

# THE ROLE OF PACKAGING DESIGN IN BRAND PERCEPTION AND CONSUMER LOYALTY

## ABSTRACT

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This research investigated how packaging design impacts brand perception and consumer loyalty, with a focus on KaiNeko Cafe. The study examined how visual communication strategies used in packaging relate to resulting consumer reactions, seeking insight into how packaging helps build a brand and retain customers. This study employed a quantitative correlational research design to examine the relationship between packaging design and brand perception and consumer loyalty for KaiNeko Cafe products. It investigates the impact of the visual presentation of packaging design on consumer perceptions and loyalty toward KaiNeko Cafe, a local establishment at 23 Road 14 GSIS Hills Subdivision, Brgy. 164, Caloocan City, using a purposive sample of thirty (30) consumers. Based on the survey results, KaiNeko Cafe's primary consumers are females aged 21 to 25 who visit about once a week. These consumers generally have a positive perception of the cafe's packaging materials, finding them protective, although transit protection could be improved. The packaging visuals and product information are considered acceptable, with clear typography and well-organized information being strengths, while the aesthetic of the colors and information presentation could be enhanced. The labeling is seen as attractive, and the shape of the packaging is considered important for handling and perceived quality. Overall, respondents show strong brand awareness, find the cafe attractive, and feel a sense of attachment and commitment, indicating a good level of consumer loyalty. Generic packaging misses an opportunity to build brand recognition and emotional connection. By introducing a distinctive design element such as a specific color palette, a recurring motif, a unique texture, or a sustainable material choice, the cafe can create packaging that stands out and communicates its brand values. This visual differentiation, as highlighted by the study, directly impacts how customers perceive the cafe and can foster a stronger sense of identity and loyalty, encouraging repeat business due to a more memorable and brand-aligned experience.

## RECOMMENDED CITATION

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