

"Visual Elements of Product Packaging: A Systematic Literature Review Using Topic Modeling"

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Abstract

The visual elements of product packaging affect customer attitudes towards brands and shape point of sale consumption decisions. In the absence of a study that brings together all accumulated knowledge on the subject, the present study aims to synthesize extant research on the visual elements of product packaging, by means of a systematic literature review using topic modeling. A total of 111 papers revealed 19 topics classified and discussed under three broader categories, providing an integrated comprehensive map of the field and a research agenda to guide future investigation.

Keywords: *Product packaging, Visual elements, Topic modeling*