

## The Impact of Carbonated Beverage Packaging on Consumer Psychology

**KM Safin Ahmed<sup>1</sup>, Dhruba Sarker<sup>2</sup>, Farhan Ahmed<sup>3</sup>**

<sup>1,2,3</sup>BRAC University

[safinahmed285@gmail.com](mailto:safinahmed285@gmail.com)

[dhrubos79@gmail.com](mailto:dhrubos79@gmail.com)

[farhan.ahmed.arannya@g.bracu.ac.bd](mailto:farhan.ahmed.arannya@g.bracu.ac.bd)

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### ABSTRACTS

This study looks at what clients' insights and expectations for buys are meant for by the bundling of carbonated refreshments and how this affects their choices to purchase an item. The objective of this study is to distinguish the elements that add to the progress of refreshment bundling. The study's focus is on Bangladeshi, primarily young members of Generation Z. The aesthetic impact of the container design, as well as the beverage's flavor characteristics and brand perception, influence consumers' choices for bottled beverages. How to create appealing beverage packaging that takes into account the emotional needs of consumers is one of the most important aspects of increasing beverage sales. When designing a new container that meets the emotional expectations of consumers, the study's findings can offer valuable guidance to bottlers and designers. Packaging plays a significant role in consumers' purchasing decisions and can even serve as a "silent salesperson" by promoting a particular brand, so producers of carbonated beverages should pay close attention to it.

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### Introduction

There are presently a lot of businesses dealing with the same products on the request. In a single request visit, a consumer must navigate hundreds of brands. In this competitive assistance, packaging has developed into a potent tool for landing client purchase intent (Ranjbarian, 2009). According to Belch & Belch (1999), an American consumer will probably see 20,000 distinct particulars during a 30- nanosecond shopping excursion. According to Klimchuk & Krasovec (2007), in the moment's assiduity, where there's a lot of competition, packaging has become an important tool for businesses trying to get guests and stand out from challengers. Speeding can be used to choose a product or gain an advantage. The libation assistance has always been extremely competitive due to the use of relative preferences and pack plans by all manufacturers. Advertisers for carbonated potables are limited in their sweat due to the product's characteristics. All package rudiments, including design, color, visual goods, typefaces, and vessel size, have a positive impact on the brand experience and purchase decision of consumers, performing in brand fidelity, according to collected secondary and primary data.

As indicated by colorful examinations, speeding basically affects immature guests and guests with shifting buy pretensions. It's presently an instrument for showcasing. further than 73% of deals of carbonated potables are told by product capacity, dealing position, and cube ecological health (Rentie and Brewer, 2000). At the moment's request, consumers are decreasingly apprehensive of the significance of potables of high quality. As the emphasis on simplicity and reasonableness in everyday life grows, so does the vacuity of these potables.

\*Corresponding Author Email Address: [safinahmed285@gmail.com](mailto:safinahmed285@gmail.com)

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guests' limited shopping options are another factor. As a result, they constantly choose to buy a particular pronounced libation when they check out. A package design that stands out is the stylish way to get people to notice potables from different brands. By experimenting with new packaging and generalities, the libation assiduity strives to separate its immolations. The most effective system to help them from being replicated is one further typical issue in this aggressive assiduity. The circumstance including Coca- Cola and Pepsi is an extraordinary illustration of this. Pepsi did precisely veritably thing Coca- Cola did.

Contrary to popular belief, Coca- Cola is suitable to distinguish itself from the competition and maintain its position with pious guests who can tell the difference between this libation and Pepsi and other drinks indeed when they're mixed together. Due to the well-known Coca- Cola brand names and ensigns, people are more likely to snare a can when they see one. previous studies simply examined the part that speeding played in monitoring, completing, and storing a particular item. As indicated by essential and voluntary information, the speeding of soda pop pops affects individualities' way of carrying and how they feel about buying a specific refreshment. This study conveyed three new perspectives to the composition. The exploration of carbonated drink pack aspects and how they affect client responses is epitomized in the ensuing sections. The meaning of carbonated drink kinds for client perceptiveness, appetite to finish, and payment capacity has been the subject of fresh exploration.

This study will also produce a gander at the results of soft drink pushing on buyers' considerations before looking at their purchasing power. We're looking into one aspect of product packaging to see if we can figure out how people feel about it. This will allow us to produce packaging that's appealing to people of all periods, from babies to the senior. Associations ought to completely understand what guests make purchase opinions and how packaging implies for those opinions to convey the most sensible packaging for their effects.

### **Background of Paper**

The overarching goal of this paper is to investigate how carbonated beverage packaging influences consumer perception and purchase intention. There is no specific beverage manufacturer chosen; instead, all beverage companies receive the focus. Understanding how customers are affected by packaging in general requires focusing on beverage brands as a whole.

### **Objective of the Paper**

As per different investigations, food bundling influences human brain science and fundamentally influences the discernment and the idea of purchasing a specific drink. To deliver the most appealing conceivable bundling for any organization's items, it should initially comprehend what clients pursue purchasing choices and how bundling means for them. The study's primary goal is to fill a knowledge gap regarding carbonated beverage packaging. This study has therefore identified three distinct objectives.

- Determining how carbonated beverage packaging affects how customers respond.
- Figuring out how carbonated beverage packaging affects people's perceptions and how important it is before figuring out how much they can buy.
- Recognizing the bundling factors affecting clients' buy aims.

## **Literature Review**

### **Purchase Intention**

According to (Nielsen & Ostrom 2005), customers are more likely to recognize and differentiate a competitor's brand when it has a striking color that stands out. A store's broad determination of merchandise could rapidly overpower the typical client. Because it stands out from other products in the market, a product's visually appealing container can always catch a customer's eye before they decide to buy it. Outwardly staggering shading of bundling can rapidly mirror a client's character over the item, for example, a tinge of green regularly addressing something secure, normal, or agreeable (Leichtling, 2002). Additionally, red colors are associated with powerful human excitement as well as intense enthusiasm.

Likewise, Orange is a strong, open, yet easygoing shade. Simultaneously, white indicates reasonableness, honesty, class, refinement, and convention. However, males' calm and laid-back demeanors are portrayed in brown hues. Dark means strength, predominance, and persona. Paint is frequently compared or used by customers to evaluate its quality. The color of the packages can also influence a customer's perception of the cost. For example, at stores, orange variety clothing is seen erroneously on different occasions as frequently as blue clothing (Babin et al, 2003). (Roulette,2004) carried out research that demonstrated how consumers' perceptions of product quality, affordability, and desirability are affected by color. His primary research focused on pharmaceutical products, where the use of colors like brown, red, or orange necessitates additional safety precautions. The treatment of complex conditions is represented by the former, which is more expensive than blue, green, and yellow.

### **Factors influencing the behavior of consumers**

Armstrong and Kotler (2009) assert that a wide range of factors, including social, psychological, cultural, and personal factors, have a significant impact on consumer behavior. This could be due to their age, wealth, profession, things they pick up from their environment, or brands they trust.

#### **Social factor**

An individual's family, companions, and collaborators, as well as their regard, self image, and social position, as well as all the other things that straightforwardly impacts a singular's lifestyle, are instances of social elements. Many individuals buy and use specific things that publicize their social status to others so they might join gatherings they need to be a piece of. But people don't just buy things to show that they belong to a certain group; They also do so due to what is thought to be the norm in their environment or what their relatives, close friends, and fellow community members do. Carbonated drinks, drank by individuals of any age and effectively be pleasurable and restoring and which everybody can partake in together on friendly events, see a lift in deals because of expanding purchaser interest for such an item.

#### **Psychological factor**

Examples of what falls under the category of psychological factors include a person's impression of a product, their acceptance of other people's opinions or suggestions, and the factors that motivate them to purchase something. Armstrong and Kotler (2009) assert that two factors that influence consumer behavior are motivating factors and customers' personal opinions. A person's personal view is based on their values and beliefs, but the motivating factor is what drives an individual to do something. Clients are pushed to drink carbonated refreshments since soda pops are by and large acknowledged around them. The inescapability of soda pops and the successive utilization of big names and other notable countenances in

publicizing for and bundling carbonated refreshments both effectively tempt clients to attempt these items. Before launching a product, marketers must evaluate and study consumer behavior patterns because a consumer's psychological thinking process is still unpredictable.

### **Cultural Factor**

A society's culture is defined as the beliefs, values, languages, and faiths that its members uphold. It fundamentally influences the purchaser conduct of the people who are a piece of that culture. By connecting their strategies to a variety of cultural factors prevalent in the target markets, marketers make use of this feature to efficiently sell their products. We can see this in the case of carbonated beverages by observing how Coca-Cola included Bengali on the labels of their cans and bottles. Customers liked this, and as a result, they started to think of the brand as being local because it used Bengali words. Many countries' drink producers adjust their bundling around strict festivals and mainstream occasions like Christmas, Eid, and St. Patrick's Day, among numerous others. In a lot of countries, this is common practice.

### **Personal factor**

Individuals' inclinations and prerequisites continually advance because of the collection of new valuable encounters and the normal maturing process. Linehana and Cadogan (2000) assert that a variety of personal factors, including occupation, age, and lifestyle, can influence consumer behavior. Marketers alter the products and packaging in order to better align them with the demographic characteristics of the individuals they are attempting to attract after conducting the necessary research. For example, individuals attracted to energizing encounters are bound to buy Mountain Dew, Red Bull, and other similar carbonated refreshments. This is due to the fact that these brands have been marketed as possessing a personality that is appealing to individuals who are drawn to exciting experiences. This has been reflected in the design of the products' packaging. In the end, the customer's choices determine everything, but marketers create anything based on their knowledge of the consumer's preferences.

### **Relationship between the consumers' purchasing habits and the packaging of products**

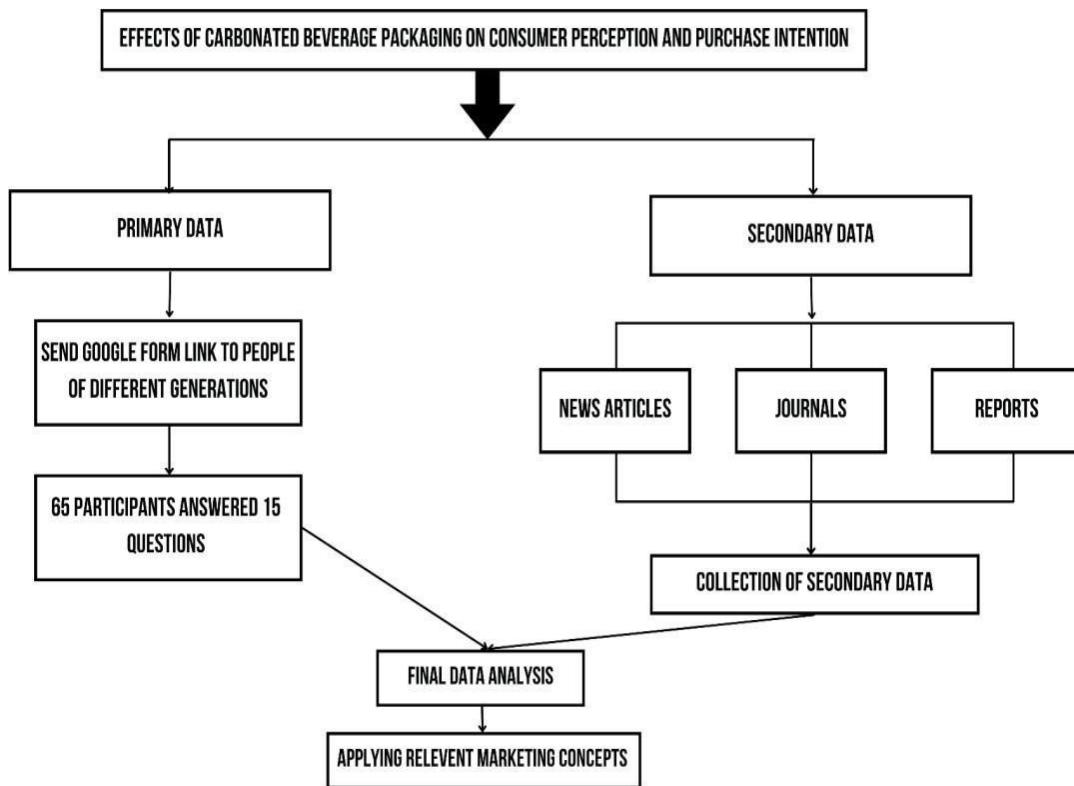
As indicated by the discoveries of our review, there is an unmistakable association between an item's bundling and the shopper's penchant to purchase that item. This is due to the fact that customers' purchasing patterns and decisions regarding a product are directly influenced by its packaging.

The personality, features, and contents of a product are reflected in its packaging. By employing eye-pleasing images, colors, styles, and typefaces, the product can also be made to look better. Underwood and others According to (2000a), packaging serves as a reflection of the brand and helps businesses distinguish themselves from rivals. Advertisers use many materials and configurations exclusively for an item's bundling. This is due to the fact that a customer's first impression of a product is formed by its packaging. The product's packaging receives the most attention from marketers due to the importance placed on the direct connection.

### **Methodology**

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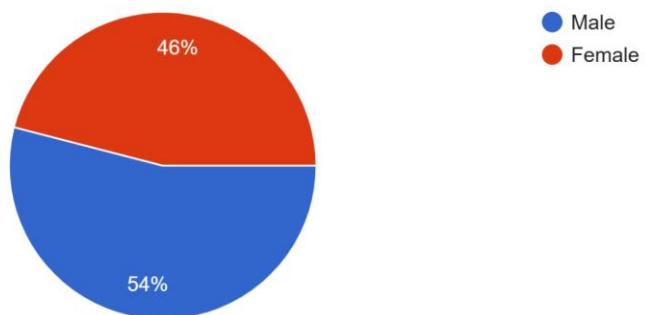


*Chart 1 Methodology-Procedures*

## Data Analysis & Findings

### Your Gender?

87 responses



*Chart 2 Primary Survey Q&A 1*

What is your Age?

87 responses

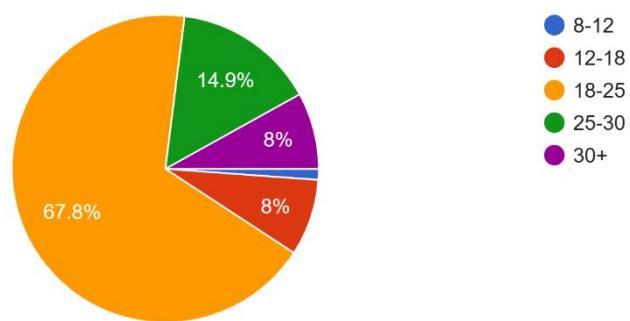


Chart 3 Primary Survey Q&A 2

Table 1 Gender & Age Range

Factors	Demographic Characteristics	Quantity of Respondents	In Percentage
Gender	Male Female	47 40	54% 46%

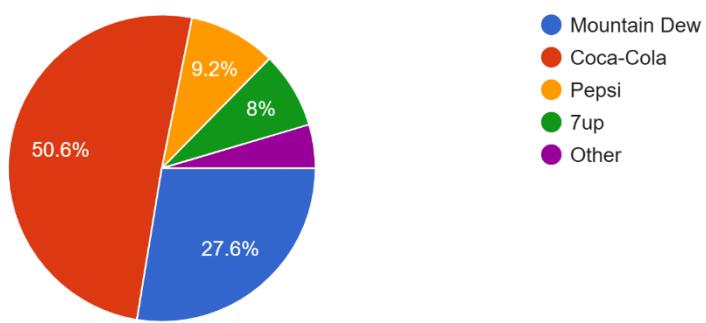
	Others	Number	Percentage
Age Range	8-12	1	1.3%
	12-18	7	8%
	18-25	59	67.8%
	25-35	13	14.9%
	35+	7	8%

Table 1 displays the demographic information of respondents to the online survey. The gender gap among those surveyed is very slight, as can be seen. 46% were female and 54% were male. We can deduce that there were roughly equal numbers of respondents from each gender.

67.8% of those who took the survey were between the ages of 18 and 25. Following that, the second most noteworthy populace age bracket is between 25-35 with a populace extent of 14.9%. Both the age of 12-18 and 35+ has the same amount of populace which is roughly 8%. So, it can be estimated from the table above that, most members are youthful grown-ups who are consumers of beverages, obviously having a place with Age Z. This age is known for having grown up encircled by innovation, the web, social circle and media stages.

Which branded beverage do you prefer the most?

87 responses

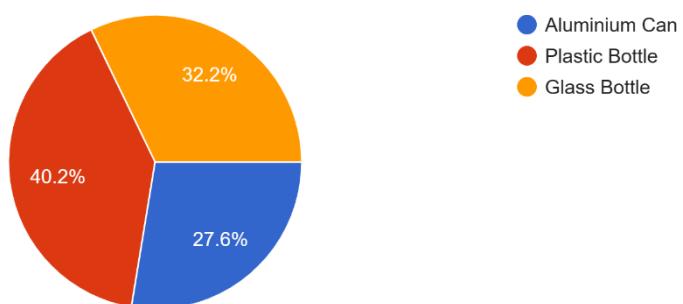


*Chart 4 Primary Survey Q&A 3*

When asked what their favorite soda was, most participants said they liked Coca-Cola. Despite the fact that there have been many soft drinks over the centuries, Coca-Cola has dominated the soft drink industry as its packaging has changed over time. was included, but many preferred other soft drinks. In a team of six, Pepsi already placed him second only to Coca-Cola. For soft drinks, Rimuka, Sprite, and Fanta data were selected from an average of 5 to 10 people.

As a consumer what type of packaging do you prefer?

87 responses



*Chart 5 Primary Survey Q&A 4*

Most of the 40.2% of respondents, mostly members of Generation Z, prefer plastic bottles. They reflect their value-sensitive and buyer-centric nature, as aluminum jars are clearly included at a more exorbitant cost than plastic or glass bottles. Although better at preserving flavor than containers, customers are more likely to consume containers other than aluminum cans. This allows us to conclude that, according to the review, shoppers often focus on moderation when encountering drinks.

How often do you drink beverages?

87 responses

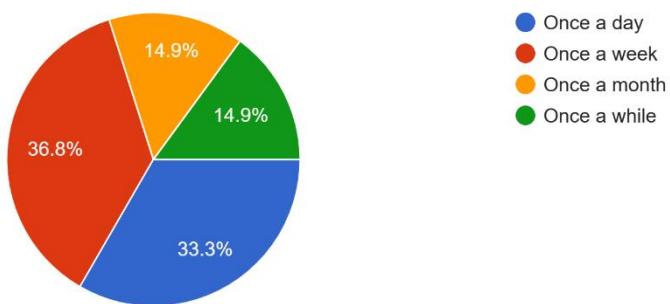


Chart 6 Survey Q&A 5

The survey shows that 36.6% consume a beverage once a week but the closest amount is 33.3% once a day these both ratios reflect that the consumption rate of cold drinks in Gen Z is so much popular that 14% of people can control themselves over it.

Do you like to explore new drinks that launch in the market? ( Diet Coke, Miranda, Frutika , Fizz)

87 responses

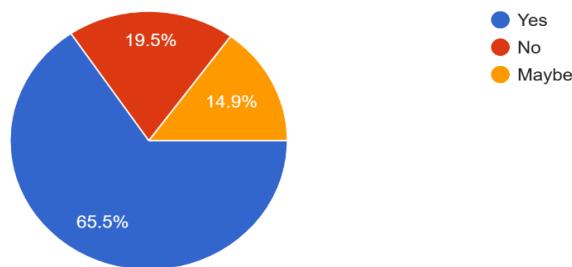
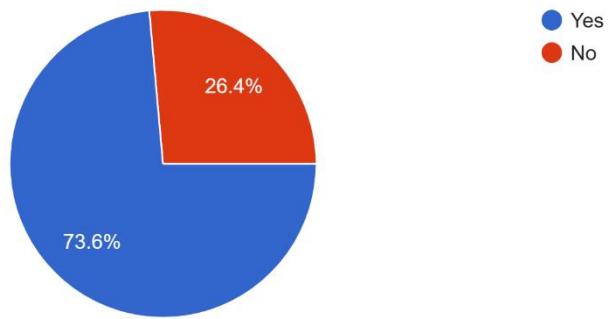


Chart 7 Primary Survey Q&A 6

65.5% of respondents said that drinking their favorite drink of all time led them to discover new beverages, and 19.5% said they would continue to use their original favorite drink. The remaining 14.9% of her were confused about their decision. The attractive packaging of your new drink will capture the attention of your customers. Therefore, her 65.5% of respondents recommend trying new glasses because color, size, and style create visual communication for them.

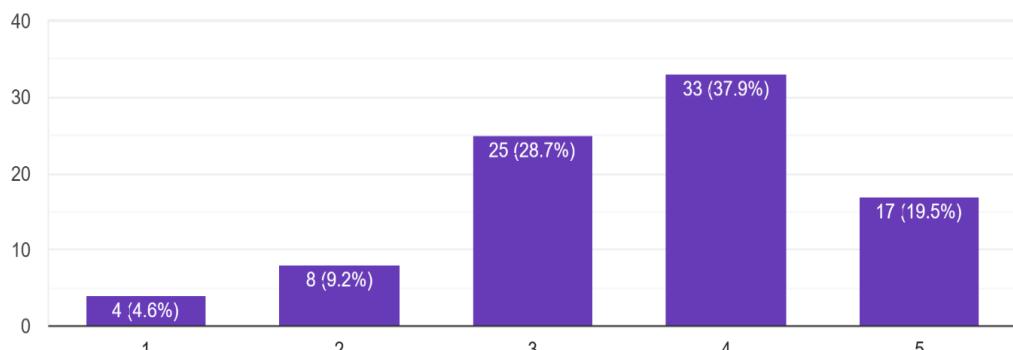
Do the packaging of your favorite beverage appeal you from the rest?  
87 responses



*Chart 8 Primary Survey Q&A 7*

As you already know, it goes without saying that attractive packaging increases sales. Especially in the beverage industry. Drinks are often viewed as impulse purchases, so attractive packaging is essential to attracting these customers. In fact, beverages are focused on providing consumers with natural stimulation. As packaging communicates the image of the brand to shoppers, it also reflects an impulsive approach to decision-making and a desire for brands to be prioritized over others. The majority of survey participants agree that bottle packaging distinguishes the desired product from others, indicating support for that theory.

How likely do you believe packaging influences beverage purchase decision?  
87 responses

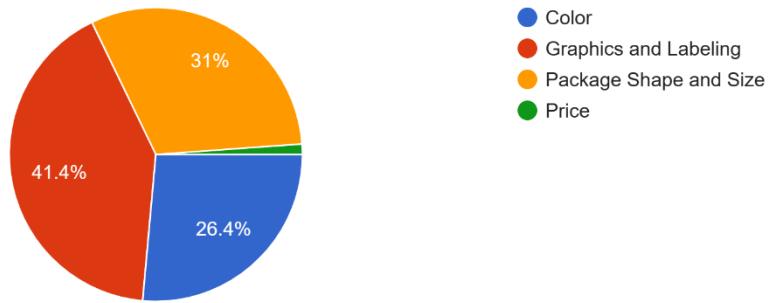


*Chart 9 Primary Survey Q&A 8*

The chart here shows how much of an influence packaging does to the mind of the consumer and their purchasing decisions. In the chart the rightest side of the part describes the most positive or agreeable circumstances where a consumer or buyer buys based on the dynamic packaging a beverage has and on the left side of the chart it's shown the least agreeable circumstances where consumers don't actually buy the beverage based on the packaging. A cumulation of 50 people agree to the fact that they do actually get influenced by the packaging of the beverage as they voted for 4 or 5 in the survey. And around 25 people or 28.7% of the total response were neutral, it can state that they were baffled by the question as they never have thought of the fact their mind actually are susceptible to such alteration that their buying pattern or habit can be based on the packaging of the beverage they drink.

When you try new beverage which sort of packaging elements attract you the most?

87 responses

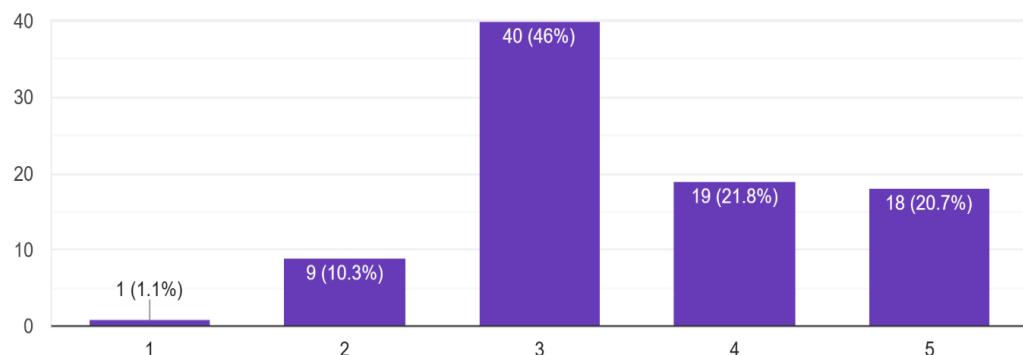


*Chart 10 Primary Survey Q&A 9*

Consumers are particularly drawn to color schemes with eye-catching images when trying new beverages, as evidenced by the 41.4% response rate this aspect received from graphics, and the second position is held by 26.4% by color. As a result, consumers' sense of touch is mostly visual, and appealing color combinations and graphic designs appeal to customers' sense of sight the most. The graphic style and color scheme appeal to the eye and convey a highly marketable visual message to customers. The third and fourth component comes here packaging and price with 31%.

How likely would you purchase your favorite beverage if it came in a different mode of packaging.

87 responses

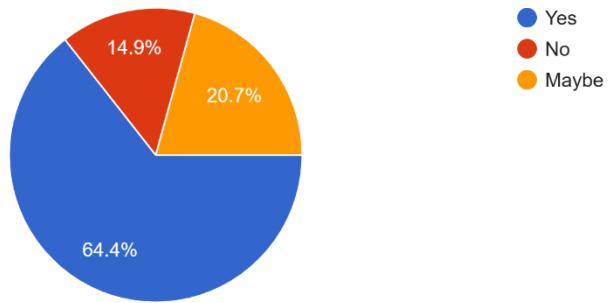


*Chart 11 Primary Survey Q&A 10*

More than 46% of those who responded to our survey indicated that they would keep purchasing their preferred soft drink even if the packaging changed. Only 1.1% of those surveyed are unsure about their purchase. This shows that a Halo effect is frequently felt by the majority of these respondents as a result of their preferred brand. They consequently think that the flavor and feel will endure any alterations to the packaging. However, since consumers would still buy their products, marketers might be able to leverage the Halo effect to degrade the drink's flavor or quality as well as its appearance.

Do you think packaging plays a major role while trying out new beverages?

87 responses



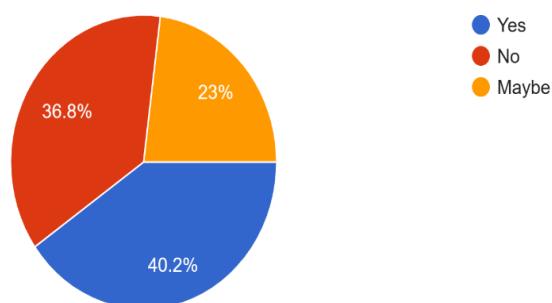
*Chart 12 Primary Survey Q&A 11*

The packaging of a brand is an essential element. It greatly aids in the expansion of brand associations. The covert sales presentation and the final five seconds of promotion are the packaging.

Sales are boosted by attractive packaging, especially in the beverage industry. Drinks are frequently considered to be impulsive purchases, thus enticing packaging is essential to luring these buyers in. You can tell that respondents have thought about this statement throughout the poll because 64.4% of respondents indicated packaging makes a bigger impression when attempting new soft drinks on the market. Visual appeal is crucial to rekindling customer interest in new drinks in the beverage industry through the sense of sight.

Will your preferred brand change if there is addition of environmental elements in packaging? ( e.g. using recycled glass, plastic, paper)

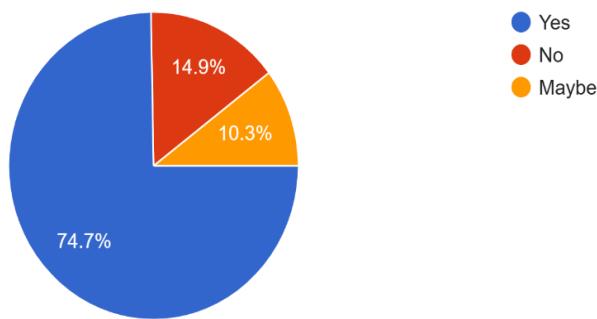
87 responses



*Chart 13 Primary Survey Q&A 12*

40.2% of respondents said they would alter their consumption habits if packaging made environmental considerations a priority. Another 36.8% of respondents indicated they wouldn't alter their consumption habits. The remaining 23% were uncertain about their choice. We estimate that 40.2% of respondents to the tri component model fall under the conative component, and as a result, they are more likely to purchase products from companies who use eco-friendly packaging. However, the price of beverages might go up if manufacturers place more emphasis on environmental issues. Whether or whether consumers make the same choice at that time will remain a mystery.

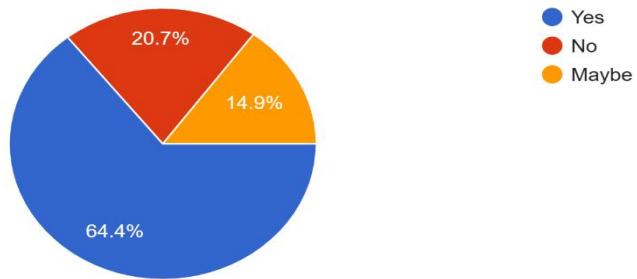
Do you check the labeling before purchasing? (e.g. price, expiration, manufacturing date)  
87 responses



*Chart 14 Survey Q&A 13*

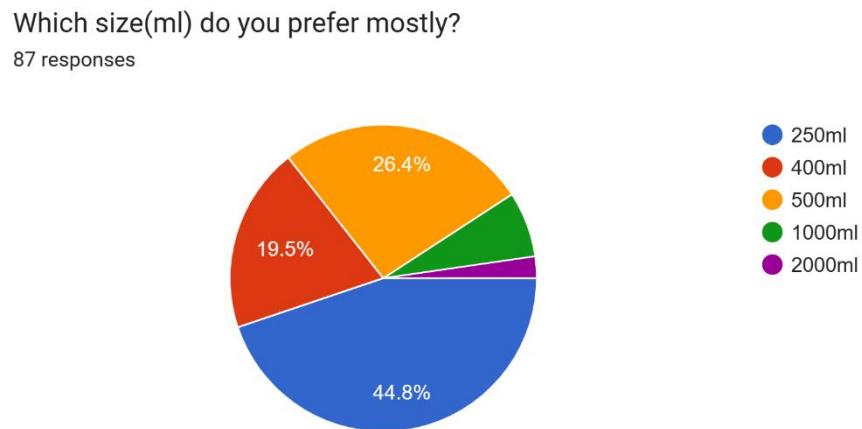
In the survey we are seeing that 74.7% of respondents check the labeling regarding the price and manufacturing date and 14.9% of respondents do not check. Here the reflection comes that the consumers now are more careful about the product than what they are buying. The people who do not check may be regular consumers, that's why they are habituated to it.

Do you think the packaging used helps read the labeling?  
87 responses



*Chart 15 Primary Survey Q&A 14*

Any brand's packaging must legally specify that the item data must be indicated for the customers' easy access to the information. 64.4% of people viewed the soft drink label for the first time before purchasing it, according to the pie chart. Additionally, in the pie chart survey, consumers read this at the highest rate. When buying soft drinks, 64.4% of consumers typically check and read the label. In reality, few consumers who buy a soda drink don't examine or read the mark or depiction. The percentage of this number, in this case, is 20.7% percent. Not to mention, just 14.9% of consumers care to read the label before frequently purchasing soft drinks; some only do so rarely.



*Chart 16 Primary Survey Q&A 15*

Because 26.4% of consumers consume predominantly 250ml, people tend to prefer it above 1L and 2L, which are each consumed by 10.8% and 4.6% of customers, respectively. 1L and 2L are bought for the entire family and may be related to family get-togethers on different occasions. Customers are price sensitive because they mostly use 250ml.

### **Recommendation**

- Marketers should develop marketing strategies focusing on Generation Z because 67.8% of our research population is 18-25.
- Beverages designers/manufacturers should focus more on package shape and size along with appealing graphics as 72.4% of consumers claimed that the attractive packaging combinations catch the consumers' attention and provide visual communication. Hence beverage designers should come up with more visually-captivating packaging.
- Consumers are mostly pricing sensitive as most consumers prefer consuming beverages of 250ml. Hence, marketers should ensure that beverage manufacturers bring more 250ml bottles through their distribution channels.
- Beverage brands can introduce a new eco-friendly packaging line as 40.2% of consumers are willing to change their consumption pattern if the packaging is eco-friendly.
- 46% of the respondents want to continue purchasing their preferred branded beverages even if they come in different packages. From a marketer's point of view, most brands should stick to their original packaging designs; otherwise, the brand's positioning may fluctuate in the long run.

## Conclusion

When making decisions regarding purchases and comprehending changes in consumer behavior, consumer perception is crucial. This study sheds light on the factors that influence consumers' purchasing decisions when it comes to carbonated beverages. There has been a lot of discussion about how different components, including social, mental, social, and individual qualities, all have a critical impact in deciding the example of shopper conduct. The analysis and findings of this study can be used by retailers of carbonated beverages to plan their subsequent marketing campaigns and create more significant innovations that will increase both product sales and customer satisfaction. 87 people of all ages, occupations, and genders participated in an online survey for more than a week using a Google form to collect responses about carbonated beverages.

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