Exploring the Integration of Visual Elements on Packaging Design to Enhance Consumer Impression in Online Shopping

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Abstract
Emergent e-commerce is a growing phenomenon all over the world and encouraging a swift growth in online shopping. Previous studies prove that consumer buying behaviour has dramatically transformed from traditional physical stores to online stores. Furthermore, consumers have various appeals and demands for product package design. However, none of studies has focused packaging design on consumer impression. Therefore, this study explores the visual elements of packaging design as the best choice to enhance consumer impression. The study adopts qualitative research with the implementation of the semi-structured interview. Ten online shoppers will take part in the study. It is hoped this study's result will guide the industries to innovate further designing packaging.
Keywords: Visual Element, Packaging Design, Online Shopping

Introduction
Today, e-commerce is increasing and expected to continue at this rate, or even speed up. The technology has exploded over the last decades to change our daily life experiences and affect business activities directly. The outbreak of COVID-19 is one of the worst disaster is facing by the world. COVD-19 has a significant impact the whole e-commerce of the world. Most of the countries on lockdown, such as Malaysia, implemented a movement control order. It has strictly disrupted consumer purchasing behaviour. Consumers have shifted their purchasing behaviour enormously from brick-and-mortar shopping to online shopping.

Online shopping allows people to fulfil their needs by staying at home and without going to markets (Javed et al., 2020). The use of e-commerce has created an enormous opportunity for both existing and new business; meanwhile, it also unique challenges in packaging design. Considering online shopping differs from traditional physical stores, the retailer should have clear design purpose of packages. As Zhou (2016) stated, an online products demonstration online is significantly different from traditional physical stores. He further explained that consumers have various appeals and demands for product package design (Zhou, 2016).

In the sea competing for online marketing, the quality of the product is defined as always important, and packaging design continues to play a massive role in attracting consumers. As Keller (2022) stated that the importance of packaging design is sometimes overlooked. The visual elements of packaging design significantly influence consumer first impression as it has

become a benefit in marketing. Mackenzie (2019) stated that visual improve retention by 40%, and memories are 80% visual. Moreover, researchers explained that visual stimuli are often noticed prior to verbal packaging information (Underwood & Klein, 2002; Sliayoi & Speece, 2007; Underwood et al., 2001).

Research Objectives
1. To explore visual elements used in packaging design in online shopping.
2. To examine visual elements to play an essential role in persuading online consumer impression.

Research Questions
1. Which types of visual elements should highlight in packaging design?
2. **How do visual elements of packaging able to persuade online consumer impression?**

Literature Review
Currently, online shopping is extensively developing and influencing on many countries. eMarketer (2018a) reported, Southeast Asia's online shopping is expected to become more competitive and attractive to customers.

The emerging global pandemic of COVID-19, digital technologies continue to grow faster, and this situation provides excellent potential for online shopping or social networking. In the online environment, the search for most users is an online shopping platform, and this online shopping style is proliferating (Fernandes et. al., 2021). The trend of online shopping thus changing consumer shopping behaviour. All types of products are available in the virtual world. In online shopping, consumers evaluable the product's option through visual images from websites on the internet (Samsudin & Ahmad, 2014).

Based on current situation, packaging design is an essential aspect in gaining consumer interest in online shopping. It can create physiological and emotional desires that can affect the of the product experience's consumer impression (de Sousa et.al., 2020). A growing body of research now proves that social psychology approaches could be used to enhance product design (Spence, 2019). It works simultaneously as a strategy to gratify the desire for consumers through its visual elements of packaging. As Wang and Chou (2011) stated that, consumers are generally selective to diverse visual elements. Visual elements of the packaging design included colour, text, graphic, and shape.

Shape and colour play important part in this context, since the consumers notice the products and start processing the more prominent visual elements before catching by minor information data (Schifferstein et. al., 2013).

Colour is a vital component of visual elements of packaging. Findings of the research done by Frank et al (2001) reveals that colour was more important than retail price in shaping consumers' purchase decisions. The researchers found that humans have developed a response to certain types of colours over time (Beneke, 2015). Beneke et al (2015) explained that if these responses and be accurately used while deciding the colour of the packaging, there will be a positive influence in purchase intent. The colour of packaging is the essential component in conveying the subconscious and linking a particular feeling associated with specific colour.

Additionally, nowadays market competition focusing on consumer purchasing behaviour. Graphic design on the packaging is to defined the one of the elements on packaging

(Pensasitorn, 2015). Graphic design is tool to communicate the visual and evoke consumer purchasing behaviour (Limchaiyawat, 2002; Meyers & Lubliner, 1998).

Textual information is one of the aesthetically graphics elements. Textual information shows product description with clear composition, easy to read and interesting. A number of studies have proven that textual information displayed on the packaging has an important effect on consumers' expectations of a product (Lie et al., 2012; Sütterlin & Siegrist, 2015)

Methodology

Qualitative research employs to gaining insight from consumer first impression towards visual elements of biscuit packaging design in small and medium enterprises Malaysia. So, the primary criterion used in choosing 10 participants in this study is that they are online shoppers. To achieve this study, semi-structure interviews is considered a best instrument for collecting data in this study because it's can explore interviewees' impression towards visual elements of packaging design. The code for themes is an analysis method is highly appropriate when analysing data on interviewees' views through qualitative method.

Results and Findings

The section describes the research finding of the study and discussion dealing with the data investigated and collected from the interview. The result of this section is divided into two parts. The first section discusses the visual elements used in packaging design in online shopping and the second section is about visual elements to play an essential role in persuading online consumer impression.

Visual Elements used into the Packaging Design in Online Shopping

The interviews found visual elements have a massive role in packaging design in online shopping. Qammar et al (2019) clarified that packaging is defined as an external decoration to enhance attractiveness. People are generally selective to diverse visual elements (Wang & Chou, 2011). An excellent visual element of packaging design can achieve striking, attractive, and impressive effects (Ding, 2022).

Respondent A explained that the packaging is an excellent tool to influence her impression of online shopping and helps her relate to the feeling quickly.

> Respondent A: '…It looks so elegant. Well, it makes me feel good. Feel very cool. And also. it seems like a very branded.' *(VERA, 28/4/2022)*

She explained that the visual elements of packaging design are successful in tickling her taste bud.

> Respondent A: '…It's designed so beautifully that it makes me want to eat it.' *(VERA, 28/4/2022)*

Moreover, the visual elements of packaging are nowhere more demonstrated and presented to influence consumer impression. Respondent C stated that

> Respondent C: '…If the A package is more elegant and the B package. It is the same type of things, but the A package is more elegant, and the B package may be more casual I will choose A.' *(VERC, 28/4/2022)*

However, interviews found that brand and consumer preference also caused to influence their impression. Respondent B highlighted that taste and brand are the most attractive features that affect her impression than the packaging design.

> Respondent B: '…For, taste and brand are very important, and I don't just look at the packaging. Maybe its chocolate may have many flavours, and it will also affect my purchase.' *(VERB, 28/4/2022)*

Despite that packaging design has a beautiful and appealing visual element, consumers' preference has a huge role in influencing their impression of online shopping.

> Interviewer: '…Do you think you look at the packaging when you buy it? When online shopping and seeing the beautiful packaging, would you want to buy it? Would you click?'
>
> Respondent E: '…Is depend on what I buy' *(VERE, 29/4/2022)*
>
> Respondent F: '… If A, it depends on whether I like to eat this thing. Sometimes, I will look at the brand, and I will look at the brand that I have eaten. If it is A, I know that chocolate is ok. I choose, if A comes out with some new products, I also want to try them.' *(VERF, 30/4/2022)*

The results showed that most of the respondents positively perceived the visual elements of packaging as a cardinal to entice them into looking at the product and their impression. Moreover,
findings indicated that other factors also significantly impact consumer impressions, such as brand, taste and consumer preference. Firstly, brand is becoming increasingly difficult to ignore the role of the brand in today's marketing. Regarding this, the brand has symbolic value to assists the consumers in choosing process according to their needs and satisfaction (Sawagvudcharee et al., 2018).

Textual Information
When designing packaging, there are many features to consider to ensure that it attracts consumer impressions and communicates the most fruitful message to consumers. In book of Packaging Design: Successful Product Branding from Concept to Shelf, it is clarified that "typography for packaging design communicate the marketing message on a three-dimensional medium, is initially viewed from a distance, and is viewed by people of varying cultural, social, and the ethnic background-all in shout amount of time…" (Sleman, 2016).

> Respondent A: '… Because if its font is beautiful, it will attract my attention, and I will look at its content.' *(TIRA, 28/4/2022)*
>
> Respondent E: '…The font will let us feel branded. For example, if the font is found in Microsoft Word and mixes words randomly, it may not be so attractive.' *(TIRE, 29/4/2022)*

Furthermore, textual information seems to be important as well. An advantage of using text can ne that its meaning appears unequivocal (Schifferstein., et al., 2022).

> Respondent G: '…I think information is more critical, so when I first saw it, what was this thing for and what?' *(TIRG, 30/4/2022)*

Respondent G further explained

> Researcher: '…If you buy the product for use, the font is more important?'
> Respondent G: '…Of course, if the purpose of purchasing this product is to use, the font is essential Information. Because it explains what that product is, then how is it used? Can we read that word? If the font is small or the writing is unclear, it will cause customers to confuse about what product they are selling. What is the product's Information to convey?' *(TIRG, 30/4/2022)*

Graphic and Colour
Graphic design is tools to communicate the visuals and evoke consumer purchasing behaviour (Limchaiyawat, 2002; Meyers & Lubliner, 1998). The visually will cause an immediate insight without the interpretation or understanding (Pensasitom, 2015).

> Respondent B: '…The most important thing is the display of the pictures. For example, this cookie looks very delicious, and then I feel satisfied, so I will want to buy it.' (GCRB, *28/4/2022)*
> Respondent G: '…Visual first, I would look at graphics first because it's the most important. Its responsibility is to communicate what this product is, and I can't read every word and then look at this photo. (GCRG, 30/4/2022)

Graphics could bring a positive mood and could match with or satisfy the lifetime hidden aspiration of a consumer (Smith & Taylor, 2004). Moreover, the finding showed that colour does carry much weight to consumer impression. Colour has a prominent and notable influence on consumers' and can turn them on to products or chase them away (Roberge, 2019).

> Respondent B: '…I think the first is the colour of the packaging. Like A, it uses orange and red. Compared with the B brand, I think its colour is very dull. Then when I was shopping online, I saw the dull colours, and I would swipe directly over them. Instead, the bright colours caught my eye for the first time, so that I would look at them more. Maybe I clicked in to see them.' *(GCRB, 28/4/2022)*
> Respondent C: '…I think colours are more attractive to me'. (GCRC, 28/4/2022)
> Respondent G: '…colour are the only ones that can attract them to take a look at this product, enhance their understanding of this product, and have a deep impression of the product before using it.' *(GCRG, 30/4/2022)*

Conclusion
From this study ascertain the visual element will influence consumer's impression. The study contributes to a growing body of identifying the visual elements of packaging and the role of visual elements such as graphic, textual information and colour, which persuade consumers impression of online shopping. People are generally selective to diverse visual elements (Wang & Chou, 2011). An excellent visual element of packaging design can achieve striking, attractive, and impressive effects (Ding, 2022).

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