Color Perception of Luxury in Consumer Packaging and Consumer Behavior

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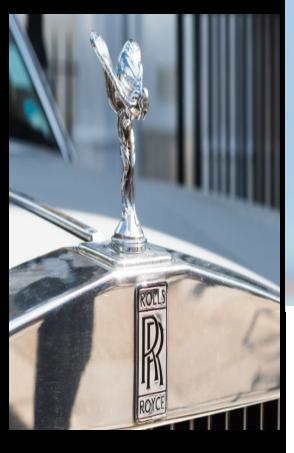
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Luxury

- "Color has the ability to trigger an emotional response, carry and associated meaning and be used as a means of identification. In the eye of the consumers, color is more than a pretty design..." (Cunningham, 2017).

- "Luxury- a condition of abundance or great ease and comfort : sumptuous environment lived in luxury. 2a : something adding to pleasure or comfort but not absolutely necessary one of life's luxuries."- Merriam Webster

Hypothesis

Consumers perceive black more luxurious and higher quality than other colors in consumer packaging, because there is significant research indicating consumers perceive black as luxury in other consumer goods such as food, apparel, and automobiles.

Luxury Brands

Literature Review

- "Through association, vibrant colors signal low quality while muted colors represent high quality (Labrecque, et. al., 2013).

- "Dark colors could enhance indulgent consumption" (Zhang, et. al., 2016).

- "Black dominates in apparel and entertainment" (Labrecque, et. al., 2013).

- "Choosing premium or luxury can offer a functional value in terms of perceived optimal quality…" (Lyons, 2018).

- "Meaning of color is not universal" (Spence, 2018).

- "Meaning of color is not the same across all product categories" (Spence, 2019).

Literature Review Outcomes

- Further research needed to determine outcomes when combined cues occurs such as brand name, fonts, and descriptions (Spence, 2018).

- Limited products tested in research. (Lyons, 2017).

- Further research needed globally.

- Limited survey respondents.

- Further research needed to determine if color trends affect product choices. (Labrecque, et. al, 2013).

Method/Procedure

- Created Distinctive Art for Test

- Printed Mock Packaging

- Black, White, Blue, Red

- Surveyed 110 Adults

- Age Groups of 18-24 to Over 75

- Various Education Levels

- 2 Methods (Survey Monkey and Face-to-Face)

Limitations

- Small percentage of respondents in the age group above 55.

- Small percentage of respondents with Master's Degree and higher.

- 84% Female; 16% Male

- 81 respondents took survey online.

- 21 respondents took survey with actual product.

- Majority of respondents live on the Eastern side of the U.S.

- Tested four colors.

Method/Procedure

Education	Percentage
Highschool/GED	36%
Associates Degree	24%
Bachelor's Degree	28%
Master's Degree	7%
Doctorate Degree	4%
Other	1%

Age Group	Percentage
18-24	22%
25-34	7%
35-44	38%
45-54	17%
55-64	10%
65-74	3%
75 & Older	3%

Method/Procedure

On the below scale (Not Luxurious to Most Luxurious) how would you rate each box on luxury based on color?

	Not Luxurious	Slightly Luxurious	Neutral	Luxurious	Most Luxurious
White Box	○	○	○	○	○
Black Box	○	○	○	○	○
Red Box	○	○	○	○	○
Blue Box	○	○	○	○	○

On the below scale (Poor Quality to High Quality) how would you rate each box on quality based on color?

	Poor Quality	Less Quality	Neutral	Good Quality	High Quality
White Box	○	○	○	○	○
Black Box	○	○	○	○	○
Red Box	○	○	○	○	○
Blue Box	○	○	○	○	○

ANOVA

Groups	Count	Sum	Average	Variance
Q5A White	110	369	3.35455	1.71718
Q5B Black	110	448	4.07273	1.16897
Q5C Red	110	332	3.01818	1.57765
Q5D Blue	110	324	2.94545	1.50158

ANOVA

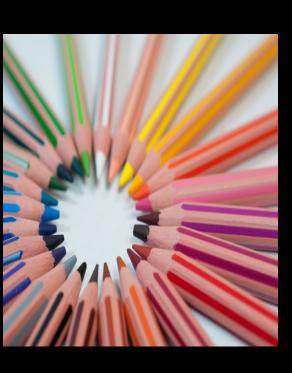| Source of Variation	SS	df	MS	F	P-value	F crit
Between Group	87.5705	3	29.1902	19.573	6.37821E-12	2.62536
Within Groups	650.227	436	1.49135			
Total	737.798	439				

- Significant Difference Among Sample Groups
- Rejected Null Hypothesis
    - P Value is less the .05
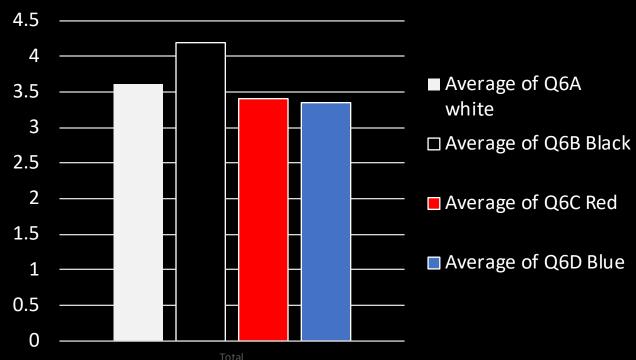   - F Statistic is greater than F Critical

Results -Luxury

Chart showing Average values:
- Average of Q5A White: ~3.35
- Average of Q5B Black: ~4.05
- Average of Q5C Red: ~3.0
- Average of Q5D Blue: ~2.9

Y-axis: 0, 0.5, 1, 1.5, 2, 2.5, 3, 3.5, 4, 4.5

X-axis label: Total

Legend:
- Average of Q5A White
- Average of Q5B Black
- Average of Q5C Red
- Average of Q5D Blue

Results -Luxury

■ Average of Q6A white

□ Average of Q6B Black

■ Average of Q6C Red

■ Average of Q6D Blue

Discussion

- The majority of respondents stated black was the most luxurious among the other colors.

- The majority of respondents stated black appeared to have higher quality.

- Study shows link between luxury and quality in consumer packaging.

Conclusion & Further Research

- Packaging color plays a role in consumer's association of luxury.

- Further research needed across formats in other product categories.

- Research is needed to determine if color perception of luxury changes during seasonal purchases.

- Further research across different textures among packaging.

- Determine if actual retail environment plays a role in consumer behavior.

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