



Less is more? Package design simplicity and brand perception. An application to champagne labels

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Auteur	Favier, Manon [1], Pantin-Sohier, Gaëlle [2], Celhay, Franck [3]
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Mots-clés	brand personality [4], Champagne [5], Complexity [6], Package design [7], semiotics [8]
Résumé en anglais	<p>This article investigates the impact of the package design complexity on brand perception. 3 Champagne labels, representative of 3 graphic design styles observed on the market, were created and then tested among 305 consumers according to a between-subjects experiment. These 3 labels contain the same text but different graphic designs in order to manipulate the level of simplicity/complexity of the package design. The results allow the verification of different proposals from the literature. They demonstrate a significant impact of the package design's level of simplicity on brand perception as well as on consumer's buying choices.</p> <p>Is using ornaments still a crime? Package design complexity and brand perception with application to Champagne labels (PDF Download Available). Available from: https://www.researchgate.net/publication/318012343_Is_using_ornaments_st... [9] [accessed Feb 22 2018].</p>
URL de la notice	http://okina.univ-angers.fr/publications/ua16820 [10]
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- [1] <http://okina.univ-angers.fr/publications?f%5Bauthor%5D=28045>
- [2] <http://okina.univ-angers.fr/gaelle.pantinsohier/publications>
- [3] <http://okina.univ-angers.fr/publications?f%5Bauthor%5D=29370>
- [4] <http://okina.univ-angers.fr/publications?f%5Bkeyword%5D=24329>
- [5] <http://okina.univ-angers.fr/publications?f%5Bkeyword%5D=24326>
- [6] <http://okina.univ-angers.fr/publications?f%5Bkeyword%5D=4156>

[7] <http://okina.univ-angers.fr/publications?f%5Bkeyword%5D=24327>

[8] <http://okina.univ-angers.fr/publications?f%5Bkeyword%5D=24328>

[9]

https://www.researchgate.net/publication/318012343_Is_using_ornaments_still_a_crime_Package_design_complexity_and_brand_perception_with_application_to_Champagne_labels

[10] <http://okina.univ-angers.fr/publications/ua16820>

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