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THE INFLUENCE OF PACKAGING COLOR ON PURCHASE INTENTION AND BRAND RECOGNITION OF BEVERAGES: A STUDY IN POLLACHI

S. Haritha[1], Dr. C. Rajalakshmi[2], Dr.A.K. Kavitha[3]
[1]*MBA Student, Sakthi Institute of Information and Management Studies Pollachi*
[2]*Associate Professor, Sakthi Institute of Information and Management Studies Pollachi*
[3] *Librarian, Sakthi Institute of Information Management Studies, Pollachi.*

ABSTRACT

In the competitive world of beverage marketing, packaging plays a crucial role in influencing consumer perceptions, preferences, and buying decisions. The importance of packaging colour has been a topic of interest for marketers and researchers, as it has the potential to significantly affect consumer behaviour

This research examines the influence of packaging color on buying intention and brand recognition for beverages, specifically within the Pollachi region. The color of packaging plays a crucial role in marketing by shaping consumer perceptions and influencing behavior. Previous studies have shown that colors can evoke emotional responses, represent product quality, and increase brand visibility. This study investigates how various packaging colors impact consumer choices, purchasing actions, and the ability to identify and recall beverage brands. Using surveys and data collected from Pollachi residents, the research identifies which colors are linked to higher buying intention and stronger brand recognition. The findings suggest that particular colors elicit emotional responses and brand associations, which may lead to increased consumer preference and sales. This study emphasizes the importance of selecting the right packaging color as a strategic marketing tool for beverage brands in Pollachi and other similar rural markets. The results highlight the need for brands to choose colors that resonate with consumer expectations to enhance market positioning. Additionally, the study discusses the significance of understanding regional color preferences and their impact on consumer purchasing decisions and brand loyalty.

KEYWORDS: *Packaging colour, Buying intention, Brand recognition, Beverages, Consumer behaviour, brand loyalty.*

INTRODUCTION

Marketing research now heavily examines how container colour affects customer behaviour, especially with regard to brand awareness and purchase intention. As the initial point of contact between the consumer and the product, packaging frequently affects how they perceive it and how they make decisions. Because they may arouse certain feelings and establish connections with brand identity, product quality, and dependability, colours are essential in this interaction. The choice of colour may have a big impact on customer preferences and brand loyalty in the highly competitive beverage market.

Featuring an emphasis on the Pollachi region, a rural market with distinct consumer preferences, this study especially investigates the connection between container colour and beverage-related consumer behaviour. With its varied agricultural terrain and changing consumer culture, Pollachi provides a useful window into how regional tastes affect consumer behaviour and brand awareness.

By understanding the role of packaging color, beverage brands can make informed decisions to enhance their market positioning and appeal to the local demographic. This study contributes to a better understanding of regional consumer behavior in rural markets like Pollachi.

OBJECTIVES

1. To analyze the relationship between packaging color and brand recognition
2. To examine the role of colour in improving comprehension and understanding.
3. To understand the role of colour in consumer buying intention that aims to explore how significant colour is in shaping the decision-making process of consumers

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4. To analyze the impact of colour on brand recognition which aims to explore how colour influences consumers ability to recognize and recall brands.

REVIEW OF LITERATURE

1. **Su and Wang (2024)**: Investigating the interaction between food packaging colour and food type, this research found that warm-coloured packaging enhances purchase intent for vice foods (tasty but unhealthy), while cold-coloured packaging is more effective for virtue foods (healthy but less tasty). The study also identified perceived fluency as a mediating factor in this relationship.
2. **Nagy and Temesi (2024):**Focusing on university students, this study investigated the role of packaging colours in shaping perceptions of organic pasta. The research revealed that colours associated with nature, such as green and brown, significantly enhanced perceived value and willingness to pay. The study also found that neutral and earthy tones helped reinforce the authenticity and organic nature of the product, whereas artificial colours like bright pink or neon shades reduced consumer trust.
3. **Steiner and Florack (2023)**: This systematic review explored how packaging colour influences consumer perceptions of healthfulness. The authors proposed a theoretical framework suggesting that certain colours can lead consumers to perceive products as healthier, thereby affecting their buying intentions.
4. **Mutti et al. (2021):**This study explored the influence of cigarette brand descriptors and packaging colours on consumer risk perceptions. It found that white and light-coloured packaging was associated with lower perceived harm, even for products with the same nicotine content. Darker colours such as black or red were linked to stronger, more dangerous products, leading to decreased purchase intentions among health-conscious consumers. The study demonstrated how tobacco companies could manipulate risk perception through strategic use of packaging colours.
5. **Saraniya M C, Husna Thaj, Kaushik Bhide, and Fezeena Khadir (2020)**: This study examined how colours in FMCG packaging affect consumer buying behavior. The findings suggest that colour influences human perceptions, invoking feelings and emotions, which in turn impact purchasing decisions. Different colours have varying emotions associated with them, and warm colours tend to increase arousal more than cool colours.

RESEARCH DESIGN

DESCRIPTIVE RESEARCH DESIGN: Qualitative data includes respondent's opinions and ideas. It is also applied in order to describe current conditions or to investigate relationships

SOURCES OF DATA

• Primary Data – Questionnaire was given to 151 respondents
• Secondary Data – Websites and online journals, Published reports & Review of literature from published article

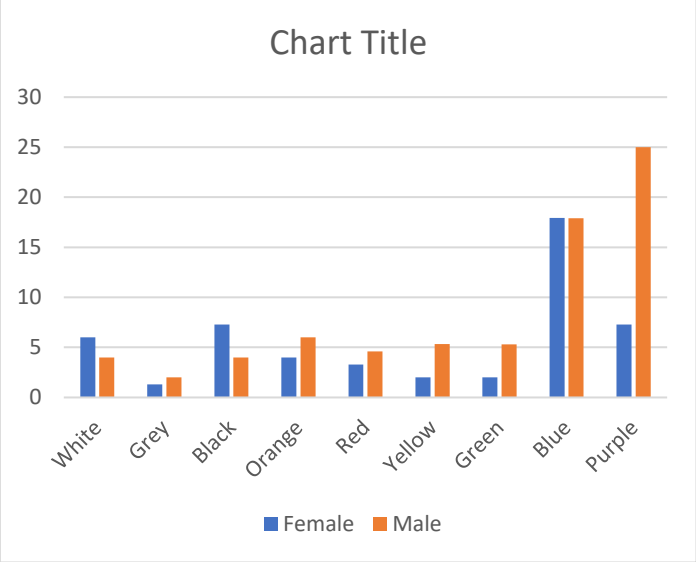
TOOLS FOR ANALYSIS:

Descriptive statistics are constantly used to address research issues; typically, they include percentages, Chi Square and ANOVA When it's crucial to know how many participants provided a certain response, the percentage makes sense. When the answers contain distinct.

PERCENTAGE OF PREFERRED COLOUR PER GENDER

	Female	Male
White	6%	4%
Grey	1.3%	2%
Black	7.3%	4%
Orange	4%	6%
Red	3.3%	4.6%
Yellow	2%	5.35
Green	2%	5.3%
Blue	17.95	17.9%
Purple	7.3%	25%

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INTERPRETATION

Blue is the most popular hue among both boys (17.9%) and females (17.95%), according to the data, suggesting a common desire. Nonetheless, purple is a particularly gender-specific colour, with a lesser preference among females (7.3%) compared to a large preference among males (25%). Additionally, males are more likely than females to choose Orange (6%) and Red (4.6%), whereas females are more likely to Favor Black (7.3%) and have a little higher propensity for Grey (1.3%) and Yellow (2%). All things considered, everyone likes blue, but purple exhibits the biggest gender difference. Green and yellow are also equally favoured by both sexes.

CHI SQUARE

Hypotheses

Null Hypothesis (H_0)

There is no significant association between gender and preferred colour.

Alternative Hypothesis (H_1)

There is a significant association between gender and preferred colour.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.183[a]	16	0.212
Likelihood Ratio	16.169	16	0.441
N of Valid Cases	151		

INTERPRETATION

The Pearson Chi-Square value is 20.183 with 16 degrees of freedom (df) and a p-value of 0.212. Since the p-value is greater than 0.05, we fail to reject the null hypothesis. This indicates that there is no statistically significant association between gender and preferred colour in this sample. In other words, colour preference does not significantly differ between males and females based on this data.

ANOVA

Null Hypothesis (H_0)

There is no significant difference in consumers' buying intention across the different colour groups.

Alternative Hypothesis (H_1)

There is a significant difference in consumers' buying intention across the different colour groups.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.408	8	6.926	1.161	.327
Within Groups	847.136	142	5.966		
Total	902.543	150			

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Since the p-value (Sig.) = 0.327 is greater than 0.05, we fail to reject the null hypothesis. This means the study does not find statistically significant evidence that packaging colour influences buying intention.

INTERPRETATION

The ANOVA test was conducted to examine whether different packaging colours have a statistically significant influence on consumers' buying intention. The results showed a p-value (Sig.) of 0.327, which is greater than the commonly accepted significance level of 0.05.

This indicates that the differences observed in buying intentions across the different packaging colour groups are not statistically significant. In other words, the variation in buying intention cannot be confidently attributed to the influence of packaging colour it may be due to random chance or other uncontrolled factors.

SUGGESTIONS

- Beverage companies should consider conducting region-specific colour preference studies before launching products to ensure alignment with local consumer psychology.
- Brands should use colours that not only attract attention but also evoke positive emotional responses aligned with the product (e.g., freshness, energy, health).
- Differentiate packaging based on target demographics (youth, health-conscious, premium customers) using relevant colour schemes.
- Before finalizing packaging, companies can conduct A/B testing with different colour variants to gather direct consumer feedback on preferences.
- Brands must be aware of colour symbolism in local culture to avoid unintentional negative associations.

FINDINGS

- The data indicates that blue is the most favored packaging color among both male (17.9%) and female (17.95%) respondents. This suggests that blue has a broad appeal across genders, making it a safe and effective color choice for beverage packaging.
- Purple shows a notable gender difference — it is significantly more preferred by males (25%) than females (7.3%). This suggests a strong male association with this color in the Pollachi region.
- Male respondents tend to prefer brighter and warmer packaging colors such as Orange (6%) and Red (4.6%), compared to females (Orange 4%, Red 3.3%).
- Female respondents exhibit a higher preference for Black (7.3%) and Grey (1.3%) compared to males (Black 4%, Grey 2%). This indicates that females may be drawn to more muted or sophisticated packaging tones.
- The study suggests that the correct use of color can enhance brand recognition. Blue, in particular, is strongly linked to both high recall and buying intention, suggesting its potential as a strategic color for beverage brands.
- The ANOVA analysis revealed that packaging colour does not have a statistically significant effect on consumers' buying intention ($p = 0.327 > 0.05$). This suggests that consumers' willingness to purchase a product is not significantly influenced by the colour of its packaging.

CONCLUSION

This study has explored the critical influence of packaging color on consumer buying intention and brand recognition in the beverage sector, with a specific focus on the rural market of Pollachi. Packaging color, as one of the most immediate and visually striking elements of a product, plays a pivotal role in shaping first impressions, evoking emotions, and communicating brand identity. The findings of this research confirm that color is more than just an aesthetic choice it is a powerful marketing tool that can impact consumer perception and behavior.

In the context of Pollachi, where traditional preferences and cultural values influence consumption habits, the choice of packaging colour becomes even more significant. Consumers in this region showed distinct responses to various colour schemes, which in turn affected their intention to purchase and their ability to recognize and recall beverage brands. Warm and natural tones generally evoked positive associations, trust, and interest, while artificial or overly bright colours sometimes had a negative effect on perception. This research highlights the importance for marketers to understand regional colour preferences and cultural sensitivities when designing packaging. Brands that align their packaging strategies with local expectations are more likely to build brand loyalty, increase market share, and foster long-term consumer relationships. Although the study is limited to a

specific geographic area, the insights gathered can serve as a valuable foundation for further research in similar rural settings. Ultimately, the strategic use of colour in packaging should be recognized as a key component of effective brand communication and consumer engagement.

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