

## عنوان مقاله:

How Can Food Packaging Design Enhance Brand Identity and Customer Loyalty? A Review of the Role of Packaging within Marketing and Value Creation

## محل انتشار:

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## خلاصه مقاله:

Food packaging design is an important element of marketing strategy that can influence consumer behavior and brand loyalty. The objective of this paper is to review the literature on how food packaging design can enhance brand identity and customer loyalty, and to discuss the role of packaging within marketing and value creation. The paper covers the following topics: (1) the role of packaging in brand identity, including the concepts of branding and brand identity, the functions of packaging as a branding tool, the elements of packaging design, and the effects of packaging on emotional branding; (2) the ways of enhancing brand identity through packaging design, including the impacts of packaging on consumer perception, product differentiation, brand recognition, and emotional connection; (3) the influence of packaging on customer loyalty, including the effects of packaging on consumer experience, customer engagement, repeat purchases, and word-of-mouth marketing; and (4) the role of packaging in value creation, including the aspects of packaging that affect perceived value, sustainable practices, consumer expectations, and product information and education. The paper concludes that food packaging design is a significant factor that can shape consumer preferences and behavior, and that food packaging design research and practice should consider the multiple functions and effects of packaging on consumers and the environment.

## کلمات کلیدی:

food packaging design, marketing strategy, brand identity, customer loyalty, value creation, consumer behavior, sustainability

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