

Revolutionizing Product Packaging: The Impact of Transparent Graded Lanes on Ketchup and Edible Oils Containers on Consumer Behavior

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Abstract : The growing interest in sustainability and healthy lifestyles has stimulated the development of solutions that promote mindful consumption and healthier choices. One such solution is the use of transparent graded lanes in product packaging, which enables consumers to visually track their product consumption and encourages portion control. However, the extent to which this packaging affects consumer behavior, trust, and loyalty towards a product or brand, as well as the effectiveness of messaging on the graded lanes, remains unclear. The research aims to examine the impact of transparent graded lanes on consumer behavior, trust, and loyalty towards products or brands in the context of the Janbo chain supermarket in Tehran, Iran, focusing on Ketchup and edible oils containers. A representative sample of 720 respondents is selected using quota sampling based on sex, age, and financial status. The study assesses the effect of messaging on the graded lanes in enhancing consumer recall and recognition of the product at the time of purchase, increasing repeat purchases, and fostering long-term relationships with customers. Furthermore, the potential outcomes of using transparent graded lanes, including the promotion of healthy consumption habits and the reduction of food waste, are also considered. The findings and results can inform the development of effective messaging strategies for graded lanes and suggest ways to enhance consumer engagement with product packaging. Moreover, the study's outcomes can contribute to the broader discourse on sustainable consumption and healthy lifestyles, highlighting the potential role of packaging innovations in promoting these values. We used four theories (social cognitive theory, self-perception theory, nudge theory, and marketing and consumer behavior) to examine the effect of these transparent graded lanes on consumer behavior. The conceptual model integrates the use of transparent graded lanes, consumer behavior, trust and loyalty, messaging, and promotion of healthy consumption habits. The study aims to provide insights into how transparent graded lanes can promote mindful consumption, increase consumer recognition and recall of the product, and foster long-term relationships with customers. Findings suggest that the use of transparent graded lanes on Ketchup and edible oils containers can have a positive impact on consumer behavior, trust, and loyalty towards a product or brand, as well as promote mindful consumption and healthier choices. The messaging on the graded lanes is also found to be effective in promoting recall and recognition of the product at the time of purchase and encouraging repeat purchases. However, the impact of transparent graded lanes may be limited by factors such as cultural norms, personal values, and financial status. Broadly speaking, the investigation provides valuable insights into the potential benefits and challenges of using transparent graded lanes in product packaging, as well as effective strategies for promoting healthy consumption habits and building long-term relationships with customers.

Keywords : packaging customer behavior, purchase, brand loyalty, healthy consumption

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