

The psychology of color in brand packaging

La psicología de color en el packaging de la marca

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ABSTRACT

Color psychology is a field of study that is aimed at analyzing the effect of color on human perception and behavior, the results of several studies show that colors and feelings are not accidentally combined, that their associations are not a matter of taste, but universal experiences deeply rooted in the infancy of our language and our thinking. If we know how to use colors properly, we will save a lot of time and effort. Packaging and branding are treated as separate disciplines. Packaging is about how a product is protected and contained and branding is about how the characteristics of the product are communicated to the consumer through the brand, but if we pay attention, it is clear that the two disciplines are in fact deeply rooted. Brand packaging unquestionably provides the visual appeal of the product to the customer in the product design process, from the initial research to the development of the brand concepts and message through the execution of the design idea and finally to the production of the packaging itself.

Keywords: business management, profitability mechanisms, inns, hotels, etc.

RESUMEN

Psicología del color es un campo de estudio que está dirigido a analizar el efecto del color en la percepción y la conducta humana, los resultados de varios

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estudios muestran que colores y sentimientos no se combinan de manera accidental que sus asociaciones no son cuestiones de gusto, sino experiencias universales profundamente enraizadas desde la infancia de nuestro lenguaje y nuestro pensamiento. si sabemos emplear adecuadamente los colores, ahorraremos mucho tiempo y esfuerzo. El packaging y el branding se trata como disciplinas separadas. El packaging trata sobre la manera de proteger y contener un producto y el branding , sobre cómo se comunica al consumidor las características de dicho producto a través de la marca sin embargo si prestamos atención , resulta evidente que ambas disciplinas están en realidad muy enraizadas .el packaging de la marca proporciona indiscutiblemente el atractivo visual del producto dirigido al cliente en el proceso de diseño de mismo, desde la investigación inicial hasta el desarrollo y de los conceptos y el mensaje de la marca pasada por la ejecución de la idea del diseño y finalmente la producción del propio packaging.

Palabras clave: gestión empresarial, mecanismos de rentabilidad, hosterías

INTRODUCTION

It is unquestionable that every buying and selling action is achieved through the visual impact of the product on the customer, therefore all visual communication activity is structured based on the compositional management of lines, shapes and colors.

These factors have motivated that the present work has as purpose to exalt the importance of the psychology of the color in the design and therefore reinforcing the strategies in the field of the advertising, we have considered the psychological aspect that causes each color in the minds and emotions of the receiver, let's remember that we all are visual at the moment of choosing a product, good or service, since the influence of the color not only is located in drinkable or edible products, but also when observing the marks represented by logos, this fact of observation becomes decisive at the moment of the election in diverse commercial scopes.

The present work covers mainly the psychological effect of color in the minds of the consumer, according to the study conducted all people are governed by colors and these in turn betray their personality and mood, thanks to this we can define the characteristics of the various existing target groups without discarding their habits and even their intellectual level.

Age plays a preponderant role when choosing the color according to the need to promote and sell the image of a company or product, during the structural and chromatic development prior to the selection of colors for a brand, the legibility of the brand must be considered and this leads to the selection of the appropriate typography (typeface) to create the process of brand recall with the indisputable support of color and typography, thus creating a successful Packaging.

The contrast of color in brands has a captivating effect on the receiver, knowing how to mix warm and cold colors in a measured way without creating visual noise and chromatic saturation, these details are responsible for the products to remain in the first places of acceptance in current times.

For the realization of this article, several researches have been made about multiple areas involved in packaging design, such as graphic design, color psychology, advertising and branding.

The packaging must contain, persuade, present and inform, and the design must allow easy identification with the product, that is to say, the name must be relevant to what the packaging is offering.

According to GAVIN AND HARRIS, (2011) packaging is branding, that is to say that many brands stand out through good elaboration or production of packaging, added to this the correct use of artistic composition, typography and good use of color, packaging is part of a set of graphic communication elements that are transmitted through advertising, marketing, public relations and viral electronic communications. However, it could also be said that packaging and brand are essentially inseparable. It could be said that packaging is branding, that packaging represents the manifestations of the brand and that the brand lives and is realized thanks to the packaging. For the end user, packaging is part of the product, it is what generates trust and development, loyalty towards the product, to achieve brand loyalty is the real challenge of the packaging designer.

Packaging and its design have come to play an increasingly relevant role in the branding exercise, as it is not only concerned with the need to contain and protect a product,

packaging has become more sophisticated and today plays a key role in the branding process. (HARRIS 2011).

Branding and packaging have a life cycle, which means that there is a need to regularly evaluate and modify certain aspects to maintain a brand, among its attributes we can count the brand personality which is governed by the influence of the lines and geometric shapes that make it up. When a brand no longer connects with its target market, it is usually the time to undertake a rebranding process of the product or line to correct them. When undertaking a brand overhaul, the first step is to identify and focus on the features that really matter. Often, designers are faced with too many things, such as a limited budget, which hinders the normal development of creativity. Once they have decided what is important, they can examine where the brand stands in relation to the competition. Existing brands are better known in the market and consumers have already made their associations, good or bad, a new brand does not have that burden and represents a blank slate to be placed in front of customers. In order to stand out from the competition, new brands often opt for a different approach to those adopted by similar products. If this strategy is successful, it may happen that, over time, the competition will copy this brand and it will inevitably end up lost in a sea of similar designs. Then a redesign or repositioning can be undertaken considering the increase in competition in an economic and global way, as a second point we can teach the emergence of exaggeratedly segmented markets, in addition to the short life cycles of products, without ruling out the changes in habits and attitudes of customers.

Emotional design. Colors are visual elements that are part of the brand identity, they can provoke different types of emotions, colors attribute to a product, personality and style, allow them to be identified and remembered more easily, providing better presentation of the product and positioning it in the market, since it is easier for the brain to encode the colors of a text. We know much more about feelings than colors, so each color can produce many different effects, often contradictory. The same color acts differently on each occasion. The same red can be erotic or brutal, inopportune or noble. The same green can seem healthy, poisonous or soothing. A radiant yellow or hurtful. No color appears isolated, each color is surrounded by other colors. An effect involves several colors that convey sensations and emotions in consumers (Héller 2017).

MATERIALS AND METHODS

The present investigation used the mixed method, which is the Quali-Quantitative method, in order to study the social environment, describing each of the variables

presented in this work. As for the techniques, the descriptive exploratory technique can be mentioned.

The research design or the way of collecting information will be the basis for the relevant results. In the present project, the population will be taken as the total number of people residing in the Tarqui Parish of the city of Guayaquil, who represent 2'700,000 inhabitants, data taken from the Ecuadorian Institute of Statistics and Census (INEC).

Formula: Infinite.

$$n = \frac{Z^2 \cdot N \cdot pq}{e^2 (N - 1) + Z^2}$$

n= Sample size N=	
Population:	2'700.00
Z= Reliability	0
e= Margin of error	1,96
P= confidence (% if occurrence)	5%
	0,5
Q=error (% does	0.5

$$(1.96)^2 (2'700,000)(0.50)(0.50)$$

$$n = \frac{0.05^2 (1'050.826 - 1) + (1.96)^2 (0.50)(0.50)}{1009213.29}$$

$$n = \frac{1009213.29}{2628.0229}$$

$$n = 384$$

RESULTS

As a result obtained, the consumers that most attracts their attention within the packaging is the brand, having as second option the typography and as third option the

colors of the same which should be very careful with modifications in the packaging if it is well positioned. The following results were obtained on the fixation of the packaging in which the consumers surveyed gave a result that is more given in the fixation of the brand, followed by the content of the same, in the fixation of expiration and finally the nutritional information of the same that gives us as information that the consumer each gave this more prepared to choose a product.

The following results of visualization in merchandising in the hanger gave results that consumers expect in the packages an easy handling of the same, secondly the wrapping of the same, its colors in less proportion and finally the contents of the same. Within the survey the following results were obtained: consumers look at the packaging more in the brand, then in its prestige as a national or multinational brand, another by recommendations of the mass and by habit that have been buying the product from generation to generation and by the formulation.

The results obtained are relevant as the presentation of the product that if only a brief change is made, such as presentation, typography, texture, or packaging, the consumer will be aware of it and will produce confusion in it and even think that its flavor formula has changed despite these did not undergo changes in the same. The most striking colors were given the blue because it is a color of fidelity, fantasy, and in turn a cold and intellectual color, in turn the yellow color of tradition of optimism and energy, the brown color rejected for being a color that has no symbolism and for being an ugly and vulgar color, and finally the orange shows feelings, exotic or also known as orange red, as it is demonstrated once again that the name of a brand should be easy to remember, pronounce and visualize, secondly the presentation of the same gives much to say and focused on what you want to demonstrate the product through its colors focused on the content of the same for the appreciation of the same, violet as a color of ambivalent feelings and more rare and uncommon to attract attention, followed by silver which is less thought of, secondary color and dominant color in the mind, and finally the black color of power, violence and death but favorite color of designers and the color of elegance The recognition of the packaging is given by full labeling that helps the packaging to be recognized in second term attributes, such as durability and finally its resistance in the physical and climatic protection of the same. The results of the survey are very clear, consumers are becoming more and more demanding in packaging and it is very clear that they are looking for clarity from manufacturers that are more specific such as traffic lights, calorie nutrition, quality and credibility of the same and not having bad information or misleading advertising of the same.

CONCLUSIONS

We can affirm that color is the main motive of attraction, motivation and stimulus to reach the creation of Branding and Packaging, since without it there would be no visual appeal.

Visual communication is not only the good use of compositional elements and their rules, this goes beyond when the psychological aspect and its multiple emotions are added, being the main causes of the success of Branding and Packaging, it is very useful the analysis of the results of consumer behavior thus achieving a very accurate profile as to the possible future customer, the chromatic emotions are maintained over time from childhood to adulthood, We can cite as an example the loyalty to the color of a soccer team or the brand of a mass consumption product, this is due to affective factors that are inherited from generation to generation as a result of habits and family traditions very accentuated due to the positioning and positioning and its strategies directed mainly to the emotional aspect, an example of this is the boom that today has the Neuromarketing which uses all possible resources being the main protagonists the five senses.

It is recommended to study and analyze color in branding and packaging by translating it into tangible sketches such as 3D, commonly called Dummies before any market launch, such verification can be carried out with internal sampling to verify the effectiveness of color according to the target group to be conquered.

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