

Relationship of Packaging and Advertising for Creating Brand Personality

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Abstract: The system that attempts to build brand behaviour through packaging and advertising was the main focus of this study. To collect the data from respondents, a variety of questions were posed. SPSS was used for data analysis. The study's conclusions indicate a positive correlation between packaging and brand personality as well as between advertising and brand personality.	Research Paper
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INTRODUCTION

These days, consumers are immediately drawn to products with eye-catching attributes. To identify products, brand personality represents an important dimension (D. Aaker, 1996). Brand personality helps customers by giving them the choice to purchase goods that they believe will be more beneficial to them (Fournier, 1998). Marketers use features, packaging, advertising and other means to convey the qualities of products. Advertising is the controlled dissemination of identifiable information and persuasion through mass media (Borden, 2007). The appearance of various goods so that they can be presented in front of people to establish their value is known as packaging. Aaker (1997) defined brand personality as a product's distinctiveness or attributes that consumers anticipate.

Research Objectives

The objectives of this study are to assess how advertising affects the personality of a brand and to investigate how packaging affects a brand's personality.

Research Questions:

- The study therefore examines how advertising and brand personality relate to each other
- How packaging and brand personality relate to each other.

Both packaging and advertising are crucial to the development of a product's characteristics, which are

important for both consumers and retailers. Products attributes set products apart from competitors and bring in money for the company. Packaging and advertising help create a positive public perception of products. Product attributes are also essential for increasing sales and enhancing the company's overall performance.

LITERATURE REVIEW

Advertising

One of the most crucial strategies used by businesses to improve the public's perception of their products is advertising. In order to build a relationship between products and consumers, the qualities of the items are very important. Advertising is an effective strategy used by businesses to achieve their goals and run their operations successfully (Brassington & Pettitt, 2000). Both the product's goals and its attributes are crucial to the company and are taken into account in product marketing. Product advertisements display the product and communicate its performance (Ratneshwar & Chaiken, 1991). People are given a thorough understanding of products through the use of marketing procedures, strategies and instruments (Batra et al., 1993).

Packaging

The packaging of products is equally essential to their performance in the marketplace. To draw in and retain clients, fashion and other strategies are employed (Caldewey & House, 2003). Packaging is now widely

acknowledged as one of the most dependable and quick ways to highlight the positive aspects of products (Keller, 1993). Additionally, it helps consumers enjoy the products (Underwood, 2003). Product packaging affects both product recognition and its key characteristics (Underwood, 2003).

Brand Personality

These days, brand personality is a clever and captivating concept. To identify products, it represents an intermediate magnitude (D. Aaker, 1996). Product attributes make it easier for consumers to obtain and comprehend those that are more advantageous to them (Fournier, 1998). Customers' loyalty to products is increased when they receive useful benefits from them and their performance (Kressmann *et al.*, 2006). Product attributes are crucial for boosting both the company's earnings and its clientele (Freling & Forbes, 2005). Product recognition is greatly impacted by how the message is communicated (Batra *et al.*, 1993; Meenaghan, 1995; Blythe, 2007).

Hypotheses

The following are the hypotheses of the study. The first hypothesis states that advertising and brand personality are positively correlated. The second hypothesis states that packaging and brand personality are positively correlated.

RESEARCH METHODOLOGY

A survey and questionnaire were utilized to collect data from individuals. Students from Bahauddin Zakariya University Sub Campus Vehari were chosen as the study's sample. A sample of 85 students from Bahauddin Zakariya University's Sub Campus Vehari was selected at random. The Likert scale was considered the best approach for collecting the required information. SPSS was used to measure regression and correlation. Students from Bahauddin Zakariya University Sub Campus Vehari were selected to assess the consistency of the data.

FINDINGS

The SPSS results were used to explain the research findings. The data indicated a significant and positive correlation between product attributes and publicity, with a significance value of .000 and a correlation coefficient of $r = .932^{**}$. Therefore, the first hypothesis was supported by the findings.

The results also indicated that packaging and brand personality were positively and significantly correlated, with a significance value of .000 and a correlation coefficient of $r = .910^{**}$. Therefore, the second hypothesis was also supported by the findings.

Table 1: Descriptive statistics

	Mean	Std. deviation	N
Advertising	4.4743	.45124	85
Packaging	4.4243	.43555	85
Branding	4.5577	.43144	85

Table 2:

	Advertising	Packaging	Branding
Advertising	1		
Packaging	.816**	1	
Branding	.821**	.801**	1

Table 3:

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.712	1	12.712	366.520	.000 ^a
	Residual	2.538	77	.023		
	Total	15.361	78			

a. Predictors: (Constant), Packaging

b. Dependent Variable: Branding

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.567	.221		2.621	.007
	Packaging	.803	.035	.910	18.432	.000

a. Dependent Variable: Branding

CONCLUSION AND RECOMMENDATION

The study examines the impact of packaging and advertising on brand personality. The findings demonstrate that packaging and advertising work

together to create brand personality. Packaging and advertising have a significant impact on brand personality. There is a significant and positive association between packaging and brand personality.

The findings are in line with earlier research. Promotion and product attributes are crucial in creating a positive perception of products among clients. These days, brand personality is a visually appealing concept in advertising. It is the product's medium level of distinctiveness and prominence to consumers. Packaging and advertising are therefore among the best ways to communicate product characteristics and spread awareness of products.

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