

# **Consumer responses to (a)typical label design within standardized glass packaging shape**

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## ABSTRACT

The aim of this paper is to bring to the attention of marketers that the progression of standardized glass packaging carries design opportunities for the development of both marketing and branding strategies.

Consumer awareness of waste problems associated with discarded packaging is steadily increasing. In 2017 the packaging waste generated per EU inhabitant was 173,8kg (Eurostat 2017). Within a year, the waste generated per inhabitant in the EU increased by 200g (Eurostat 2018), warranting the necessity for further attention both to packaging design and its management. Packaging plays a key role in the transportation and protection of products throughout the various steps of their logistical networks. Both disposable and reusable containers are used in this process, while consumer concern over sustainability is encouraging the recycling and reuse of containers. A steady shift from plastic to glass has been occurring over the past years. There is further increasing attention within the EU towards the further deployment of Direct Refund Service (DRS) systems for standardized glass packaging, wherein a container is collected, reconditioned and then reused. The success of standardized beer bottles within DRS systems makes a good case for the implementation of standardized glass packaging onto further consumer goods. Current trend show that DRS systems are being discussed for further glass contained consumer goods. This would mean more products having the same packaging container, leaving marketers and branders with only the container label or lid as means of brand differentiation.

The thesis addresses why it will become of greater relevance for marketers and branders to find innovative means of making their products stand out. Through the gathering of empirical data, this paper proposes potential design opportunities and design solutions for further development by marketers and branders, in order for their products to stand out despite the restrictions of standardized glass containers. The paper concludes with reviews of the results and suggestions for further investigation.

The research and its findings are relevant to the marketing and branding sectors contributing to the currently underexplored academic field of innovative standardized glass container labeling. The primary research was of quantitative nature. An online experiment was conducted to assess the impact of atypical vs. typical packaging label design in the context standardized glass packaging on various consumer responses. The results gathered provide various new insights into consumer interest, consumer brand attitude and consumer purchase intention, when faced with (a)typical label design on standardized glass packaging.