

## ABSTRACT

Name of Institution: De La Salle University – Dasmariñas

Address: Bagong Bayan, Dasmariñas City, Cavite

Title: Perception of Warm Color Product  
Packaging and Consumer Behavior

Authors: Caburnay, Ma. Luella Bella R.  
de Guzman, Caselyn S.

Funding Source: Parents

Cost: Php 6,000.00

Date Started: June 2010

Date Finished: March 2011

Scope and Coverage:

This study sought to determine how does warm color packaging of product affects the consumers' buying behavior. A descriptive survey research design was employed in this study and the participants were randomly selected. Furthermore, participants of this study were sought at Robinsons Supermarket Dasmariñas since they are considered as consumers. In addition, this study elucidated how does warm color product packaging affects consumer behavior.

This research will only focus on the products' warm color packaging and will not include other factors such as the logo or brands' label, size, shape, and other factors which are also believed to affect the buying behavior of consumers.

#### Methodology:

The study used the Random Sampling in selecting the participants and has employed the Descriptive Survey Research Design to describe the gathered data. The data that were collected and presented in a tabular form and interpreted.

#### Major Findings:

1. Out of 100 respondents, ages ranging from 26 to 30 got the highest result while whose age range from 51 to 55 got the least result. There are also more female respondents, comprising 64% of the 100 respondents and male subjects with only 36%. Married individuals mostly comprised the whole population with 65%.
2. Most of the consumers prefer color red as the shade of product packaging. 36% of the respondents chose the red color as products' package. 16% chose yellow, while 10% chose orange as product packaging color. These three colors are considered warm color, and are mostly preferred by the consumers.

3. Consumers' perception towards red color product packaging is that it increases appetite. Yellow usually suggests cheerfulness and orange is viewed as a vibrant color. On the classification of neutral color, black is believed to be related with seriousness. Gray is viewed to be related with someone's mood and brown is associated with being natural. With regard to cool colors, blue is perceived as a calming color, green is associated with health, and violet is related with royalty.
4. Most of the consumers noted that they are willing to pay higher for products that have red, black and violet as its color. On the contrary, respondents would pay for a lower price when the product's colors are yellow, orange, gray, brown, blue, and green.

Conclusions:

In the light of the findings of this study, the following conclusions were drawn:

1. It can be concluded that married female adults are like to be more related to consumer behavior.
2. 62% of the consumers prefer color red, yellow, and orange (warm colors) as packaging of a product.
3. It can be further concluded that consumers perceive color red as appetite increasing color, yellow is related to cheerfulness, orange is a vibrant

color, black is serious, gray relates to mood, brown is natural, blue is a calming color, green is associated to health, and violet is to royalty.

4. It can also be concluded that consumers are willing to pay for a higher price if they like the color of the product specifically colors red, yellow, black, and violet.

Recommendations:

Based on the results of the study , the following are recommended:

**Consumers.** It is crucial to consider not just the product packaging of a certain product but also the content, prize, and benefits that they will get from the product when buying inside the market place.

**Manufacturers.** It is essential for manufacturers and individuals planning to engage into business to consider the possible market of their product in order to fully understand what motivates the buyer in purchasing a product. They should also consider the age, gender, family life cycle, civil status, as well as the personality of consumers when advertising and selling a particular product. In addition, manufactures must select the right color based on what to send their target market.

**Marketing Professionals.** Product sellers must subject the product packaging color to a survey in order to determine the success of products packaging on consumers and make changes if necessary. Marketers may also increase their

sales by conducting an annual report regarding the color packaging that most consumers prefer.

**Future Researchers.** Researchers interested with the same study may conduct the research in a longer period of time to gather sufficient information from a larger population. They may also employ an Experimental Research Design for the study to provide more reliability. Future researchers may further discuss the difference between men and women consumer behavior as well as the difference purchasing behavior of single and married individuals. They may also determine the steadiness of a particular color as a product packaging by interviewing marketing professionals or by conducting interviews to a larger number of consumers and marketers.

