

## عنوان مقاله:

Investigating the Effect of Product Packaging Design on Attracting Customers about Cosmetic Products with Conjoint Analysis Method

## محل انتشار:

دوفصلنامه بهینه سازی در مهندسی صنایع، دوره 15، شماره 1 (سال: 1401)

تعداد صفحات اصل مقاله: 8

## نویسندگان:

Davood Jafari - *Department of Industrial Engineering, Parand Branch, Islamic Azad University, Parand, Iran*

Nima Asadian - *Department of Industrial Engineering, Parand Branch, Islamic Azad University, Parand, Iran*

Loabat Parvizi - *Department of Industrial Engineering, Parand Branch, Islamic Azad University, Parand, Iran*

## خلاصه مقاله:

The present research is based on the design of packaging based on the golden ratio technique and its effect on attracting cosmetic and cosmetic products customers using conjoint analysis. The sample size of this study was ۳۸۵ women over ۱۸ years old in Tehran. Data were collected by interview and questionnaire. The results of this study showed that the golden ratio has a significant effect on the attractiveness of packaging and the increasing intention to buy customers, as well as the level of education people, have on the choice of packages that have a golden ratio in them is very effective. They have a direct relationship with each other. Also, features of geometric shape, color and .writing language are influential in choosing the package and intention to buy customers

## کلمات کلیدی:

packaging design, golden ratio, health care products, customer intent, conjoint analysis

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1403196>

