packaging as a Brand Builder

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### Abstract

Over the past decades, consumers have spent no more than one-minute scanning for making buying decisions on the products they need. Hence, the marketplace has been a growing emphasizing towards packaging. It has been identified that packaging plays a vital role in effect consumer buying behaviour. From this view, the packaging is no longer considered only as of the container for a product. Marketplace believed that packaging is one of the expressive packaging to gain consumer attention and become an ultimate selling proposition stimulating consumer buying behaviour. This paper discussed the packaging as a brand builder to stimulate consumer buying behaviour to purchase a particular brand.

**Keywords:** Packaging, Brand Builder, Consumer Behaviour, Advertisement

### Introduction

Companies have recognized that packaging plays an integral role in advertising the growing brand in today's dynamic and highly competitive marketplace environment. Over the few year, the packaging has been defined as the container to protect the product for distribution, storage, sale purchased by the consumers (Oaya et al., 2017). However, consumers have a growing interest in packaging design as a brand builder. Hence, packaging is no longer considered only a decorated product carrier. Consumers are too busy with their lives, so they spend less than a minute scanning and decide to purchase the products they need. Therefore, increasing packaging becomes an ultimate selling proposition that stimulates consumer buying behaviour because it is defined as silent salesman at the point of sale.

### Literature Review

#### As a Brand Builder

The function of packaging is a brand builder (Vazquez et al., 2003). For instance, the packaging is a primary way to establish a brand memory into consumer's consciousness. In addition, the duty of packaging protects company's products and develops product's image in the consumer's mind or memory (Zekiri & Hasani, 2015). According to Dadzie and Boachie-Mensah (2011), packaging design is a pivotal element of the brand strategy. Giving an illustration of brand elements is an essential for packaging because of customers reduce time searching as it facilitates brand identification (Bassin, 1988).

In broad terms, packaging can be defined as a tool to build a brand image. Definition of brand image is "perception of a brand as reflected by the brand association held in consumer memory" (Keller, 1993). Brand image is a medium to motivate consumers' consumption tendencies because of their focused information about quality of the product (Keller, 2003).

Brand image is widely considered the most important in consumers' emotional. Agariya et al., (2012) contented that consumer congruity between consumer's self-concept and the brand image. Furthermore, sensory experience is an integral part of a brand that includes packaging, creating an image in consumers' mind (Montague, 1999). Therefore, consumer will build loyalty, trust and increase recognition of the product based on product's packaging with effective.

### **As a Tool to Influence Consumer Behaviour**

Consumer behaviour can be defined as the consumer's decision regarding the acquisition, consumption, and disposition of products and services, time, and ideas in human decision-making units (Ayu & Harimukti, 2012). Some factors to influence consumer behaviours that consists of cultural, social, personal, and psychological (Olawepo & Ibojo, 2015).

At the point of sale, the packaging is vital to attract consumers' attention and help them decide on the store more quickly. The fundamental of current packaging design is composed of the combination of physical packaging and written communication about product content (Klimchuk & Krasovec, 2013). Features of the package can emphasize the uniqueness and originality of the product and how it will satisfy consumers (Silayoi & Speece, 2004; Poturak, 2014).

Research has shown that product a unique packaging are more easily detected by the customer's eye movement tracks across a display of packages. Packaging becomes significantly increasingly because it is defined as the first thing the consumer notices from the product (Ampuero & Vila, 2006). Hence, packaging functions have changed because of increasing self-service and changing consumers' lifestyles (Mitul & Bhavesh, 2012).

### **Conclusion**

Nowadays, the packaging is no longer defined as a container to protect the product. In contrast, the packaging is growing functionality as a brand strategy in the marketplace and can be regarded as one of the most influential factors affecting customers' behaviour. As Charles et al (2011); Silayoi and Speece (2004) concluded, the packaging is one of the materials that develop an image in the customer's mind about the product.

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