

Packaging Design and Sales Performance of Health Products: A Latent Class Analysis Approach

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ABSTRACT

This study investigates the impact of packaging design variables on sales performance for health-related personal care products, emphasizing heterogeneous effects across consumer segments. It integrates design features, product segmentation, and consumer sensitivity using a latent class analysis framework. Design elements—such as color salience, semantic aspects, and holistic appearance—are analyzed across 54 brands in 11 health-related product categories to capture segment-specific preferences and determinants of market share. The findings reveal that packaging effectiveness varies by consumer preferences and product attributes. Health-conscious consumers value certifications and elongated designs, while visually driven consumers prefer vibrant colors and sensory claims. Overly complex designs lead to diminishing returns, highlighting the importance of strategic minimalism. These insights enable brand managers to tailor packaging to specific segments, fostering informed purchases and environmental consciousness.

Keywords: Health Product Packaging Design, Brand Portfolio Management, Latent Structure Analysis.

Track: Product & Brand Management