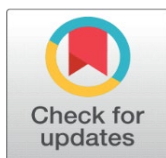
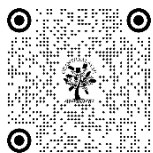


EXPLORING THE EFFICACY OF INTEGRATING ILLUSTRATION IN PACKAGE DESIGN

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Received 10 September 2023

Accepted 28 January 2024

Published 01 February 2024

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DOI
[10.29121/shodhkosh.v5.i1.2024.677](https://doi.org/10.29121/shodhkosh.v5.i1.2024.677)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

In the current competitive market landscape, companies are actively striving hard to create a distinctive identity from their rival company. Packaging especially in FMCG brands becoming a sales promotional tool. It helps in establishing effective communication and creating a lasting impression on their target audience. Within the constraints of time and with low involvement of the customer the purpose of packaging has been shifted from functional to attention seeker on an emotive level. These days we can see the rise of incorporating the illustration on the package design. Illustration can captivate the attention of the customer and visually persuade the customer to make a purchase decision. The present study after a comprehensive literature review prepares a questionnaire for conducting an online survey to analyze the effectiveness of using illustrations on the package design of a product. A convenience sampling model is adopted to get the response from the participants. A total of 144 respondents aged above 17 years in the survey helped in understanding that utilizing an illustration on package design can have a positive impact on consumer purchase decisions and can create effective communication by delivering brand messages. Also, it helps in creating a brand relationship with the customers.

Keywords: Advertising, Illustration, Package Design, Packaging Illustration

1. INTRODUCTION

In the current competitive market landscape, we are surrounded by thousands of brand products. This can sometimes present a considerable dilemma for consumers in determining which product to choose. For this to be tackled, every company attempts innovative strategies to make a distinctive and unique image for themselves from their rival brands. Packaging is becoming a sales promotional marketing tool that helps a brand to showcase its product in a more unique way [Govender \(2015\)](#). Good-designed packaging can capture the attention of target customer and create interest in their product. Consumers spend hours shopping in a supermarket or stores and want to make their shopping a fun-loving activity so to add to their enjoyment experience companies are striving the new and innovative ways to develop their product's packaging attractive whether its unique shapes,

colours, typography, and visual graphics (illustration or photography). In the past, the primary function of packaging was to ensure product safety, provide information about the brand or any other specifications that it requires, and facilitate its distribution from one place to another [Gonzalez et al. \(2007\)](#). But as the competition rises, the marketing person has realised packaging as a communicating tool and started to give more emphasis on the packaging visual as well as verbal appeal [Silayoi & Speece \(2004\)](#), [Vitalija et al. \(2008\)](#).

Several studies have also shown that the human brain can process images much faster than text, and 90 percent of information transmitted to the brain is visual [Eisenberg \(2014\)](#). Visuals have a persuasive power that can be a very effective way to communicate and persuade a customer [Messaris \(1997\)](#). According to Edgar Dale's cone of experience, visuals can be retained 30% more by the brain in comparison to written words. So, advertisers are focusing on the visual appeal of a product considering its colours, graphics (illustration or photography), typography, shape, and tactile quality even how it's going to feel when it is in the hands of target customers which can add up a great experience to their shopping. According to the FCB (foote, cone, belding) grid model created by Richard Vaughn in 1980, every product can be picked by the customer based on three factors learn-feel-do and based on this model he suggested that the FMCG (fast-moving consumer goods) are more likely to be picked on the do-feel-learn factor [Vaughn \(1980\)](#). According to [Antonija Kovač \(2019\)](#), the purchase decision also depends on the level of involvement of the customer while purchasing the product. If the consumer has less time, then they are likely to choose the product that can appeal to them visually and it is most likely the visually attractive packaging of a product entices them to buy the product.

In recent trends, we can see the rise of using illustrations on the packaging of a product. FMCG (fast-moving consumer goods) brands such as Paper Boat, Amul, Kellogg's, etc. are utilizing it to grab the attention of their prospective customers who do shopping physically at the supermarkets. They are focusing on giving an amazing experience to their target audience so that it can have a long-lasting impression on their mind and build a relationship with them.

An illustration is a visual narration that is made by an illustrator. The purpose of illustration is to explain the information provided through text, story, narration, etc. Illustration has various attributes such as attention grabber, presenting complex ideas in simpler ways, having a retention value, evoking emotions, and having the ability to break the monotony created by the overused photograph [Singh \(2018\)](#). Illustration can be helpful in making an engaging through storytelling on the packaging which adds amazing experience for the customers. As per the study conducted visuals are more eye catchy than the other elements of the package such as typefaces, labels, icons, and shape of the package. Illustration can be seen as widely used in commercial products. Illustration has become one of the vital expressive forms of packaging and product design. The utilization of illustrations on packaging gives it a new form of decoration and visual communication concept, which brings new packaging methods and visual effects to packaging design and adds artistic beauty and cultural connotation to the product [Jiang \(2020\)](#). It is also very important to utilize the appropriate illustration for the right product otherwise the message of the product cannot be delivered to the customer effectively [Ezeah \(2013\)](#).

2. LITERATURE REVIEW

2.1. PACKAGING AS A BRAND COMMUNICATOR

Establishing effective communication with the consumer is the primary aim of marketers. Packaging of a product is becoming a vital tool in establishing this communication with the target customers. About 73 percent of purchase decisions were taken at the time of point of sale [Davison \(1996\)](#). Packaging has a better reach than advertising does and can set a brand apart from its competitors [Ahmed et al. \(2014\)](#). Packaging is crucial for marketing a product. It can help a brand to make a distinctive image in the minds of consumers and create a unique image from its rival brands. It can be helpful in compelling and forcing a customer to make a purchase decision. As the marketplace becomes competitive, the product needs to stand out from the crowd and packaging has to become eye catchy and captivating for the customer [Agariya et al. \(2012\)](#). Similarly, [Vitalija et al. \(2008\)](#) also pointed out that packaging is important because it connects the product with the customer and can influence their purchase decision. The traditional way of only passing on the information is not enough these days to make the sales. The packaging of the product should deliver a clear message and create a distinctive image that can help it stand out from this cluttered market. According to [Underwood et al. \(2001\)](#) at the time of point of purchase, package design visual information increases the shoppers' attention to the brand during point of purchase. It was found that package visuals can grab the attention of two low-familiarity brands. Consumers also associate the quality of the product with the package design itself, they consider a high-quality package to be of good quality and vice versa.

According to [Wells et al. \(2007\)](#) there is a strong connection between the influence of packaging on the purchase decision, with over 73 percent of interviewed in their study consumers stating that they rely on packaging to make their decision-making process at the point of purchase. According to a study conducted [Ahmad & Ahmad \(2015\)](#), attractive packaging plays a significant role in providing information and functions such as storage, protection, and convenience. And it has a positive influence on consumer perception of the product quality.

2.2. VISUAL AND VERBAL ATTRIBUTES OF A PACKAGING DESIGN

Package design is a powerful visual and verbal communicator for people as it has the ability to convey important information about the product, create an emotional connection with the consumer, and differentiate the product from its competitors.

Colours, illustrations or graphics can influence consumer purchase decisions at the time of supermarket shelf purchase. Visually communicating packaging design can attract the target audience and get their attention easily when they are shopping in supermarkets [Ahmad & Ahmad \(2015\)](#).

According to [Rundh \(2005\)](#), the package design of a brand grabs consumer attention, enhances its image, and determines consumers' perceptions of the product. So, firms are giving equal importance to the package design which is becoming a vital part of making a perception of a consumer towards the brand. Although earlier the most common use of packaging is considered to be the protection of the product from outer damage during transportation, storing, selling, and usability [Gonzalez et al. \(2007\)](#). Another purpose of packaging in the context of

grocery shopping has been emphasized, especially when consumers opt for unbranded items. As many customers tend to physically check products prior to making a purchase, packaging plays a critical role in safeguarding them against contamination. Packaging also enables consumers to handle products freely without worrying about dirtying their hands. [Sogn-Grundvag \(2009\)](#).

The power of colours to gain customer attention has been used for a very long period of time by marketers. A product with attractive packaging is bound to attract customers and stand-alone from other products kept on the shelf. It has been indicated through the studies that if there is a mismatch in the showing of colour associations the colours can become an eyesore to the customer [Rathee & Rajain \(2019-2020\)](#). According to the study conducted by [Silayoi & Speece \(2004\)](#) package design is divided into two categories visual (colour, graphics, illustration, shape/size) and verbal (product information and product technology). They also emphasise the involvement of the customer while making purchase decisions into two categories low involvement and high involvement. When the customer is in a rush, they prefer the visual traits of the package design and if they have enough time, they prefer to choose the verbal traits over the visual. According to [Antonija Kovač \(2019\)](#) a study was conducted by several participants to check the preference of a customer on typefaces, colour, graphics, and patterns. Their study found that the typefaces don't affect customers' preferences. In fact, patterns, graphics, and vivid colours are more effective tools that should be given more focus to attract customers.

2.3. TIME PRESSURE AND LEVEL OF INVOLVEMENT

As per previous research conducted packaging is becoming a sales promotion tool for marketers. It can add an amazing experience for the consumers during their shopping experience. There are two main factors that play an important role in the purchase decision of a consumer. One is time pressure and another is the level of involvement of a consumer towards a product. According to [Silayoi & Speece \(2004\)](#) it is observed that when the consumer has less time their level of involvement in purchasing is low and they tend to prefer the visual aspects of the packaging. And if they have enough time then their level of involvement is high then they tend to prefer the verbal aspects of the product packaging. According to [Kuvykaite et al. \(2009\)](#) the empirical research conducted it was found that the verbal elements of a packaging of a product are the most important for consumers' purchase decision. It is also revealed that the size and material are the main visual elements when purchasing milk or washing powder. Their study explored that when the consumers are under time pressure the verbal elements are still more important than the visual ones. Their study also analysed that the impact of package elements on consumer purchase decisions influenced by the level of involvement corresponds with the study stating that visual elements of the package have a stronger influence on consumer's buying when they are in the level of low involvement in comparison of those who are in the level of high involvement.

2.4. ILLUSTRATION ON PACKAGING

Illustration is basically a narration of a story in the visual form. According to [Singh \(2018\)](#) illustration can captivate the attention of the audience and make them interested in the product. Illustration has the power of executing complex ideas into simpler forms. It can also break the monotony created by the overuse of a photograph. A good illustration has an ability that can be retained by the consumer

which is an important factor in advertising to build a relationship with the consumer. According to Xuefang He (2017) packaging provides information about the product to customers through the art and form of illustration, it can give artistic pleasure and recognition to the packaging, use of illustration on packaging can satisfy the emotional appeal of the consumers, it also promotes the emotional communication between the brand and consumers.

3. OBJECTIVES OF THE STUDY

- To study the impact of using illustrations on packaging on consumer purchase intention.
- To study the comparison between the illustration and various elements like typography and photography.
- To find out the consumer attitude towards the use of illustrations on the packaging of the product.

4. METHODOLOGY

Descriptive Research Design: This paper aims to describe and ascertain to explore the efficacy of incorporating the illustration on the packaging of brands.

Convenience sampling: Online survey used to reach participants of age above 17 years, which likely resulted in a convenience sample. Consumers above 17 years age are generally considered independent with significant influence on purchasing decisions. They are more likely to have developed their own preferences and brand loyalty, making them a relevant target group for studies on product packaging and consumer perception.

Survey-based: A questionnaire has been circulated among participants through Google Forms as a primary data collection method, making it a survey-based study.

Questionnaire development: After an intensive literature review a questionnaire with closed-ended questions to collect numerical data on participants' responses was created to gather the data into a quantitative form. In which two images have been shown to the participants. In Figure 1 the participant has been exposed to two types of packaging of a coffee product. In which the "A" packet has illustration and similarly "B" package is only designed with typography.

Figure 1



Figure 1 Showing Two Coffee Package Design

A: <https://packagingoftheworld.com/2019/11/garuda.html>

B: <https://in.pinterest.com/pin/331014641358573607/>

Similarly, in [Figure 2](#) a juice product has been taken for comparison. On the “A” package an illustration has been designed and on the “B” package the real photograph has been utilized. And based on it several questions have been asked from the participants.

Figure 2



Figure 2 Showing Two Juice Package Design

A: <https://in.pinterest.com/pin/908179081091177620/>

B: <https://in.pinterest.com/pin/859976491358534675/>

5. DATA COLLECTION AND SAMPLING

To examine this, existing literature and articles have been reviewed to prepare an online questionnaire and circulate it through Google Forms. This study has adopted a convenience sampling method to collect the data from the participants of different age groups and this is restricted to a small sample of 144 participants from different places in India and the age group has been selected from 17 years above for the survey.

Table 1

Table 1		
S. No.	Age Group	Participant
1	17-25	114
2	26-35	21
3	36-45	6
4	46 and above	3

6. RESULTS AND DISCUSSION

After the survey conducted through Google Forms few interesting findings have emerged about the utilization of illustration in the package design. The majority of the participants responded that their purchase decision for the product was not always entirely based on the package design of the product. However, there are only a few participants who do not consider packaging design for purchasing a product. Results are shown in [Table 2](#).

Table 2

Table 2		
S. No.	How often do you purchase products based on their package design?	Participant
1	Always	22.9%
2	Sometimes	76.4%
3	Never	0.7%

In another question majority of participants considered visuals on the product packaging can be an influencing tool and can affect their purchase decision. Only very few participants do not consider visuals on the package to have any effect on their purchase decision. The results are shown in [Table 3](#).

Table 3

Table 3		
S. No.	Visuals on a product's packaging in influencing your purchase decision	Participant
1	Very Important	73.4%
2	Neutral	25.9%
3	Not Important	0.7%

In [Figure 1](#) participant was shown two types of packaging for coffee products "A" package has an illustration and "B" is designed with typography elements. Results are shown in [Table 3](#) And there is a mixed response shown by the customer but a little bit more preference has been towards the illustration of the package design. Also, when asked about the reason for their preference in that also participants have more weightage to illustration if it is compared to typography and colour of the packaging which can be seen in [Table 4](#).

Table 4

Table 4		
S. No.	Which package design can influence your purchase decision? (Illustration vs Typography)	Participant
1	A (Illustration)	58.3%
2	B (Typography)	41.7%

Table 5

Table 5		
S. No.	Which package design can influence your purchase decision Image- 1 (illustration vs typography)	Participant
1	Illustration	57.3%
2	Typography	32.2%
3	Color	10.5%

In [Figure 2](#) participants were shown the two juice products for the comparison. "A" product has an illustrative packaging and the "B" product has a realistic photographic image on the packaging. Clearly in [Table 5](#) shows the majority of the participants have preferred illustration-based packaging over photographic packaging. Also, [Table 6](#) shows that more participants have preferred Illustration over photography, colour, and typography.

Table 6

Table 6		
S. No.	Which package design can influence your purchase decision? (Illustration vs Photography)	Participant
1	A (Illustration)	74.1%
2	B (Photography)	25.9%

Table 7

Table 7		
S. No.	Which package design can influence your purchase decision Image-1 (illustration vs typography)	Participant
1	Illustration	62.2%
2	Photography	16.1%
3	Colour	17.5%
4	Typography	4.2%

In another question majority of the participants considered an illustration to be an effective tool to communicate the message of the brand. The results are in [Table 8](#)

Table 8

Table 8		
S. No.	Illustrations is an effective medium to communicate the message of a product.	Participant
1	Very Effective	80.3%
2	Neutral	19%
3	Not Effective	0.7%

The majority of the participants agreed that using illustrations on the packaging of a product can have a long-lasting impression and can be rememberable by the consumer in comparison to other kinds of packaging that do not have illustrations over their packaging. The results are in the [Table 9](#)

Table 9

Table 9		
S. No.	Illustration on packaging of a product can be rememberable	Participant
1	Most Likely	77.5%
2	Neutral	21.1%
3	Not Likely	1.4%

7. CONCLUSION

Packaging become a valuable communication tool for marketers to entice customers and make a distinctive image in their minds which can be helpful in influencing their purchase decisions. This study explores the captivating influence of illustrations in package design can have a positive impact on the purchase decision of a customer.

The level of involvement of a consumer depends on the availability of the time they have while doing shopping at the supermarket. Mostly in time pressure when consumers have less time to shop, they tend to get attracted towards the visual aspects of the product packaging rather than verbal aspects. This study explored that illustration on the product's packaging can be an effective tool to attract the customer's attention and elicit them to make a purchase decision. Participants in the survey preferred illustration compared to typography. Also, they have preferred the illustration over the use of realistic photography in the package design. According to the findings, the brand message through illustration has been communicated very effectively and can have a long-lasting impression on the consumer's mind. So, this study concludes that especially for food products if there is time pressure and

customers are in a hurry, illustrations are an effective tool to grab the attention of the customer and make them interested in the product. If illustration is implemented perfectly, it can establish an emotional connection with the customer and can have a long-lasting impression on the consumer's mind.

8. LIMITATIONS

Despite the important insights gathered from the study, there are a few limitations that need to be considered. Firstly, the research depends on convenience sampling, which can give a bias as the respondents were based on their availability and willingness to participate in the online survey. This could limit the generalizability of the findings to a bigger population. The questionnaire wording and illustration used they may have influenced how participants responded, introducing potential biases. This research used only two types of food category results that could vary for different product categories too.

9. RECOMMENDATION FOR FUTURE RESEARCH

While this study provides important insights about how illustration could impact the consumer purchase decision on the emotive level, it is recommended to create further research on to how illustrations on the package design can influence on the cultural level and also on the different product categories.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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