

The effect of consumer's psychological cognition on product packaging vision design : Taiwanese beverages as an example

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ABSTRACT

More and more consumer's decision in purchasing today relies upon cognitive knowledge. More evidence shows that when consumers of the product are purchasing, they make decisions based on important, real, and precise cognition. For this reason, when packaging creates a vision, the design of a product goes with the consumer's psychological cognition. The vision design will encourage consumers to take action and purchase that product. Therefore, one of the important packaging issues is to explore how a designer can make the vision design of the beverage packaging agree with the consumer's psychological cognition. The main purposes of this study were (1) to understand the current status of vision design of cold beverage packaging, (2) to explore the consumer's cognition degree of vision packaging of cold beverage in terms of psychological cognition, (3) to synthesize from the different variety of vision designs of beverage packaging in order to build up consumer's correct cognition and to provide the packaging business and designers a future goal. The structure and methodology of this study were divided into two parts: (1) theories, literature review, and the collection of the relevant materials, (2) experimental testing employing post test-only control of true experimental designs. The procedure included: 1. Brand name discrimination testing. The test was divided into two groups, one was testing the brand name discrimination, in which the brand names of the beverages of the same category were removed. This was a test before the learning of brand names. The other was a test after learning the brand names. 2. The evaluation of the graphics and colors of the beverage packaging. The purpose of the experiment in this part was to test the subject's evaluation of graphics and colors of the beverages packaging, in order to see the consumers preferred ones. The statistical analysis of the data collected for this experimental design yielded the following four findings. 1. The results of One-way Analysis of Variance (ANOVA) showed the significant difference between pre-learning and post-learning of brand names discrimination. The rate of the subjects accuracy was increased through learning the brand names. The results showed that there was a significant difference in recognizing the packaging of milk-tea, juice, and black tea. 2. The results of One-way ANOVA revealed that there was statistically significant difference for the different gender in the brand name discrimination test, and for the categories of milk-tea, coffee, and black tea. 3. The results of One-way ANOVA showed that there was a statistically significant difference for different ages in the brand name discrimination test. 4. The mean average and standard deviation of the evaluation of different packaging showed that the category of juice was the highest among all five. A complete and concrete principle for the design of beverage packaging will be set up by the findings of this study. The cognition of consumer's beverage packaging vision will expectedly be enhanced. Furthermore, the findings of this study will improve the quality and value of beverage packaging, and as a means of enhancing the international image and status of the national beverage packaging. The researcher concludes that immediate speed in developing this vision packaging concept will greatly benefit the packaging industry.

Keywords : cognition ; product packaging ; packaging vision design ; beverage product

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