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# The Analysis of Impulse Purchase and Influence of Branding and Packaging in Consumer Choice

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***Abstract:*** ***Purchase for pleasure and without regrets, has no charge of conscience. Among his purchases: travel, luxury items, records, video games, etc. When there is engagement with a brand, more impulse purchases occur. The impulse buying behavior is sudden, coercive rather than pre-planned, hedonistic, multifaceted behavior, whereby the rapid nature of the impulse decision process makes it impossible to identify well-considered and targeted alternative options. Branding is a process of building the brand image that takes into account who we are, what we do and how we do it where "what we are" stands for Branding is fundamentally a process of building bonds of trust between companies and their target audiences (potential customers, internal audiences, prescribers). The importance of the brand and Branding in business management is enormous.***
***Keywords: Consumer, Marketing, Packaging, Branding, Business, Innovation Jel codes: D9 G41 M3***

## I. INTRODUCTION

Branding also takes into account the perception that these audiences have of a brand. It makes no sense to think that the purchase decision is based on the projected image and the experiences of customers and forget about this second part in the process of construction and management of their brand. The prominence of the brand lies in its ability to synthesize an entire universe in an image or in a name that would otherwise be difficult to tell. When one hear the names of the world's leading brands or see their logos somewhere that conveys many ideas, many experiences and many emotions. It does not mean that all of them are good; some will be bad, precisely because the management of the brand, of that brand that generates bad emotions in you, has not been correct. The significance of the brand is that it is an element that can be worked internally and that can give meaning if it follows the process of building the Branding Strategy.

## II. BRANDING AND PACKAGING

### *A. Packaging and Audience Perception*

The importance of the brand lies in its ability to sell more and better. Products, companies, are elements that are represented with a brand in order to be identified and remembered among the different options. A sound, pretentious and memorable brand will allow the development of the business, its growth and its continuity. A good brand is one that evokes an emotion and helps in making a buying decision [1]. It has been defined that a brand has a high profile and reputation, and consumer preference and trust along with responsible and dominant market share, which brings rich income to enterprises. Furthermore, it has been believed that a famous brand is a famous brand which is, generated in a market competitive environment, recognized by target customers, having high visibility and reputation, outstanding market performance and huge amount of credit i.e. a brand with good value. According to a researcher it has been notified that brand names are produced in market competition with outstanding performance, customer loyalty and recognition to create a long-lasting huge effect brand. It is also believed that brand names can be based on classification by different standards: according to the size of the radiation range, divided into ground, party brand, national brand and international brand; according to different carriers, they are divided into product brand and service brand; according to different grades, it is divided into high-end brand (or luxury brand) and popular brand; divided into different generation periods, divided into traditional and modern brands; according to the length of existence, they are divided into short-term brand, era brand and permanent brand.

### *B. Brand and Profitability*

The brand-related concept is brand-brand which is used to distinguish competitor's products or services, or products or services that identify a business name, symbol, logo, or combination of services. However, the American Marketing Association defined a brand as "a name, noun, mark, symbol, or design or a combination of these elements, the purpose of which is to identify a pin products and services provided by or to certain sellers differentiate the products and services of competitors". It can be seen that the brands are two basic functions: One is the role of identification, which helps consumers identify that the products one wants to buy and reduce

[1] Sohail M, Sun DW, Zhu Z. Recent developments in intelligent packaging for enhancing food quality and safety. Critical reviews in food science and nutrition. 2018 Oct 13;58(15):2650-62.

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search and decision costs; the second is the difference role, that is, to help companies compare their products with those of competitors compared with the brand used as the identification symbol and content. Another researcher considers that brand names usually include Content: 1) implied a certain target user, that is, the target user is clear; 2) represents certain product attributes, that is, advantages and outstanding attributes; 3) the body present a certain benefit and satisfaction to customers, that is, to provide customers with clear accurate interests; 4) have a certain personality, that is, a distinctive personality, a sharp image out. It has been identified that the famous brand is the "knowledge" and the unified response of "letter" includes the product innovation ability and quality of the enterprise, assurance capabilities, value-added service capabilities, and customer-to-business quality capabilities recognition, with market recognition, appraisal relativity, and exclusive status as well as long-term characteristics [2].

According to a researcher the famous brands quantity, price and service are superior to other brands, reflects the quality of an enterprise. In a research it has been found that even in the B2B field, brands can still be an important difference for company's competitiveness. It can be seen that brand names are huge assets of enterprises (also called brand equity). Meanwhile, another author stated that brand equity is the value added to products and services by brands reflects customer's brand ideas, feelings, and actions taken, and what the brand brings to the company price, market share, and profitability [3].

### *C. Packaging and Meeting Point*

Scholars have basically studied the influence factors of consumers buying brand-name products. It can be seen that brand names are huge assets of enterprises (also called brand equity). It has been identified that brand equity is the value added to products and services by brands reflects customers, brand ideas, feelings, and actions taken, and what the brand brings to the company price, market share, and profitability. Comprehensively and systematically explore the motivation of consumers to buy brand-name products, and communicate use scientific statistics and calculation methods to classify and average purchase motivations, value comparison, and then put forward countermeasures and suggestions for creating brand names for enterprises. The brand memory includes consumer memories. These brand perceptions influence the assessment, evaluation and final purchase [4].

Regardless of the level of purchasing activity, the brand is very important. Consider a product with low and high consumption, such as buying a tube of toothpaste instead of a new car. People can regularly buy their favorite brand of toothpaste instead of thinking about buying (participating in the usual response), but are also reluctant to switch to another brand. Having favorite brand saves the search time and shortens the evaluation period because one knows what they are getting.

When it comes to cars, consumers may have a comprehensive solution to problems, but they are ready to consider only a specific brand or brands. These days the quality of American cars is very good, but buyers will understand that. If the product which a costumer buy's is very important, a good brand can be important to them. As a result, product manufacturers with a high level of involvement cannot calm down about the value of their brand. The construction of the brand image is a complex process, which is why branding activities must be treated in every detail. When an advertisement shows the brand in a context such as, for example, a paradise beach, and consumers can connect the brand not only to an abstract idea of a similar landscape, but to their vacation memories, to the days spent at the sea. On the basis of these links, therefore, their involvement with the brand changes.

## III. ELEMENTS OF PACKAGING

An investigation revealed that in terms of food packaging a The different elements that make up a branding strategy can be of a different nature : visual , in the case of advertisements; olfactory , if a person refers for example to a specific perfume used in the stores; tactile , for the fabric of the product; sound , as in the case of jingles; taste , since they can also relate to a specific taste . These elements are then stored and crossed in the minds of consumers, contributing to the development of a specific brand image, more or less consistent with the brand identity and with the values that the brand would like to convey.

It is difficult to understand that in order to know, if consumers connect a product to concepts such as quality and effectiveness, or if, on the other hand, other consolidated associations occur in the minds of potential customers. For years, marketing research techniques have analyzed the answers provided by consumers based on the information they were able to recover in their memory; they were based, therefore, on explicit and conscious memories. The concepts of explicit memory and implicit memory have been studied for the first time by Graf and Schacter and explained in "Implicit and explicit memory for new associations in normal and amnesic subjects". However, it has been further analyzed the existence of a memory without awareness ,

[2] Skaczkowski G, Durkin S, Kashima Y, Wakefield M. The effect of packaging, branding and labeling on the experience of unhealthy food and drink: A review. Appetite. 2016 Apr 1;99:219-34.

[3] Binninger AS. Perception of naturalness of food packaging and its role in consumer product evaluation. Journal of Food Products Marketing. 2017 Apr 3;23(3):251-66.

[4] Grunert KG, Loose SM, Zhou Y, Tinggaard S. Extrinsic and intrinsic quality cues in Chinese consumers' purchase of pork ribs. Food Quality and Preference. 2015 Jun 1;42:37-47.

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underlining the impact of stimuli to which subjects do not remember having been exposed but which are nevertheless stored and can interfere with the judgments and evaluations that they perform [5].

It is now known, today, that not only explicit memories but also information stored in a non-conscious way can condition subjects in different ways. This is one of the reasons why consumers are not always able to explain precisely why they prefer one particular brand to another: different moments of exposure to brand communication are not in fact remembered by individuals, but they can still influence the decision of purchase. The implementation of implicit association tests is, in this perspective, very useful for identifying the associations that consumers make with a brand or product.

*A. Force of Packaging*

However, what brands try to do through branding is therefore to condition the image consumers have of the brand and the purchase decision through different forms of displaying logos , jingles, advertisements, packaging and other elements. The naming is of great importance during the buying process. Although it may seem a secondary element, it is not. However, one often chooses their purchase decision based on what experts call Brand naming [6]. On the contrary what is the same, the tendency to use the brand name in purchasing decisions.

According to the literature on the subject, there are two arguments that explain the analysis of consumer behavior based on consumer decision making. Hence the great importance of tools such as the name tests when creating a brand.

The first theory defends the use of brand naming as a reference when making the best decision. According to this theory, consumers associate product names with a general assessment of the brand image, as well as social benefits and product quality. On the other hand, accepted naming methods are used as individuals in the control group to which they want to belong. That is why it is somehow connected to social psychology.

The second theory is that he called this process easy brand dependence which is not a negative dependence, but an obsessive insolvency that forces one to choose a brand completely because of the name and the connection one possess with it (either social or emotional).

In general, in recent times the main studies on the subject have ruled that brand naming is becoming increasingly important as a basic element when deciding on the quality and image of a brand. Thus, it is very important to choose the brand name properly, to have professionals who value all the implications and not to belittle the value of specialized tools such as the brand name test, a previous analysis of the name chosen at the official launch of a product or company

*B. Concept of Brand and Packaging*

A series of concepts are associated with the brand name that are not always related to the public's tendency to decide on the purchase based on naming, although they do help to better understand what is happening at that time.

1) *Brand Dependence:* it is the scale of value in which a customer uses the brand name to decide their purchase.
2) *Brand Love:* it is the emotional or sentimental link that is established between a brand and a consumer. It does not have to be related to the power of attraction of naming.
3) *Brand Consciousness:* concept related to the regular purchase of national and recognized brands, in which naming has a powerful influence on the final purchase decision.
4) *Brand Relevance:* there are occasions in which within the same category of products or services, the relevance of a brand is given by the sensations that arouse its name in consumers. Hence the importance of the name tests to achieve this effect.
5) *Brand Awareness:* This last concept is closely related to the previous one, since it deals with the probability that a brand name can raise positive things in the minds of consumers.

For this reason, choosing brand names is important to simplify purchase decisions and reduce purchase risks. The recognition of status has an important influence on the choice of brand name. According to a researcher it is believed that consumption of consumers' recognition of brand personality has a significant impact on their purchases.

In conclusion, the naming stage of a company, product or service is crucial. A test of names before launching the product permanently is one of the best ways to assess the scope and acceptance of the product.

[5] Balmford J, Borland R, Yong HH. Impact of the introduction of standardised packaging on smokers' brand awareness and identification in A ustralia. Drug and alcohol review. 2016 Jan;35(1):102-9.

[6] Mundel J, Huddleston P, Behe B, Sage L, Latona C. An eye tracking study of minimally branded products: hedonism and branding as predictors of purchase intentions. Journal of Product & Brand Management. 2018 Mar 12;27(2):146-57.

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## IV. FORCE OF PACKAGING

Quality products will always attract new consumers and strengthen existing consumers. To ensure that customers continue to devour and recommend branded products and services, it is important that they focus on providing quality services and that the influence between purchasing decisions and service quality is not questioned. The quality of the products is essential. In many cases it is preferable to pay a slightly higher cost and obtain better quality products. Before the same price, the quality of a product (or service) directly influences consumers, who over time become more demanding.One of the main challenges of companies is precisely this: meet customer expectations. The consumer is interested in the products complying with quality standards. The quality of the product should be a reflection of the client's desire, as it is very relevant how they feel when purchasing the product or if it is really going to improve their life. Quality weighs when deciding, because the most essential purchases are those that contribute to an individual's personal well-being and health. They look for a perfect balance between quality and price, but if there is an opportunity to save, they will not hesitate to change brands, if the price is somewhat lower and the quality level is almost the same [7].

First of all, that the product or service an individual buy is of the best quality. Nobody thinks about buying a product if the lack of quality is obvious. If it does, it is probably due to lack of knowledge to detect these deficiencies, because it detracts from them, or because it is not willing to assume the increase in price that will lead to a better alternative. But in no case will a person buy a product knowing that he could have a better one at the same price. This makes consumers think that the first reflection that a consumer makes is about the attributes of the product or service that he acquires and therefore, the main marketing orientation should be to send a potential message to the potential customer concepts. In this sense, According to the study, the more consumers know about the differences in quality between brands, the more important it is to distinguish between these brands and the greater the chance that they will buy loyally. Moreover, the research has also produced the same results, so it can be said that perceived differences between brands can be one of the most important factors that determine brand loyalty. At the same time, great confidence and special feelings from the brand make loyal consumers believe in the unique quality of the brand. When they buy, they do not think too much, do not pay for knowledge and do not repeat or compare brands (Low difference of perception). Under normal circumstances, products that consumers continue to buy are healthy products.

### *A. Ease of Packaging*

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In conclusion, the naming stage of a company, product or service is crucial. A test of names before launching the product permanently is one of the best ways to assess the scope and acceptance of the product [9].

## V. CONCLUSION

Under the influence of value awareness, consumers are not only concerned with the low price, but also with the quality of the product and the relationship between price and quality. Consumers are more often looking for information about the quality and costs of the product, and also learn more about the product and the price when buying promotional products, so that they can predict the effectiveness of sustained high participation and noticeable differences in brands. Moreover, consumers with an advertising

[7] Akhtar N, Ahmed I, Jafar HY, Rizwan A, Nawaz JM. The Impact of Packaging, Price and Brand Awareness on Brand Loyalty: A Reseller Perspective in Mobile Sector of Pakistan. International Review of Management and Business Research. 2016 Sep 1;5(3):790.
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trend are more likely to find insurmountable purchases and can never buy anything. With influential buying behavior, external factors influence the buying behavior of consumers, mainly because consumers do not know the product and it is difficult to assess the difference between the quality of the product and the brand (low perceived difference). This time, rumors from friends and relatives, recommendations from experts and authorities, or recommendations from advertising agency representatives were recognized as very convincing evidence that the lack of information and knowledge about the brand by consumers made up for it and recognized and accepted the product or brand.

It has been found that the more consumers understand the differences in quality between different brands, the more they will feel the importance of differences between these brands and actively seek information to identify differences. The perception of a person's unique characteristics increases the chance that he will buy the product loyally, does not depend on the price and is willing to pay a higher price.

USP (Unique Selling Point) denotes to the exclusive benefits of a service, company, product or brand that can differentiate it from its opponents. A unique selling point must be a piece that emphasizes benefits of product that are significant to customers. A unique sales proposition or a unique sales argument (USP) is a marketing concept that refers to every factor or aspect of an object or service that sets them apart from competitors and underlines their unique benefits for consumers.

A well-formulated USP can effectively support to identify as well as define the marketing aims to efficaciously distinguish the products and brand from competitors. The USP, designed to offer exclusive benefits to customers, is often an essential measure of a company’s brand policy that supports to remain remarkable and make a constructive impression in consumer’s eyes. According to a researcher, price awareness is usually measured on the basis of price knowledge [10]. The study offered a broader price awareness using three different factors, namely: price knowledge, finding prices in stores and searching for prices between stores, a method developed by investigator. The results of the research show that buyers are relatively valued and know more about prices and less about promotions.

The study found it interesting that demographic factors are not related to any concept of price awareness. Price awareness is measured by testing the ability to remember prices immediately after choosing a product, investigating questions about price information in a store, and observing the habit of comparing prices between stores. These three factors show a very strong relationship between the products categories examined. Price is part of the marketing mix and requires special attention. One reason is that prices differ from other marketing factors and affect consumer income. The company as a legal entity must determine what it wants to achieve before a price is determined. With the goals that each company has set, the next update is a pricing strategy. Each policy has its advantages and disadvantages, and in combination with various policy measures and knowledge of existing market conditions, companies can make a profit.

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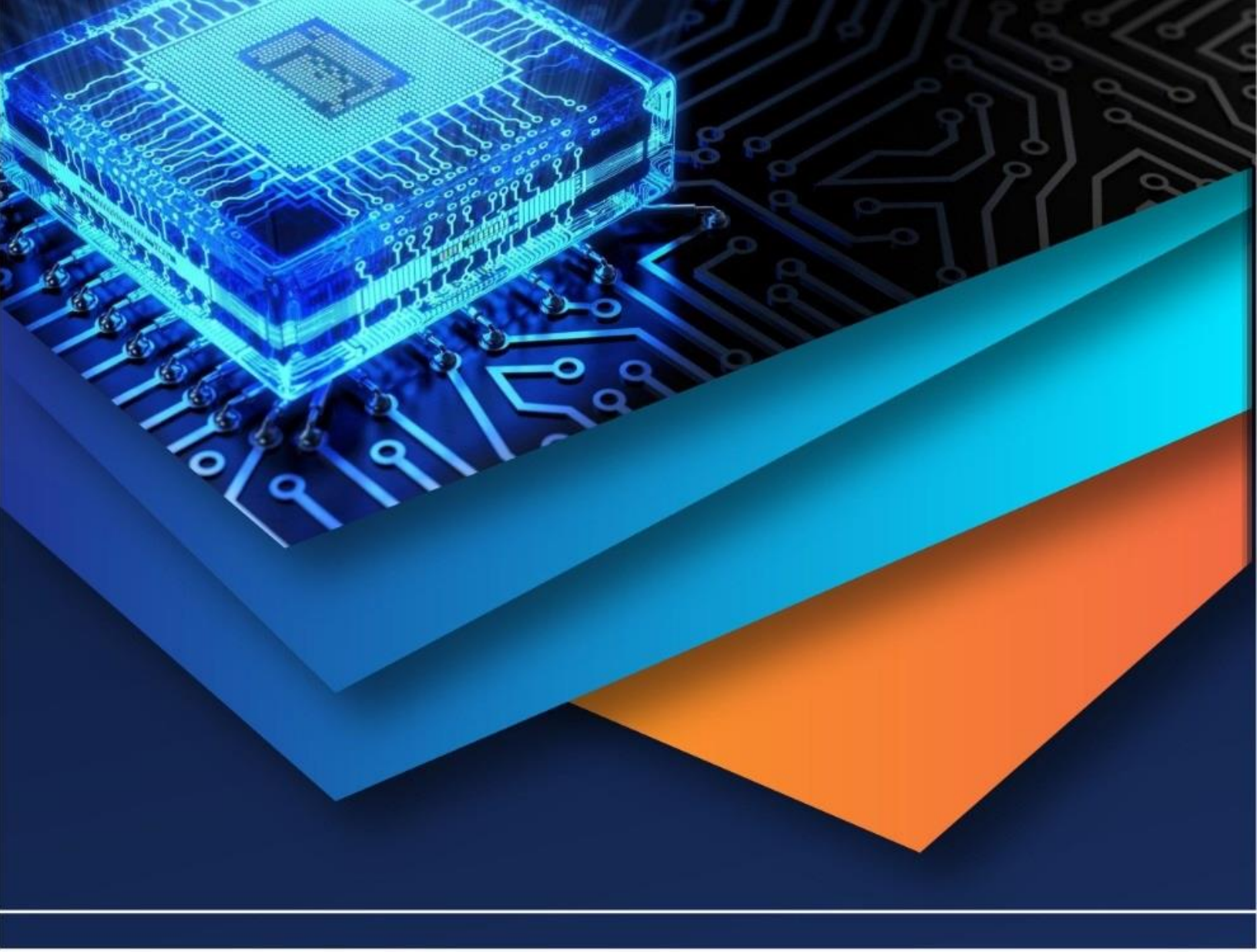

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