

National College of Ireland

Project Submission Sheet

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**[EXPLORING GLOBAL CONFECTIONERY MARKETING STRATEGIES—
ESPECIALLY PACKAGING AND LABELLING—AND APPLYING THOSE INSIGHTS
TO STRENGTHEN INDIAN LOCAL CONFECTIONERY BRANDS]**

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Abstract

Introduction: Research has been conducted on marketing strategies of global confectionary brands so that valuable insights on packaging and labelling aspects can be obtained. Four research objectives have been identified. Based on research objectives, a literature review has been conducted to consult scholarly insights on marketing strategies in the food industry.

Methodology: A primary qualitative method has been followed in this research. 10 professionals from managerial or proprietorship levels have been selected for interview. 16 context-based questions have been asked to collect responses for data analysis. Selected participants have adequate work experience in small, medium and large-sized enterprises in the Indian local confectionary industry. Based on their responses, open code and axial code analysis have been conducted for analysis.

Findings: Interpretation of primary findings has been based on responses of interview participants. Tree diagrams have been formed for open codes and axial codes. It has been found that emotional storytelling through packaging helped to improve packaging ROI. Moreover, technology adoption such as inclusion of QR codes to provide product information has been followed. Indian brands are recommended not to blindly follow global packaging strategies and ensure adaptive selection for maximum outcomes in the Indian local confectionery industry.

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Chapter 1: Introduction

1.1 Background

The global confectionery market has evolved into a sophisticated marketplace, where the role of packaging goes beyond protection for the product and serves as a critical differentiator. Brands such as Cadbury, M&M's, Nestlé, as well as the Hershey's have harnessed the power of innovative packaging and also the strategic labelling to mainly deepen consumer engagement. These multinational corporations make significant investments in design innovation, consumer research, and cultural adaptation to maintain their market dominance. These global players often use the actual use storytelling, cultural cues, eco-aware packaging materials, and digital integration like QR codes to offer a holistic and immersive brand reveal. Their strategies are cautiously curated to align with customer psychology, nearby traditions, worldwide traits, and technological possibilities (Ушкаренко *et al.*, 2021).

Contemporary confectionery marketing leverages psychological triggers, sustainable materials, interactive elements, and digital integration to create immersive brand experiences. M&M's uses vibrant, playful colours that appeal to a wide demographic, especially children. The packaging uses a wide array of colours and animated characters which evoke the emotions of happiness, fun, and enjoyment as stated in the study of Wang and Sharudin (2025). This has been further reinforced in their campaign "It's More Fun Together" (Mars.com, 2025).

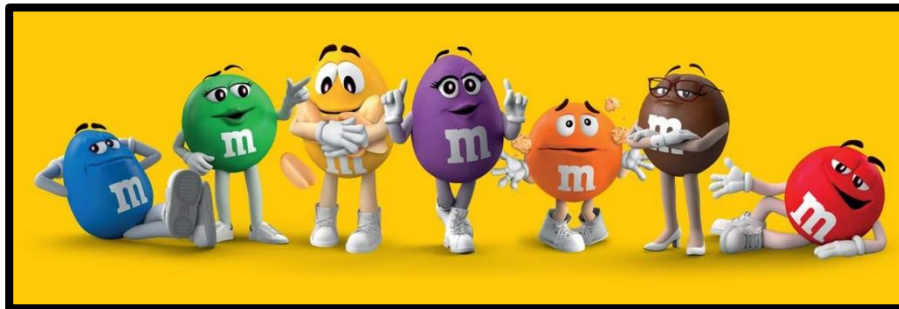


Figure 1.1: Packaging of M&Ms

(Source: Mars.com, 2025)

Cadbury uses their deep purple signature colour in their packaging to distinguish itself. In addition, the purple colour has been historically linked with royalty, luxury, which helps to trigger a perception of a premium product in the minds of customers (Dhar and Shil, 2022). The packaging changes highlight festivities, like during Valentine's Day, the traditional chocolate bar comes with an additional pink heart, acknowledging the customer's needs (Polezi *et al.*, 2021).



Figure 1.2: Packaging of Dairy Milk

(Source: Cadburygifting.in 2025)

The usage of unique shapes adds to the sensory appeal of a product and is leveraged by premium and artisanal chocolate brands. The unique triangular prism-like shape of **Toblerone** creates a unique visual identity which becomes easily recognisable, focusing on the principle of familiarity and uniqueness.



Figure 1.3: Packaging of Toblerone

(Source: Mondelezinternational.com, 2025)

Recently, Indian confectionery brands like Haldiram and Bikaner are attempting to refine their packaging, to maintain quality standards, and extend shelf life, without focusing much on attractiveness. Haldiram won “Packaging South Asia Award 2017” (Packagingsouthasia.com, 2025). The commonly found Indian confectionery cookies, found at local sweet shops or bakeries, are commonly packaged in plastic, without any attractive features, as shown in Figure 1.5.



Figure 1.4: Packaging of Haldiram
(Source: Packagingsouthasia.com, 2025)



Figure 1.5: Local Indian cookies packaging
(Source: Cafeniloufer.com, 2025)

In contrast, the local Indian confectionery brands encounter significant challenges while developing competitive packaging solutions. Jensen *et al.*, (2021) states that, despite the growing demand for Indian confectionery and its rich cultural heritage, the domestic brands often rely on cost-efficient packaging. These packaging only focus on protecting the product, lacking emotional appeal and strategic emotional impact.

1.2 Statement of the Problem

In the highly competitive landscape of the main Indian confectionery market, local brands are increasingly struggling to mainly achieve sustained visibility, brand loyalty, as well as the consumer engagement. While global brands are equipped with superior advertising equipment and

global design groups, many Indian nearby confectionery manufacturers preserve to rely upon conventional, low-price, and minimally engaging packaging solutions. This gap has led to a widening disparity in customer belief, with worldwide manufacturers frequently being perceived as more top rate, straightforward, and ideal.

The primary difficulty lies within the inadequate usage of packaging and labelling as strategic marketing gadgets by using Indian local manufacturers. Most packaging designs fail to comprise mental triggers, cultural factors, or interactive features that resonate with customers. Labelling, on the other hand, frequently lacks transparency, dietary clarity, and regulatory compliance, which further limits consumer trust and engagement (Jones *et al.*,2021). With the growing emphasis on health awareness, environmental sustainability, and emotional resonance, Indian nearby brands should reconsider their packaging and labelling strategies to stay competitive and relevant.

This research identifies the pressing need for Indian nearby confectionery brands to combine international insights into their packaging and labelling processes. There is a urgent requirement to recognize what has labored for worldwide confectionery manufacturers and to determine which aspects can be contextualized and replicated efficiently inside the Indian market. Without this shift in strategic attention, local manufacturers danger losing marketplace proportion and consumer mindshare in an increasingly more globalized environment.

1.3 Aim and Objectives

This study aims to analyse international confectionery packaging and labelling strategies to provide actionable recommendations for Indian local brands, boosting their competitiveness and consumer engagement.

The main objectives of this study are the:

- To analyse confectionery brands' packaging and labelling, focusing on how psychological, cultural, and emotional aspects influence global designs.
- To examine the function of the emotional branding as well as storytelling in packaging and labelling strategies.
- To investigate sustainable and innovative packaging solutions adopted globally and assess their applicability in the Indian context.
- To provide actionable recommendations for Indian local confectionery brands based on global best practices.

1.4 Research Questions

RQ1: How do psychological, cultural, and emotional aspects influence global confectionery brands' packaging and labelling designs?

RQ2: What is the function of emotional branding and storytelling in packaging and labelling strategies?

RQ3: What sustainable and innovative packaging solutions are adopted globally and how applicable are they in the Indian context?

What actionable recommendations can be provided for Indian local confectionery brands based on global best practices?

1.5 Rationale of the Study

Packaging and labelling are highly central to the consumer experience, particularly in the context of the impulse-driven sectors like the confectionery. Numerous international studies verify that customers make selections based on visible appeal, emotional connection, and consider communicated thru packaging (Sacks *et al.*, 2021). In India, where the marketplace is fragmented, culturally diverse, and price-sensitive, packaging stays a largely untapped advertising possibility for neighborhood manufacturers. While multinational manufacturers have succeeded in developing top rate snap shots thru experiential packaging, many Indian brands have no longer fully leveraged this medium due to budgetary constraints, constrained layout talents, or loss of strategic recognition.

With India's growing awareness on self-reliance, local production, and sustainable intake, there is a completely unique opportunity for Indian confectionery brands to redefine their identification through present day, culturally applicable, and strategically designed packaging and labelling. The insights from international leaders can serve as a roadmap, and this look at seeks to localize the ones techniques whilst ensuring that they mirror Indian values, tastes, and expectations.

1.6 Scope and Delimitation

This study is primarily focused on the process of packaging as well as the labelling strategies within the actual confectionery sector. The scope of the studies will include an in-intensity evaluation of world confectionery manufacturers which includes Cadbury, Nestlé, M&M's, and Hershey's, and a comparative know-how of Indian neighborhood manufacturers like Parle, Haldiram's, and local gamers.

The study is qualitative, involving interviews with marketing experts, branding specialists, and consumer focus groups. Secondary data will be sourced from academic literature, industry reports, and marketing case studies. Due to time and resource constraints, this research does not include any quantitative analysis.

1.7 Significance of the Study

This study mainly carries both academic as well as the practical significance. Academically, it contributes increasing literature on the strategic marketing, branding psychology, and packaging design (Sato *et al.*, 2021). It offers a move-cultural angle on how global strategies may be translated into nearby contexts with cultural sensitivity and consumer relevance.

Practically, the findings of this take a look at will serve as a strategic aid for Indian local confectionery manufacturers in search of to decorate their marketplace visibility and purchaser engagement. It gives a roadmap for adopting revolutionary packaging techniques without compromising on price, cultural authenticity, or regulatory compliance. The pointers may be used by emblem managers, packaging designers, and advertising experts to create impactful branding stories rooted in Indian identification yet knowledgeable via international excellence.

1.8 Theory

The main theoretical foundation of this study is built upon multiple marketing and also the branding concepts. Firstly, the principles of the *Strategic Brand Management* as mainly outlined by Keller (2016) shape the basis for know-how how brands create identity, differentiate themselves, and construct loyalty via visible and emotional cues. The concept of Emotional Branding, which emphasizes the position of patron feelings in shaping brand relationships, underpins the evaluation of storytelling and aesthetic layout in packaging (Simmonds *et al.*, 2021). The study also focuses upon Cultural Branding Theory, which explains how manufacturers grow to be culturally meaningful through the incorporation of local symbols, narratives, and rituals. In a rustic as diverse as India, know-how cultural semiotics is critical for powerful branding. Moreover, the Theory of Planned Behavior and Consumer Decision-Making Models are used to interpret how consumers understand, examine, and reply to packaging cues at some stage in their buy choices.

1.9 Structure of the Thesis

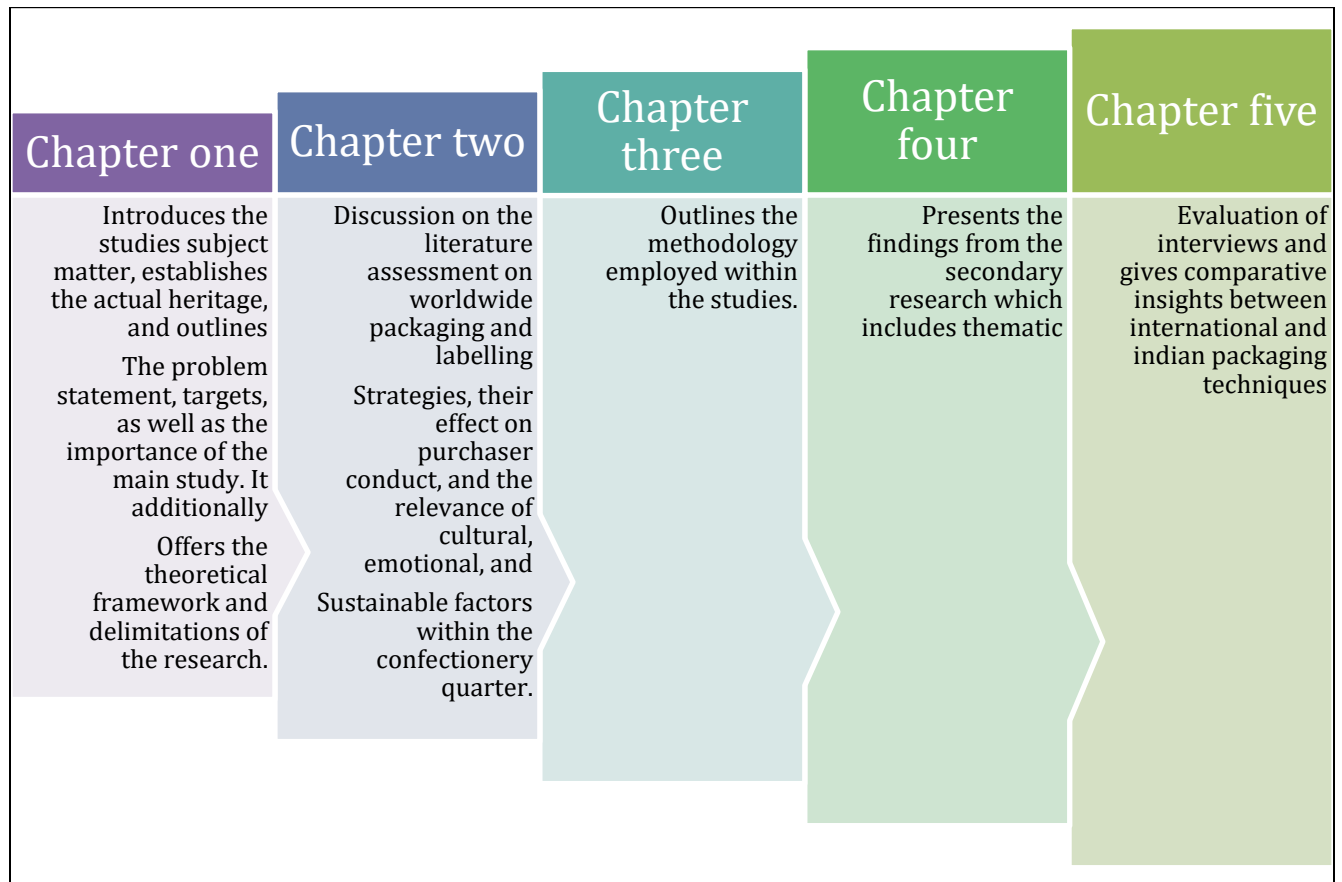


Figure 1.6: Structure of thesis

(Source: Self-Created)

1.10 Conclusion

This chapter establishes the critical need for Indian confectionery brands to adopt global packaging strategies while maintaining cultural relevance. By analysing international best practices in psychological triggers, emotional branding, and sustainable innovation, this research aims to provide actionable frameworks that enhance local brands' market competitiveness and consumer engagement.

Chapter 2: Literature Review

2.1 Introduction

The global confectionery industry has become very much increasingly competitive and innovation-driven, with packaging as well as labelling emerging as one of the powerful tools in shaping consumer perceptions and also influencing the actual buying behavior. In markets along with Europe and North America, confectionery giants like Mars, Nestlé, and Ferrero Rocher have lengthily recognized the strategic significance of packaging layout, cloth choice, cultural symbolism, and labelling clarity in building brand identity and client loyalty. This literature overview pursuits to explore current international studies on confectionery advertising techniques with a focal point on packaging and labelling, figuring out relevant frameworks and insights, and inspecting how these may be customized to bolster the branding, competitiveness, and consumer engagement of Indian confectionery groups in both domestic and international markets.

2.2 Key packaging and labelling strategies used by top international confectionery brands

According to a study by Jensen (2021), the evolving trends in package deal sizes of discretionary meals products, mainly carbonated beverages and confectionery, across several excessive-income international locations over a prolonged length. The have a look at highlights that bundle length is a big environmental cue influencing consumer consumption behaviors, mainly for power-dense, nutrient-terrible meals. The analysis of sales records and industry views well-known shows that there has been a shift within the beverage industry in the direction of providing smaller-sized applications, reflecting increased purchaser hobby in portion manage and fitness-conscious picks. In evaluation, the confectionery region verified inconsistent patterns throughout nations, with a terrific preference for larger, shareable packs in certain areas.

Based to a study by Bauer (2022), the vital position of packaging in cereal and confectionery products in the broader context of sustainable meals structures. It highlights that while plenty of the sustainability discourse has traditionally targeted on excessive-impact food sectors, staple and hedonistic meals classes like cereals and confectionery, even though extensively ate up—have often been not noted. These merchandise, but, deliver good sized environmental and monetary implications due to their excessive production volumes, useful resource use, and contribution to meals waste. The studies explores the features and fabric residences of packaging when it comes to the preservation and protection of product fine, detailing how unique packaging structures engage with one of a kind product types, which include equipped-to-eat snacks and bakery gadgets.

The look at examines conventional and rising packaging technologies, such as vacuum packaging, changed surroundings packaging, and shrewd systems, that beautify shelf lifestyles whilst striving to decrease environmental effect. It additionally stresses the need to assess the relative environmental burden of the product and its packaging together, in preference to in isolation, for you to discover areas for powerful intervention.

On the opinion of Konar (2022), the rising recognition among health-aware consumers is reshaping the landscape of sugar confectionery merchandise, urging the industry to conform to transferring needs without compromising customer satisfaction. It emphasizes that whilst worries about calorie consumption and fitness risks boom, confectionery maintains to preserve a strong area in customer options because of its mental and emotional attraction. The studies explores how the confectionery quarter is present process a change, transferring closer to the development of practical merchandise that now not only fulfill taste however also contribute to wellness goals which include immune assist and delivery of bioactive compounds. This shift highlights the developing want for modern approaches in meals era which could align indulgent products with health blessings.

Based to a study by Krauter (2022), the environmental implications of packaging within the cereal and confectionery sectors, emphasizing its role inside the broader food machine and its contribution to greenhouse gasoline emissions. The research highlights that whilst packaging is often debated in sustainability dialogues, its actual environmental footprint varies substantially depending on the product organization and packaging type. It is mentioned that cereal and confectionery packaging, although regularly overshadowed with the aid of discussions on greater prominent sectors like meat or dairy, plays a crucial component in the standard ecological balance, particularly when taken into consideration via life cycle evaluation frameworks.

Based on a study by Jones (2023), the massive use of child-directed marketing strategies on meals packaging in Australia and raises full-size concerns approximately their have an impact on young consumers. The studies systematically analyzes how visible factors like cool animated film characters, myth themes, and playful designs are hired to draw kid's interest throughout a variety of food merchandise typically observed in supermarkets. Through the development of a specific classification framework grounded in present literature and regulatory tips, the take a look at identifies a superb presence of such marketing techniques, particularly in merchandise geared toward babies, confectionery, snacks, and dairy. It highlights that those advertising techniques are not only pervasive however also predominantly associated with foods of low nutritional fine.

Products featuring infant-centered promotional content commonly rating poorly across more than one health metrics, indicating a strong alignment among those processes and highly processed, nutrient-poor objects. The findings recommend that infant-centered packaging is a deliberate marketing desire used to promote intake of products which can contribute to poor dietary conduct from an early age.

On the opinion of Wood (2021), the dominant processed food producers use state-of-the-art market strategies to make bigger and stable their have an effect on in the worldwide meals system, often to the detriment of public health. The research shifts the focal point from political lobbying—which has been widely scrutinized—to the similarly impactful market-based totally methods hired via these businesses. The findings are framed within a typology that reflects six interrelated market objectives, imparting a structural information of the way corporate strength is strengthened. This framework gives treasured insights into the mechanisms that maintain market dominance and offers a tool for evaluating corporate practices inside unique jurisdictions.

2.3 Evaluation of psychological, cultural, and emotional factors embedded in international packaging designs

Based on a study by Jun Cui (2024), the cultural factors embedded in cutting-edge packaging design substantially influence the emotional responses of customers. As packaging evolves beyond its traditional function of containment and protection, it turns into a dynamic device for cultural storytelling and emotional engagement. The studies highlights how globalization has brought about manufacturers to infuse culturally resonant symbols, colorations, styles, and motifs into packaging to attraction to diverse audiences and foster a deeper emotional connection. Packaging design is no longer simply useful however is now visible as a strategic extension of emblem identity and a vehicle for communicating background, values, and tradition. By tapping into shared cultural references, manufacturers can evoke nostalgia, delight, and belonging, thereby strengthening customer attachment and enhancing emblem loyalty. The look at emphasizes the twin position of packaging as each a classy expression and a cultural signifier, capable of influencing customer perception and purchasing behavior via subtle emotional triggers. It also reveals that consumers respond more undoubtedly to packaging that aligns with their cultural identification or introduces them to new cultural narratives in a deferential and aesthetically appealing manner. Through visible and symbolic language, packaging serves as a pass-cultural

bridge, mainly in an aggressive market in which emotional differentiation can drive desire and loyalty.

According to a study by Yi Yuan (2024), the mixing of design psychology into the visual design of cultural history logo packaging, emphasizing the significance of intangible cultural historical past in improving aesthetic expression and emotional connection. The study displays on how China's considerable and diverse cultural legacy—encompassing people customs, conventional song, literary background, and regional practices—can be transformed into a meaningful supply of visual identification and emotional resonance in packaging. By embedding symbols, colours, and graphic motifs derived from conventional Chinese artwork, embroidery, and calligraphy, visible design now not best enhances the attractiveness of cultural historical past products but additionally reinforces a shared countrywide spirit and cultural continuity. The studies underscores the function of intangible cultural heritage as a living repository of collective reminiscence and aesthetic awareness, which gives rich symbolic language and deep non secular fee. Visual packaging design rooted in such background will become a medium for cultural transmission, allowing modern customers to connect with ancestral values and aesthetic ideals in everyday purchaser stories.

On the opinion of Lungwen Kuo (2021), the study discusses the emotional and sensory influences of shade in packaging layout, in particular specializing in how precise coloration picks have an effect on customer notion and aesthetic enjoy. The research investigates the affective responses evoked by means of extraordinary styles of shade packages in cake packaging through a dependent series of experiments. It explores how visual aesthetics, specifically shade combos, play a pivotal function in taking pictures purchaser interest and improving emotional resonance with the product. The studies additionally highlight the importance of the packaging shape itself, suggesting that specific shapes and codecs further accentuate the overall sensory enchantment whilst paired with well-idea-out color schemes. This layout technique emphasizes harmony among form, color, and emotional language, supplying insights into how manufacturers can increase packaging that isn't handiest visually attractive however also emotionally engaging. By integrating sensory psychology with design aesthetics, the take a look at proposes a framework for optimizing packaging to align with customers' unconscious alternatives and affective responses. The findings underscore the strategic importance of shade in packaging as a sensory cue that courses client choice and complements product desirability.

Based on studies carried out by using Mahima Shukla (2022), the effect of semiotic elements in product packaging on numerous consumer behavior dimensions such as logo reveal in, consider, and purchase intentions, in particular within the context of a rising Asian market. The studies explores how visual and symbolic cues embedded in packaging—like coloration, shape, imagery, and cultural signs—create meaningful brand interactions and emotional resonance with purchasers. By that specialize in speedy-transferring client items, the have a look at underscores the growing significance of packaging as a silent yet effective emblem communicator, mainly in surprisingly aggressive retail environments. It demonstrates that customers interpret semiotic signs and symptoms in packaging now not simply at a floor degree, however as providers of deeper emblem meanings, shaping perceptions and trustworthiness of the brand. The examine in addition famous that those symbolic layout elements considerably impact brand experience dimensions, such as sensory enchantment, emotional engagement, and behavioral response, which in flip undoubtedly affect brand agree with and the patron's cause to buy. The research offers realistic insights for entrepreneurs by way of maintaining that strategic use of semiotics in packaging layout can enhance emblem storytelling, toughen identity, and establish a more potent emotional reference to consumers. It also highlights the want for culturally aware and context-precise design processes, especially in markets in which conventional values and visual literacy play a pivotal function in consumption conduct. As packaging becomes an increasingly more distinguished touchpoint in shaping customer-emblem relationships, the study indicates that FMCG businesses must contain semiotic techniques not most effective to stand out visually however also to build lengthy-term consumer trust and loyalty. Overall, the research contributes a unique angle to advertising and marketing literature by integrating semiotic idea with emblem enjoy modeling, imparting a complete framework for boosting consumer belief and behavior via thoughtfully designed product packaging.

According to a study by Pragya Srivastava (2022), the package layout capabilities as a critical branding tool within the cosmetic enterprise with the aid of shaping purchaser notion and influencing buying decisions. The take a look at highlights the pivotal position of visible and structural packaging factors—which include shade, shape, imagery, cloth, and user convenience—in constructing a emblem's identification and speaking its value proposition at the factor of sale. It emphasizes that powerful packaging no longer best draws attention however additionally persuades clients through conveying fine, believe, and desirability, in the end simplifying their

choice-making procedure. However, the study additionally identifies a gap among the real reason of packaging layout and the way clients perceive it, suggesting that at the same time as brands often cognizance on aesthetic enchantment and advertising and marketing targets, they may forget the experiential and emotional perspectives of the client. This misalignment can cause missed opportunities in logo loyalty and market impact. The evaluation shows that to bridge this hole, cosmetic brands want to undertake a more holistic technique to packaging—one which integrates consumer insights with design techniques to ensure coherence among the visible message and client expectations. By doing so, packaging turns into more than a container; it transforms into an extension of the emblem narrative and a vehicle for emotional engagement. The look at concludes that in a quite aggressive and visually pushed enterprise like cosmetics, packaging is not just a marketing afterthought however an important component of emblem method, able to influencing purchaser behavior and marketplace fulfillment. Therefore, aligning layout intentions with client perceptions is critical for growing impactful, memorable, and straightforward beauty brands inside the international market.

Based on research performed by Shaorong Ji (2022), the integration of emotionally long-lasting layout strategies into visual communication to decorate sustainability by means of extending the lifespan of merchandise. The studies addresses a critical gap in sustainable design by way of shifting attention from product functionality to the visual and emotional connections clients shape with products via their appearance and layout language. It emphasizes that even as sustainable substances and manufacturing strategies are vital, the long-term use of merchandise heavily relies upon on the emotional resonance they invent with customers. By reading over 80 layout instances and engaging in behavioral studies, the take a look at identifies six key techniques—Enjoyment, Functionality, Narrativity, Symbolism, Interaction, and Innovation—that make a contribution to emotionally durable visible communicate. These techniques are proposed as a framework to help designers create visual reviews that encourage emotional attachment, private relevance, and aesthetic appreciation. The take a look at argues that once consumers locate meaning and emotional delight in the visible identification of a product, they may be more likely to preserve and use it for longer intervals, thereby decreasing pointless waste and intake. This layout approach repositions aesthetics now not just as floor-level appeal however as a essential component of sustainable conduct, selling lengthy-time period relationships among people and merchandise. It additionally highlights the want for designers to be extra conscious in their function in shaping

sustainable intake styles by crafting visuals that aren't simplest appealing however also deeply meaningful and in my opinion engaging. The studies offers valuable insights for both design practitioners and sustainability advocates, suggesting that emotionally long lasting design has the electricity to convert consumer conduct and help worldwide sustainability dreams thru more mindful and lasting product engagement. Ultimately, the study provides a complete layout model that blends emotional psychology with aesthetic method to foster responsible and enduring consumer behavior.

On the opinion of Charles Spence (2022), the visible verbal exchange thru the layout of food and beverage packaging appreciably impacts consumer belief, emotional reaction, and in the long run, purchasing conduct. The studies explores how abstract visual factors together with shade, form, typeface, orientation, and spatial association on packaging bring symbolic and semiotic meanings that consumers subconsciously partner with specific product qualities like flavor, freshness, health, or indulgence. The observe also delves into cross modal correspondences, inspecting how visible cues interact with other senses to assemble a holistic sensory impact of the product before it's miles even ate up. Marketers are increasingly more leveraging these mental and perceptual connections to align packaging layout with emblem identification and beautify product attraction. However, the take a look at recognizes that while individual visible elements have been extensively studied, the combined impact of a couple of layout features and their cultural interpretations remains a place requiring further exploration. It highlights the importance of knowledge no longer just remoted visible components but additionally their contextual and cultural meanings in each neighborhood and worldwide markets. The research underlines that visual packaging is extra than simply aesthetics; it serves as a strategic communique tool that conveys product characteristics, emblem values, and emotional messages to the client. As visible literacy amongst clients increases, the function of layout in influencing meals and beverage selections will become even more critical. Overall, the have a look at offers a compelling argument for integrating cognitive and perceptual insights into packaging techniques, supplying a complete angle on how design can subtly however powerfully drive purchaser engagement and product success.

Based on to a study by Ji-Eun Kim (2021), the spatial layout marketing strategies are being increasingly more followed with the aid of worldwide espresso franchises together with Starbucks and Blue Bottle to meet the evolving expectations of modern-day purchasers. The studies highlights that coffee stores have transitioned from being mere beverage retailers to turning into

multifunctional cultural areas wherein individuals are seeking studies, identification expression, and social interplay. These institutions are actually designed to reflect the nuanced values and diverse lifestyles of contemporary purchasers by means of crafting a spatial narrative that extends beyond the product itself. The take a look at emphasizes that spatial design, whilst strategically aligned with logo identification, serves as a vital advertising and marketing detail capable of improving emotional engagement, consumer loyalty, and brand differentiation. It also argues that spatial layout plays a dual role—now not only as a classy backdrop however as a marketing tool that conveys brand philosophy and cultural relevance.

According to a study by Xingjie He (2022), the studies discusses the large impact of emblem marketing on consumer feelings inside the context of cellular social media environments, emphasizing how emotional engagement has turn out to be an imperative detail of patron conduct and logo interplay. As conventional advertising techniques come to be much less effective in a landscape described through intense competition, virtual saturation, and urban economic development, emotional advertising emerges as an important strategy to differentiate brands and foster lasting patron relationships. The studies asserts that a success manufacturers are those which could efficaciously combine emotional cues—together with storytelling, symbolic branding, and relatable messaging—into their mobile advertising techniques, for this reason connecting with customers on a deeper, extra private degree. The have a look at additionally explores the progression of consumption behavior from amount-focused to best-focused, and sooner or later to notion and emotion-centered, indicating a broader societal shift towards experiential and symbolic price. Furthermore, it indicates that emotional branding now not only impacts individual purchaser choices but additionally performs a strategic function in metropolis-stage advertising, wherein emotional narratives can shape public notion and competitiveness.

2.4 Evaluation of the function of the emotional branding and storytelling in packaging and labelling strategies

Emotional branding and storytelling through packaging and labelling seem to be crucial enough in the confectionery industry, which is responsible for transforming mere products into experiences and building long-lasting bonds with consumers. Based on the perception of Rodríguez *et al.*, (2023), in the environment of extreme competition, there is a need to differentiate a brand that adds certain values to consumer communications through packaging. The research techniques related to neuroscience evaluate that it is important to understand “consumer brain mechanisms”

regarding their choices and “purchase decision-making process”. The findings showcased that 90% of consumers choose the purchase option based on the visual examination of the packaging (Rodríguez *et al.*, 2023). The amygdala is observed as an essential part in creating emotional responses of customers, involved in processing negative emotions, aversive responses related to injustice, and fear. An attractive packaging design with such detailing on the product works as a rewarding stimulus within the customers’ brains and triggers the psychological motivation for influencing purchase behavior. Supporting this statement, Shagyrov and Shamoi (2024), stated that colours or colour coding that are used in branding mostly impact how a brand is properly perceived. Usage of different colour pallets, such as red, yellow, and others, indicates different emotions, such as yellow correlates with happiness, blue with sadness, and bright pallets with surprise. These insights inform that confectionery packaging is geared towards different feelings like joy, happiness, nostalgia, and celebration.

For example, focus can be provided on Coca-Cola as the brand uses colour application as the “silent visual language,” which constrains such psychological magic. The iconic red colour of the brand is the psychological interpretation of the “colour spectrum”, indicating passion, joy, and vitality (Yu, 2025). The main reason behind this is that red colour can stimulate the “human nervous system,” which prompts the accretion of adrenaline as well as triggers emotional reactions like excitement and pleasure. When customers catch a glimpse of this type of vibrant red, the image of gathering with friends and families for enjoying a refreshing Coke will immediately develop in their minds, which ultimately gives rise to the “heartfelt love” for the brand. Another example of the fact that brand colour facilitates brand recognition and cultivates consumer loyalty can be observed in the brand Tiffany & Co. The unique "Tiffany Blue" has become the exclusive visual code of the brand. Although it is not a confectionery brand but it is the prime example of how the blue colour subconsciously facilitates a beautiful impression of the brand among customers (Yu, 2025).

According to Tassawa and Khumhome (2023), packaging design is the most crucial tool to strengthen product competitiveness in store and online marketing. Hence, companies are providing strong attention to develop competitiveness by making accurate logos, colours, graphics, along with appropriate “textual messages” on packaging with the aim to facilitate market share compared to other companies. The existence of accurate product information on the packaging helps customers in the process of comparing the quality and value of the product with other brands’

products. This information mainly consists of product quantity, weight, descriptions, instructions regarding consumption, names of manufacturers, and much more. Availability of this information can easily reduce ambiguity and boost brand credibility, whereas inaccurate information can confuse buyers even more (Tassawa and Khumhome, 2023). Emotional storytelling is also associated with this context, through which it can be possible to align consumers' emotions with the brand's strategy. For instance, focus can be provided on Amul, which is primarily a dairy brand, but its confectionery lines borrow from its wider emotional branding. The campaign of the brand that is "Amul: The Taste of India" evoked greater nostalgia and homesickness, which ultimately boosted sales among the diaspora (KedarRele *et al.*, 2024). Moreover, the packaging of Amul reflects the cooperative heritage of the brand, and along with this, its "Amul Girl Cartoons" facilitates humour and "shared cultural narratives".

Another example of facilitating customer emotions through packaging is well reflected in the brand Milka, which is a "European Chocolate brand" that uses purple packaging consistently with minor variations (Ghorbani and Westermann, 2025). Usage of the iconic "lilac cow mascot in alpine meadows" in the packaging mainly symbolizes "tenderness" along with nostalgic innocence. Use of such an attractive slogan of the brand also helps to attract customers easily. For instance, regarding Milka, customers stated that "The high milk proportion makes the chocolate very tasty. Yes, because of the cow and that is the slogan, I want to say that I now associate with Milka. Lots of Milk" (Ghorbani and Westermann, 2025). Personalisation and customization of the brand content is another essential aspect to develop a better emotional engagement of customers with the brand. Participation of customers in the content co-creation and sharing that information through packaging also helps the brands to transform customers from "bystanders" to "participants". For example, focus can be provided on Lego that encourages global fans for sharing their creative works built with different Lego bricks. These not only heated discussions on social media, but some have also been acquired by Lego officials to integrate them into "new product designs" (Yu, 2025). As an impact, customers feel their strong influence on the brand and hence, the emotional bond seems to be even stronger along with the sharp increase in customer loyalty.

Highlighting the quality of food products by the confectionery brands in the labelling and packaging also helps to gain customer attention. For instance, the strategic branding of niche products of Amul's sweets, as well as gourmet offerings, mostly reinforces the value of quality perception and market positioning (Patel *et al.*, 2025). Consumer awareness regarding food safety

is quite pivotal as well, and to maintain this, confectionery brands have to mention all of the food safety standards on the packaging. Therefore, from the overall context, it can be stated that adequate emotional branding and storytelling seem to be successful only when confectionery brands can align them with customers' insights.

2.5 Sustainable and revolutionary packaging answers followed globally and check their applicability within the Indian context.

According to a study by through Kaushal Patel (2023), the contemporary supply chains are present process a transformative shift via accountable packaging innovations that harmonize sustainability, functionality, and fee. It emphasizes the evolution of packaging from a passive containment option to an energetic detail in environmental stewardship and patron engagement. The examine delves into the dynamic courting between eco-aware layout, regulatory frameworks, and price concerns, displaying how those factors are shaping the future of packaging. Through a multidimensional lens, it highlights the need for collaboration among stakeholders—producers, providers, outlets, and clients—to foster sustainable practices. Innovations in cloth science and the mixing of digital technologies like IoT have made packaging more smart and adaptive to each practical and ecological demands. The study also illustrates how client behavior, mainly the upward push of ethically conscious customers, is pushing manufacturers to align their packaging choices with broader environmental values. It discusses how packaging is an increasing number of used no longer only for safety and logistics however as a device for brand verbal exchange and loyalty-building.

Based on research carried out by Usha Ramanathan (2023), a collaborative closed-loop supply chain (CLSC) framework aimed toward advancing sustainable production within the Indian packaging enterprise. It explores how put up-pandemic restoration demanding situations, inclusive of resource shortage and operational disruptions, have intensified the need for sustainable deliver chain practices. The research highlights the strategic significance of building CLSCs that integrate both ahead and opposite logistics throughout the total product lifecycle. It emphasizes that a success implementation hinges on the lively participation, believe, and long-term dedication of all deliver chain individuals. Through an remark-pushed case observe and industry survey, the have a look at identifies key enablers of effective collaboration, inclusive of consistent involvement of the equal companions in both supply and go back flows, and the status quo of obvious incentive-sharing mechanisms. These factors not most effective sell cooperation however additionally

enhance operational resilience. The studies underscores that fostering such collaboration is important for groups aiming to fulfill triple bottom line goals, in which environmental duty, economic overall performance, and social properly-being have to be balanced. By focusing on the Indian packaging enterprise, the look at gives sensible insights into how localized, industry-particular techniques can be scaled to address global sustainability targets. The proposed CLSC framework contributes a structured approach for agencies to remodel their deliver chains in a manner this is both circular and collaborative, taking into consideration advanced aid performance, reduced waste, and greater adaptability to systemic disruptions. The have a look at ultimately affirms that collaborative deliver chain frameworks are vital for transitioning closer to sustainable manufacturing and function a cornerstone for the wider adoption of green business practices in rising economies.

According to a study by way of Shafeeq Ahmed Syed Ali (2024) discusses the escalating difficulty of packaging plastic waste generated by means of the rapidly increasing e-commerce area in India and offers a comprehensive cleaner production method aimed toward minimizing this environmental burden. The look at outlines how diverse socio-techno-economic developments—which includes the upward thrust in virtual infrastructure, the frenzy for a cashless economic system, and increasing net penetration—have collectively expanded the growth of online retail systems. However, this growth has additionally led to a surge in packaging waste, specifically because of immoderate secondary and tertiary packaging often used for transportation and product protection. The studies highlights that till lately, the e-commerce enterprise remained in large part exempt from stringent plastic waste management rules and as a result contributed unchecked to the problem. Through an in depth evaluation, which include a case observe of policy responses in the area, the paper uncovers how this unregulated increase has contributed to the accumulation of non-recyclable plastic waste. To deal with this trouble, the look at proposes a multi-faceted cleaner production solution that targets enhancements across 3 stages: pre-shipping practices, post-shipping waste managing, and legislative policy enforcement. It emphasizes the want for stronger Extended Producer Responsibility (EPR) frameworks and extra accountability for e-commerce entities to integrate sustainable packaging practices. Furthermore, the observe underscores the importance of aligning opposite supply chains with recycling infrastructure to create a more circular and responsible e-trade model. The suggestions goal to aid a transition toward waste minimization thru optimization of packaging design, elimination of needless substances, and

stricter compliance with environmental rules. By supplying a structures-oriented and coverage-driven technique, the examine serves as a foundational step towards sustainable transformation in India's e-trade area, presenting precious insights for each policymakers and industry stakeholders aiming to balance boom with environmental obligation.

2.6 Theoretical framework

1. Country-of-Origin (COO) Effect Theory

The **Country-of-Origin (COO) Effect Theory** is one of the critical concepts in international marketing that explains how the way in which consumers' perceptions of a particular product are influenced by its country of origin. This concept holds large cost in expertise worldwide confectionery marketing strategies and the way packaging and labelling can leverage or counteract country wide identity perceptions. In the confectionery industry, worldwide manufacturers like Lindt (Switzerland), Ferrero Rocher (Italy), and Hershey's (USA) often use their national heritage as a advertising device on their packaging to construct consider, convey top rate exceptional, and create emotional resonance.

Packaging turns into a medium of storytelling, with layout factors like national colorations, traditional symbols, beginning maps, or even cultural idioms or languages playing a key role. For example, Swiss goodies frequently emphasize "Made in Switzerland" with alpine imagery and minimalistic designs that advocate purity and premium great. Similarly, Italian manufacturers like Ferrero use rich, warm packaging tones with fashionable gold foiling and complex labelling to portray luxury and indulgence.

Indian confectionery brands, often targeted on fee-touchy customers, traditionally use vibrant, vibrant packaging however tend to underutilize background and locality as advertising gear. By applying COO insights, Indian manufacturers can advantage from incorporating local pride and cultural richness into packaging—highlighting neighborhood elements (e.G., jaggery, cardamom, saffron), conventional production techniques, or local art patterns (e.G., Madhubani, Warli, Kalamkari). Labelling can also stress authenticity, traditional recipes, or "Ayurvedic" wellness functions, particularly in health-aware segments.

Moreover, leveraging nearby origin narratives can help function Indian brands each within India's growing center-class market and in worldwide markets in which "unusual" or artisanal merchandise from India are increasingly liked. Emphasizing "Made in India" with first-class

warranty and cultural storytelling can shift client perceptions and permit Indian brands to compete globally with hooked up Western opposite numbers.

2. Hofstede's Cultural Dimensions Theory

Geert Hofstede's **Cultural Dimensions Theory** offers another important powerful framework to decode consumer behavior as well as tailor packaging and labelling strategies to the different cultural preferences. Hofstede identified six dimensions of country wide subculture: Power Distance, Individualism vs Collectivism, Masculinity vs Femininity, Uncertainty Avoidance, Long-Term Orientation, and Indulgence vs Restraint. These cultural dimensions drastically affect how consumers understand product packaging, shades, messaging, and even the type of imagery used.

Global confectionery manufacturers excel at adapting their packaging techniques according to the cultural tendencies of various markets. For example, in individualistic cultures (just like the US and UK), packaging often specializes in personal praise, self-expression, and convenience, using terms like “deal with yourself” or emphasizing individuality in design. In evaluation, collectivist cultures (like China or India), in which own family and social harmony are emphasized, a hit packaging often highlights sharing, togetherness, and family values—the usage of visuals that propose community or celebrations.

In phrases of indulgence vs restraint, cultures just like the US and Western Europe that score high on indulgence are attracted to sensory-oriented packaging that indicates delight, luxury, and gratification—visible in the glossy visuals, wealthy colorings, and sensuous language utilized in top rate chocolate manufacturers. In India, though slowly shifting closer to indulgence because of rising disposable incomes and publicity to worldwide developments, conventional values of restraint nonetheless persist among large client segments. This duality affords a strategic opportunity for Indian confectionery manufacturers.

Indian manufacturers can use this perception to phase their target audience and create multi-layered packaging strategies: one for city indulgent purchasers (emulating worldwide top class cues like matte finish, tender-contact packaging, minimalistic fonts) and another for traditional, value-driven customers (colorful hues, celebratory issues, spiritual or family-friendly symbolism). Furthermore, language choices on labels must replicate nearby range, the usage of vernacular scripts similarly to English to reinforce cultural connection and agree with.

2.7 Investigation on country-specific packaging strategies to conduct effective emotional marketing

Multiple cultural elements influence overall packaging design and strategy of global companies. It has been found that factors such as colour psychology, symbolism, imagery, language, typography and others. Packaging has been viewed as a communication tool so that emotional response from customers can be generated (Rodrigues *et al.*, 2021). A comparison of global trends in colour psychology shows that red colour has been preferred in packaging in China as it represents good fortune and white colour has been favoured in western countries as white indicates purity and cleanliness. On the other hand, green has been used to represent nature and sustainability. Hence, colour psychology has been effectively used to arouse human emotions and improve efficiency of emotional marketing. Cultural symbols or standard symbols are used to convey information and emotionally influence the purchasing process. For example, use of a green dot has been preferred in packaging of vegetarian products. In the case of Indian brands, symbols such as lotus have been integrated with cultural marketing.

Apart from that, changes in typography and language have also influenced the outcome of emotional marketing. English has been mostly preferred as the commonly used marketing language. In specific cases for specific countries, regional languages have also been used for branding and providing ingredient details on packages. Global brands have alternatively used emotional marketing strategies to enhance marketing outcomes. For example, Coca-Cola's "Share a Coke" campaign has been aimed to improve local community relationships while developing a culture of sharing beverages with local residents (Tanasyah *et al.*, 2025). It created an emotional impact as several members of the community connected with the product. Moreover, hashtag campaigns were run on social media sites so that it became a cultural movement across global beverage customers.

In addition, examples of minimalism and elegance in design have been noticed among Japanese brands. Use of clear lines, fonts and effective use of space on product labels have provided an aesthetic experience in product packaging. On the other hand, brands such as Cadbury have developed a new product category with a specific type of packaging. It has been found that Cadbury 'Celebrations' has been designed as a unique product with box designs so that it can represent the idea of gifting items as a part of traditional values (Fernando, 2023). Use of festive

colours, festival-related designs and modification of product boxes enhanced the outcome of emotional marketing.

2.8 Literature Gap

The global confectionery industry has witnessed some of the significant transformation in the recent years, with packaging as well as labelling emerging as critical components of the successful marketing strategies. Existing literature appreciably explores the position of packaging in shaping client perceptions, influencing purchase choices, and enhancing emblem identification, especially in evolved markets inclusive of North America and Europe. Studies have examined the effect of visible aesthetics, brand storytelling, sustainability cues, and fitness-related labels on patron behaviour in these areas. However, a remarkable gap exists in the literature regarding the application and version of those international strategies in rising economies, in particular within the context of neighborhood Indian confectionery manufacturers.

Much of the modern-day studies makes a speciality of nicely-hooked up global brands like Mars, Nestlé, Lindt, and Ferrero Rocher, analysing their use of premium packaging, cultural positioning, and worldwide branding strategies. These studies provide valuable insights into how packaging conveys emblem values together with first-rate, luxurious, and authenticity. Yet, constrained attention is given to how such strategies can be translated to suit the Indian marketplace, that is characterized by means of its variety, charge sensitivity, and strong cultural influences. Moreover, the prevailing body of work largely overlooks the twin role of packaging in each maintaining the product and appearing as a conversation device in culturally heterogeneous markets like India.

Furthermore, while a few studies explores customer alternatives in Indian city centres, it regularly lacks depth in inspecting nearby versions, rural views, and the emotional and cultural meanings connected to nearby confectionery products. There is also a scarcity of studies addressing how Indian brands can leverage their personal cultural identification, indigenous components, and conventional narratives in packaging and labelling to create a completely unique marketplace proposition. The integration of Indian aesthetics, languages, and local storytelling techniques into packaging stays an beneath-researched area, notwithstanding its potential to build emblem loyalty and patron believe.

Another sizeable gap lies in the understanding of regulatory and sustainability traits in packaging, especially in terms of how small and medium-sized Indian confectionery organizations can adapt global fine practices inside nearby operational constraints. While sustainability is a growing

international situation, studies does no longer accurately take a look at how Indian confectionery manufacturers can stability green packaging with affordability and visible attraction, mainly while competing with multinational organizations that have more resources.

Additionally, the software of purchaser psychology frameworks—together with color principle, semiotics, and cultural dimensions—in the context of Indian confectionery packaging is insufficiently explored. There is a lack of empirical research on how specific demographic segments within India interpret packaging cues and the way those interpretations have an effect on their purchasing choices. This absence hinders the improvement of statistics-driven packaging techniques tailor-made to Indian consumers' possibilities.

In conclusion, the present literature presents a comprehensive knowledge of world confectionery advertising and marketing via packaging and labelling, yet it falls brief in providing actionable insights for strengthening Indian neighborhood manufacturers. Addressing these gaps—in particular via comparative, move-cultural, and marketplace-unique research—can drastically decorate the strategic talents of Indian confectionery agencies in each home and international arenas. This underlines the want for further academic and sensible studies targeted on contextual model, cultural resonance, and client-centric packaging innovation inside the Indian confectionery area.

2.9 Identification of actionable recommendations for Indian local confectionery brands based on global best practices

Reinventing brand identity and shelf appeal

Based on the discussion, it has been recommended that Indian local confectionary brands are required to reinvent their existing approach as a 'mithai' brand so that they can effectively meet expectations of modern customers. From the analysis of marketing techniques of global brands, it has been known that they experiment with logos, colours and other design elements so that they can effectively narrate a story linked with the product. Hence, actionable recommendations for Indian brands include developing a strong brand identity so that they can transition from generic sweet box design to customised boxes with necessary changes in typography and design to celebrate festivals (Kwarteng-Amaniampong *et al.*, 2025). It can highlight the story linked with the brands along with elevating their visual appeal. Iterations in design in online and offline product packaging have been recommended. In case of offline product offerings, showcasing the product through transparent windows is also recommended.

Use of sustainable and eco-friendly materials

Analysing the global best practices, it has been found that brands have been transitioning from single-use plastics to use of recycled paper or other recycled materials in product packaging. It is recommended that Indian local confectionary brands also adopt a sustainable approach in their packaging practices. A deeper exploration shows that a shift to food-grade paper or cardboard or biodegradable materials can attract the attention of environmentally-conscious customers (Cheng *et al.*, 2024). On the other hand, compostable films or pouches are recommended to further enhance sustainable practices in the Indian confectionary industry. Hence, an eco-friendly stance has been recommended so that recyclable or biodegradable materials are used to improve overall outcome of product packaging. Besides, innovation in reusable packaging has been recommended to make modifications in boxes, jars or containers so that a higher perceived value among customers can be obtained.

Optimisation of labelling for greater transparency and trust

Global brands have generally used clean labels to improve readability and customer engagement. Based on best practices of global brands, it is recommended FSSAI regulations are meticulously followed so that all required information is present on product labels and packages (Bhanja and Mishra, 2022). For example, legibility of product name, ingredients, nutritional information along with expiry dates should be presented on packages. Hence, it is also recommended that ‘clean label’ practices are adopted to improve transparency and trust among customers. Use of detailed nutritional information can help customers to gather knowledge about the presence of calorie, fat or other food components. Moreover, information on the use of allergens can also improve product awareness among potential customers.

Leverage digital integration

Global brands have utilised QR codes on product labels so that customers can scan the code and get detailed information about product manufacturer, date of manufacture or date of expiry. Based on the insights, actionable recommendations have been provided to Indian local confectionary brands to integrate QR codes on product packaging (Li *et al.*, 2024). It is also recommended that information about social media pages of brands are also included with the digital information associated with products and brands. It can play a vital role to narrate a better story associated with the brand or their products. It has been also recommended that themed packaging be used to influence emotional aspects of customer engagement with product packaging.

2.10 Conclusion

Therefore the review of the existing literature highlights a very much well-established understanding of global confectionery marketing strategies, in actual particular within the context of packaging as well as the labelling practices utilized by worldwide brands to create top rate appeal, construct emotional connections, and deal with sustainability worries. These techniques were broadly studied in Western contexts, with clear proof demonstrating how packaging acts now not simplest as a protective layer however also as a key branding device that communicates product pleasant, origin, and cultural relevance. However, there is a clear lack of research focusing on how these techniques may be adapted to emerging markets like India, which own particular cultural, financial, and customer behavior styles.

Chapter 3: Methodology

3.1 Introduction

The methodology chapter is relevant to gather real-time information related to the research context, based on which it can be possible to explore the role of emotional branding and storytelling through labelling and packaging in the confectionery sector of India. This chapter consists of research design, data collection methods, sampling techniques, and analytical tools that are used to achieve the objectives of the research. Proper justification for each of the selected methods is going to be provided as well, through which it will be possible to maintain the research quality eventually. A research timeline is also going to be developed here that can showcase the estimated timeframe to complete each task to finish the entire dissertation within the time.

3.2 Research philosophy

A pragmatism research philosophy has been followed in this research to appropriately interpret research findings. It has been preferred as it allows a scope for conducting an objective research in the given context. As pragmatism philosophy has been followed, personal biases and beliefs of researchers have not influenced the overall outcomes of research (Mbanaso *et al.*, 2023). Hence, reliability and trustworthiness of research findings and their findings can be ensured. The philosophy has allowed scope for integrating empirical evidence to support research findings obtained from other sources. As a result, greater scope of triangulation has been obtained to reinforce the trustworthiness of collected data. On the other hand, pragmatism has been compatible with primary qualitative research where top Indian confectionary industry businessmen are interviewed to gain research insights.

Apart from that, pragmatism has allowed scope for generalisability so that findings from representative samples can be thoroughly analysed to generate insights for a large population. It improved the outcome of developing theories in the given context. Besides, practical and action-oriented outcomes are developed from research results. It can be said that flexibility and adaptability of research can be ensured by following pragmatism research philosophy (Morgan *et al.*, 2023). It has shed further light on changing expectations of social reality associated with product packaging in the Indian confectionary industry.

3.3 Research approach

An abductive research approach has been followed in this research so that a bridge between inductive approach and deductive approach can be ensured. As a result, unique observation from

primary findings has been considered to provide most likely arguments or justifications behind the obtained findings. It also generates better scope for existing theories and empirical findings. Hence, nuanced insights from real-world observations contributed to knowledge development through the abductive approach (Janiszewski and Van Osselaer, 2021). It has been found that the selected research approach also allowed scope of creativity so that multiple perspectives can be reviewed before drawing conclusions on the given context. Confirming or rejecting existing theories has also been possible due to following this approach. On the other hand, its compatibility with primary research has been noticed.

Linking the abductive research approach with pragmatism philosophy has enhanced the scope of exploratory research. Hence, it has been suitable with research instruments such as interviews and case studies. It has further supported the logic of discovery as inferences to the best explanation have been considered to develop favourable insights and knowledge on the given subject (Paavola, 2022). Greater flexibility in data collection and interpretations have been achieved, which led to better understanding of complexities of emotional marketing.

3.4 Research design

An explanatory research design has been followed in the present research so that appropriate cause-and-effect relationship between research variables can be developed. It has been found that explanatory research highlighted the relation between variables that can be explained as potential factors influencing overall research results. Besides, the selected research design also assisted in building and testing theories so that causal relationships can be further evaluated to expand theoretical and practical understanding of a given idea (Toyon, 2021). Hence, a better scope for informing policies and practice have been ensured. The design allows opportunities for finding the root cause behind any occurrence. It can be linked with strategy building so that it can guide policymakers and executive members of Indian confectionary brands to make changes in marketing practices.

In addition, explanatory research helps in explaining research variables in detail to readers and providing a foundation for further research. It improves user knowledge and predicting future events so that research variables can be manipulated to generate further insights. A greater scope has been obtained to build on prior research and identify key patterns, which can be useful to address research objectives.

3.5 Data collection method

In order to collect data, the mixed method approach, such as both primary and secondary methods, has been taken into focus in this research. In order to gather primary data, semi-structured interviews have been conducted with marketing experts, branding consultants, and representatives of Indian confectionery brands. 10 professionals (at manager or proprietor level) have been taken into focus for interviewing top-tier brands, as lower-tier organisations are still not capable of keeping focus on packaging properly till now. Emotional responses related to packaging are quite subjective, context-driven driven and also culturally influenced. Recruitment of the participants was conducted through professional networks and LinkedIn outreach to ensure all individuals have direct experience regarding packaging and labelling. With the help of the semi-structured interviews, it has been possible to ensure rich and in-depth explorations of personal expectations, emotional associations, along with cultural interpretations of packaging elements (Karatsareas, 2022). These insights helped to capture nuances that quantitative methods can overlook, like how colour, messaging, and others facilitate nostalgia or trust. Apart from that, a series of focus groups among Indian customers has delivered a greater view on how consumers view international confectionery products and what influences their choice of purchase.

In the case of the secondary method, focus has been provided on industrial reports, case studies, and academic literature to gather reliable information related to the research context (Taherdoost, 2022). In order to gather academic literature, "Google Scholar" has been used as the primary database, and journals that were published within 7 years from now have been taken into focus. Through this method, it was possible to gather data within a short time, and based on this, further evaluation has been done.

3.6 Data analysis method

Qualitative data that was gathered through the interview has been analysed using the thematic method. Based on the opinions of the respondents, themes have been developed to gain valuable insights related to the research context (Lochmiller, 2021). On the other hand, for analysing secondary data, themes have been developed based on the research objectives. By analysing themes across the brand campaigns, consumer narratives, and marketing literature, this method has helped to uncover certain perspectives like nostalgia, celebration, or cultural identity that are able to influence customer perceptions and brand loyalty (Lochmiller, 2021). The tool of comparative analysis has been taken into focus as well for identifying the differences and

similarities between international brands, along with packaging as well as labelling with the “Indian local brands”. As an impact, it has been possible to identify certain gap areas in the brands’ current positions to ensure that they must gather lessons from these perceptions and innovate more.

Following a grounded theory methodology, the process of open coding and axial coding has been incorporated into the data analysis. In explanation, it can be said that the process has been followed to develop a more abstract understanding from raw qualitative data obtained through the data collection process. For example, open coding has been preferred for conducting the exploratory phase of data analysis. It has generated a scope of reviewing the primary qualitative research content through 'line-by-line', 'word-by-word' and 'segment-by-segment' approaches. Hence, it has created the necessary foundation for labelling and understanding key concepts, ideas and actions. Aligning with inductive and descriptive research protocols, the researcher attempted to describe what the data is revealing and how they are relevant to existing theories or preconceived notions in the given field (Mohajan and Mohajan, 2022). Codes for each category of data analysis have been considered to show how participant responses addressed each aspect of enquiry included in research objectives.

Apart from that, axial coding is conducted after the completion of open coding. It includes a systematic evaluation of codes generated in the open coding phase. It plays a vital role in forming themes based on broader and more abstract categories. On the other hand, axial coding has also developed a scope for establishing relationships between codes. Use of a more coherent framework has led to interpretation of codes so that research findings can be linked with research objectives (Salmona and Kaczynski, 2024). It assisted in revealing underlying structures and patterns in the given study. Codes from participant responses have been analysed to link open codes and source codes in the analysis. It has been further analysed so that logical explanations of participant responses can be aligned with research context. Based on the analysis, key factors affecting packaging and labelling strategies for local Indian confectionery brands have been discussed.

3.7 Sampling strategy

The purposive sampling strategy has been used in this research, including those who are directly associated with the confectionery sector of India. This sampling is crucial here as it ensures the adequate selection of participants who have specific knowledge or experience regarding emotional

bonding, packaging, and storytelling in this industry (Andrade, 2021). By targeting those professionals, it has been possible to gather relevant and insightful qualitative information. This method enriched the depth and focus of the findings, which allowed greater exploration of complex emotional and cultural responses related to packaging. This is also suitable enough for the “semi-structured interview approach,” where informed perspectives are much needed for critically assessing strategies used by “Indian confectionery brands”.

3.8 Ethical considerations

Voluntary participation of respondents has been ensured in this research. The principle of informed consent has been followed. The interviewees have been informed about the purpose of research. The principles of anonymity and confidentiality have been considered. It assisted in keeping the identities of interview participants hidden so that they can be prevented from harm. Besides, the participants have been informed that they can leave the interview whenever they consider appropriate (Drolet *et al.*, 2022). No participant has been forced or coerced to provide any typical answer to the asked questions. The transcripts used in the research have used exact wordings of the interview participants. No modification of original statements (answers) given to respective interview questions have been made. The process of fair selection has been followed in selecting participants through purposive sampling. Finally, appropriate citations of scholarly works have been included to prevent plagiarism or research integrity issues.

3.9 Timeline

Actions	Week 1- Wee2	Week 2-week 4	Week 4-week 6	Week 6- Week 10	Week 10- Week 12	Week 12- week 14	Week 14- Week 15
Selection of the Topic							
Revision of the proposal							
Selection of aim and objectives							
Analysis of research background							
Studying relevant existing literature							
Selection of appropriate data collection methods							
Analysing data and interpret the findings							
Preparation of conclusions							
Closure with proper revision							

Table 3.1: Research timeline

(Source: Self-developed)

3.10 Summary

Based on the overall context, it can be summarised that the use of a relevant data collection tool helped to gather essential information related to the research context. Use of the “semi-structured interview” was relevant to gather real-time insights, and the secondary method helped to collect essential information within a short time. Maintenance of ethical perceptions throughout the research helped to keep it viable enough. Use of the research timeline seemed to be relevant here to finish the entire research within the time.

Chapter 4: Findings and Analysis

4.1 Introduction

The chapter has included key findings obtained from the primary qualitative data analysis. Open codes and axial codes have been formed from the results of the interview. It assisted in linking the findings with the research objectives to provide a complete overview of the given research context.

4.2 Analysis of key findings

Objective 1

Open codes:

- **“Nostalgia-driven design”**
- **“Cultural authenticity”**
- **“Cultural motif integration”**
- **“Vibrant aesthetic preference”**
- **“Language localisation”**
- **“Cultural sensitivity adaptation”**

Axial codes:

- **“Core emotional connection”**
- **“Cultural pride and traditional motifs”**
- **“Storytelling through packaging”**
- **“Brand and ingredient storytelling”**

The open codes found with respect to the first research objectives have been stated above. An open-source analysis of the interview transcripts reveals that packaging of the confectionary products is the first point of contact with the consumers; therefore, it serves as a very powerful tool to communicate with them. According to Sand (2023), for confectionary products, packaging is the first thing a consumer sees while purchasing, therefore it is associated with appeal. In support Sand (2023) and Alvar (2024) state that, apart from protection and preservation, packaging helps to differentiate a product from the market, and even establish an emotional connection. This has also been established by interviews of participants and 4, where they state packaging is rooted in nostalgia, and it brings carefree joy, all of which makes an emotional connection. Research by Das

et al., (2023) further strengthens the finding by stating that emotionally resonant packaging leads to higher impulsive purchases by evoking positive feelings.

Studies on packaging aesthetics within the confectionery industry play a crucial role. For example, Krishna and Elder (2021) state that background images evoke perceptions of taste and quality. Warm colours like yellow, red are frequently used within packaging to stimulate appetite and excitement (Kuo *et al.*, 2021). Additionally, cool colours are associated with calmness (Kuo *et al.*, 2021). This is consistently observed in the interview response, where participants 2, 3, and 9 focus on using colours like vibrant red, gold, green, and brown. This is a part of a neuromarketing tool, where the EEG results of the survey participants have demonstrated activation of the orbitofrontal cortex on seeing aesthetically pleasing packaging's, thereby increasing the appeal of the product (Rui and Gu, 2021). This approach is particularly effective during gifting seasons, especially in limited-edition celebratory packs, like during Christmas. These transform purchase into a festive experience, as pursued by Hershey's, shown in figure below.



Figure 4.1: Christmas version of Hershey's

(Source: Hersheyland.com, 2025)

Nostalgia, which is mentioned in the open codes, is a very powerful trigger and potent marketing tool. A study by Bi *et al.*, (2024), consumers often crave the comfort of products that evoke nostalgia and remind them of their simpler and happier times. For example, the 82-year-old Parle G biscuit, which was falling behind in the competitive Indian market, saw an 80% increase in sales during the uncertain period of Covid (Economietimes.indiatimes.com, 2025). This is additionally

evident from the interviews of participants 1 and 9, stating that nostalgia can re-ignite interest, and remind consumers of their past, which was much simpler, in contrast to the present busy lives. Cultural authenticity and localisation of packaging designs are other aspects that influence designs. The linked open codes like cultural motif integration, cultural authenticity, vibrant aesthetic preference directly reflect the need for marketing to adapt in rest to regional nuances (Cui, 2024). The study focuses on the cultural aspect of packaging design and emphasises the need to integrate culturally significant symbols, colours, and motifs that resonate with targeted customer groups. This has been reflected in the interviews of participants 1, 2, and 3, where the importance of cultural motifs, traditional symbols like diya, patterns similar to local textiles, deeply resonates with Indian consumers. Huang and Jung (2024) states that red and gold bear deep symbolism in Chinese and Japanese culture, representing happiness and prestige, and therefore are commonly used within confectionary packaging. For example, Nestle, in their popular product Kitkat, used red and gold as a celebratory limited-edition confectionery (Theguardian.com, 2025).



Figure 4.2: Kitkat gold in Japan

(Source: Theguardian.com, 2025)

Language in packaging is a significant psychological aspect. It helps consumers shape their perception regarding the product and brand. In the views of Schifferstein *et al.*, (2022), the words mentioned on packaging, alongside its font, typography, and language, are all crucial aspects that are associated with human psychology and the identity of the brand. Huang and Jung (2024) further state that, in multicultural markets, where there is language and cultural diversity, the language helps in establishing the brand identity. Furthermore, as language is deeply intertwined with culture, language can be leveraged as a tool to target diverse markets and gain consumer trust. A

similar approach is used by Toblerone while marketing in different countries. For example, in the figure below, it can be seen that, while being marketed in the UAE, Toblerone has included both English and Arabic detailing on the packaging. In addition, the company has also attained a “halal” certification, which is mentioned on the packaging itself (Colmekcioglu, 2022). This certification helps them address the cultural needs of the targeted groups and become culturally significant, thereby positively affecting their sales margin.

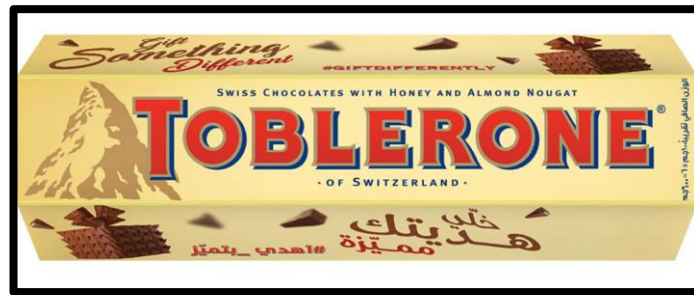


Figure 4.3: Toblerone using local Arabic language in UAE market

(Source: Mondelezinternational.com, 2025)

The interview participants' responses repeatedly resonate with the crucial nature of language, especially when operating in a linguistically diverse country like India. Interview participants, 1,4, 7, and 9 have stated that usage of language is a strategic attempt to build trust and familiarity within the competitive market. This finding is consistent with literature findings of Ali and Santos (2025) and Schifferstein *et al.*, (2022), where the phenomenon of glocalization requires brands to consistently adapt to local cultural adaptations as a marketing strategy.

Additionally, participant 2 has laid emphasis on the usage of region-specific flavours, like “pudina-jeera” within Northern India. This strategy has been adopted by leading confectionery brands globally to establish an emotional connection with consumers by focusing on cultural relevance. According to Liu and Zhao (2024), up to a 70 % increase in sales can be expected when brands are able to successfully incorporate local flavours and cultural designs within their packaging and marketing strategy. These aspects demonstrate a deep understanding of culture, and not just random visuals, but establish a superior sensory experience. "Hershey's Chocolate Chip Mochi Cookies" incorporates local flavours like mochi and green tea in their products, as seen in the figure below.



Figure 4.4: Hershey green tea and mochi cookies

(Source: Hersheyland.com, 2025)

Objective 2

Open codes:

- “Heritage narrative construction”
- “Premium perception creation”
- “Premium perception building”
- “Brand differentiation focus”

Axial codes:

- “Packaging design balance”
- “Aesthetics – lead role”
- “Functionality and ease of use”

The open codes found with respect to the second research objectives have been stated above. The findings reveal that the confectionary brands are gradually realizing the need for emotional branding and storytelling through their packaging to remain afloat in the competitive market. The source codes highlight a strategic approach to **heritage narrative construction**, where packaging is used to narrate the brand’s origin, the journey of its ingredients, and significant milestones like anniversary celebrations. Participant 1 states that their story of a handpicked ingredient was a success in establishing a deeper connection with their consumers. This approach aligns with the

findings of Oe *et al.*, (2023), where cultural elements on packaging are a key in Traditional Thai-based bakeries, resonating with a deep emotional connection. In addition, Low (2025) states that the heritage-based narrative is a critical tool in the marketing domain to foster brand loyalty and trust among consumers. Transformation of the packaging into a narrative vehicle helps brands to elevate their consumer experience by transforming the purchase experience to a meaningful consumer engagement process, conveying the brand's rich history and values. This is especially beneficial among the consumer groups who value tradition and authenticity. E.Wedel, a Polish chocolate brand, uses blue packaging, along with a brief history of surviving communism and war, making chocolate a symbol of resilience (Wedel.com, 2025)



Figure 4.5: E.Wedel chocolate blue packaging reflecting their history

(Source: Wedel.com, 2025)

Emotional branding and storytelling have been associated with packaging and labelling strategies in the Indian confectionery industry. The respondents have agreed that products offered at high price points are perceived as premium products. It leads to expectation of premium-quality packaging among potential customers. It has been confirmed by participant 4 that good-quality packaging is often perceived as a high-value product. On the other hand, participant 9 has stated that packaging is expected to create a sensory experience among customers. As a result, packaging has been viewed as a tool that contributes to premium perception building (Chitturi *et al.*, 2022). It has been suggested that product packages provide necessary visual and emotional cues that highlight the efficiency of brand storytelling (Gupta and Dingliwal, 2023). For example, colour psychology has been efficiently used where packages use 'warm colours' (red, yellow, orange) while packaging indulgent foods. Besides, healthier food options have been packaged with 'cool

colours' such as green or blue. In each case, colour recognition and association skills have been leveraged to maximise packaging efficiency.

In addition, imagery and graphics have been used to highlight brand creativity in establishing its own identity among other competitors. It has catered to appetite appeal so that attractive colour and images can be used to stimulate cravings. Hence, packaging designs often influence emotional aspects of purchasing products in the confectionery industry (Chen, 2024). It can be further associated with brand storytelling. Use of cartoonish characters as mentioned by participant 5 can boost attraction and connection of customers. Forming a deeper emotional connection enhances familiarity of the brand among target customers. Besides, cultural motifs have been used to enhance the look and feel of product packaging. As argued by Oe *et al.*, (2024), organisational and emotional values are also reflected in product packaging in the confectionery industry. Aligning with youth culture has also led to experimentation with multiple design elements so that it can boost customer engagement.

Inputs from social media websites have also been used to make experiments in colour and design of product packaging. For example, colour psychology to attract Gen-Z customers has been followed by confectionery brands to maximise revenue generation and brand attractiveness (Zaidi and Ismail, 2023). It can be said that inputs on advertising trends have been collected by consumer preferences in social media sites such as Facebook and Instagram. It created a scope for understanding the attitude, emotions and behaviours of customers and appropriately modify packaging strategies. As argued by Violaris (2022), consumption patterns of target customers are analysed to make changes in packaging designs. It has been noticed that the emotional appeal of the product is increased as it highlights brand's initiatives to tackle environmental problems. Semiotics have been used to market sweets so that product packaging can spark customer imagination and trigger recognisable memories.

Packaging strategies have also been utilised for effective brand positioning and value perception. For instance, experiments with materials and texture of product packaging have been ensured. Two common perceptions among customers related to product packaging are 'premium' and 'functional'. It has been found that glossy and matt finishes have been alternatively used to develop perception of luxury and quality. Hence, it also justifies experimenting with confectionery products at various price points. As argued by Sava *et al.*, (2024), packaging has been recognised as a value co-creation model within marketing initiatives. On the other hand, labelling has been used to provide clear

information to the customers about ingredients. Information on allergens, preservatives and other materials included in the preparation is also highlighted for customer awareness. It creates trust and engagement among customers, leading to higher customer loyalty. For example, label information such as 'organic' or 'vegan' also helped in empowering customer preferences in selecting products.

Packaging has also been viewed as a tool for conforming to archetypes used in marketing. It assisted in faster recognition of suitability in product packaging. Experimenting with colour psychology and package shapes provided assistance to customers in developing emotional connections with products and their package designs. As argued by Korkach *et al.*, (2024), probiotics and prebiotics have been used as ingredients in some items offered by the confectionery industry. As a result, labelling practices included mentioning them so that customers can make informed decisions. Hence, emotional and functional elements of marketing have been solved through experimentation in package design in the Indian local confectionery industry.

Objective 3

Open codes:

- **“Cost barrier prominence”**
- **“Limited consumer awareness”**
- **“Urban-rural divide”**
- **“Quality-conditional willingness”**
- **“Price sensitivity prevalence”**
- **“Smart packaging exploration”**
- **“Material innovation interest”**
- **“Resource limitation acceptance”**
- **“Volume requirement challenges”**

Axial codes:

- **“Consumer price influence”**
- **“Price sensitivity to eco-friendly packaging”**
- **“Cost considerations”**
- **“Design philosophy”**

An open-source analysis of primary qualitative data (interview transcripts) highlighted several keywords to understand the importance of sustainable and innovative packaging solutions in the

Indian context. For example, participants 1, 2, 4 and 9 have agreed that cost is a major barrier in integrating sustainability in existing packaging systems. High cost of sourcing alternative products for sustainable packaging contributed to cost barriers. Moreover, poor access to industrial composting has also led to low engagement among Indian local confectionery manufacturers in adopting sustainable packaging strategies (Petrenko *et al.*, 2024). Besides, a low level of awareness of sustainability issues among customers has also been reported by participant 2 as a potential reason for low adoption of sustainable packaging strategies among Indian brands. The open code analysis also showed an urban-rural divide in access to information and new markets have further contributed to low awareness of sustainable packaging aspects in India.

Apart from that, consumers' willingness to pay for sustainable packages has varied based on their price sensitivity and quality perception. Participants 1, 2 and 3 have reported that consumers are willing to pay a 5-10% premium as Indian local confectionery brands adopt sustainable packaging. However, greater price sensitivity has been noticed in semi-urban and rural markets. It has also been noticed (as pointed out by participant 1) that customers are willing to pay more for packaging if they believe in the superiority of the products being offered. On the other hand, it has been found that participants have highlighted the scope of technology innovation and adoption (Lau and Wong, 2024). For example, participant 3 has highlighted that adoption of technologies such as smart packaging with QR codes and modular packaging can potentially improve the outcome of sustainable packaging for major Indian confectionery brands. Participants 5 and 7 have highlighted the importance of plant-based biodegradable films so that exploration of multiple smart packaging systems can be conducted.

An analysis of the existing sustainable packaging ecosystem shows that Indian local confectionery brands face issues related to infrastructure inadequacy and supply chain constraints. The issue can be solved through technological innovation to a considerable extent and contribute to alternative packaging solutions. Besides, innovations such as edible wrappers have been used in some cases to generate a unique competitive advantage in the sustainable packaging industry (Basharat *et al.*, 2024). It further enhanced the interest of packaging industry stakeholders to invest in material innovation. On the other hand, understanding the packaging constraints in the Indian context has also identified factors such as resource limitations and need for scalability (volume requirement challenges). It has been found that participants 6, 9 and 10 have highlighted the cost constraint as

a potential factor inhibiting adoption of new technology in sustainable packaging. Low profit margin and high cost per unit lowered competitiveness of Indian local confectionary brands.

The findings and source code analysis indicated that the Indian local confectionary industry has faced several challenges in adoption of sustainable packaging strategies. As argued by Mahajan *et al.*, (2023), it has been found that sustainable packaging aesthetics can be linked with customer behaviour. Use of food-grade packaging materials has been followed by several Indian food brands. Other packaging norms have been dictated by FSSAI where guidelines have been developed based on 'Food Safety and Standards (Packaging and Labelling) Regulation, 2011'. Use of non-toxic and non-rusty containers are preferred to improve preservation of food quality in the Indian confectionary industry (Soon and Wahab, 2021). In necessary cases, airtight and protective packaging have been developed so that food products can be preserved and protected for moisture attack. Use of food-grade plastic and aluminum foil are commonly found. The findings tally participants' response on proactiveness of adopting sustainable strategies in packaging and labelling. However, high cost, limited investment and slow adoption of innovative strategies have affected packaging outcomes.

The aspect of sustainable packaging has gathered more attention as Indian local confectionary brands partnered with e-commerce giants for effective product delivery. In the present context, it can be said that the brands have to adopt sustainable packaging options to reduce waste management issues (James and Kurian, 2021). Pro-environmental attitudes have been followed to enhance sustainable packaging options and influence customer purchase intentions. As argued by Thapliyal *et al.*, (2024), the Indian government is discussing making further amendments to existing packaging and labelling regulations to emphasise sustainable packaging of food products. For example, incentives for recycled plastic manufacturers are expected to be provided to improve the use of recycled materials in packaging. On the other hand, recycling plastic materials used for packaging have to adhere with the necessary specifications as outlined in "Indian Standards 14534:1998" (Thapliyal *et al.*, 2024). The Indian local confectionary brands have to follow these guidelines to reduce chances of plastic pollution.

Apart from that, the interviewed participants have agreed that use of biodegradable materials in packaging improved the overall efficiency of sustainable packaging. It has been found that agricultural and agro-industry waste have been utilised to modify packaging materials in confectionary industry (Birania *et al.*, 2022). Agricultural waste has been considered raw materials

for renewable and biodegradable packaging materials. Hence, such materials have been viewed as alternatives to petrochemical-based plastic materials. It has also contributed to positively influence process economics, leading to solving the problem of low profit margin and high cost in adopting sustainable packaging. It has been noted that biopolymers have been extracted from agro-industrial wastes to develop materials for sustainable packaging. Edible packaging protocols have been followed to ensure freshness and safety of food products (Nair *et al.*, 2023). Edible films and coatings are provided to create new innovation in sustainable packaging and attract fresh investment in packaging innovation in the Indian local confectionary industry.

Objective 4

Open codes:

- **“Global trend learning”**
- **“Innovation gap identification”**

Axial codes:

- **“Low consumer awareness”**
- **“Local vs. Global trends”**
- **“Design for visual impact”**
- **“Functionality and ROI”**

The primary findings have revealed several steps as recommended by interviewed professionals in the Indian local confectionary industry. An exploration of competitive landscape insights showed that the use of packaging can be preferred to develop brand identity and tell a story about the brand. Participants 1 and 4 have agreed that packaging can be used as a brand tool where information and design on product packages can highlight culture and celebrate local designs. Moreover, it has also been noticed that minimalist designs have been preferred by managers as they contribute to brand loyalty among customers. Using minimalistic designs for brand storytelling also created an emotional response among customers, resulting in positively influencing their purchase intention (Gumber, 2023). On the other hand, as discussed from multiple perspectives, a lack of innovative culture in sustainable innovation has created an innovation gap in learning from global brands and modifying package designs as per local demands (Ibrahim *et al.*, 2023).

To address the issue of innovation gap, interviewees have agreed to use several alternatives to single-use plastic packaging such as biodegradable films/wraps or edible covers. Also, using

agricultural waste as raw materials for sustainable covers has also been recommended. In the present context, participants have also highlighted the impact of selecting appropriate packaging strategies on premium 'perception building among' customers. Participant 1 has agreed that design, texture, typography and other elements of product packaging signal high quality and craftsmanship. Also, packaging helps in creating a competitive advantage as it helps in visually outperforming other alternatives. A brand differentiation focus has been followed by several local confectionary brands to improve their marketing positioning strategy (Ho-dac and Mulder-Nijkamp, 2025). Participant 2 has highlighted that packaging plays a significant role in shaping the perception of product quality among customers. It also increases the chances of purchasing products with high-quality packages as gifts on several occasions.

Based on the analysis, several key recommendations can be found from overall experience of professionals who have been interviewed in this research. It has been found that the brand management has to align its activities with plastic waste management rules where 'extended producer responsibility' framework can be used for collection, recycling and disposal (Dey and Ashok, 2024). On the other hand, shifting to recyclable and biodegradable materials are recommended where use of materials is expected to meet food safety standards. Collaboration with recycling agencies is recommended to manage post-consumer packaging waste and reduce ecological harm of plastic-based packaging operations. As a lack of consumer awareness has been highlighted by participants as a potential barrier in following sustainable trends in packaging, designing consumer education initiatives have also been recommended (Niewczas-Dobrowolska, 2022). The importance of recycling, proper waste segregation and eco-friendly packaging should be communicated to interested customers for better outcomes.

Apart from that, packaging has often been viewed as a 'silent salesperson' that plays a vital role in improving brand identity. Along with mentioning key ingredients used in the product, the packaging also highlights the brand's unique story and heritage. As a result, brand loyalty can be ensured while reducing the cost of acquiring new customers (Afandi and Marsasi, 2023). High-quality packaging has often been associated with premium-category products, resulting in a justification of higher price point. Hence, experimentation with sustainable designs can be viewed as a premium-category product in the Indian local confectionary industry and can boost sales. Along with establishing a premium image, differentiation from competitors has been achieved due to creative experimentation with colour, typography, shapes and images (Alvar, 2024). One of the

key practices used in packaging design is developing appropriate designs that can be instantly recognised along with improving usability of products.

The participants have also highlighted the scope of current use of QR codes as a part of smart packaging strategies followed by brands. Several global confectionary brands have used packaging innovation techniques such as QR codes, NFC tags and freshness indicators (Zhang *et al.*, 2023). Inclusion of these items on product packaging helps customers to scan the code to find more details about the products. It can provide information about origin and source of the product while highlighting manufacturing and expiry dates. It has created an interactive brand experience, which can lead to higher customer loyalty in the food industry. On the other hand, participants have also recommended the use of modular packages where uniquely shaped bottles or containers can be used to enhance customer engagement in the Indian local confectionary industry (Banús *et al.*, 2021). Besides, eco-friendly packaging has been linked with developing a reputation as a 'responsible brand' in the industry.

Packaging and labelling strategies in the Indian local confectionary industry have also been reviewed to preserve micro-nutrients present in confectionary items. An analysis of emotional appeal linked with advertising has also impacted packaging innovation and strategies for confectionary brands (Pranjale and Anute, 2022). For example, chocolate brands such as Cadbury have used different emotional appeal in marketing and packaging different products [e.g. Dairy Milk Silk (Romantic), 5-Star (Humour), Bourneville (Rational) and Perk (Humour)] (Pranjale and Anute, 2022). Hence, recommendations have been provided to integrate packaging strategy with organisational decision-making to maximise efficiency of Indian confectionary brands.

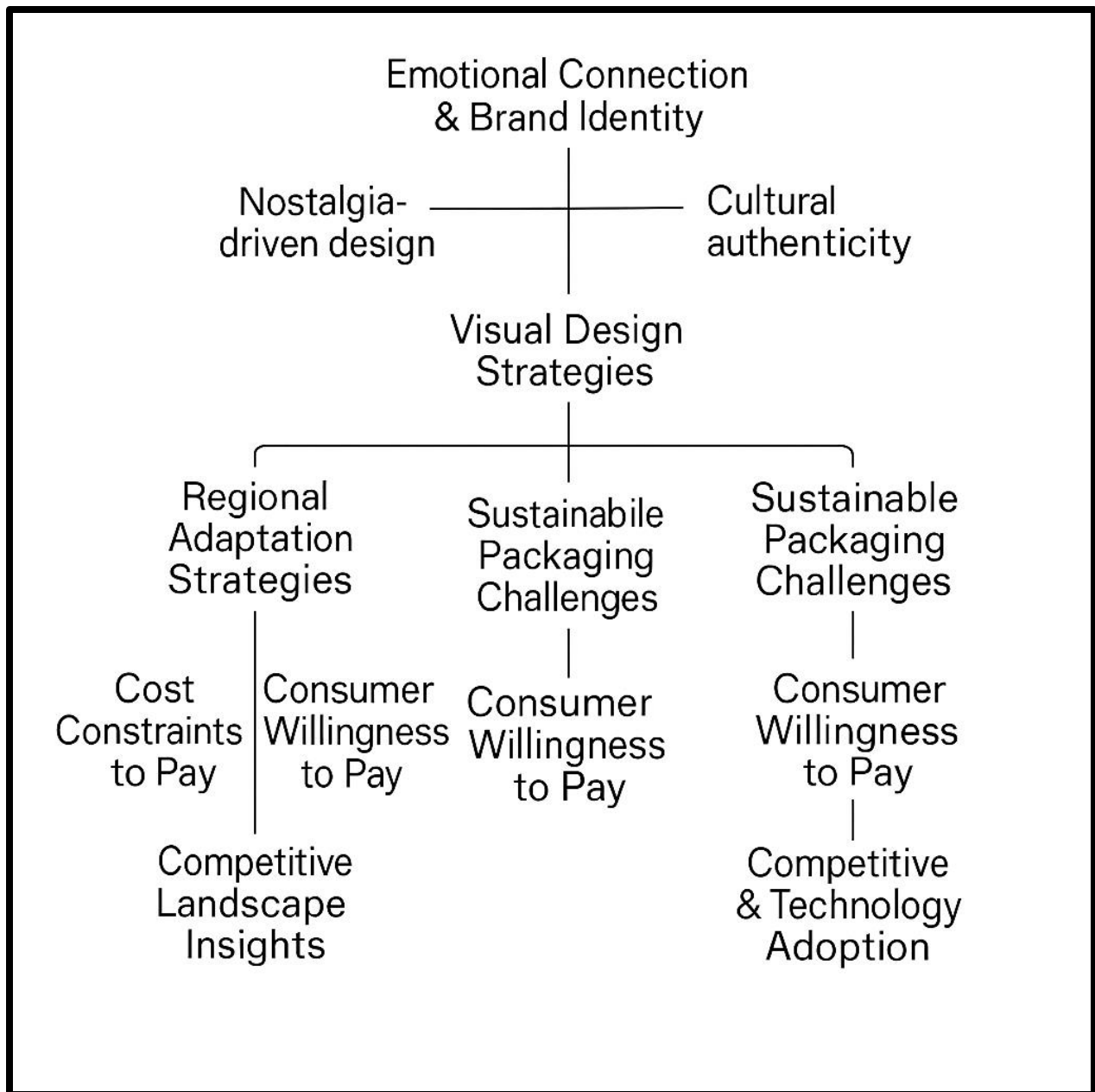


Figure 4.6: Tree diagram using the open codes

(Source: Self-Created)



Figure 4.7: Tree diagram using axial codes

(Source: Self-developed)

Tree diagrams of open codes and source codes have been presented to provide an overview of interlinking of key points originating from interview responses. Axial codes identified key categories of analysis while open codes generated sub-categories to refine the analysis of research findings. Impact of technology, consumer awareness, packaging design trends, sustainability packaging challenges, ease of use, ROI, role of global brands and storytelling through packaging have been addressed in the analysis.

4.3 Summary

In summary, the chapter provided an objective-based analysis of research findings. Tree diagrams of open codes and axial codes have been presented for better visualisation of key themes that originated from the primary qualitative analysis. Commonly used patterns of packaging and labelling have been highlighted in the context of the Indian local confectionery industry.

Chapter 5: Discussion

5.1 Relationship between open codes and axial codes



Figure 5.1: Relationship between open codes and axial codes

(Source: Self-developed)

The packaging and labelling practices followed in the Indian local confectionery industry have aimed to maximise customer engagement. To achieve this target, cultural resonance has been viewed as one of the key factors to influence overall outcomes of packaging strategy for confectionery brands in India. A deeper exploration shows that use of traditional motifs led to creation of stronger emotional connections among regional customers (Mogaji *et al.*, 2022). Use of cultural and festival references in package designs improved recognition, which showed better results than adopting global trends. Nostalgia and cultural themes also positively influence purchase intention of customers.

Apart from that, relationship between open and axial codes revealed that the Indian confectionery brands have focused on balancing global trends with local authenticity. It has been found that adaptive localisation practices have been adopted in developing standards for packaging. A deeper exploration shows that the brands have followed FSSAI guidelines in using food-grade materials for packaging purposes (Bhanja and Mishra, 2022). Combining aesthetic appeal and functionality has been possible so that customers also benefit from clarity of information on product labels.

Design practices in the confectionery industry handled the issue of 'economic-environmental paradox' while responding to insights from local markets. For example, it has been noticed that sustainable operations have been constrained by cost-sensitive markets (Zhao *et al.*, 2021). Higher price sensitivity among customers has prevented small and medium-sized enterprises from investing heavily in sustainable packaging as poor ROI often leads to operational losses. In some

cases, local confectionery brands have worked with recycling agencies to ensure using biodegradable materials for packaging.

The relationship between design and pricing has been analysed to show that use of colour, typography and imagery influenced customer recognition of brands. Hence, creation of brand identity has been linked with recognisable designs and package labels. It has been found that cultural cues and impulse triggers are leveraged to maximise sales in the industry. On the other hand, high quality of packaging materials has been linked with high pricing and luxury perception of brands (Romeo-Arroyo *et al.*, 2023). These quality perceptions justified premium pricing, gifting appeal and urban acceptance. In the present context, leading confectionery brands have experimented with QR codes and similar tags to improve digital interactive outcomes of customers. It ensured higher brand loyalty and encouraged innovation in packaging strategies.

A segmented pricing strategy has been developed to market products in the Indian local confectionery industry. As mentioned above, price sensitivity is a key factor that creates an imbalance in ROI in the context of investing in packaging alternatives. Differentiating product packaging for products showed that innovative packaging has been mostly favoured to target urban customers while cost focus is a key priority while addressing demands of rural customers (Pålsson and Hellström, 2023). Packaging also created a competitive positioning through cultural authenticity and selective adaptation.

Finally, analysis of the relationship between storytelling and value creation through packaging shows that packaging has often triggered nostalgia or childhood memories in customers to positively influence their purchase intention (Wieczerzycki and Deszczyński, 2022). It has been found that the impact of narrative packaging has generated value beyond functionality. Hence, customers developed a better emotional connection with products and their packages in the Indian local confectionery industry.

5.2 Open code to axial code relationship matrix

<div> <div>Strong Relationship</div> <div>Moderate Relationship</div> <div>Weak/No Relationship</div> </div>							
Open Codes	Emotional Branding	Design Philosophy	Market Segmentation	Storytelling	Sustainability Barriers	Premium Pricing	Competitive Positioning
Nostalgia-driven design	•	○	-	•	-	-	-
Childhood memory evocation	•	○	-	•	-	-	-
Family bonding emphasis	•	-	-	-	-	-	-
Cultural comfort & tradition	•	-	•	-	-	-	-
Premium aspirational connection	•	-	-	-	-	•	-
Playful cartoonish elements	•	•	-	-	-	-	-
Aesthetics-first approach	-	•	-	-	-	-	-
Bold visual prioritization	-	•	-	-	-	-	-
Minimalist design adoption	-	•	-	-	-	-	•
Vibrant color psychology	-	•	•	-	-	-	-
Traditional motif integration	-	•	•	-	-	-	-
Retro design elements	-	•	-	•	-	-	-
Cultural symbolism usage	-	•	•	-	-	-	-
Language localization	-	-	•	-	-	-	-

Figure 5.2: Relationship matrix

(Source: Self-developed)

A relationship between open code and axial code for this research has been presented in a matrix form. It shows multiple instances of strong relationships (marked in green) and moderate relationships (marked in red). The axial codes prioritised for analysis included emotional branding, design philosophy, market segmentation, storytelling, sustainability barriers, premium pricing and competitive positioning. An in-depth analysis has revealed that emotional branding has been linked with ‘nostalgia-driven design’, reiteration of childhood memories and emphasis on family bonding. Apart from these personal emotional responses to product packaging, strategies have been developed to link emotional branding through packaging with cultural and traditional values, ‘premium aspiration connection’ and ‘playful cartoonish elements’. Each of the mentioned factors has a strong relationship with ‘emotional branding’ as an axial code. It has been actively leveraged by confectionery brands to make experiments in packaging strategies (Rita *et al.*, 2021). Hence, customer trust and aspirations have been enhanced due to modifying package designs based on this relationship.

Apart from that, strong relationships occur between 'design philosophy' (axial code) and open codes such as 'aesthetics', 'adoption of minimalist design', 'vibrant colour psychology', 'traditional motif integration', 'retro design elements' and 'cultural symbolism'. In explanation, it has been

found that the professionals agreed that the adopted design philosophy influences their decision-making process in finalising designs for certain products and making appropriate changes as needed. Minimalist design has been adopted to market products that are included as essential confectionery products (Saintives and Meral, 2024). However, use of bright or warm colours for marketing cravings-based food items has been favoured. Such variations in colour and typography have been aimed at triggering certain emotions, which can facilitate higher sales in the confectionery industry. In the present context, use of traditional motifs helped in associating the product with existing culture and traditions of regional customers.

'Minimalist design' has also formed a strong relationship with 'competitive positioning' of products in the industry. Besides, 'premium pricing' has been favoured to respond to 'premium aspirational connection' among customers. On the other hand, 'storytelling' has been analysed as an axial code, which has been associated with open codes such as 'nostalgia-driven design' and 'childhood memory evocation'. It can be said that triggers emotions through storytelling have been possible as local brands have adapted colour-based marketing from global confectionery brands. Inclusion of useful information such as ingredients, manufacturing and expiry dates increased product functionality through appropriate labelling techniques. Storytelling through packaging has also been influenced by cultural symbolism (Huo *et al.*, 2025). In the Indian context, packaging design has been modified to include references to Indian festivals such as Holi, Diwali and others. However, sustainability barriers have a negligible influence on making changes in product packaging design. Changes in materials have been followed as per FSSAI guidelines to enhance food safety.

Finally, 'market segmentation' has strong relationships with cultural and traditional values, vibrant colour psychology, traditional motif integration and language localisation. Use of local language to attract and retain local customers has also enhanced the overall outcome of packaging and labelling strategies in the Indian local confectionery industry.

Chapter 6: Conclusion

6.1 Conclusion

The research has explored key strategies used by global confectionery brands in the context of packaging and labelling so that insights can be generated to improve overall efficiency of marketing for Indian local confectionery brands. A primary qualitative method has been followed where 10 professionals from the Indian confectionery industry have responded to 16 relevant questions on packaging and labelling. The findings have been linked with each research objective to show how psychological, cultural and emotional designs are used to influence purchase intentions. The impact of emotional branding and storytelling has been addressed by making changes in package design. In the given context, sustainability aspects have been addressed so that food-grade and environment-friendly materials are used for packaging in the confectionery industry.

Open code and axial code analyses of primary findings are conducted to establish relationships between them. It revealed that cultural and traditional factors are linked with packaging design to attract customers. Moreover, use of biodegradable films or edible covers has been preferred to meet sustainability responsibilities. Also, technological innovation has led to inclusion of smart tags and QR codes so that customers can gather more information about product ingredients and manufacturing dates. It has been noticed as a key example of learning from global companies and applying it in a local context. However, the participants have highlighted the issue of rising operational costs in the context of adopting innovation in packaging strategies. Consideration of design philosophy, market segmentation and emotional storytelling factors showed that Indian local confectionery brands have an enhanced scope of experimenting in package colour, design, typography, shape and size to maximise customer engagement and develop emotional connections with offered products.

6.2 Linking with objectives

Psychological, cultural and emotional factors of marketing have been interlinked with packaging design. For example, visuals on packaging design triggered childhood memories and instances of joy and celebration. Hence, ‘nostalgia-driven design’ has been followed to attract more customers. Moreover, premium aspiration, family bonding and use of cartoonish characters have also been preferred to enhance the outcome of emotional marketing among Indian local confectionery brands. The research also showed that the use of colour psychology to align with food types has

further enhanced the success of emotional marketing. Hence, the first research objective has been met.

Emotional branding and storytelling aspects have been integrated with the packaging strategies of Indian confectionery brands. It has been found that integration of traditional motifs and retro design elements has created an emotional response among customers. Use of emotional branding techniques has led to experimentation in product advertisements over digital mediums where specific emotions such as romantic appeal, functionality or luxury have been prioritised. Cultural symbolism has also been integrated into product-based storytelling in the Indian local confectionery industry. Hence, the second research objective has been met.

In investigation of sustainable and innovative packaging solutions, it has been found that Indian brands have often experimented with existing biodegradable packaging materials. Few instances of collaboration with recycling agencies have been reported by interview participants. However, lack of strict packaging protocols in India has led to use of single-use plastic in packaging activities of small and medium-sized enterprises in the confectionery industry. Hence, the sustainability aspect of packaging has been reviewed to meet the third research objective.

Key recommendations obtained from the interview responses are designing for 'impact and functionality' and focusing on establishing brand identity through storytelling. Moreover, linking functionality with regional authenticity has also been recommended by the participants. Experimenting with designing and including tags such as "100% recyclable packaging" has been recommended to enhance packaging efficiency for Indian local confectionery brands. Hence, the fourth research objective has been met.

6.3 Limitations

The research scope has not allowed consideration of secondary research articles to gain insights from thematic analysis of existing findings. Moreover, only 10 professionals have been selected for the primary data collection process. A greater sample size could have provided greater variety in the data analysis process. Among the 10 selected professionals, most of the interview participants have work experience at small or medium-sized enterprises in the Indian local confectionery industry. Only 2 participants had work experience at large enterprises in the confectionery industry. Use of secondary thematic analysis could create a scope for tallying insights generated from primary analysis with existing scholarly insights in the given context.

6.4 Recommendations and Future Scope

Based on the above discussion, it can be recommended that the cultural identity of confectionery brands should be integrated with modern design. Along with using cultural and traditional motifs, designs should be integrated with modern aesthetics and minimalism. As a result, authenticity and global appeal can be balanced in packaging strategies. Besides, adoption of tiered packaging strategies has been recommended to be followed at a larger scale so that cost-effective and functional package design can be offered to high-end customers. A greater focus on functionality and low prices should be ensured while designing product packages to be sold at rural and semi-urban regions (Yao *et al.*, 2024). It can lead to effective monitoring of diverse consumer segments and maintain brand loyalty. In the present context, use of packaging as a narrative tool has also been recommended to convey information about product origin, brand heritage and product ingredients. Besides, an emphasis on eco-friendly packaging materials has been recommended along with forming long-term partnerships with local recycling agencies. Compliance and creativity have been balanced so that FSSAI guidelines are followed at each step of packaging. It is also recommended not to blindly follow global packaging trends while ensuring adaptive selection based on regional demands in the Indian local confectionery industry.

The future scope of research in the given context is expected to include quantitative analysis of sustainability impact due to adoption of alternative packaging strategies. Future research may further include consumer segmentation and behaviour analysis to uncover nuanced areas of improvement in packaging (Panda *et al.*, 2022). Companies can also adopt large-scale use of digital packaging and smart labelling to ensure brand transparency and higher customer engagement. Also, supply chain readiness can be evaluated in the context of sustainable packaging.

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Appendix

Appendix 1: Interview question

How do you define your brand core emotional connection with consumers, and how is that reflected in your packaging and labeling designs?

When designing new packaging, what is the balance your brand strikes between aesthetics, information, and regulatory requirements?

Can you describe an instance where your packaging and labeling have been strategically used to tell a story about the brand, its heritage, or its ingredients? What was the outcome?

When consumers see a confectionery package with traditional cultural motifs, does it make them more or less likely to purchase it? (Yes/No)

How do you adapt your packaging and labeling to resonate with different cultural backgrounds, whether for a global market or diverse regions within India? Can you provide an example of a successful adaptation?

What percentage of your brand's customers, in your estimation, are influenced by sustainable packaging, and what is your brand's strategy to meet this growing demand?

What are the primary challenges your company faces in adopting innovative and sustainable packaging solutions in the Indian market? (e.g., cost, supply chain, infrastructure)

Which of the following best describes how storytelling on confectionery packaging influences customers' purchase decisions?

- A) It helps us justify a higher price point by creating a premium perception.
- B) It's primarily a marketing tool to differentiate our product from competitors on crowded shelves.
- C) It fosters a deeper emotional connection, leading to brand loyalty and repeat purchases.
- D) It provides a way to communicate key product information, such as origin and ingredients, in an engaging format.

Do you believe Indian consumers are willing to pay a premium for confectionery products with eco-friendly packaging? What is your brand's experience with this?

What is the single most important lesson your brand has learned about packaging and labeling from a global competitor?

In your opinion, what are the biggest strengths and weaknesses of packaging designs from local Indian confectionery brands compared to their global counterparts?

Regarding sustainable packaging for confectionery, which statement best reflects customers' willingness to pay?

- a) Consumers are ready to pay a premium of 5-10% for a product with sustainable packaging.
- b) Consumers are willing to pay a premium of more than 10% for a product with sustainable packaging.
- c) Consumers are willing to pay a premium, but only if the product quality is also superior.
- d) Consumers are not willing to pay more for sustainable packaging.

What role does packaging play in justifying a premium price point for your products?

What innovative packaging solutions (e.g., smart packaging, new materials, structural design) have you observed globally, and how do you see their applicability in the Indian market?

What actionable recommendations would you give to a new or small-scale Indian confectionery brand on how to leverage packaging and labeling to build a strong brand identity?

Do you think Indian local confectionery brands should adopt global packaging trends? (Yes/No)

Appendix 2: Interview response

Participant 1

How do you define your brand core emotional connection with consumers, and how is that reflected in your packaging and labeling designs?

For us, the emotional connection with our consumers is rooted in nostalgia. We try to evoke fond childhood memories through retro design elements and traditional motifs that remind people of simpler times and familiar tastes. At the same time, we also focus on joy, celebration, and the spirit of gifting. We use vibrant colors and festive patterns to capture that celebratory essence. This is especially effective during Indian festivals, where packaging becomes part of the gifting experience and creates an emotional bond with the product and the brand.

When designing new packaging, what is the balance your brand strikes between aesthetics, information, and regulatory requirements?

When it comes to packaging design, we often let aesthetics take the lead, especially for our impulse-buy confectionery products. These are typically bought on a whim, and it's crucial that they stand out on the shelf. Eye-catching colors, fonts, and imagery help us achieve that.

However, we also carefully include all mandatory regulatory information—nutritional details, allergen warnings, and manufacturing data

Can you describe an instance where your packaging and labeling have been strategically used to tell a story about the brand, its heritage, or its ingredients? What was the outcome?

Yes, one memorable instance was when we introduced a premium product that used saffron sourced from Kashmir. We used our packaging to tell the story of that ingredient—how it's handpicked, the region it comes from, and its cultural significance.

This wasn't just a marketing angle—it built a sense of authenticity and trust. Customers appreciated the transparency and felt more connected to the product, and we received positive feedback, especially from urban buyers. It also helped us position the product at a higher price point.

When consumers see a confectionery package with traditional cultural motifs, does it make them more or less likely to purchase it?

Yes, absolutely. Traditional cultural motifs often resonate deeply with Indian consumers.

How do you adapt your packaging and labeling to resonate with different cultural backgrounds, whether for a global market or diverse regions within India? Can you provide an example of a successful adaptation?

We adapt our packaging based on regional sensibilities and language preferences. For example, in Bengal, we use Bengali on the packs alongside English. It makes consumers feel acknowledged and builds trust.

What percentage of your brand's customers, in your estimation, are influenced by sustainable packaging, and what is your brand's strategy to meet this growing demand?

In my estimation, less than 20% of our customers are actively influenced by sustainable packaging, and most of them are in urban areas. These are consumers who are conscious about their consumption habits.

What are the primary challenges your company faces in adopting innovative and sustainable packaging solutions in the Indian market? (e.g., cost, supply chain, infrastructure)

Cost is a major barrier. Sustainable materials are significantly more expensive, and this affects our margins, especially when catering to price-sensitive markets. Another issue is supply chain reliability. There aren't enough local suppliers offering high-quality eco-friendly materials at scale.

Which of the following best describes how storytelling on confectionery packaging influences customers' purchase decisions?

A) It helps us justify a higher price point by creating a premium perception.

Storytelling gives us an opportunity to convey important information, like ingredient origin or sustainability, in a more engaging way. It's not just marketing fluff; it genuinely enhances consumer understanding.

Do you believe Indian consumers are willing to pay a premium for confectionery products with eco-friendly packaging? What is your brand's experience with this?

In my experience, yes—urban consumers in premium markets like Mumbai, Delhi, and Bangalore have shown a willingness to pay a bit extra for eco-conscious packaging. However, that's not the case everywhere. In semi-urban and rural markets, consumers are still highly price-sensitive, and eco-friendly packaging isn't a priority, but price is. So we have to carefully segment our products and price them accordingly.

What is the single most important lesson your brand has learned about packaging and labeling from a global competitor?

The biggest lesson we've learned is the power of storytelling. Global brands often use minimalistic but emotionally powerful storytelling that builds strong brand loyalty.

We also noticed how effective minimalist design can be. Clean, modern packaging with plenty of white space appeals more to today's design-conscious, younger consumers, and that's something we've been gradually incorporating.

In your opinion, what are the biggest strengths and weaknesses of packaging designs from local Indian confectionery brands compared to their global counterparts?

Indian brands excel at capturing culture. Our packaging is emotionally rich, often colorful and festive, and very relatable for Indian buyers. We also manage to keep it cost-effective and functional, which suits the mass market well. Unfortunately, many local designs look outdated. They often lack the sleek, modern appeal that global brands showcase.

Regarding sustainable packaging for confectionery, which statement best reflects willingness to pay?

c) Consumers are willing to pay a premium, but only if the product quality is also superior.

Most of our customers are in the category where they are willing to pay a premium **only if** the product quality is also superior. The packaging alone isn't enough

What role does packaging play in justifying a premium price point for your products?

We use design, texture, and structure to signal quality and craftsmanship. Whether it's a glossy finish, gold embossing, or structural elements like boxes with magnetic closures—these details enhance the gifting appeal and help justify a higher price tag.

What innovative packaging solutions (e.g., smart packaging, new materials, structural design) have you observed globally, and how do you see their applicability in the Indian market?

A fascinating trend is edible wrappers, which we saw in Japan. It's a brilliant concept, but in India, challenges with climate and hygiene might make implementation tricky. Still, it's something we're keeping an eye on for future innovations.

What actionable recommendations would you give to a new or small-scale Indian confectionery brand on how to leverage packaging and labeling to build a strong brand identity?

First, **design for both impact and functionality**. Make sure your packaging stands out visually but is also easy to use and dispose of.

Second, **lean into storytelling and cultural identity**. Consumers love knowing who made the product, where it comes from, and what makes it special. Use that to your advantage.

Do you think Indian local confectionery brands should adopt global packaging trends?

Yes. I believe there's a lot to learn from global packaging trends—especially in terms of clean design, sustainable materials, and storytelling

Participant 2

How do you define your brand core emotional connection with consumers, and how is that reflected in your packaging and labeling designs?

Our brand's emotional connection with consumers revolves around family bonding and childhood memories. We want our products to bring a sense of comfort, fun, and familiarity. To reflect this, we use cartoonish designs like “Chota Bheem” or “Motu Patlu” that are colorful and lighthearted.

When designing new packaging, what is the balance your brand strikes between aesthetics, information, and regulatory requirements

We definitely lean into bold visuals to grab attention, especially of children. Bright colors, fun imagery not only grab attention, but also make the product stand out in the already cluttered

shelves.

Can you describe an instance where your packaging and labeling have been strategically used to tell a story about the brand, its heritage, or its ingredients? What was the outcome?

Yes, during our anniversary celebration, we launched a special edition pack that narrated our brand's origin story—how we started, what inspired us, and the milestones we've achieved.

The packaging had a timeline on one side and nostalgic visuals from our earlier products. It resonated well with long-time customers and even drew attention from new ones. The campaign resulted in a strong Instagram post, which was shared and reposted several times, where even consumers relived their old memories and shared photographs as well.

When consumers see a confectionery package with traditional cultural motifs, does it make you more or less likely to purchase it? (Yes/No)

Yes, it increases the likelihood. Traditional motifs, especially during festivals like a diya during Diwali, give the product a deeper meaning beyond just taste.

How do you adapt your packaging and labeling to resonate with different cultural backgrounds, whether for a global market or diverse regions within India? Can you provide an example of a successful adaptation?

We make adaptations by offering region-specific flavors and pairing them with custom packaging. One successful example was a pudina-jeera variant that we launched in Northern India. The flavor was chosen to resonate with the region's strong preference for these savory, aromatic spices. For the packaging, the brand used a color palette of vibrant green and a traditional geometric pattern reminiscent of local textiles and architecture. The label also included key flavor descriptions in both Hindi and English, further localizing the product to create a sense of belonging and authenticity.

What percentage of your brand's customers, in your estimation, are influenced by sustainable packaging, and what is your brand's strategy to meet this growing demand?

I'd estimate that less than 20% of our customer base is currently influenced by sustainable packaging, and it's mostly urban consumers and teenagers who show interest. This segment is growing, but slowly. To cater to this niche, we've started exploring biodegradable and

compostable options, like using a mushroom-based wrapper. It's still experimental, but we're committed to testing these materials and will scale them if consumer response is positive.

What are the primary challenges your company faces in adopting innovative and sustainable packaging solutions in the Indian market? (e.g., cost, supply chain, infrastructure)

One of the biggest challenges is consumer education. There's a low level of awareness about why sustainable packaging matters. Many consumers can't distinguish between biodegradable, recyclable, or compostable materials, and they don't always know how to dispose of them properly. Until this awareness improves, it's hard to get buy-in at scale. People still tend to go for the cheapest option, and sustainability isn't yet a strong selling point for the majority.

Which of the following best describes how storytelling on confectionery packaging influences customers' purchase decisions?

A) It fosters a deeper emotional connection, leading to brand loyalty and repeat purchases.

D) It provides a way to communicate key product information, such as origin and ingredients, in an engaging format.

In our case, storytelling plays a vital role in fostering emotional connections. It helps us build brand loyalty and keeps customers coming back—not just for the taste, but because they feel a connection with our brand identity. It's also useful in communicating key product information—like the origin of ingredients or a special cultural backstory—in a way that's fun and engaging, instead of just technical.

Do you believe Indian consumers are willing to pay a premium for confectionery products with eco-friendly packaging? What is your brand's experience with this?

From what we've seen, no, not at this point. The Indian market is still extremely price sensitive, especially in the mass confectionery space. Consumers might say they care about the environment, but when it comes to spending more, the majority still prioritize affordability over eco-friendliness.

What is the single most important lesson your brand has learned about packaging and labeling from a global competitor?

The biggest lesson we've learned is that storytelling builds lasting brand loyalty. When global brands talk about their history, their farmers, their mission—it sticks. We've started applying the same principle in our packaging and marketing because people connect with a story more than just a product.

In your opinion, what are the biggest strengths and weaknesses of packaging designs from local Indian confectionery brands compared to their global counterparts?

Indian brands really understand color psychology and cultural symbolism. Our vibrant, colorful designs resonate emotionally with Indian consumers, especially during festivals or celebrations. But, there's a lack of innovation in terms of materials and structure. While the designs may be beautiful, many Indian brands haven't yet invested in newer packaging technologies, sustainability, or formats that enhance usability.

Regarding sustainable packaging for confectionery, which statement best reflects willingness to pay?

a) Consumers are ready to pay a premium of 5-10% for a product with sustainable packaging.

In our experience, consumers who care about the environment are willing to pay a premium of 5–10%, but that's still a small segment. This willingness is more evident in Tier 1 cities and among younger buyers, but not across the board.

What role does packaging play in justifying a premium price point for your products?

Packaging plays a critical role in shaping the perception of quality. When our packaging looks premium—through the finish, structure, or design—it sends a clear signal that the product inside offers a high-quality and unique taste experience. It's especially important when targeting gift buyers or customers who are trying our brand for the first time. Good packaging gives them confidence that the product is worth the price.

What innovative packaging solutions (e.g., smart packaging, new materials, structural design) have you observed globally, and how do you see their applicability in the Indian market?

One interesting innovation we've been watching is edible packaging—specifically the use of mushroom-based wrappers, which we saw in Japan. While it's conceptually brilliant, the Indian market would face challenges in hygiene, storage, and acceptance. Still, it's an exciting direction and something we'd like to test on a small scale, especially for novelty products.

What actionable recommendations would you give to a new or small-scale Indian confectionery brand on how to leverage packaging and labeling to build a strong brand identity?

If I had to give just one recommendation, it would be: focus on storytelling and cultural identity. Don't try to mimic what international brands are doing. Instead, celebrate your origin, your ingredients, and your purpose. People love buying from brands that feel authentic and rooted in something meaningful. Use your packaging to share that message—visually and narratively.

Do you think Indian local confectionery brands should adopt global packaging trends?

No, not blindly. While there's value in learning from global trends—like sustainable materials or smart packaging—I believe Indian brands should be cautious. Simply copying global styles can make us lose our unique identity. Instead, we should adapt selectively, combining the best of international innovation with local cultural depth.

Participant 3

How do you define your brand core emotional connection with consumers, and how is that reflected in your packaging and labeling designs?

For us, the emotional bond with our consumers is rooted in **nostalgia**—specifically, the flavors, visuals, and memories from their childhood. Our packaging taps into that emotion by using retro designs, vintage fonts, and culturally familiar motifs that instantly remind people of sweets they enjoyed in their school days or during festivals with family.

It's about creating a warm, comforting feeling even before the product is opened. Our designs often echo the past but with a contemporary twist to remain fresh and relevant.

When designing new packaging, what is the balance your brand strikes between aesthetics, information, and regulatory requirements?

We believe in a balanced design approach—one that catches the eye, complies with regulations, and still communicates essential product information.

We carefully structure our packs to ensure that the nutritional info, allergen declarations, and legal elements are clearly visible, but we don't let them dominate the visual appeal. Bold graphics and creative typography help us stand out, while smart layout ensures we're fully compliant.

Can you describe an instance where your packaging and labeling have been strategically used to tell a story about the brand, its heritage, or its ingredients? What was the outcome?

One of our most effective campaigns was during the festive season—we launched limited edition packaging for Diwali and Eid that celebrated Indian cultural pride. These designs incorporated motifs like diyas, lanterns, and intricate patterns inspired by traditional textiles.

The response was phenomenal. It boosted seasonal sales a lot.

When consumers see a confectionery package with traditional cultural motifs, does it make them more or less likely to purchase it?

Yes, definitely more likely. Traditional cultural motifs tend to evoke a sense of familiarity and trust. They especially appeal to older generations and families buying during festive seasons. They signal authenticity, and that resonates strongly in a culturally diverse market like India.

How do you adapt your packaging and labeling to resonate with different cultural backgrounds, whether for a global market or diverse regions within India? Can you provide an example of a successful adaptation?

We're quite intentional in tailoring our packaging across regions. For instance, for Chinese markets, we use red and gold, which symbolize prosperity and good luck. For Western exports, we develop Christmas-themed packs with subtle snowy landscapes and festive accents.

Locally, we adapt our visuals and language during major Indian festivals. This approach not only increases local relevance but also strengthens our seasonal market presence.

What percentage of your brand's customers, in your estimation, are influenced by sustainable packaging, and what is your brand's strategy to meet this growing demand?

Currently, I'd say less than 20% of our customers make purchase decisions based on packaging sustainability, and they mostly come from urban, environmentally conscious groups.

To engage this segment, we've started integrating QR codes on our packs that link to short videos or infographics explaining the environmental impact of the materials used. We see this as a way to educate and gradually influence broader buying behavior.

What are the primary challenges your company faces in adopting innovative and sustainable packaging solutions in the Indian market? (e.g., cost, supply chain, infrastructure)

The most significant barrier is cost. Eco-friendly materials—whether compostable films or plant-based alternatives—are still considerably more expensive than standard plastic options.

This creates tension in pricing, especially when you're trying to serve a market that's extremely price sensitive. Unless sustainable materials become more affordable or get government incentives, wide-scale adoption will remain tough.

Which of the following best describes how storytelling on confectionery packaging influences customers' purchase decisions?

B) It's primarily a marketing tool to differentiate our product from competitors on crowded shelves.

In our view, storytelling is mainly a marketing tool—a way to differentiate ourselves on crowded shelves. It helps us capture attention, especially when there are dozens of similar products available. A good story, presented well, may not always seal the deal, but it gives the consumer a reason to pause—and sometimes, that's all you need to win them over.

Do you believe Indian consumers are willing to pay a premium for confectionery products with eco-friendly packaging? What is your brand's experience with this?

From our experience, no—most Indian consumers still lean toward cost over consciousness, especially in semi-urban and rural markets. There's some openness to paying more, but only if the product quality and taste justify the price increase. Sustainable packaging alone isn't enough of a selling point yet—it must come as part of a full-value experience.

What is the single most important lesson your brand has learned about packaging and labeling from a global competitor?

We've learned that packaging is more than protection or branding—it's an experience.

International brands invest in the unboxing moment, treating packaging like a sensory event. Inspired by that, we've started exploring textured surfaces, surprise elements inside the packaging, and thoughtful messaging—things that make opening a product feel special.

In your opinion, what are the biggest strengths and weaknesses of packaging designs from local Indian confectionery brands compared to their global counterparts?

Indian packaging is very functional and cost-effective, which works well in a competitive, price-sensitive market. It's designed for real-world conditions—heat, dust, logistics—which makes it practical. However, many local brands still rely on dated design styles. There's a lack of innovation in terms of modern aesthetics or structural creativity, which often makes the packaging look dull compared to international counterparts.

Regarding sustainable packaging for confectionery, which statement best reflects customers' willingness to pay?

a) Consumers are ready to pay a premium of 5-10% for a product with sustainable packaging.

In our experience, a small but growing segment of consumers is willing to pay a 5–10% premium for sustainably packaged products. It's still a niche audience, but one with increasing influence, especially in urban centers and among younger buyers.

What role does packaging play in justifying a premium price point for your products?

Packaging plays a major role in creating perceived value, especially for products meant to be gifted. We use premium finishes, festive embellishments, and thoughtful design touches that make the product feel more special. For a consumer, the packaging signals that the brand has invested in quality—both inside and outside the box.

What innovative packaging solutions (e.g., smart packaging, new materials, structural design) have you observed globally, and how do you see their applicability in the Indian market?

Globally, we've seen great use of smart packaging features like QR codes, which link to stories about sourcing, social impact, or ingredient quality. These are relatively easy to implement and we've started testing them locally too.

Another concept that caught our eye was modular packaging for portion control—especially useful in urban Indian markets where customers want small, convenient, and resealable portions for daily snacking.

What actionable recommendations would you give to a new or small-scale Indian confectionery brand on how to leverage packaging and labeling to build a strong brand identity?

I would say: prioritize functionality and regional authenticity. Make sure your pack is durable, easy to handle, and retains freshness. Simultaneously, highlight your local roots, whether through language, ingredients, or cultural symbols.

Customers love a story that feels close to home. You don't need a huge marketing budget, just a thoughtful design that speaks clearly and genuinely.

Do you think Indian local confectionery brands should adopt global packaging trends?

No, not entirely. Global trends can inspire us, but full adoption isn't always practical or even effective in the Indian context.

Participant 4

How do you define your brand core emotional connection with consumers, and how is that reflected in your packaging and labeling designs?

For our brand, the core emotional connection lies in rekindling moments of family bonding and the carefree joy of childhood. We intentionally use playful, cartoonish illustrations and vibrant colors to remind consumers—especially adults—of their early experiences with sweets. Whether it's a smiling character on a lollipop wrapper or hand-drawn elements that resemble comic strips, our designs are meant to evoke warmth, fun, and familiarity. It's not just about the candy inside—it's about making people feel something nostalgic before they even open the pack.

When designing new packaging, what is the balance your brand strikes between aesthetics, information, and regulatory requirements?

We definitely prioritize aesthetics, especially for products that fall under the impulse-buy category. While we comply with all mandatory regulations like FSSAI logos, nutritional information, and allergen disclaimers, these are placed subtly, often at the back or side of the pack. The front is reserved for bold visuals and engaging elements because we believe that a visually appealing package increases the likelihood of a quick purchase, especially in modern trade stores.

Can you describe an instance where your packaging and labeling have been strategically used to tell a story about the brand, its heritage, or its ingredients? What was the outcome?

A notable example was when we launched a limited-edition range using ingredients sourced from rural India—like jaggery from Kolhapur and tamarind from Andhra. We collaborated with local artisans and regional illustrators to design the wrappers, showcasing the journey of the ingredient from farm to factory. The storytelling on the label included sketches, farmer names, and small anecdotes. This approach not only strengthened our cultural credibility but also generated substantial buzz on Instagram and Twitter, where users shared the packaging even more than the product itself. It increased our social media engagement by 60% that month.

When consumers see a confectionery package with traditional cultural motifs, does it make them more or less likely to purchase it? yes

Yes, definitely more likely. Cultural motifs create a sense of belonging and authenticity. We've seen higher sales in regions where such motifs resonate directly with the local population's traditions or festivals.

How do you adapt your packaging and labeling to resonate with different cultural backgrounds, whether for a global market or diverse regions within India? Can you provide an example of a successful adaptation?

We customize heavily. For India, we include regional languages on our packs—for example, Tamil in Tamil Nadu or Bengali in West Bengal. We also tweak flavors and color palettes. A Gujarat-specific sweet with a mango-chili profile was a hit, largely because the packaging used local dialect, vibrant colors, and traditional geometric motifs that mirrored local textile art. For export, we adapted to Western holidays with snowy themes and soft pastel colors during Christmas.

What percentage of your brand's customers, in your estimation, are influenced by sustainable packaging, and what is your brand's strategy to meet this growing demand?

I'd say around 20–50%, especially among urban consumers and younger demographics in Tier 1 cities. To address this, we've started using biodegradable and compostable wrappers for select products. We also include QR codes on the packaging that lead to microsites explaining our sustainability practices, thereby educating the consumer and building brand trust.

What are the primary challenges your company faces in adopting innovative and sustainable packaging solutions in the Indian market? (e.g., cost, supply chain, infrastructure)

The first is definitely cost. Sustainable materials come at a premium, and when you're competing in a price-sensitive market, margins are tight. Second is infrastructure. India doesn't yet have widespread access to industrial composting or recycling facilities. This limits the actual effectiveness of sustainable packaging unless there's an ecosystem to support it.

Which of the following best describes how storytelling on confectionery packaging influences customers' purchase decisions?

A) It helps us justify a higher price point by creating a premium perception.

It helps us justify a higher price point by creating a premium perception. When we tell compelling stories—like sourcing tales or artisan collaborations—it gives customers a reason to spend a bit more. It's not just candy anymore; it's a narrative wrapped in sweetness.

Do you believe Indian consumers are willing to pay a premium for confectionery products with eco-friendly packaging? What is your brand's experience with this?

No, price-sensitive rural and semi-urban consumers resist the premium.

In my experience, most Indian consumers—especially in rural and semi-urban areas—are not yet willing to pay extra just for eco-friendly packaging. However, we've seen a slight willingness in metro cities, provided that the taste and product quality are also superior.

What is the single most important lesson your brand has learned about packaging and labeling from a global competitor?

We've learned the value of minimalism. Brands like Muji or Lindt show that you don't need to overcrowd your packaging to make an impact. Sometimes, a clean and modern design attracts more attention than a cluttered, traditional one—especially with Gen Z consumers.

In your opinion, what are the biggest strengths and weaknesses of packaging designs from local Indian confectionery brands compared to their global counterparts?

*Indian brands excel at using **cultural symbolism and bright colors**, which resonate deeply with local emotions. They're also great at creating affordable, functional packaging for low-margin products.*

Weaknesses:

There's still a lot of catch-up in terms of design innovation and material science. Many designs look outdated and don't appeal to modern, globally aware consumers.

Regarding sustainable packaging for confectionery, which statement best reflects customers' willingness to pay?

b) Consumers are willing to pay a premium of more than 10% for a product with sustainable packaging.

Consumers are willing to pay a premium of more than 10% for a product with sustainable packaging—but only a niche segment. It's more of a branding tool right now than a mass-selling strategy.

What role does packaging play in justifying a premium price point for your products?

*Packaging plays a **huge role in premium positioning**. It's often the first touchpoint with the consumer, especially in gifting scenarios. If the pack looks sophisticated, eco-conscious, or tells a meaningful story, customers are more likely to accept a higher*

What innovative packaging solutions (e.g., smart packaging, new materials, structural design) have you observed globally, and how do you see their applicability in the Indian market?

I've seen QR-enabled smart packaging abroad that lets consumers trace ingredients back to farms, and modular or resealable packs for controlled consumption. Both ideas are highly applicable here, especially for urban, health-conscious buyers who seek transparency and portion control.

What actionable recommendations would you give to a new or small-scale Indian confectionery brand on how to leverage packaging and labeling to build a strong brand identity?

First, design for both impact and function. Your packaging should stand out on the shelf and be easy to handle. Second, invest in storytelling—even if you're small, share your origin, your

ingredient sources, or your community impact. These build emotional connections faster than discounts ever can.

Do you think Indian local confectionery brands should adopt global packaging trends?

Not blindly. While it's important to be aware of global trends, our domestic market has unique preferences. A balance is needed—maybe adopt the clean design aesthetic, but keep the local colors, languages, and flavors that connect with Indian consumers. Total westernization would risk losing our identity

Participant 5

I can say that an emphasis on playful or cartoonish designs contributed to generate interests among customers related to product packaging and labelling designs.

To create a balance between aesthetics, information and regulatory requirements, regulatory norms laid down by FSSAI have been considered.

Packaging and labelling alternatives have been strategically modified to create limited edition packaging during festivals so that cultural pride of customers can be highlighted.

Yes, confectionary packaging with traditional cultural motifs has been considered to increase sales purchase rate.

Packaging and labelling have included symbolic use of colours so that themed products can be provided in the Indian market.

The brand's strategy has been modified to include sustainability drives so that collaboration with recycling agencies can enhance organisational outcomes.

The challenges faced in sustainable packaging are low consumer education and awareness. It has often been found that they are not interested in sustainable packaging due to low awareness.

From a storytelling perspective, deeper emotional connection has contributed to higher brand loyalty and repeat purchases.

Indian consumers have generally provided a mixed response where young customers have shown more inclination towards sustainable packaging.

I learned an important lesson that transparency and trust in labelling can enhance the outcome of packaging activities.

The biggest strength is the use of vibrant colours in packaging to resonate with Indian tastes and the biggest weakness is limited investment.

I have found that customers are willing to pay 10% more than a product with sustainable packaging.

Packaging has highlighted brand narrative and uniqueness.

Innovative packaging solutions used are plant-based biodegradable films to improve sustainability. Ensuring compliance and safety in packaging have been recommended to build a strong brand identity.

No, I think local confectionery brands should not adopt global packaging trends as it can increase operational costs without satisfactory ROI for small and medium-sized brands.

Participant 6

Emotional connections have been developed as premium and aspirational connections are considered in packaging.

Tiered strategies have been developed to include aesthetics and clarity of information in product packaging.

Collaboration with artisans helped to build a brand story around existing regional heritage.

Yes, customers are more likely to purchase as they are exposed to traditional cultural motifs in packaging.

Region-specific flavours have been highlighted in product packaging as an adaptation trend to modern global packaging.

20-25% of customers are influenced by sustainable packaging of confectionary products.

Infrastructure challenges have been faced due to a lack of large-scale recycling opportunities.

Storytelling in confectionery packaging communicated key product information including origin and ingredients, which enhanced customer engagement.

Customers are willing to pay a premium if quality and taste justify product price.

I can say that I learned about the importance of structurable innovation in packaging as reusable packs have greatly increased product usability.

I think one of the strengths of Indian brands is to make emotionally appealing packaging labels.

Besides, one weakness is poor shelf appeal in premium segments.

Packaging is justified at a higher price point as functionality such as reusability are prioritised.

Modular packages have been developed as innovative package solutions for urban customers.

It is recommended that seasonal or festival-based limited editions are used.

No, I don't think Indian local confectionary brands should adopt global packaging standards due to cost constraints.

Participant 7

I have emphasised minimalist designs on our product packaging to spark customer interest.

To maintain a balance between aesthetics, crucial information, and legal requirements, we have adhered to the FSSAI's regulatory standards.

We strategically modify our packaging for limited-edition festive releases to celebrate our customers' cultural pride.

We've found that using traditional cultural motifs on our confectionery packaging directly leads to an increase in sales.

Our packaging and labeling incorporate symbolic colors to help introduce themed products to the Indian market.

Our brand strategy now includes sustainability initiatives, and we're collaborating with recycling agencies to improve our overall performance.

We've faced challenges with sustainable packaging due to low consumer awareness and interest.

The storytelling on our packaging has fostered a deeper emotional bond with customers, resulting in stronger brand loyalty and repeat purchases.

We've received a varied response from Indian consumers; younger customers tend to be more receptive to sustainable packaging.

I've learned that being transparent and building trust through our labeling is key to successful packaging.

Our use of vibrant colors is our greatest strength, as it resonates with Indian tastes. Our limited budget for investment is our biggest weakness.

I have found that customers are willing to pay up to 10% more for a product with sustainable packaging.

Our packaging effectively communicates our brand's unique story.

We've adopted innovative, plant-based biodegradable films to enhance our sustainability efforts.

I've recommended that new brands prioritize compliance and safety in their packaging to establish a strong brand identity.

I believe local confectionery brands should avoid adopting global packaging trends, as the increased operational costs may not justify the return on investment.

Participant 8

By incorporating premium and aspirational elements into our packaging, we've successfully fostered a stronger emotional bond with our customers.

We've developed a tiered packaging approach that balances visual appeal with the clear presentation of information.

Our collaboration with local artisans has allowed us to weave a compelling brand story rooted in our regional heritage.

Yes, we've found that customers are more inclined to buy our products when the packaging features traditional cultural motifs.

We're highlighting region-specific flavors in our packaging, adapting them to a modern, global design aesthetic.

Roughly 50% of our customers consider sustainable packaging when making a purchase.

We've encountered infrastructure challenges, specifically a shortage of large-scale recycling facilities.

Our storytelling on confectionery packaging has been a great way to convey key details like product origin and ingredients, boosting customer engagement.

Customers are more than willing to pay a premium, but only when the product's quality and taste live up to the price.

I've learned a valuable lesson about the importance of structural innovation in packaging; for instance, our reusable packs have significantly improved product usability.

I believe Indian brands excel at creating emotionally resonant packaging labels, but often struggle with achieving a premium shelf presence.

We're able to justify a higher price point by prioritizing functionality, such as reusability, in our packaging.

We've designed innovative modular packages to appeal to our urban customer base.

I would suggest creating seasonal or festival-based limited edition packaging.

I believe Indian local brands should adopt global packaging standards to effectively compete in international markets.

Participant 9

1. How do you define your brand core emotional connection with consumers, and how is that reflected in your packaging and labeling designs?

Our brand's core emotional connection with consumers is built on a sense of comfort and tradition. This is reflected in our packaging and labeling designs through the use of rustic, natural materials like brown paper, kraft paper, or unbleached cardboard. We use these materials to evoke a feeling of warmth and authenticity, creating an immediate sense of heritage and connection to the brand's past. The visual design, which is often the first point of contact with a consumer, is carefully crafted to align with these feelings of comfort and tradition. We achieve this through our choice of color palettes, fonts, and imagery. For instance, our color palette is composed of warm, earthy tones like muted browns, creams, and deep reds, suggesting natural ingredients and a sense of home. Our packaging also uses vintage-style illustrations, such as a hand-drawn depiction of the original bakery storefront or rustic imagery like wheat fields, to create an immediate sense of nostalgia. The use of a classic serif or elegant cursive font for the brand name further contributes to this timeless feel, but the cost becomes a major issue.

2. The Balance Between Aesthetics, Information, and Regulatory Requirements

When designing new packaging, our brand aims to strike a balance between aesthetics, information, and regulatory requirements. Our aesthetic design focuses on attracting the consumer and building the brand. We use a unique shape, a captivating color scheme, or a transparent window to showcase the product's freshness, which helps our product stand out on a crowded shelf. This visual appeal helps to evoke feelings like comfort and tradition, aligning with our brand's core emotional connection, but the cost of packaging needs to be under my limit, because my profit margin is so less. I cannot pay too much for aesthetics as I target lower tier consumers.

3. Can you describe an instance where your packaging and labeling have been strategically used to tell a story about the brand, its heritage, or its ingredients? What was the outcome?

We have strategically used packaging to tell the story of our brand as a traditional, family-run bakery with a long history of using time-honored recipes and high-quality, local ingredients. But on the other hand, I operate in sub-urban areas, so I do not have that scope to spend more on packaging. Our packaging design incorporates nostalgic visuals, but they all are cheap options, such as vintage-style illustrations of our original storefront or portraits of the founder. This creates

an immediate sense of heritage and a connection to our brand's past. The typography and colors also play a crucial role in this storytelling. We use a classic serif or elegant cursive font for the brand name to evoke a timeless feel. Our color palette consists of warm, earthy tones like muted browns and creams to suggest natural ingredients and a sense of comfort and home.

4. When consumers see a confectionery package with traditional cultural motifs, does it make you more or less likely to purchase it?

Yes

5. How do you adapt your packaging and labeling to resonate with different cultural backgrounds, whether for a global market or diverse regions within India? Can you provide an example of a successful adaptation?

To resonate with different cultural backgrounds, whether for a global market or diverse regions within India, we integrate local motifs, patterns, or images into our packaging. This could mean using traditional floral patterns in a South Asian market or minimalist, geometric designs for a Scandinavian audience. The imagery we use is relevant and respectful, drawing from local heritage and traditions to create an immediate connection with the consumer. But for my company, cost is a prime barrier to adopt such packaging strategies.

6. What percentage of your brand's customers, in your estimation, are influenced by sustainable packaging, and what is your brand's strategy to meet this growing demand?

We estimate that more than 65% of our brand's customers are influenced by sustainable packaging, but I do not have that scope because I do not have that much profit margin. Our strategy to meet this growing demand is to use sustainable packaging as a key selling point for our premium product line, but I still have a lot to cover. We choose materials like elegant kraft paper or custom-molded pulp trays that look and feel premium, reinforcing our brand's high-quality, eco-conscious identity. For our premium product line, we've found that the use of elegant and sustainable packaging reinforces the perception of a high-quality, handcrafted product, but to achieve this I need to hike my product's price. In this case, the sustainable aspect serves as an added bonus that helps to justify the premium price, rather than being the sole reason for it.

7. What are the primary challenges your company faces in adopting innovative and sustainable packaging solutions in the Indian market? (e.g., cost, supply chain, infrastructure)

One of the primary challenges our company faces in adopting innovative and sustainable packaging solutions in the Indian market is the high cost of sourcing these materials in smaller quantities. The cost per unit only becomes competitive when ordering in large volumes, which may not be feasible for all brands, particularly local or new entrants.

8. Which of the following best describes how storytelling on confectionery packaging influences customers' purchase decisions?

- A) It helps us justify a higher price point by creating a premium perception.
- B) It's primarily a marketing tool to differentiate our product from competitors on crowded shelves.
- C) It fosters a deeper emotional connection, leading to brand loyalty and repeat purchases.
- D) It provides a way to communicate key product information, such as origin and ingredients, in an engaging format.

9. Do you believe Indian consumers are willing to pay a premium for confectionery products with eco-friendly packaging? What is your brand's experience with this?

We have found that for our premium product line, Indian consumers are willing to pay a premium for products with eco-friendly packaging. The use of elegant and sustainable packaging, such as embossed paperboard, reinforces the perception of a high-quality, handcrafted product. The sustainable aspect acts as a bonus that justifies the premium price, rather than being the sole reason for the purchase.

10. What is the single most important lesson your brand has learned about packaging and labeling from a global competitor?

The single most important lesson our brand has learned about packaging and labeling from a global competitor is that packaging must be a sensory experience. Global brands often use packaging to engage more than just sight, incorporating tactile elements like matte finishes, embossing, or unique box shapes. For our bakery brand, this could mean using a textured paper bag that feels rustic and authentic, or a premium box with a hinged lid that feels substantial and special to open. Another key lesson is the importance of consistency across the product portfolio. Global brands ensure that their entire product line maintains a consistent packaging identity, which reinforces brand recognition and helps consumers easily navigate the product line, building trust and loyalty.

11. In your opinion, what are the biggest strengths and weaknesses of packaging designs from local Indian confectionery brands compared to their global counterparts?

In our opinion, the biggest strength of packaging designs from local Indian confectionery brands is their strong cultural resonance. Local brands often excel at using colors, motifs, and imagery that resonate deeply with Indian cultural aesthetics, and they can tap into regional festivals and traditions in a way that global brands might struggle to replicate authentically. Another strength is affordability and cost-effectiveness, as local brands typically use simpler designs and materials to keep packaging costs low, allowing them to offer products at a more competitive price point for the mass market. The "no-frills" approach, which focuses on functional simplicity, is also a strength that aligns with the value-for-money mindset of many consumers. The biggest weakness, however, is a lack of premium perception. When placed next to a global brand, local packaging can appear less sophisticated, making it difficult to justify a higher price point.

12. Regarding sustainable packaging for confectionery, which statement best reflects customers' willingness to pay?

- a) Consumers are ready to pay a premium of 5-10% for a product with sustainable packaging.
- b) Consumers are willing to pay a premium of more than 10% for a product with sustainable packaging.
- c) Consumers are willing to pay a premium, but only if the product quality is also superior.
- d) Consumers are not willing to pay more for sustainable packaging.

13. What role does packaging play in justifying a premium price point for your products?

Packaging plays a crucial role in justifying a premium price point for our products. Premium packaging is meticulously designed to enhance visual appeal and shelf presence, using sophisticated color palettes, minimalist designs, and clean typography to communicate a sense of exclusivity. A product that looks more expensive on the shelf is more likely to be perceived as more valuable by the consumer. For an eco-conscious consumer, premium pricing can also be justified by packaging that is demonstrably sustainable. Using recycled, compostable, or minimalist packaging communicates that the brand invests in ethical and environmentally friendly practices, which for some consumers, is a non-negotiable value.

14. What innovative packaging solutions (e.g., smart packaging, new materials, structural design) have you observed globally, and how do you see their applicability in the Indian market?

Globally, we have observed innovative packaging solutions like edible packaging and water-soluble films, which are made from food-grade materials like seaweed or milk proteins that

can be eaten or dissolved, eliminating waste entirely. We have also seen the use of plant-based and compostable materials, such as those made from plant starch or bagasse, which are designed to break down in industrial composting facilities. The applicability of these solutions in the Indian market is promising, but will likely depend on cost and the development of supporting infrastructure.

15. What actionable recommendations would you give to a new or small-scale Indian confectionery brand on how to leverage packaging and labeling to build a strong brand identity?

To a new or small-scale Indian confectionery brand, we would recommend leveraging packaging and labeling to build a strong brand identity by starting with simple, cost-effective sustainable choices. This could involve using a recyclable paper box instead of a plastic container or minimizing excess packaging. It is crucial to clearly communicate these efforts on the label, as even small steps toward sustainability are a powerful brand statement. This can be achieved by using a clear logo or text like "100% recyclable" to show your commitment to sustainability.

16. Do you think Indian local confectionery brands should adopt global packaging trends?

Yes

Participant 10

How do you define your brand core emotional connection with consumers, and how is that reflected in your packaging and labeling designs?

My brand's emotional connection is based on comfort and tradition, which is why our packaging uses rustic, natural materials like kraft paper or unbleached cardboard. We use these materials to create a sense of warmth and authenticity. Our visual design, which is the first thing consumers see, uses warm, earthy colors like muted browns, creams, and deep reds to suggest natural ingredients and a feeling of home. We also use vintage-style illustrations, such as a hand-drawn depiction of the original bakery, to evoke nostalgia. The brand name is in a classic serif or elegant cursive font, which adds to the timeless feel, but the cost of this becomes a major issue.

When designing new packaging, what is the balance your brand strikes between aesthetics, information, and regulatory requirements?

When I design new packaging, I have to balance aesthetics, information, and regulatory requirements, but the cost of packaging must be within my limit because my profit margin is very low. I cannot afford to spend too much on aesthetics because I am targeting lower-tier consumers.

Can you describe an instance where your packaging and labeling have been strategically used to tell a story about the brand, its heritage, or its ingredients? What was the outcome?

I have used packaging to tell the story of my brand as a traditional, family-run bakery with a long history of using time-honored recipes and high-quality, local ingredients. However, since I operate in sub-urban areas, I don't have the resources to spend more on packaging. My packaging designs use cheap options for nostalgic visuals, like vintage-style illustrations of my original storefront or portraits of the founder. The colors and typography also help with this storytelling. I use a classic serif or elegant cursive font for the brand name to create a timeless feel, and the color palette of warm, earthy tones suggests natural ingredients and a sense of comfort and home.

When consumers see a confectionery package with traditional cultural motifs, does it make you more or less likely to purchase it?

Yes

How do you adapt your packaging and labeling to resonate with different cultural backgrounds, whether for a global market or diverse regions within India? Can you provide an example of a successful adaptation?

To appeal to different cultural backgrounds, I can integrate local motifs, patterns, or images into the packaging. For example, this could involve using traditional floral patterns in a South Asian market or minimalist designs for a Scandinavian audience. However, the cost is a major obstacle for my company to adopt these kinds of packaging strategies.

What percentage of your brand's customers, in your estimation, are influenced by sustainable packaging, and what is your brand's strategy to meet this growing demand?

I estimate that over 65% of my customers are influenced by sustainable packaging, but my profit margin is too low to focus on this. My strategy is to use sustainable packaging as a key selling point for my premium product line, but I still have a long way to go. I use materials like kraft paper or custom-molded pulp trays for my premium products to reinforce a high-quality, eco-conscious image, but to do this, I have to increase the product's price. In this case, the sustainable aspect is a bonus that helps justify the premium price.

What are the primary challenges your company faces in adopting innovative and sustainable packaging solutions in the Indian market? (e.g., cost, supply chain, infrastructure)

One of the main challenges my company faces in adopting sustainable packaging in the Indian market is the high cost of sourcing these materials in smaller quantities. The cost per unit only becomes competitive when ordering in large volumes, which isn't always possible for local brands.

Which of the following best describes how storytelling on confectionery packaging influences customers' purchase decisions?

- A) It helps us justify a higher price point by creating a premium perception.
- B) It's primarily a marketing tool to differentiate our product from competitors on crowded shelves.
- C) It fosters a deeper emotional connection, leading to brand loyalty and repeat purchases.
- D) It provides a way to communicate key product information, such as origin and ingredients, in an engaging format.

Do you believe Indian consumers are willing to pay a premium for confectionery products with eco-friendly packaging? What is your brand's experience with this?

I have found that for my premium product line, Indian consumers are willing to pay more for products with eco-friendly packaging. The use of elegant and sustainable packaging, like embossed paperboard, makes the product seem high-quality and handcrafted. The sustainable aspect serves as a bonus that justifies the higher price.

What is the single most important lesson your brand has learned about packaging and labeling from a global competitor?

The most important lesson I have learned from a global competitor is that packaging should be a sensory experience. Global brands use things like matte finishes, embossing, or unique box shapes to engage more than just sight. For my brand, this could mean using a textured paper bag that feels rustic or a premium box with a hinged lid that feels substantial. Another lesson is the importance of consistency across my product portfolio. Global brands ensure their entire product line has a consistent packaging identity, which helps with brand recognition and builds trust and loyalty.

In your opinion, what are the biggest strengths and weaknesses of packaging designs from local Indian confectionery brands compared to their global counterparts?

In my opinion, the biggest strength of local Indian confectionery packaging designs is their strong cultural resonance. Local brands are good at using colors, motifs, and imagery that connect with Indian cultural aesthetics and can authentically tap into regional festivals. Another strength is affordability, as local brands use simpler materials and designs to keep costs low, allowing them to offer products at a more competitive price. The "no-frills" approach, which focuses on functional simplicity, also aligns with the value-for-money mindset of many consumers. However, the biggest weakness is a lack of a premium perception. When placed next to a global brand, local packaging can look less sophisticated, making it difficult to justify a higher price point.

Regarding sustainable packaging for confectionery, which statement best reflects customers' willingness to pay?

- a) Consumers are ready to pay a premium of 5-10% for a product with sustainable packaging.
- b) Consumers are willing to pay a premium of more than 10% for a product with sustainable packaging.
- c) Consumers are willing to pay a premium, but only if the product quality is also superior.
- d) **Consumers are not willing to pay more for sustainable packaging.**

What role does packaging play in justifying a premium price point for your products?

Packaging is crucial for justifying a premium price for my products. Premium packaging is designed to enhance visual appeal using sophisticated color palettes, minimalist designs, and clean typography to communicate exclusivity. A product that looks more expensive on the shelf is more likely to be seen as more valuable by the consumer. For an eco-conscious consumer, premium

pricing can also be justified by packaging that is clearly sustainable, like using recycled or compostable materials.

What innovative packaging solutions (e.g., smart packaging, new materials, structural design) have you observed globally, and how do you see their applicability in the Indian market?

Globally, I've seen innovative packaging like edible or water-soluble films made from materials like seaweed or milk proteins, which eliminate waste entirely. I've also seen the use of plant-based and compostable materials. The use of these solutions in the Indian market is promising, but will likely depend on the cost and the development of the necessary infrastructure.

What actionable recommendations would you give to a new or small-scale Indian confectionery brand on how to leverage packaging and labeling to build a strong brand identity?

To a new or small-scale Indian confectionery brand, I would recommend using packaging and labeling to build a strong brand identity by starting with simple, cost-effective sustainable choices. This could mean using a recyclable paper box instead of a plastic container or minimizing excess packaging. It's important to clearly communicate these efforts on the label with a logo or text like "100% recyclable".

Do you think Indian local confectionery brands should adopt global packaging trends?

No