NEUROMARKETING - SEEING THE UNSEEN: EFFECT OF IN-STORE CATEGORY ARTWORK, STRUCTURES AND PACKAGING ON SHOPPER’S BUYING BEHAVIOR

Faizah Yasir Jalbani¹* and Mirza Amin Ul Haq²

ABSTRACT
Neuromarketing, in the simplest terms, is the intersection of brain research and marketing. Neuromarketing combines cognition, technology, and marketing. Neuromarketing is a relatively young branch of marketing that examines how consumers react to marketing stimuli. The term "neuromarketing" refers to the use of neuroscience in the marketing process. This paper has examined the neuromarketing impact of packaging and labeling on consumer buying behavior, as packaging is a critical way of transmitting product information. The attraction of a product is maintained by the color, substance, design, and creativity of its packaging, which should be simple to handle and aesthetically appealing. Color, design, packaging material, or size, as well as the packaging's ease of handling or reuse, can influence a customer's willingness to buy. For instance, pet bottles may be used for a number of purposes around the home. Regardless of the size or form of the goods, all packaging materials have a direct effect on the purchase behavior of the client. While packaging material directly impacts customer purchasing choices for most items, when it comes to food, information is critical to the consumer. Packaging and product information may be a more successful marketing tactic than conventional advertising since the brand speaks for itself. The movement of packaging operations throughout the value chain has been shown to have an effect on customers and goods. Packaging serves as an advertising and communication tool. Today, product and store displays, product mix, and container design all affect impulsive purchases. The practice of directly measuring a subject's reaction to certain items, packaging, advertising, or other marketing aspects via brain imaging, scanning, or other brain activity measurement equipment.

Keywords: Neuromarketing; Packaging; In-store designs; Purchase Behaviour; Neuroscience; 3MVAS; Stores Structures.

¹ Iqra University, Karachi, Pakistan. Email: faizah1983@gmail.com
² Iqra University, Karachi, Pakistan. Email: amin.ulhaq@iqra.edu.pk
*Corresponding Author
INTRODUCTION
The twenty-first century has been defined as a period of diversity. It is no longer adequate to categorize customers and their differences in a conventional manner: by age and gender, education level, family position, and style of life, but also by hobbies and experiences, tastes and worldviews, the sort of food they consume but also the items they purchase, consume and acquire. As a result, when it comes to consumption, the supplier's role is to understand the customer's desires, anticipate those desires, and satisfy those requests (Marinelli et al., 2020). Additionally, diversity is not restricted to consumers. Our study's core theme is to help businesses better understand their customers; as the economy has developed a new advertising discipline that focuses on how people allocate their scarce resources (time, money, and effort) when they make purchases (what is purchased, why it is purchased, where it is purchased, how frequently it is purchased, and how frequently it is used) (Ondra & Dangl, 2021). Neuromarketing requires costly, specialized technologies and employees that are unaffordable to most enterprises (Aditya & Sarno, 2018). When managers attempt to engage neuromarketing service providers, they should be aware of the most critical components and points of differentiation of their strategies (McDowell & Dick, 2013). Neuromarketing evaluates purchasing patterns in physiological and neurological signals (Lerma, 2015), in order to better understand consumer motivations, preferences, and choices (Ghaedi et al., 2021; Aliyah, 2020). This data may then be utilized to aid in creating innovative advertising campaigns and project management, as well as inform other parts of marketing, such as valuation and price strategy. While brain scanning records neuronal activity, the most common tracking method is by eye movement and other proxies such as heart rate (Hameed et al., 2019). The brain is scanned primarily using fMRI and EEG. It uses strong magnetic characteristics to monitor variations in blood flow throughout the skull and is delivered while the subject is lying within a machine that continually detects blood flow. It is capable of tracking variations in activity over fractions of a second using sensors implanted in the subject's scalp, but it is ineffective at determining the precise location of the activity or monitoring it in deep, thalamic brain areas (where a lot of interesting activity takes place). While fMRI can view deep into the brain, it is time intensive and only captures activity for a few seconds at a time, which means it may miss subtle changes in neural activity. To make the primary marketing approach work, suppliers must create items they can sell to meet customers’ demands, not only to create an attempt to sell. Thus, market research has always placed a premium on client desires and requirements (Alam, 2020).
Despite the significant gap between what consumers think and what they profess to believe, suppliers might develop a more effective marketing strategy based on the insights into why and how customers make purchasing decisions (Lee et al., 2017). Hence, a new discipline called Neuromarketing purchasing habits in Pakistan was created to address this issue by merging neuroscience, clinical psychology, and economics. Today, we live in a different era, one in which fresh findings in intellectual science, along with new biometric equipment, might help us better understand human behavior (Hollander et al., 2020). Visual consideration demonstration, which accurately predicts how web, print, and ecological plans will be discovered in the initial 3-5 seconds - with a 92 percent accuracy (Garczarek-Bak et al., 2021), EEG, which measures cerebrum waves, look examination programming that tracks our evolving articulations, and eye-following programming that enables us to record 'oblivious' eye developments, all provide game-changing data about how our mind absorbs our environmental elements and coordinates them (Hollander & Foster, 2016).

Today, these technologies are widely employed to create promotions, bundles, PCs, autos, and a variety of other products, but they remain relatively unknown and unproven in many new enterprises and, shockingly, in Pakistan's largest organizations (Singh, 2020). We begin our evaluation by examining their use in analyzing existing in-store item packaging, their source of inspiration, and planograms as site planning tools to capture the crowd's revenue and develop plans with sway (Nazir et al., 2021). There has been considerable research in Vision Science and Computer Vision (Kumar, 2018), to develop hypotheses about visual considerations that are converted into numerical conditions and calculations that make precise predictions about where individuals will initially look when confronted with complex scenes such as shopping centers, roads, magazine pages, and pages containing publicizing content. Visual consideration displaying has begun to migrate from research laboratories to corporate programming contributions by businesses like 3M in the most recent couple of years. Visual representation of research has applications in a broad variety of fields (Sabrina & Kumar, 2020). The current commercialization focus of 3M is on marketing and signage improvement. These models enable designers to deconstruct their plans to ensure that critical message areas stand out and provide feedback on plan changes without incurring the money and effort associated with conducting an eye-following evaluation with human participants (Alsharif et al., 2021).
RESEARCH OBJECTIVES
The main objective of this research is to encourage and promote neuromarketing tools in designing and creating brand marketing strategies. Simultaneously, the scholar will also focus on the challenges being faced by the firms while implementing the category designs, call to action in aisles, product packaging and recallness of the brand due to celebrities in the advertisements while shopping. In addition to that, the researcher will also highlight the most likely pitfalls and dangers while implementing neuromarketing tools in marketing. Therefore, the main objective of this research embraces to understand how in-store category designs, call to action, packaging and celebrities in advertisement affects shopper buying behaviors in Pakistan.

RESEARCH QUESTIONS
RQ1: Is the packaging design likely to catch customers’ attention, elicit emotional responses, and convince them to purchase just by seeing the product design?

RQ2: How effective is the 3M VAS model in consumer decision-making?

RQ3: In Pakistan, how appealing is neuromarketing's role in design development in the modern world, such as visual responses, promotions, packaging, and signboards?

RQ4: Is it true that commercials featuring celebrities influence customer purchasing decisions? And how can call to action assist shoppers in recalling media advertisements, and do they actually affect pickup rate?

LITERATURE REVIEW
Neuromarketing and Marketing Strategy
Neuromarketing is the study of marketing through the lens of neuroscience and cognitive science (Lee, Chamberlain, & Brandes, 2018). This may involve market research designed to elicit information about client demands, motives, and preferences that standard approaches like surveys and focus groups are incapable of eliciting. Neuromarketing might entail evaluating particular advertising, marketing, packaging, and content in order to get a more precise understanding of how people respond subconsciously (Bercea Olteanu, 2015). Additionally, it might entail using neuroscience and cognitive science studies to improve marketing effectiveness without testing particular advertisements or other materials. "Consumer neuroscience" is sometimes interchangeably used with "neuromarketing."
Neuromarketing in Pakistan

Neuromarketing purchasing patterns are rare in Pakistan because of the high cost and high level of attention required. In Pakistan, just a few studies have been utilized for neuromarketing. Marketers like peering into their clients' thoughts in order to get a deeper understanding of their psychology. However, the brain's functioning is intricate, and some brain activity is triggered by external events rather than planned or seen by marketers. Consequently, it is not always the case that the exact results are produced. Its future is dubious since its usage in research and knowledge will not be cost-efficient or easy and will not yield reliable findings. However, as widely accepted, advertisement is one of the most effective methods for marketers to communicate with their target audience about a certain topic (Lee, 2018).

Use of Neuromarketing

The first topic of concern in this study is the unconscious mind, emotion, and human behavior; the second is the advantages of utilizing Neuro marketing tactics in today's market; and the third is the limits and obstacles associated with Neuromarketing. Neuromarketing approaches to purchase patterns in Pakistan have the potential to contribute to the creation of efficient marketing tactics, according to studies. The majority of participants viewed neuromarketing favorably. On the other side, the cost issue has been noted as a disadvantage of neuromarketing.

Customer Buying Behavior

Consumer behavior is the examination of people, groups, or organizations, as well as all of the behaviors related to the acquisition, use, and disposal of products and services. Consumer behavior is the study of how a consumer's emotions, attitudes, and preferences influence their purchasing decisions.

This literature review focuses on studying consumer behavior in Pakistan, which has taken on new dimensions as a result of neuromarketing (Lee et al., 2007). Market research is conducted based on customers' subconscious emotions, and it is often used to improve the efficiency and efficacy of marketing campaigns. How eye-tracking research on consumer cognition aid marketers in their understanding of Pakistani consumers’ (human) behavior (Fisher et al., 2010). Accordingly, eye tracking is a rapidly growing multidisciplinary field that integrates electronics, neurology, and cognitive science to investigate how individuals solve problems and make choices (Hakan & Yilmaz, 2017; Eitzold, Braun, & Wanner, 2019).
This study focuses on consumer cognition in particular and reflects upon consumers’ behavior reflecting their visual sensors. In our research, we employed the Tobi eye tracker to examine how the human eye moves. The eye–mind connection may help in the expression of people's activities via the use of eye motion activity data. The results establish a substantial link between human cognition and eye movements toward the goods (Wu et al., 2021).

When it comes to marketing, scholars have tended to overlook the emotional dimensions of customer behavior in favor of decision-oriented information processing theories (Fugate, 2008). However, all marketers in Pakistan strive to have a more profound knowledge of their clients and their purchase choices. Nevertheless, when pressed directly, the majority of individuals are unable or unable to fully justify their choices. They do not seem to be aware of the psychological processes behind their actions and decisions. This is because practically all of our choices are unintentional (Morin, 2011). The way the brain chooses and initiates the feel of wants is one of the most fascinating areas in neuroscience, psychology, and business today. Understanding how advertising and marketing influence the brain physiologically is a growing subject of research in consumer neuroscience in Pakistan, which combines psychology and neuroscience (Kumar & Singh, 2015).

As the name indicates, "Neuromarketing" combines advertising with brain research. Around 25% of the brain's regions are related to vision. Advertisement pictures may stimulate varied degrees of localized brain activity, which might be interpreted as an emotionally exciting image (Tandon & Verma, 2020). Albert Einstein once remarked, 'The eyes are the windows to our soul.' This well-known saying about eyesight may prove to be accurate, spurring the development of eye-tracking technologies. Sight, or vision, is one of the five classic sense organs (Senior & Lee, 2008). The eye, similar to a lens, transmits information through a feeling of vision. Numerous optical channels connect the eyes to numerous brain regions, including the visual cortex, which is required for conscious vision (Martinez-Levy et al., 2021). However, it is critical to remember that the human eye is a two-way communication device.

Emotions are also transmitted visually through our eyes (Jhawar & Kushwaha, 2017). Eye-tracking pioneers created the measure of eye monitoring while reading texts by analyzing acquired data connected to the eyes' two functions. Reading is not a continuous activity; rather, individuals linger (fixate) on certain words while rapidly progressing through the remainder of the page. The invention of the bidimensional eye movement camera later aided in capturing both horizontal and
vertical eye movements on film. This gadget measured eye movement using a small contact lens with a hole for the pupil. Through the use of an iron pointer affixed to the lens, he was able to follow a reader's attention throughout the reading process and detect where they halted. Given the high cost of the equipment, eye tracking has been primarily used in educational settings, as well as by medical researchers and clinicians (Bradlow et al., 2017).

**Neuromarketing Techniques - Tools of Neuromarketers**

"Neuromarketing" or "shopper neuro-science" aims to move experiences from nervous system science to explore in customer conduct by applying neuroscientist strategies to promoting pertinent issues (Gani et al., 2015). These bits of knowledge are conceivable when subjects play out a trial task (E) and control task (C) while "wired up" to an assortment of innovative gadgets that produce brilliant, ongoing electronic pictures of a functioning mind.

The decision of methodology by neuro marketers will rely upon deduced speculations (because of reverse problem1), and pilot research about One method for depicting neurocybernetic inquiry is through three expansive parts: restriction, availability, and representation (Pachalska, 1991). The localization examines what portions of the cerebrum are necessary or sufficient for a different way of behaving and capacities. The second part, connectivity, considers the manners by which different mind areas design together for data handling. For instance, a locale in the occipital flap called V4 shows specificity for handling specific sorts of visual boosts and portions of the prefrontal cortex are responsible for coordinating and centering attention. The part, representation, analyzes the codes with which data is put away and handled in mind, sometimes including the endeavor to "read out" of deciphering those codes. Understanding brain portrayal is essential for a number of applied neuroscience attempts, in particular standard perusing out the occasion by-moment.

**PROBLEM STATEMENT**

Concerns about neuromarketing's ethical legitimacy center on the idea that the practice violates consumers' rights and exposes them to the possibility of suffering damage. Neuromarketing is associated with two basic ethical concerns: first, there is a "buy" button in the brain that may be utilized to control consumer choice, and second, neuromarketing can affect consumer decisions.
RESEARCH METHODOLOGY

This section starts with an argument about our understanding of the reality and nature of social entities (constructionist) as well as what we study as adequate knowledge (interpretivist). This endures with thoughts of our pre-understandings and how they have impacted this study, the research approach (inductive), our choice of research strategy (qualitative) and preferred research met his methodology permits them to gather precise information on what got and held watchers' consideration, what they overlooked, and what diverted them without the presence of scientists. According to first impressions, eye tracking can be used to assess consumer behavior in a variety of industries. It is a must-have for everyone who wants to evaluate marketing communication. If you are using it for video or print, it can help you understand what grabs the attention of your audience and what does not. Seeing how visual interactions evolve with communication helps you better understand when customers interact with both text copy and video. The more time people spend on various parts of an ad, the more interested they are, but it would take more probing to figure out if that interest is favorable or negative. With eye-tracking, you can get the raw data you need and then analyze it. Improve the effectiveness of ads through eye monitoring and using iterative messaging examples. When it comes to eye tracking, it is not just for people who are evaluating two-dimensional stimuli, like commercials. Anywhere eye tracking may be utilized to better understand the customer experience, it is commonly employed in businesses, banks, and shopping centers.

**Constructionism**

The primary objective of this research is to gain a better understanding of how packaging design captures the attention of customers, the effectiveness of the 3M VAS model in the consumer decision-making process, the appeal of promotions, packages, visual responses, and signboards, and the role of call to action in consumer purchasing decisions. Meanwhile, this research used questionnaires and in-depth, thorough interviews to ascertain people's attitudes on product packaging, brand logos, product color, and design structure, among other things.

**Interpretivist Perspective**

The researcher takes an interpretivist approach to this examination. Numerous experts have referred to packaging as "the design industry's neglected Cinderella, the aesthetic afterthought of business" ([Holdway, Walker & Hilton, 2010](https://doi.org/10.52633/jms.v4i2.201)). More firms recognize that excellent package design has the potential to determine the life of a new product.
Research Approach

Marketing success may be evaluated using a variety of well-established market research approaches (Wazir & Wazir, 2015). Most of these strategies are behavioral or subjective, relying on self-reports obtained via questionnaires, focus groups, or interviews. In comparison to neuroscientific procedures, questionnaires are easy to distribute, cost-effective, practical, quick, and scalable, and they allow access to large populations of people. Even though interviews and focus groups provide valuable information, they frequently fall short of creating quantitative measurements that can be relied upon for forecasting outcomes.

Research Strategy

According to Saunders et al. (2012), a research strategy is a method for how the researcher should conduct the study in order to address the research challenge. Qualitative studies are also recommended from a constructionist perspective (Bell, Harley & Bryman, 2022; Saunders et al., 2012), when attempting to answer an exploratory question when qualitative data collection is most consistent with our logical assumptions and the research challenge of this study. A qualitative method is also appropriate if the study's objective is to foster greater knowledge via the explanation of qualitative facts. The emphasis on comprehension and explanation is precisely what typifies the qualitative research approach.

Research Method

According to Bryman & Bell (2017), The option of research method comprises the option of technology for gathering data, such as surveys, interview forms (Open-ended questions) & respondent observations. Furthermore, Saunders et al. (2012, p. 419) define that one must select the technique that best ensembles the study’s problem formulation and purpose. Bryman and Bell (2011, p. 479-481) state that structured questionnaires are typically used in quantitative research, whereas open-ended questionnaires are used for qualitative research due to their flexibility. This qualitative study will be conducted by using open-ended questionnaires and interviews. Open-ended questions are those that cannot be answered categorically with a yes or no response and instead urge the reply to expound on their arguments. Open-ended inquiries enable you to view things from the customer's perspective by eliciting feedback in their own words rather than via canned responses. Interviews assist respondents in explaining, better understanding, and exploring the perspectives, behavior, experiences, and phenomena of study participants.
DATA ANALYSIS

Study Design
Several studies have been conducted to determine the effect of product packaging on consumer purchase behavior; this article, as an extension of this topic, discusses the 3M Visual Attention Service (VAS) model. This strategy is ideal for academic research since it is exceptionally trustworthy (Abbass & Mehmood, 2020). It is a web-based program developed by 3M scientists that accurately predicts which areas and things will attract the viewer's attention within the first 3-5 seconds of seeing a picture or scenario (Tang, 2020). VAS is a prediction model powered by powerful algorithms that replicate human vision during the first 3-5 seconds of attention, dubbed pre-attentive processing.

In commonsense terms, it is fundamental that the spectator offers no comments or remarks yet just quietly and subtly sees how the test individual purposes the item in a regular habitat (Hakim & Levy, 2018). This technique, where you are supposed to get more data by social occasion, investigating, applying, and seeing rather than straightforwardly asking an individual, is known as the immediate promoting standard.

Profile of the Respondents
Ten respondents completed questionnaires, six from Karachi, two from Lahore, and two from Islamabad. All of these responders were chosen from various well-known establishments in each location. We have selected the category of beauty products for this investigation and have specified the chosen products as Product A and Product B, as well as Product C and Product D.

Table 1. Respondents’ Profile

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Gender</th>
<th>Age</th>
<th>Product Using</th>
<th>City</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent 1</td>
<td>Female</td>
<td>21 to 30</td>
<td>Product A</td>
<td>Karachi</td>
<td>Below 2 years</td>
</tr>
<tr>
<td>Respondent 2</td>
<td>Female</td>
<td>21 to 30</td>
<td>Product B</td>
<td>Karachi</td>
<td>Below 3 years</td>
</tr>
<tr>
<td>Respondent 3</td>
<td>Female</td>
<td>21 to 30</td>
<td>Product B</td>
<td>Karachi</td>
<td>Below 2 years</td>
</tr>
<tr>
<td>Respondent 4</td>
<td>Female</td>
<td>31 to 40</td>
<td>Product D</td>
<td>Lahore</td>
<td>Below 3 years</td>
</tr>
<tr>
<td>Respondent 5</td>
<td>Female</td>
<td>21 to 30</td>
<td>Product D</td>
<td>Lahore</td>
<td>Below 3 years</td>
</tr>
<tr>
<td>Respondent 6</td>
<td>Female</td>
<td>21 to 30</td>
<td>Product A</td>
<td>Islamabad</td>
<td>Below 3 years</td>
</tr>
<tr>
<td>Respondent 7</td>
<td>Female</td>
<td>41 to 50</td>
<td>Product B</td>
<td>Islamabad</td>
<td>Below 2 years</td>
</tr>
<tr>
<td>Respondent 8</td>
<td>Female</td>
<td>21 to 30</td>
<td>Product D</td>
<td>Karachi</td>
<td>Below 3 years</td>
</tr>
<tr>
<td>Respondent 9</td>
<td>Female</td>
<td>21 to 30</td>
<td>Product C</td>
<td>Karachi</td>
<td>Below 2 years</td>
</tr>
<tr>
<td>Respondent 10</td>
<td>Female</td>
<td>21 to 30</td>
<td>Product B</td>
<td>Karachi</td>
<td>Below 2 years</td>
</tr>
</tbody>
</table>

Source: Study Analysis
Methodology of Investigation

According to Bryman and Bell (2017), the research technique choice includes the use of technology to collect data, such as surveys, interview forms (open-ended questions), and respondent observations. Additionally, (Saunders et al. 2012, p. 419) state that one must choose the approach that best complements the issue formulation and goal of the research. According to Bryman and Bell (2011), structured questionnaires are often utilized in quantitative research, while open-ended questionnaires are employed in qualitative research owing to their flexibility. This qualitative research will include open-ended questionnaires and in-depth interviews. Open-ended questions are ones that cannot be unequivocally answered with a yes or no and instead invite the respondent to elaborate on their views. By obtaining feedback in their own words rather than through prepared replies, open-ended questions help you see things from the customer's viewpoint. Interviews aid respondents in elucidating, comprehending, and examining their viewpoints, behaviors, experiences, and occurrences. To extract extensive information, in-depth interview questions are often open-ended.

This section examines the data gathered from surveys and the 3MVAS technique used in this article to establish the significance of product packaging. A survey research design was used to perform the study. Through the use of the 3M Visual Attention Service (VAS) model, we investigated the influence of product packaging on consumer purchase behavior. Because this technique is exceedingly trustworthy, it is suitable for academic research. It is a web-based application created by 3M scientists that correctly predict which locations and things will capture the viewer's attention within the first 3-5 seconds of seeing a photo or situation (3M Visual Attention Service, 2014). VAS is a predictive model driven by strong algorithms that simulate human vision during the initial 3-5 seconds of attention, nicknamed pre-attentive processing.

Data Analysis

The package's bright areas attract attention, but the white sections are overlooked. The same is true with hats, except that colored caps stand out more. Along with boosting visibility, the glittering gold text on the golden pearl contrasts with the white and pink color scheme, highlighting the goods. When the package is inverted, the look is above; when it is upright, it is downward. The first thing that strikes the attention is the conspicuous display of brand information (variation and functional advantage) immediately in front of the box (Krampe et al., 2018). In an upright package, the cap is the second component seen. Increased contrast between the cap and bottle improves the
probability that the top and bottle will attract attention. The drawings on Product A, i.e., the face wash box, garnered the greatest attention in comparison to the artwork on other packaging, owing to the way the pictures pop against the background. Due to the same reason, the banner on Product B, i.e., lotion, attracts considerable attention. The 3M VAS technology investigation showed that the product's color, style, and design differentiate it from the competition and improve the possibility of a client making a purchase. Even if a product is of poor quality, many clients are lured in by its color due to its aesthetic attractiveness.

The advantages of this kind of digital attention service include a much lower price and a significantly quicker pace of stimulus analysis. The key disadvantage is that all stimuli must be converted to a digital image format, and this attention service is estimated rather than based on actual eye-tracking data. These heatmaps are included in the results as another way for gauging client attentiveness in a retail environment. The designs on Product A, i.e., the face wash package, garnered the greatest attention in comparison to the artwork on other boxes, owing to the pictures' vivid color contrast with the background. Due to this, the banner on Product B, i.e., the lotion attracts a lot of attention for the same reason.

The 3M VAS technology study established that the product's color, style, and design are not only aesthetically pleasing but also functionally differentiated from the competition and also raise the probability that a consumer will buy the item. Even if a product is of low quality, it attracts a large number of buyers. They choose color due to its aesthetic attractiveness. Color has developed into an exterior characteristic that signals a distinguishing feature of a product. The color was determined to be important using 3M VAS. might be used to authenticate the transmission of information about products, such as product specs, with components of superior grade. Additionally, buyers have been shown to choose a product's packaging. They choose a certain hue since it is linked with them. If the product's color scheme is not a good match for the buyer, they will purchase it; nevertheless, if the color scheme changes, they will refrain from purchasing it owing to the color change. When a product's color meets the customer's expectations, they are more apt to make an immediate purchase (for facewash or lotion). Consumption of the items will be accepted whether the colors match those of similar items in the same category. Color with a strong presence changes may cause a client to mistake a brand during a general rummage session.
More these purchasers like colors that are related to the product category and have a strong association with it related to the category in the past.

Additionally, 3M discovered that the layout, color selections, font, and product images all contribute to the package's image, which has an effect on the customer perceptions. According to the proverb, a picture is worth a thousand words. If clients considered the design of the box, they were more likely to envision how the food might taste comparable to food with unattractive packaging. Consequently, consumers will be more inclined to purchase if a product meets their expectations; thus, at the time of sale, aesthetic attraction is heightened.

CONCLUSION

The impact of packaging and labeling on consumer buying behavior was examined in this article. Packaging is a critical way of transmitting product information to customers. The attraction of a product is maintained by the color, substance, design, and creativity of its packaging, which should be simple to handle and aesthetically appealing. Color, design, package material, or size, as well as the packaging's ease of handling or reuse, can influence a customer’s willingness to buy. For instance, pet bottles may be used for a number of purposes around the home.

Regardless of the size or form of the goods, all packaging materials have a direct effect on the purchase behavior of the client. While packaging material has a direct impact on customer purchasing choices for most items, when it comes to food, information is critical to the consumer. Packaging and product information may be a more successful marketing tactic than conventional advertising since the brand speaks for itself. The movement of packaging operations throughout the value chain has been shown to have an effect on customers and goods. Packaging serves as an advertising and communication tool. Until a customer acquires anything at first sight, they are always on the lookout for new things. By using a high-quality packing technique, the freshness of packaged items may be kept. This study had a number of objectives, including determining how packaging design affects customer purchasing decisions, determining how useful and effective the 3M VAS model is in assisting customers in making those decisions, and determining how appealing promotions, packaging, visual responses, and signboards can be. Retailers, according to the study undertaken for this article, should focus their efforts on the aesthetic features of their stores in order to attract customers and influence their purchase behavior.
Because the brain receives 83% of its information through vision, consumers' sense of vision has the greatest influence. Signage is a significant and effective component of the visual identity of a retail establishment. As observed, adding signs to the aisles increased coffee sales in one study. Similarly, discounted pricing provides a fantastic chance to capitalize on signage's stimulating properties. In a research conducted on coffee sales, it was found that a combination of indications and lower prices improved sales by up to 3.5 times. Promotional signals are intrinsically tied to impulsive purchase behavior. Even if the transaction is unexpected, the customer wishes to save money by obtaining the lowered price tag. Customers are more likely to make impulsive purchases when they are attracted by attractive items, appealing in-store ads, and compelling discounts. Impulse purchases are influenced by in-store marketing signals (Ahmed et al., 2015). Furthermore, the research revealed that prominent retail displays might influence the impulsive purchase. The in-store environment, especially the layout, has the potential to influence customers' emotional states and behavior. Today, product and store displays, product mix, and container design all affect impulsive purchases.

**FUTURE RESEARCH RECOMMENDATIONS AND IMPLICATIONS**

Future directions of the study suggest observations and extensive research on evolving marketing communications in the actual world by studying and using neuroscience rather than the traditional marketing approach. The field of neuromarketing is gaining traction, with news of improvements in mass-market research, product creation, advertising, sales, service, and loyalty cards, among other things. Neuromarketing aims to comprehend the conscious, subconscious, and emotional components of consumer behavior, as well as the "in-between" factors that go along with it. Leading brands throughout the planet, on the other hand, have just begun to "scratch the surface" of neuroscience's advertising potential power. Thus, this study can be used as bases for conducting future studies related to consumer buying behaviors to understand the neural receptors in making impulsive, rapid, systematic, and delayed purchase decisions.
REFERENCES


