

The impact of branding and packaging on consumer purchasing behavior

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Abstract

With the rapid development of globalization and digitalization, In today's globalised and digitalised world, market competition is intensifying. It is crucial for the production and sales divisions of a company to study how branding and packaging affect consumer purchasing behaviours. Consumers make purchasing decisions based on a comprehensive assessment of a company's products, services, brands, and marketing strategies. Therefore, gaining a deeper understanding of consumer purchasing behaviours can help companies develop effective market strategies and improve their competitiveness. Therefore, an extensive understanding of consumer buying behaviours is crucial for businesses to develop efficient marketing strategies and improve market competitiveness. In this context, this study establishes a hypothesis on the impact of branding and packaging on customer purchase behaviours by examining the current literature. The hypothesis is then tested by a questionnaire survey and data analysis. This study findings indicate that product branding and packaging exert a positive and statistically significant influence on consumer purchasing behaviours to different extents. Additionally, branding and packaging, when consistent with each other, interact synergistically to collectively shape consumers' product choices and behaviours. This study examines the impact of brand and packaging on consumer purchasing habits by analysing existing literature and case studies. It also suggests solutions to strengthen the influence of brand and packaging and enhance the alignment between them. It also suggests strategies to augment the impact of branding and packaging, as well as the coherence of branding and packaging. This provides enterprises with guidance on how to enhance the influence of branding and packaging, and ultimately improve the market competitiveness of their products. These recommendations are applicable in both theoretical and practical contexts.

Keywords

Branding; packaging; consumer purchasing behaviors; influencing factors

1.Introduction

Consumer purchasing behaviours is the fundamental aspect of corporate marketing, since it is not only closely linked to product sales performance, but also serves as a direct indicator of corporate profitability. Consumer purchasing behaviour is a cru-

cial indicator of product sales for businesses. The decision-making process of consumers involves evaluating various factors such as product features, quality, price, and service. These considerations directly impact the market performance of the product. By analysing consumer purchasing behaviours, businesses can obtain market feedback, make necessary adjustments to their product line, and optimise product characteristics to meet consumer needs. At the same time, consumer purchasing behaviours is the fundamental basis for company profitability. Consumer purchasing behaviours not only produce immediate sales for the firm, but also aid in establishing a loyal customer base and attaining long-term profitability. Therefore, the examination of consumer purchasing habits is vital for organisations to devise enduring growth plans. Branding and packaging, which are essential components of marketing, exert a significant influence on customer purchasing behaviours in this specific situation. Branding and packaging are crucial elements that significantly impact consumer decision-making. They have an indispensable role in shaping the perception of a product and increasing its value, consequently directly influencing consumers' purchasing decisions. It is imperative to acknowledge the impact of branding and packaging on consumer perception and the process of making purchasing decisions. This study aims to conduct in-depth research and understanding of the impact of branding and packaging on consumer purchasing behaviour. Its goal is to identify effective branding and packaging strategies that can be adopted by enterprises to achieve their marketing objectives and gain a competitive advantage in the market.

2.Literature Review and Research Hypotheses

2.1.The relationship between product brands and consumer purchasing behaviors

A brand is a crucial intangible asset for a company, serving as a connection between the company and consumers. A strong brand instills trust, security, and even social status in consumers. The value of a brand depends on its ability to communicate the values, culture, and dedication of the company to consumers, creating a distinct brand impression. This impression shapes consumer expectations and influences their evaluation of the product and purchasing decisions. For example, well-known brands like Coca-Cola, Apple, and Louis Vuitton have established a strong brand image in people's minds, making them significant factors in consumer product choices. He Yun, Li Ling, Lin Jingjing, and others have conducted studies on the influence of visual elements on brand aesthetics in consumer decision-making. They have explored how brand visual aesthetics impact consumer purchase behaviours by considering the origin and theoretical connotation of brand aesthetics. Their findings indicate that brand visual aesthetics, covering elements such as colours, shapes, materials, and positions, collectively shape consumer perception and purchase decisions, exerting a substantial impact on consumer purchase behaviours [1]; Leon Li

examines the influence of Internet brand word of mouth (IWOM) on customer purchasing behaviours of a tea drink brand associated with Netflix, focussing on marketing aspects. It highlights that brand visual aesthetics, encompassing factors such as colour, shape, material, and position, together with other visual aspects, collectively influence customers' perception and purchase decisions, and exercise a substantial influence on consumers' purchasing habits. Leon Li examines the influence of online brand word-of-mouth for the Netflix tea drink brand on consumers' purchasing habits from a marketing perspective. He employs literature research, questionnaire surveys, and other investigation methods to analyse consumers' psychology and develop a model for a social marketing strategy which is suitable for the Netflix tea drink brand. In addition, he proposes innovative and practical recommendations for the brand's marketing efforts [2]. Li Ruonan and Zhang Yichen analyse the impact of extension similarity and green degree of various brands' green extensions on consumers' green behaviours. They review existing literature from both domestic and international sources and conduct experiments to demonstrate that higher extension similarity and green degree have a positive effect on consumers' green consumption behaviours [3]; In the field of brand value co-creation, brand relationship quality, and consumer behaviour intention, Xin Jie examines the effects of a brand's social marketing strategy on consumers' environmentally friendly behaviour. Through experiments, Jie demonstrates that a higher level of extension similarity and green degree can positively impact consumers' green consumption behaviour. Xin Jie formulated a research hypothesis regarding the correlation between variables such as brand value co-creation, brand relationship quality, and consumer behavioural intention. This hypothesis was based on a comprehensive review of relevant literature. Through quantitative research, Xin Jie noticed that brand value co-creation has an advantageous effect on consumers' repurchase intention and recommendation intention [4]. Based on the above literature review, this paper proposes the following research hypotheses:

H1: There is a positive correlation between brand image and consumers' purchase intention, i.e. the more positive the brand image, the stronger the consumers' purchase intention.

2.2.The relationship between product packaging and consumer purchasing behavior

Liu Wumei, Ma Zengguang, Ye Furong, and other researchers have categorised packaging aspects into two distinct groups: non-verbal packaging elements and verbal packaging elements. This classification is part of their study on the correlation between product packaging and customer purchasing behaviours. This study examines how container components affect consumers' perception of environmental cues and their decision-making behaviours [5]; Zhou Yaqin and Song Yuehui conduct a study to examine how branding and packaging of cultural and creative products affect consumers' purchasing behaviours. They use structural equation

modelling and the Expectation Disconfirmation Theory (EDT) to create a theoretical model. The results show that a positive brand image of cultural and creative products can influence consumers' purchasing behaviour in a positive way. In addition, the packaging design of these products can also encourage consumers to make purchases [6]; Deng Fang conducted a study on how the green packaging of agricultural products affects consumers' purchasing behaviours, taking into account the national green product packaging policy. It emphasised that the design of green packaging for agricultural products should not only prioritise eco-friendliness and efficiency, but also consider the compatibility between the packaging and the environment. It aims to fulfil both societal and corporate expectations of the "green effect," thus boosting public recognition and intention to purchase [7]; Yang Jicheng discusses the influence of packaging design on the consumer's purchasing experience. He highlights that the packaging of various products can satisfy consumers' visual, auditory, tactile, olfactory, gustatory, and other sensory experiences to different degrees. These sensory experiences significantly impact the overall shopping experience for the consumer. The sensory experience have a significant impact on the consumer purchasing experience, and ultimately influence their shopping behaviours [8]. Based on the above literature review, this paper proposes the following research hypotheses:

H2: There is a positive correlation between package design features and consumers' purchase intention, i.e. the more attractive the package design, the stronger the consumers' purchase intention.

3.Research design

As market competition becomes more intense, businesses are becoming more aware of the importance of branding and packaging in marketing. The brand, as a valuable intangible asset, can shape the image of a product and increase its value, influencing consumers' purchasing decisions. Packaging, acting as the product's appearance, communicates its quality, use, and brand characteristics. Therefore, understanding consumer purchasing behaviours plays a crucial role in helping businesses develop effective marketing strategies and improve their competitiveness. This study aims to empirically investigate the impact of branding and packaging on consumer purchasing behaviours, with the goal of providing companies with effective strategies to enhance consumers' intent to purchase.

This methodology of this research employs a blend of qualitative and quantitative methods, such as literature review, questionnaire survey, experimental design, and data analysis. The plan of this research is outlined below: Initially, an in-depth review and assessment of the current body of literature were undertaken to comprehend the process by which branding and packaging influence consumer purchasing behaviours. In order to design the questionnaire encompassing brand image, packaging design features, and consumer purchasing willingness, it incorporates the

brand measurement scale developed by BoongheeYoo and Naveen Donthu, the product packaging scale developed by PinyaSilayoi and Mark Speece, and the consumer purchasing behaviours scale developed by Brun. These scales were used to control for influencing factors such as price and quality. The questionnaire's measuring dimensions pertain to the scoring guidelines of the Likert scale, initially introduced by the American social psychologist R.A. Likert in 1932. This scale is rated on a scale of 1 to 5, with a higher score indicating a greater level of behavioural intention.

This study distributed questionnaires to the general consumer group using platforms such as Questionnaire Star. A total of 319 questionnaire responses were collected. Invalid, repeated, and consistently answered questionnaires were excluded, resulting in a final sample of 300 valid questionnaires. The questionnaire validity rate was 94%. Statistical software was used to analyse the gathered data, validate the research hypotheses, and interpret the experimental findings. This was done to investigate the impact mechanism of brand and packaging on consumer purchasing behaviours, elucidate the connection between brand image and packaging design attributes and consumers' intention to purchase, explore the interplay between brand image and packaging design, and examine the role of consumers' individual characteristics in the influence of branding and packaging on purchase intention.

4. Findings and hypothesis testing

4.1. Reliability and validity tests of the questionnaire

This study used the α coefficient, which was first proposed by Cronbach in 1951, to examine the internal consistency of the various test items in the questionnaire, such as product brand, packaging and consumer purchasing behavior, in order to serve as an important measure of the questionnaire's homogeneity and reliability, and the results of the test are shown in Table 1:

Table 1. Reliability analysis of the questionnaire

Variable	Item count (of a consignment etc)	α coefficient
Branding of products	4	0.83
Packaging of products	3	0.85
consumer purchasing behavior	7	0.91

At the same time, this study analyzed the convergent validity and combinatorial reliability of each test item in the questionnaire, such as product brand, packaging, and consumer purchasing behavior, and the results of the analysis are shown in Table 2:

Table 2. Convergent validity and combined reliability analysis

Pathway relationship			Estimate	AVE	CR
Brand	<--	Branding of products	0.806	0.659	0.886
Brand2	<--	Branding of products	0.839		
Brand3	<--	Branding of products	0.795		
Brand4	<--	Nameplate of the product	0.807		
Pack1	<--	Packaging of products	0.785	0.670	0.859
Pack2	<--	Packaging of products	0.836		
Pack3	<--	Packaging of products	0.834		
BDP1	<--	consumer purchasing behavior	0.822	0.574	0.889
BDP2	<--	consumer purchasing behavior	0.803		
BDP3	<--	consumer purchasing behavior	0.775		
BDP4	<--	consumer purchasing behavior	0.733		
BDP5	<--	consumer purchasing behavior	0.806		
BDP6	<--	consumer purchasing behavior	0.794		
BDP7	<--	consumer purchasing behavior	0.59		

As can be seen in Table 2, the convergent validity values of the dimensions in the study are above 0.5, which indicates that the questionnaire has a good convergent validity, while at the same time its combinatorial validity is above 0.7, which indicates that the questionnaire has a good combinatorial validity.

At the same time, this study analyzed the differentiated test validity of each dimension of the questionnaire, which was calculated to determine the relationship between the standardized correlation coefficients of each dimension of the questionnaire and the square root of its convergent validity, and the results of the analysis are shown in Table 3:

Table 3. Analysis of differential validity test for each dimension of the questionnaire

Variable	Branding of Cultural and Creative Products	Packaging of cultural and creative products	Consumer purchasing behavior
Branding of products	0.659		
Packaging of products	0.519	0.67	

Consumer purchasing Behavior	0.518	0.582	0.574
Square root of AVE value	0.812	0.819	0.758

As can be seen from Table 3, the standardized correlation coefficients of each test dimension of the questionnaire, such as product branding, packaging, and consumer purchasing behavior, are all less than the square root of their convergent validity, indicating that the questionnaire has good discriminant validity.

4.2. Analysis of the results of the questionnaire

4.2.1. Descriptive analysis of the questionnaire

This study used spss 21.0 to carry out descriptive statistics on the data collected from the questionnaires and the results of their analysis are shown below:

Table 4. Descriptive statistics on the impact of branding and packaging on consumer purchasing behaviors

Variable	Mean value	Standard deviation	Sample size
Branding of products	3.79	0.91	300
Packaging of products	3.76	0.95	300
consumer purchasing behavior	3.53	0.86	300

As shown in Table 4, the mean value of product brand in the questionnaire survey is 3.79, the mean value of product packaging dimension is 3.76, and the mean value of consumer purchasing behaviors dimension is 3.59, and their standard deviations are less than 1, indicating that the up and down fluctuations of the respondents' choices are not significant.

4.2.2. Cross-sectional analysis of the questionnaire

Table 5. Cross-test analysis of the dimensions of the questionnaire

Pathway relationship				Estimate	S.E.	C.R.	P
H1	Consumer purchasing behavior	<--	Branding of products	0.251	0.057	4.144	***
H2	Consumer purchasing behavior	<--	Packaging of products	0.340	0.059	5.157	***

As can be seen from Table 5, the p-value of the hypothesis that product branding and packaging have a positive influence on consumer purchasing behavior (i.e., H1, H2) is less than 0.05, indicating that the hypothesis is true and statistically significant.

5. Analysis of research results and recommendations for countermeasures

5.1. Analysis of the influence of brand on consumer purchasing behavior

In general, the visual image of a brand aids consumers in identifying and recalling the brand across several touchpoints, consequently fostering brand preference during the process of making purchasing choices. At the same time, customers have a tendency to select brands that align with or amplify their self-image. The greater the alignment between the brand image and the consumer's self-identity, the stronger the consumer's devotion to the brand. Furthermore, when a brand's values, beliefs, and attitudes align with those of the consumer, it can strengthen the consumer's connection to the brand and encourage them to make purchases[9]. Brands can occasionally serve as emblems for particular social groups or cultures, and customers may seek a sense of belonging and identification by purchasing things associated with these brands. For example, Apple has established a formidable brand presence by leveraging its distinctive visual identity, groundbreaking product design, and unwavering brand experience, thereby captivating a global base of loyal consumers. Similarly, Nike has nurtured a positive, dynamic brand image centred around the pursuit of excellence, demonstrated by its iconic "Just Do It" slogan and collaborations with sports stars, which acts as an incentive for consumer motivation to make purchases.

5.2. Analysis of the influence of packaging on consumer purchasing behavior

When it comes to packaging, it serves as a "coat" for the product. The consumer's behaviour in consuming the product is crucial, as packaging not only provides protection and prolongs the product's longevity, but also catches the attention of customers and stimulates their desire to purchase[10]. Simultaneously, packaging serves as an opportunity to visually communicate the quality, performance, and brand attributes of a product through the use of design elements, material choices, and information distribution. In the current age of growing convergence of goods, unique packaging has come to be as a successful strategy for businesses to set themselves apart from other companies while improving the value of their products. This study identified several factors that influence consumers' purchasing behaviours. Firstly, as far as of information transmission, non-verbal packaging elements, such as design style, shape, and colour, can impact consumers' perception through visual and tactile senses. Furthermore, verbal packaging elements, such as product information and brand slogans, can influence consumers' cognition, perception, and emotions by conveying information. When it comes to packaging design, the use of delicate, durable, and unique packaging has the potential to evoke emotional reactions in consumers, such as trust, curiosity, and enjoyment. Ultimately, the appeal, user-friendliness, and distinctiveness of packaging can serve as incentives for consumers to make a purchasing decision.

4.3.The role of packaging in promoting the brand and strategies to enhance it

4.3.1.Interaction between branding and packaging

The brand and packaging for consumer purchasing behavior is not isolated, the two together in the consumer's perception and purchasing decision and mutual reinforcement, together shaping the consumer's brand experience, contributing to the consumer's purchasing behavior. This study concluded that their interaction is mainly reflected in the following aspects:

4.3.1.1 The role of packaging in brand promotion

This study determined that packaging had the subsequent impacts on brand promotion: Firstly, packaging has the ability to create an emotional bond with consumers by utilising visual elements and emotional symbols. It in turn, influences consumers' purchasing decisions and contributes to their behaviours. Secondly, packaging serves as a medium for communicating brand narratives and values. Enterprises can effectively convey brand stories through packaging design, thus impacting consumers' emotions and purchasing choices. Additionally, packaging serves as a medium for conveying the company's narrative and principles. Enterprises can utilise packaging design to communicate their brand story, which can influence consumers' emotions and purchase decisions. A distinctive or pioneering packaging design has the potential to captivate consumers, enhance the product's value, and bolster its competitiveness in the market. Finally, a robust, secure, or user-friendly packaging design can guarantee that the product remains in optimal condition during shipping and storage, thereby preserving the brand's image.

4.3.1.2 Packaging and branding consistency

For effective brand recognition and a positive brand image, it is essential that the packaging design aligns with the overall brand identity. This ensures that all customer interactions on the packaging contribute to brand recognition and leave a lasting impression. Conversely, if the packaging and branding are not consistent, it can significantly undermine and harm the brand image by creating an impression of incoherence. The absence of a brand image will also impact the consumer's impression of the design of the product packaging, influencing the consumer's purchasing behaviours. This research proposes that the maintenance of packaging and brand consistency can be achieved from the subsequent viewpoints: Establishing an elaborate brand guide encompassing the brand's visual components such as the logo, colours, and fonts, as well as brand slogans, brand narrative, and any other pertinent brand assets. This guide should serve as a point of reference for all marketing and packaging design endeavours. Assessing the brand guide and packaging design to maintain consistency as the brand evolves and the market landscape fluctuates. It is important to frequently assess the brand guidelines and packaging design as the brand develops and the market conditions shift. This will guarantee that the brand

and packaging design remain current and consistent with their fundamental principles. Furthermore, companies have the option to create a communication platform that spans across different departments. This platform would ensure that all departments involved in branding and packaging design, such as marketing, design, and production, are informed about the criteria for maintaining brand consistency and packaging design. Finally, it is crucial to consider the customer's input about branding and packaging. This feedback provides invaluable insight into their sense of consistency and identifies areas that require improvement. It is essential to utilise this feedback as a benchmark for all marketing and package design efforts and make any adjustments appropriately.

4.3.2. Product brand influence enhancement strategy

This study concluded that the influence of brand on consumer purchase behaviors can be strengthened by brand image, brand loyalty and brand personality [11]. Firstly, brand image is the bridge between brand and consumer communication, which can quickly attract consumers' attention and form brand impression. Furthermore, brand loyalty is the cornerstone of corporate profitability, which is directly related to consumers' repeat purchase and brand loyalty. Finally, brand personality reflects the brand's values, culture and commitment, which is linked to consumers' self-perception and thus influences their purchasing decisions. Specifically, this research will focus on the following aspects:

4.3.2.1 Influence of brand visual image on consumer purchasing behaviors

The brand visual image serves as the foundation for brand identification, also known as the initial impression that consumers have of a brand. It often includes the visual, auditory, and emotional qualities that identify the brand. An effective brand image may swiftly capture consumers' attention and elicit their emotional reaction by utilising visual components like logos, colours, and typefaces. It also produces a profound brand impression, ultimately strengthening their trust and loyalty towards the business[12]. It is also possible to choose well-known spokespersons who are loved by consumers for publicity, which has increased the exposure of the brand [13].

4.3.2.2 The impact of brand loyalty on consumer purchasing behaviors

Brand loyalty is the inclination of consumers to make repeat purchases and develop an emotional connection with a particular brand. Increased brand loyalty contributes to increased sales stability for the company and facilitates the recruitment of new customers through word-of-mouth communication. In order to maintain an edge in the market, enterprises can improve consumers' trust and loyalty towards their brands through various strategies. These include offering high-quality products and services, carrying out effective customer relationship management systems, responding positively to customer feedback, enhancing the overall customer experience, safeguarding brand reputation, fostering a sense of ritual consumption, and

other similar approaches [14].

4.3.2.3 The influence of brand personality on consumer purchasing behaviors

Brand personality encompasses the distinct qualities and features that differentiate a brand from its competitors and reflect its character and sentiments, which creates a profound bond with consumers[15]. Brand personality often includes an array of characteristics, such as affability, expertise, originality, luxury, and style, which help customers in connecting the brand with distinct emotions and values. At the moment, organisations are establishing and expressing their brand image by through positioning, storytelling, altering experiences, participating in socially responsible campaigns, and developing a range of marketing channels to appeal to consumers that share similar values.

4.3.3 Product packaging influence enhancement strategy

Product packaging with different visual appeal, functionality, messaging, and sustainability and eco-friendliness have different impacts on consumer purchasing behaviors. This research has identified the following as the main areas:

Firstly, in regards to visual appeal, visual design elements such as colour, pattern, form, and layout of packaging have the ability to swiftly capture consumers' attention and impact their buying choices [16]. In addition, the convenience and accessibility of the packaging, including quick opening, storage, and portability, significantly influence consumer purchase behaviour. Furthermore, the product packaging description, ingredient list, application directions, and other written content can offer consumers crucial details that aid in their decision-making process when considering a purchase. As the importance of environmental protection grows, there is increasing emphasis on the sustainable development of packaging materials and environmental issues. Therefore, focusing on environmentally friendly packaging design can also influence consumers' purchasing decisions to a certain extent.

This study proposes some strategies to enhance the impact of product packaging on customers' buying choices: Firstly, businesses have the ability to improve the colour, form, material, and structure of their packaging in order to differentiate it from similar products, thereby capturing the attention of consumers[17]. Furthermore, businesses have the ability to incorporate the narrative of their brand and emotional components that can effectively communicate the company's principles, background, and heritage into the packaging. This approach serves to enhance the customer's connection with the brand, so establishing and intensifying the psychological connection between the customer and the brand [18]. Furthermore, when evaluating the packaging design, it is crucial to verify the clarity and precision of the written content on the box, enabling clients to effortlessly access information about the product, consequently facilitating a rapid and logical purchasing decision[19]. Ultimately, the packaging design has to comply with consumers' actual consumption preferences, while also enhancing the practicality and versatility of the company's

products through the use of eco-friendly materials. This will enhance the customer experience and ultimately foster greater brand loyalty.

6. Conclusion

As market competition has been more intense, the importance of branding and packaging in marketing has become more prominent. The brand is a crucial component of the intangible assets of a company. It has the ability to shape the image of a product and increase its worth, which in turn influences the consumer's decision to purchase. Packaging serves as a "coat" for a product, using visual design, material selection, information transfer, and other means to effectively communicate the product's quality, usage, and brand attributes to consumers. Therefore, it is of great theoretical and practical importance to investigate the impact of branding and packaging on consumer purchasing behaviours. This study seeks to uncover the impact of branding and packaging on customers' purchasing behaviours and offer practical techniques for businesses to enhance consumers' intention to purchase.

This study utilised both qualitative and quantitative research methods to determine that brand image and package design features strongly influence consumers' purchase intention. It is evident in the positive correlation noticed between brand image and consumers' purchase intention, as well as the positive correlation observed between package design features and consumers' purchase intention. The brand image and package design have a reciprocal relationship, and both exert an influence on consumers' purchasing intention individually. This research proposes a plan for firms to boost consumers' purchase intention by utilising branding and packaging strategy, based on the findings of the aforementioned research. Businesses should enhance their brand image and establish their unique attributes and recognition through a cohesive combination of visual and textual elements. Additionally, it also should foster client loyalty by delivering superior products and services and crafting a distinctive brand experience. They should establish their own brand attributes and successfully convey them through various sales channels to appeal to customers who possess similar values.

Essentially, this study examines how branding and packaging influence customer purchasing decisions and offers important strategic suggestions for businesses. Unfortunately, this paper did not thoroughly examine and confirm the connection between consumers' demographic characteristics and their purchase behaviours regarding product branding and packaging, likely due to limited space. In the future, this research will conduct extensive research in this area and suggest more efficient strategies for branding and packaging design. This will act as a theoretical reference for businesses to enhance consumers' intention to purchase and their behaviours, ultimately enabling them succeed in the fierce competition in the market.

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