

# The Role of Packaging Aesthetics in Consumer Buying Decision

Ms. Nayana Karatu N<sup>1</sup>, Mr. Nishan M Varghese<sup>2</sup>,

Mr. Nishan Shareef P A<sup>3</sup>, Mr. B. Albertson Mathews<sup>4</sup>

III BBA International Business, Department of Business Administration<sup>1-3</sup>

(Computer Application and International Business)

Assistant Professor, Department of Business Administration (Computer Application and International Business)<sup>4</sup>

Nehru Arts and Science College, Coimbatore

**Abstract:** *Packaging aesthetics play a significant role in influencing consumer buying decisions in today's competitive marketplace. This study examines how visual elements of packaging, including color, design, typography, shape, and graphics, affect consumer perceptions and purchasing behavior. Attractive and well-designed packaging helps capture consumer attention, communicate product value, and create a positive brand image. The main objective of this research is to analyze the influence of packaging aesthetics on consumer purchase intentions and to identify the most influential packaging elements affecting buying decisions. A descriptive research design was adopted, and primary data were collected through a structured questionnaire distributed to 100 respondents using Google Forms. The findings indicate that visually appealing packaging significantly influences consumer perceptions and encourages impulse buying behavior. Consumers often associate attractive packaging with higher product quality and reliability. Therefore, packaging not only serves as a protective container but also acts as an effective marketing tool that influences consumer choices and enhances brand perception.*

**Keywords:** Packaging aesthetics, consumer buying behavior, product design, visual appeal, marketing strategy, brand perception

