

The Impact of Package Label's Design Preference on Consumer's Attention and Purchase Intention

Kristian Pentus

University of Tartu

Anne-Mai Niit

University of Tartu

Andres Kuusik

University of Tartu

Liudmyla Dorokhova

University of Tartu

BRENT MCKENZIE

University of Guelph, Lang School of Business and Economics

Cite as:

Pentus Kristian, Niit Anne-Mai, Kuusik Andres, Dorokhova Liudmyla, MCKENZIE BRENT (2023), The Impact of Package Label's Design Preference on Consumer's Attention and Purchase Intention. *Proceedings of the European Marketing Academy*, 52nd, (114006)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

Research has shown that choices regarding food products are frequently made at the point of purchase. One factor influencing in-store choice is product packaging. This study examined the impact of packaging labels on attention and purchasing intention in Estonia. The three-stage study analysed consumer survey data concerning product packaging on purchase favourable versus non-favourable labels. These findings were then used in an eye-tracking experiment that measured consumer response to packaging characteristics. Findings indicated that the packages with labels consumers highly valued were chosen the most based on purchase intent. The favourable labels were also noticed faster on the product packaging. These findings suggest that the success of the design of the label influences the intention to purchase. The fact that the things that most affect buying intentions can also be the most noticeable has implications for consumer buying behaviour theory and retail practice.

Subject Areas: *Consumer Behaviour, Decision-Making, Retailing*

Track: Consumer Behaviour