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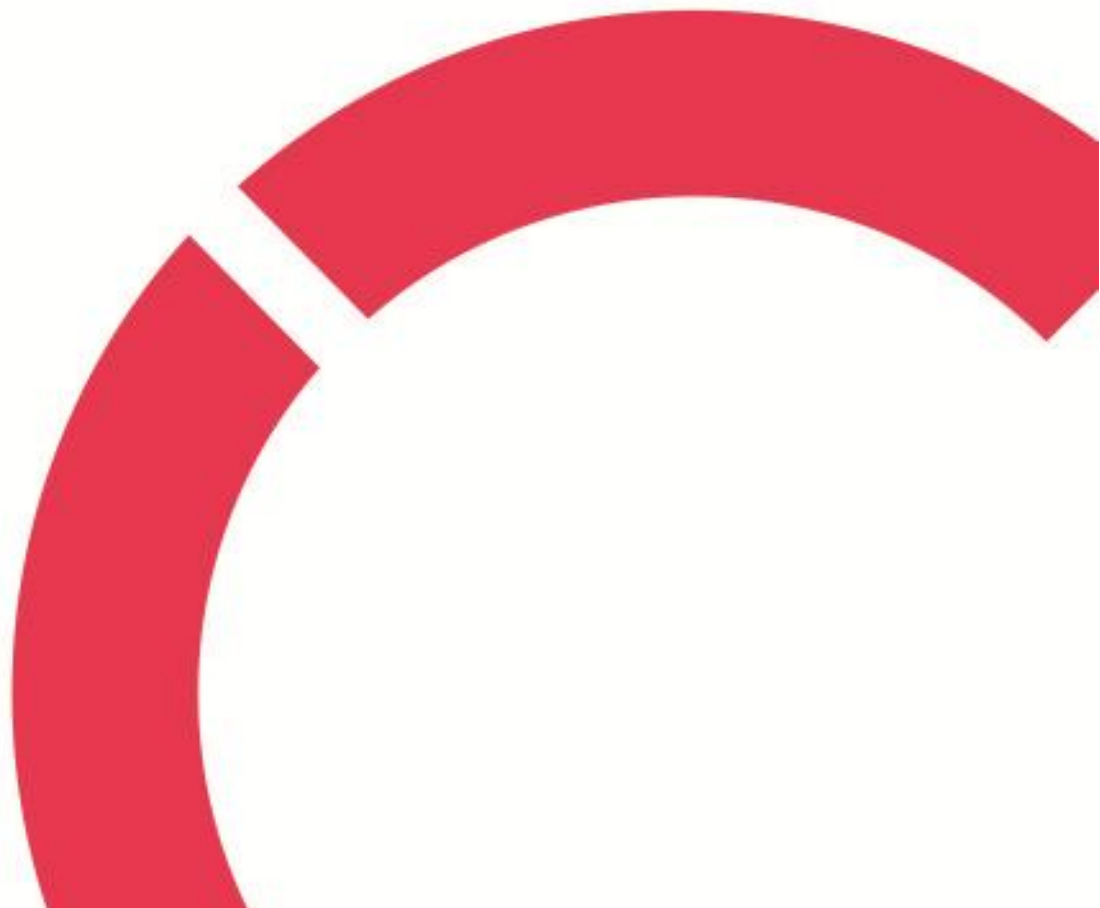
**THE IMPACT OF BRANDING AND THE INFLUENCE OF PACKAGING ON CONSUMER PURCHASING DECISIONS IN NEPAL'S DETERGENT MARKET**

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**ABSTRACT**

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<p>This thesis investigated the impact of branding and packaging on consumer purchasing decisions in Nepal's detergent market. The study's primary objective was to explore how emotional branding, sensory elements, sustainability, and social influence shaped consumer behavior towards detergent products. The theoretical framework is based on concepts of emotional branding, sensory marketing, and packaging design, focusing on how these elements influenced consumer perception and purchasing choices. Qualitative and quantitative research methods, including consumer surveys, were employed to gather insights into consumer preferences and attitudes. The findings revealed that emotional branding significantly fostered consumer loyalty, while sensory appeal through packaging design, sound, and touch enhanced product attractiveness.</p> <p>Additionally, sustainability has emerged as an essential factor, with eco-friendly packaging and explicit environmental claims positively influencing consumer decision-making. The research also highlighted the effectiveness of social influence, particularly through online reviews and influencer marketing, in shaping consumer trust and purchase intentions. The study concluded that detergent brands could have enhanced their market position by integrating emotional, sensory, and sustainable branding strategies, improving consumer engagement and building long-term customer relationships.</p>		
<b>Key words</b> Branding, Consumer behaviour, Detergent market, Packaging design, Sensory marketing, Sustainability		

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## 1 INTRODUCTION

Customers have many product options in today's market, making branding and packaging very important factors in determining what people buy. Branding is integral to changing people's thoughts about a product or service, making emotional links with them, and keeping them loyal. A strong brand name tells customers about quality, dependability, and value, which affects them not only when they buy something but also throughout their entire customer journey. In the same way, Packaging is more than just a way to hold a product; it's like a quiet seller that communicates brand values, grabs attention, and influences buying choices through its style, functionality, and ability to convey important product information. As people become more aware of environmental issues, the longevity and reusability of packaging materials have become essential factors in what people want.

In the Fast-Moving Consumer Goods (FMCG) market, where buying choices are often made fast and without much thought, branding and packaging are essential. Detergents are an example of a FMCG product in high demand and purchased by many families, regardless of their income. Nepal's detergent market has grown steadily thanks to more people moving to cities, caring about cleanliness, and changing customer tastes (Hattiangdi, Walton & Hoffman, 1948, 361–368). Nepal's home care segment, including laundry detergents, was worth about USD 150 million and was expected to grow at over 6% per year (Nepal, 2024, 73-83). Many local and foreign brands are fighting for customers' trust in this market. Some examples are Surf Excel, Wheel, Ariel, and Rin. Even though Nepalese consumers are very price-conscious, brands and packages are becoming increasingly important in deciding what to buy, especially among people who live in cities or near cities (Hazra, 2015, 75–79).

In this situation, the thesis examines how Branding and packaging affect people's choices regarding what detergent to buy in Nepal. These things are usually looked at separately, but this new study is the first to examine how they affect customer behaviour together. The thesis is split into two main projects, one about Branding and the other about packaging. This makes it possible to look at both projects together and compare them. The branding part examines how brand trust, character, and image affect customer loyalty and buying desire. Regarding the package, things like colour, text, material, labels, and sustainability can affect how appealing a product is to customers and how they choose what to buy. This quantitative research study aims to help companies in Nepal's detergent market make wise choices by giving them data-driven insights.

This study aims to fill a gap in the academic literature on branding and packaging in growing markets. It also wants to give manufacturers, marketers, and lawmakers helpful advice. Businesses can make their plans better, make customers happy, and be more competitive in a market that changes quickly if they know how Nepali customers feel about these two essential marketing factors. The main goal of this thesis is to look into how Branding and packaging affect people's decisions about what detergent to buy in Nepal. The study's primary goal is to discover how these two essential marketing factors, which are often linked, affect customer choices, build brand trust, and eventually boost sales. This study looks at branding and packaging using an organized, data-driven method to provide helpful information to help the Nepali FMCG sector make decisions about strategic marketing and product development.

The primary objective of this report is to determine the impact of branding and the influence of packaging on consumer purchasing decisions within Nepal's detergent market.

To achieve the stated aim, the research is guided by the following specific objectives:

- To examine the role of Branding in shaping consumer perceptions of detergent products, focusing on brand identity, trust, and reputation.
- To analyse the influence of Branding on consumer loyalty and the factors that contribute to long-term brand engagement within the detergent sector in Nepal
- To assess the relationship between Branding, Packaging, and consumer loyalty in the detergent industry

The global detergent market is essential to the Fast-Moving Consumer Goods (FMCG) industry. Detergents are very important for keeping households and businesses clean and germ-free (Kamba, Itodo & Ogah 2013, 69–74). A study by Statista in 2024 says that the market for cleaning goods like laundry detergents, dishwashing detergents, and all-purpose cleaners was worth about USD 180 billion that year (Nepal 2024, 73-83). This means that between 2023 and 2028, the detergent market will grow at 4.5% per year. Because more people are moving to cities, people have more money to spend and care more about their health. Also, businesses are making more detergents to meet the needs of all sorts of people (Sharma, Belbase & Neupane 2020, 6-12).

One big reason for this growth is that the world is changing quickly. As more people move to cities, things like liquid cleaners and detergent pods that are quick and easy to use are in higher demand. People often think these products are easier and more effective than traditional powder cleansers (Khan &

Shah 2008, 46–186). This makes them very popular in cities where people live busy lives (Sharma, Belbase & Neupane 2020 6-12). Also, people have more money to spend on better detergents because their spending incomes are going up, especially in developing markets. These higher-quality detergents offer better cleaning and better cloth care (Nepal 2024, 73-83). As people's ability to buy things rises, they are more willing to buy more expensive products. This change is evident in developing countries.

Also, people becoming more aware of staying clean has been a significant driver of the detergent market, especially since the COVID-19 outbreak (Sarkar & Kundu 2019, 457-489). People are paying more attention to cleaning and germ-killing their houses, and many choose detergents that kill germs, get rid of stains, and care for fabrics (Richards, 2003). By making multi-functional detergents, brands have reacted to customers' requests for more efficient and practical goods. These detergents do more than one thing, like clean, smooth, and remove spots. More people want high-end detergents with extra benefits because of the focus on health and cleanliness (Nepal 2024, 73-83).

Recently, there has been a massive rise in the demand for products that are good for the environment and last long. This is especially true in prosperous economies where people care greatly about the environment (Sarkar & Kundu 2019, 457-489). More and more people are picking organic detergents, Packaging that doesn't use plastic, and containers that can be used repeatedly because they care about the environment (Richards, 2003). This trend can be seen in the rise of brands that sell detergents made from plant-based materials and packaging that is better for the earth. More and more detergent companies are using environmentally friendly production methods. This is essential to their branding strategies (Sharma, Belbase & Neupane 2020, 6-12).

In the past few years, online shopping has become a significant way for detergents to reach buyers. Buying cleaners online at stores like Amazon, Walmart, and Alibaba is easy. Before making a choice, people can read reviews and compare prices (Khetrapal, Mudgal, Lata, Sagarika, Vishu, Vaishali, Ushma, Deepika, Charu, 2015, 163–172). Now that more people shop online, there is more competition in the laundry business (Sarkar & Kundu, 2019, 457-489). Digital marketing is a way for brands to reach customers who are good with technology. A lot of people are also using subscription services more. These make it possible for people to get their favourite laundry goods daily, which is even better. Digital marketing has also allowed brands to create ads and product ideas that are more relevant to each customer. This makes buying more personalized (Joshi et al., 2020, 111-8).

The detergent market around the world is very competitive. Most companies that sell detergent are big ones that have spent a lot of money on advertising, Branding, and coming up with new products to package (Limbu, Shah & Bhattarai, 2014, 79–85). Big companies like Unilever (with Surf Excel and Omo), Henkel (with Persil), and Reckitt Benckiser (with Woolite) have gotten even stronger at the top of the market. Procter & Gamble (P&G) makes brands like Tide and Ariel that everyone knows (Joshi et al., 2020, 111-118). People believe these companies because they have strong brand names and use stable product quality and creative package designs (Richards, 2003). One way to compare brands is by how well they get rid of spots. Another way is to compare how well they clean deeply and care for fabrics. And these global companies also care about sustainability. They make things that meet the growing need for eco-friendly options (Kreuzbauer & Malter, 2005, 165–176).

More than that, technical advances in detergent formulas and packaging have significantly impacted the market. People in North America and Europe like detergent pods and liquid detergents because they are convenient, easy to use, and waste less (Labrecque, Patrick & Milne, 2013, 187–202). For example, detergent pods come in pre-measured amounts, ensuring people use the right detergent for each load (Joshi, Adhikari, Joshi, Bhandari, Joshi, 2020, 111-118). This move toward more efficient and eco-friendly forms shows how customers' wants are changing. They want ease, environmental protection, and reasonable cleaning solutions (Richards, 2003).

Nepal's detergent market has grown steadily over the last ten years. This is because more people are living in cities, people's habits are changing, and people are more aware of good cleanliness, especially after the COVID-19 pandemic. Nepal Rastra Bank and the Central Bureau of Statistics reported in 2023 that the home care segment, which includes detergents, was worth over NPR 18 billion, or about USD 135 million. They also said the segment would grow by 6–8 percent annually until 2027. Nepali customers mostly used to buy bar and powder detergents, but now there is an apparent change toward liquid detergents and all-purpose cleaning products. This is especially true in cities, where people choose more modern and handy options. (Richards, 2003)

The detergent market in Nepal is made up of both foreign and local companies. Global brand names like Surf Excel, Rin, Ariel, and Wheel are popular in urban and semi-urban areas. International companies like Unilever and Procter & Gamble make these brands (Odekerken-Schröder et al., 2003, 219–242). People often trust these foreign names because they are high quality and use more advanced formulas. In rural areas, on the other hand, where price and familiarity with the name are essential, native

brands like Popular, Keya, and Sathi rule. Because these local businesses offer cheaper options, they can attract many people who care more about price (Porter, 1999, 25–43).

In the Nepali detergent business, brands and Packaging are becoming increasingly important. As the competition heats up, brands are focused on package options that look better, last longer, and are better for the environment (Dhakal, Basnet & Bhattarai, 2024, 33-41). The growth of modern stores like Bhat-Bhateni, Saleways, and Big Mart, as well as e-commerce sites like Daraz, has made products easier to see and get to, which has helped laundry brands connect with a broader range of customers (Pathak, Khadka & Karki, 2020, 83-89). Even with these improvements, price sensitivity is a big part of deciding what to buy. Discounts, free samples, and special offers are still significant in getting people to buy things, especially in rural areas where cost is a top priority (Richards, 2003).

People, especially middle-class people in Nepal's cities, are moving toward safer and more environmentally friendly goods. Because of worries about plastic waste, some detergent makers have come out with bags that can be recycled and used repeatedly (Scott & Vigar-Ellis, 2014, 642–649). However, this is still a new idea. Nepal Consumer Forum did a study in 2022 that showed more than 45% of urban consumers would be ready to pay a little more for detergents that come in eco-friendly Packaging (Pathak, Khadka & Karki, 2020, 83-89). This could be a chance for new ideas and growth in the market in this area.

Regarding the market split, liquid detergents still make up most of the sales which is about 70% (Pathak, Khadka & Karki 2020, 83-89). On the contrary, liquid cleansers are becoming more popular, especially in big cities like Kathmandu, Pokhara, and others. Regarding ease, efficiency, and better cleaning performance, liquid detergents make people in these regions more likely to buy high-quality goods.

## 2 CONSUMER BEHAVIOUR

Consumer behaviour is an essential idea in marketing that looks at how people, groups, and businesses choose, buy, use, and get rid of things like goods, services, ideas, and events to meet their needs and wants. It takes ideas from different fields, like economics, sociology, ethics, and psychology, to fully understand what makes a customer decide what to buy (Gautam, Baral, & Herat, 2008, 920-930). The main goal of studying customer behaviour is determining the reasons and patterns behind buying things. This helps companies come up with strategies that appeal to their target markets.

Now more than ever, it's essential to understand how customers act because of the fierce competition in business and the speed with which customer tastes change. Marketers need to look deeper than what people say. They want to discover the reasons, attitudes, beliefs, and views that affect their choices. This knowledge helps you predict market trends but also enables you to make marketing efforts that appeal to customers' feelings and logic. By looking at how people act, marketers can find needs that aren't being met, create products that meet those needs, write messages that get people to buy, and pick the best ways to reach their audiences (Silayoi & Speece, 2007, 1495–1517).

It takes customers a long time to choose because they go through many mental and emotional steps. The first step in these stages is usually realizing that you have a need or a problem. The following steps are generally looking for information, weighing your options, making a purchase decision, and acting after the purchase. Many internal and external factors affect each step and how the consumer sees value and happiness (Sims and Trott, 2010).

Consumer behaviour is influenced by many things, including personal factors like age, income, occupation, and way of life, as well as psychological factors like motivation, perception, learning, beliefs, and attitudes. Family, reference groups, social class, and cultural norms are also social and cultural factors that shape consumer behaviour (Gautam, Baral, & Herat 2008, 920-930). These different factors change each other, making customer behaviour unique and hard to predict.

Theories of customer behaviour have changed over time to include the logical and emotional reasons people buy things. Early theories thought customers made decisions based only on what was best for them and how much it cost (Simms & Trott 2010, 397–415). Newer theories, on the other hand, see that feelings, habits, and social factors also play a part. Consumer decisions aren't always logical or

planned, and behavioural models now consider that. They also recognize that people don't always know why they do what they do. What consumers do is affected by marketing factors, like product qualities, price, advertising messages, and selling methods. These things are often organized into the marketing mix (4Ps or 7Ps). These things combine with the consumer's psychological and social make-up to affect their final choice.

## **2.1 The Concept of Consumer Behaviour**

Consumer behaviour is the study of what people or groups think, feel, and do when they choose what to buy, how to use it, and how to get rid of it (Simms & Trott, 2014, 2009–2032). It tries to figure out what people buy, why they buy it, where they buy it, and how often they buy it. It also talks about how people rate items after using them and how they get rid of things that are no longer useful (Sharma, Belbase & Neupane, 2020, 6-12). Many fields, like history, psychology, sociology, and economics, are used in this field of study to give us a clear picture of what makes people buy things.

The field of study called "market behaviour" tries to figure out people's inner thoughts and emotions when they make choices. Customers choose products based on complicated factors, not just the features' usefulness. This is always the case when selecting a car or a detergent brand (Singh & Srivastava, 2011, 199–209). Many mental, emotional, and social things affect how people judge the value of a good or service, which in turn impacts their decision to buy it (Gautam, Baral, & Herat, 2008, 920-930).

### **2.1.1 Key Questions in Consumer Behavior**

Consumer behavior looks at a few essential factors that help us understand how and why people choose to buy things. The first step is determining what people buy- physical goods, experiences, or services that meet their needs and wants. Knowing why people buy things helps us understand what drives them to make those decisions: feelings, peer pressure, or practical needs. Timing is also crucial because people often buy things when needed because of time constraints, sales, seasonal trends, or personal habits (Sharma, Belbase & Neupane, 2020, 6-12). The question of where people buy things shows how vital e-commerce is becoming, as people make choices based on ease of use, price, and online reviews (Tornatzky & Klein, 1982, 28–46). How often someone buys something depends on the

product type, how long it lasts, and their buying habits. This includes everything from everyday necessities to rare, high-involvement things. Lastly, what people do after buying something, like evaluating it and throwing it away, shows how satisfied they are with it and how environmentally aware they are. People evaluate products' performance and decide whether to reuse, recycle, or throw them away.

### **2.1.2 Individual vs. Group Behavior**

Both individual and group factors can change how people act as consumers. Regarding an individual, things like age, gender, income, education level, and way of life greatly affect what they buy. Perception, learning, desire, and emotions are psychological factors that significantly impact consumers' choices (Sarkar & Kundu, 2019, 457-489). These internal factors affect how people get knowledge, think about it, and then make decisions that align with their values and tastes.

On the other hand, purchasing decisions are also affected by how people act in groups. Often, what people buy is affected by the people around them, like family, friends, coworkers, and social groups. Getting things for the house affects the family more than other purchases, like getting a car or food (Gautam, Baral, & Herat, 2008, 920-930). Another thing that can significantly affect what people like is their reference group, which could be their friends, coworkers, or even famous people. People are more likely to buy things that meet these standards if these groups tell them what items are popular, socially acceptable, or well-known (Vázquez, Del Río, & Iglesias, 2002, 27-48).

Cultural factors are also a big part of how people act in groups. Cultures and countries significantly differ in how people buy things, what they like, and how they believe. These differences affect the choices they make. In some countries, expensive things may be valued for their social status. In other countries, people buy things because they are helpful and straightforward.

### **2.1.3 Multidisciplinary Nature of Consumer Behavior**

A lot of different areas are involved in consumer behavior. It takes ideas and theories from sociology, economics, society, and psychology and puts them together to show why people act the way they do. Studying psychology is a great way to learn how people act as customers because it looks at how we think, learn, remember, and choose (Sarkar & Kundu, 2019, 457-489). It's easier to understand why

some people don't want to change when we know how people form attitudes and how those attitudes cause them to make choices. To fully grasp why people, do what they do, we can also look at motivational theories like Maslow's Hierarchy of Needs.

Sociology can teach us a lot about how groups and social systems affect how we spend our money. How people buy things is often shaped by their social class, their cultural background, and the groups they belong to (Wagner & Taudes, 1986, 219–244). Sociological theories like social identity theory and others help explain how people's shopping habits are affected by their desire to fit in with a group or show others a certain side.

Economics helps us understand how people choose between goods and services based on their budgets and how valuable the goods and services are to them. Price elasticity of demand, cost-benefit analysis, and economic logic are some of the ideas that affect how people choose what to buy and how they weigh their options (Sarkar & Kundu, 2019, 457-489).

Anthropology helps us understand how people buy things by examining cultural practices, traditions, and symbols. Anthropologists study how cultural meanings are attached to goods and services and how people think about and choose these things (Witt & Bruce, 1985 533–535). For example, different countries and groups may have very different ideas about what foods, clothes, or traditions are appropriate for other events (Gautam, Baral, & Herat 2008, 920-930).

## **2.2 The Role of Consumer Behaviour in Marketing**

It must be looked at how people act to make good business plans. People who work in marketing can better connect with their target audience if they know how and why people buy things. One helpful thing is to divide the market (Joshi et al., 2020, 111-8). Consumer behavior research helps businesses divide people into groups based on what they like, don't like, need, and how often they buy things. By making products, services, and messages fit the wants of certain groups, marketers can make them more valuable and effective.

The way people use products also affects how they are placed. If marketers know what makes people buy something, whether it's an emotional need or a reasonable thought process, they can make their products more appealing to those people (Woods & Fleck 1979, 23–30). This clever placement can

make a product more attractive in a market with many other options. They can also make better products if they know what customers want and what makes them mad. Companies can make new goods or improve old ones if they know what their customers want (Yang, Allenby & Fennell, 2002, 14–31). This will make customers happy and more likely to stick with you long-term. Regarding speaking skills, it helps to understand how people act. Marketing professionals can write strong messages that speak directly to the wants and needs of their audience, whether they're using ads, digital campaigns, or social media (Woods & Fleck 1979, 23–30).

Lastly, companies can improve their customers' experience by studying their actions. Being there for customers at all times, from when they're thinking about buying to when they need help after the sale, can help build trust, make customers happy, and keep them as customers for a long time (Pathak, Khadka & Karki, 2020, 83-89).

## **2.3 Internal Factors Affecting Consumer Behavior**

Internal factors are the things people think and feel that affect how they choose goods and think about them. What drives people, how they see things, what they learn, their views, their attitudes, and their personalities all significantly impact how they act and react to marketing messages. Marketers need to understand these internal factors to develop strategies that work for their target group.

### **2.3.1 Motivation**

How someone feels about a product or service drives them to buy it. People look for ways to get what they want or solve a problem because they need or want it inside. There are different levels of drive, but they are generally split into two main groups: hedonic and practical (Pathak, Khadka & Karki, 2020, 83-89). Utilitarians are driven by purpose, which means they look at what a thing can do for them. For example, someone might buy a washing machine to help them with housework because they see it as a valuable tool to ease their work (Witt & Bruce, 1985 533–535). When someone buys something, they do so because it makes them feel good and happy (Gautam, Baral, & Herat, 2008, 920-930). People sometimes buy expensive things, like fancy backpacks, not because they are helpful but because they make them feel good. If marketers understand how to combine these two types of drive,

they can create products that meet practical and emotional needs. This keeps people excited and coming back.

### **2.3.2 Perception**

Your vision is how you understand and make sense of the world around you. This shapes how you think about brands or goods. It involves how people pick out, arrange, and understand data to make sense of the world around them. Different brain processes, like selective attention, exaggeration, and selective remembering, change how we see things. People tend to pay attention to some things and ignore others that aren't as interesting or important (Vázquez, Del Río, & Iglesias, 2002, 27–48). So, this is what we call selective attention. A buyer might only pay attention to ads about how good a product is for the earth and not other features. When someone reads or hears something that backs up what they already think or feel, this is called selective bias. For example, a person who only buys one brand might change how well they believe a competitor's product works to support their claim that their favourite brand is better (Pathak, Khadka & Karki 2020, 83-89). Things that back what people already think are easier to remember than those that contradict those ideas. This is known as selective memory. These biases shape how people think about and respond to marketing statements, which greatly matters. Again, this shows how important it is to ensure that ads and product placement match what people already think and need.

### **2.3.3 Learning**

People learn new things and gain knowledge that they can use to change how they act in the future. This is called consumer learning. This process is ongoing and changes over time. It is affected by what consumers have done, thought, and seen in marketing messages in the past (Pathak, Khadka & Karki, 2020, 83-89). There are many ways to learn. For example, people can learn from a product or service when they use it, see others using it, or hear about it through marketing. One way to see how valuable a product is is to use it and see how it helps them, like how a fitness tracker can make them healthier (Tornatzky & Klein, 1982, 28–46). They might also see that family or friends have used the product and liked it, which could change their minds about whether or not to buy it (Gautam, Baral, & Herat, 2008, 920-930). Ads, product reviews, and social media posts can change people's thoughts and knowledge about a product. For this reason, marketing exchanges are also significant for learning.

Marketers must consider how people learn about a product or brand when making ads and new products. This is because it affects what people buy and how loyal they are to that brand (Dhakal, Basnet & Bhattarai, 2024, 33-41).

#### **2.3.4 Beliefs and Attitudes**

Ideas and beliefs are significant parts of people's minds that affect how they act as customers. When someone thinks about a good or service, they have an opinion. People have these thoughts when they think about their own experiences, hear what others say, and see marketing ads. Someone might believe that a car is more stable than others based on what others have said or seen. Being able to buy something based on ideas is still very important, even though attitudes are more important. The way a person feels about a product or service, on the other hand, is shown by their emotions, which are usually a mix of what they think, feel, and judge. Effects are more potent and last longer than views (Dhakal, Basnet & Bhattarai, 2024, 33-41). They can change how people buy things in a big way. People are likelier to purchase and stick with a brand if they like it. If you're not in a good mood, on the other hand, you might not want to buy or use a product. Beliefs and views shape people's choices. Many things can change these things, like ads, product experiences, and how something affects others (Singh & Srivastava, 2011, 199–209). Marketers try to change people's minds and emotions by making their products seem good and ensuring their words fit the people they want to buy from them.

#### **2.3.5 Personality and Self-Concept**

The things that make people act in specific ways are deeply rooted in their personalities and sense of self. Each person has a unique personality comprising their thoughts, feelings, and acts. People think about and respond to products in new ways because of it. Different types are drawn to goods that match their values and traits. Certain people might be more likely to buy outdoor-related items than others. For example, risk-averse people might want to purchase items that show they are stable and trustworthy (Pokharel, 2023, 329). When someone picks a product, their self-concept, or how they see themselves, is also very important. People often want to buy things that show what they stand for or how they see themselves (Simms & Trott, 2014, 2009–2032). For instance, someone who cares about the environment might choose products that say they are eco-friendly or sustainable because those things fit with who they are and what they believe in. For each group of people, they want to reach,

marketers make products and words that fit how those people see themselves and the kind of life they want to live (Dhakal, Basnet & Bhattarai, 2024, 33-41).

## **2.4 External Factors Affecting Consumer Behaviour**

Outside factors have a significant effect on how people act as consumers. Environmental, social, and cultural impacts make people pick different products. External factors usually come from more significant societal effects, such as national norms, family ties, social classes, and being a part of a group. Internal factors have more to do with the person and their thoughts and feelings (Silayoi & Speece, 2007, 1495–1517). Marketers must understand these outside forces to develop plans to reach customers and make their desired products.

### **2.4.1 Culture**

In the outside world, culture is one of the most important things that shapes how people buy things. It includes the beliefs, values, behaviours, and routines that everyone in a group shares. These rules help people decide what they think is correct, helpful, or accepted. Because of their society, people like various goods, brands, and events. People who live in countries that value cooperation might pick things that help the family and community more than others. On the other hand, people in cultures that value individuality might be more likely to buy things that help them feel better about themselves or make them look better (Gautam, Baral, & Herat, 2008, 920-930).

Subcultures take cultural effects further by splitting people into smaller groups based on religion, country, and where they live (Dhakal, Basnet & Bhattarai, 2024, 33-41). For example, people from different countries or religious groups may have other food tastes because of religion and cultural norms. Regarding customer behaviour, marketers need to know about these national and subcultural differences to make ads and goods that appeal to a wide range of people (Limbu, Shah & Bhattarai, 2014, 79–85). Not considering cultural differences can lead to marketing efforts that don't work or even offend the people you want to reach.

### 2.4.2 Social Class

Another important outside factor that shapes how people act as customers is their social class. This word refers to the different social classes based on money, education, jobs, and status. A person's social class impacts their access to resources, affecting how they spend their money. People in higher social groups often have more cash to spend on expensive, high-quality things (Sarkar & Kundu, 2019, 457-489). When people from lower classes go shopping, they usually look for valuable things that have good value and meet their basic needs.

What people buy often shows how they want to advance or improve their social standing. For example, people in the middle or lower social classes might want to own expensive brands or things associated with higher social class, even if they can't afford them. A person's social class also changes how they understand ads and brands (Khan & Shah, 2008, 46–186). People with more money who want to stand out might like expensive brands, while people in the middle class who want something that works well might like mass-market names. Marketers can make sure that their products fit the values, goals, and buying power of the people they want to reach when they know how social class affects demographics (Dhakal, Basnet & Bhattarai, 2024, 33-41).

### 2.4.3 Reference Groups

People or groups that consumers use to compare themselves to others or set goals for themselves can change how they act. People in these groups may be family, friends, coworkers, famous people, or other important people who impact how people choose things and think about them. People often use reference groups to discover what is popular or acceptable in a particular setting. People use these groups as standards to judge things and decide what they like (Pokharel, 2023, 329).

Someone might choose a particular kind of smartphone because many of their friends have it or because that kind of phone is popular with those friends. Like this, what famous people and social media stars say significantly affects people's actions and thoughts (Sarkar & Kundu, 2019, 457-489). If someone looks up to a star, they might be more likely to buy a brand or product that the star promotes, even if they don't know the star directly (Kamba, Itodo & Ogah, 2013, 69–74). People make decisions based on what their reference groups say, and these groups often do this without the people making the decisions being aware of how these factors affect them.

#### **2.4.4 Family**

Family is a big part of how people act as consumers because family members often make or affect buying choices. How people decide what to buy is affected by family factors, such as the jobs and relationships between family members. In some families, for instance, one person may be the primary guardian, getting information about goods and deciding what to buy. In some families, choices are made more collaboratively, with many people discussing and affecting the product choice.

In the buying process, family jobs are also set apart. A gatekeeper's job is to decide how people learn about things and services. The boss helps or gives their opinion, which changes the choice. People who buy things are called customers, and people who use things are called users (Labrecque, Patrick & Milne, 2013, 187–202). These jobs might differ depending on what is purchased and how the family is set up. Getting a family car might be easier with the help of people from different family groups. For example, the parents might buy and decide what to do, while the kids might add their wants and likes (Pokharel, 2023, 329).

Most of the time, people share things like food, clothes, and stuff for the house. This is where family benefits shine. Marketers often think about families when they make ads and develop new products. This way, they can make sure that their products meet the needs and wants of everyone in the family. If marketers know how families work, they can create messages that appeal to more than one family member and consider how each person makes a purchase (Dhakal, Basnet & Bhattarai, 2024, 33-41).

#### **2.4.5 Roles and Status**

How people are seen in society and social groups also affects what they buy. An important reason why people buy things is to show off or get ahead in society (Khetrapal et al., 2015, 163–172). This idea of using what you buy to show off your status or pride is evident in the market for luxury goods. People buy expensive things to show off wealth, success, or social rank.

Fancy watches, expensive cars, and fashion handbags are often bought by people who want to show off their wealth or fit in with a small group of people (Sarkar & Kundu, 2019, 457-489). People don't always choose these things because they are helpful; sometimes, they do it to show off their status.

On the other hand, low-status people might pick things based on how well they work and how much they cost instead of their status.

Apart from the things they buy, people can also show their social rank by the types of trips they take, the restaurants they eat at, and the events and clubs they attend (Dhakal, Basnet & Bhattarai, 2024, 33-41). Marketers can make products and ads that appeal to people's need for social approval if they know how status affects what people buy (Pokharel, 2023, 329). Businesses can get people to buy things that make them feel better about their social standing by selling them as signs of success, respect, or exclusivity.

### 3 BRANDING

A good picture and being known is at the heart of everything that has to do with Branding. And they want to create a personal and social identity. They want to show that they fit in and are different. Icons and signs play a significant role in this branding process. Labelling is putting a mark on someone, something, or even land (Scott & Vigar-Ellis, 2014, 642–649). Depending on the situation, it can be real or symbolic and be seen as good or bad.

Many people think of Branding as giving something a name, but over the years, it's come to mean a lot more than that. To understand this change better, you must know the difference between a sign and a symbol (Tornatzky & Klein, 1982, 28–46). Brand, name, or style are one way to tell something apart. On the other hand, a sign has more significant meanings beyond its look. It represents identity, ideals, and emotional connections.

Branding usually starts with a sign, a way to identify and name something, like a person, an animal, or a product. That being said, it quickly goes beyond this basic purpose. The words "product," "prisoner," and "animal" have meanings that go beyond just identifying something (Sarkar & Kundu, 2019, 457–489). In these situations, a brand signifies ownership, power, and how people see you. Putting a mark on an item, either directly or indirectly through a name or tag, to show who it is and how much it's worth is called Branding (Pokharel, 2023, 329). As a result of this change, Branding goes beyond the physical and includes meaning, symbols, and emotional connection. What starts as a simple way to identify someone becomes a complicated way of showing image, personality, and societal importance (Sarkar & Kundu, 2019, 457–489).

#### 3.1 The concept of Branding

Many businesses used Branding before it became common, but selling things in stores wasn't closely linked to specific brand names. Many market goods were sold in bulk as staples, and they didn't always have labels that said where they came from (Vázquez, Del Río, & Iglesias, 2002, 27–48). Things like bags of coffee beans, big blocks of cheese, and buckets of pickles were often sold in general shops without brand names.

That was until the late 1800s and early 1900s when things started to change. As goods began to be packaged, labelled, and advertised, they went from simple goods to goods linked to particular makers (Labrecque, Patrick & Milne, 2013, 187–202). People began to think that the creator's name made the goods more valuable. Companies like Folger, Kraft, and Vlasic were proud of their coffee, cheese, and pickles, so they put their names on them in a big way. Before the Second World War, many well-known brands were so dominant in their fields that people almost thought of their names when they thought of the products they made (Hattiangdi, Walton & Hoffman, 1948, 361–368). Lionel, for example, put famous names like Lifebuoy detergent, Black Jack gum, Ipana toothpaste, Vitalis hair oil, Shredded Wheat, Uneda cookies, Sunkist, and Coca-Cola on minor signs that came with their trains (Sarkar & Kundu, 2019, 457-489).

During this time, logos changed because of several important events. As national papers and radio stations grew, they made it easier for ads to reach many people (Sarkar & Kundu, 2019, 457-489). Advertising companies started to do more than make ads; they also began to plan and buy media. Through these changes, Branding has become a more valuable and innovative business tool (Pokharel, 2023, 329). In the 1930s, psychology ideas and study methods were used in marketing, which made Branding even more developed. As the brand battle grew, companies started doing more in-depth market research to learn how people behave. For instance, qualitative studies examined people's feelings about Ivory Detergent and Plymouth cars. Demographic information like age, sex, and income didn't always fully explain buyer preferences and behaviours, so marketers looked into more complex ways to divide customers into groups. (Woods and Fleck, 1979)

### **3.2 Brand Image**

The competitive situation in the market changed a lot during the Second World War. In the late 1940s and early 1950s, there was a sharp rise in consumption due to extra production capacity, saved capital, and pent-up customer demand. This is what people often call a "customer revolution" (Porter, 1999). During this time, there were a lot of new products and names, which made the competition in the market tougher. Smaller and younger brands started to compete with big names (Silayoi & Speece, 2007, 1495–1517). McDonalds and Burger King fighting in the fast-food industry, Pepsi-Cola becoming a more active foe to Coca-Cola, and Ipana toothpaste going out of business as Colgate and Crest became more popular are all well-known examples of this (Sarkar & Kundu, 2019, 457-489). Brands that had

been around for a long time, like Maxwell House and B/G, lost ground to new brands that focused on customer experience, like Starbucks (Kreuzbauer and Malter, 2005).

It became harder for customers to tell the difference between brands as competition and product resemblance grew. Many goods made similar claims about how much better they were. For example, companies that made detergents would say that their products made clothes cleaner and brighter, and the slogans for these claims were often very similar (Pokharel, 2023, 329). Because of this, customers usually didn't have a good reason to choose one brand over another based only on product features (Sharma, 2008, 16-23).

This task helped us learn more about customer decisions' psychological and symbolic aspects. It became clear that branding had to be more than just helpful; it had to speak to people's social and emotional needs. It became clear that things like goods, brands, media, and even services had emotional and social worth, and that people had connections with brands' personalities.

The idea of brand image was created to help us understand how people find their way around this very crowded market. People think of a product or brand's personality as an essential whole. This is called its brand image (Pokharel, 2023, 329). It shows how important each part of the marketing mix is, not just as a way to promote the business but also as an investment in its character and image over time. The idea that people buy things not only for their practical use but also for their meaning changed how branding is thought about and done. This new way of looking at things made marketers pay more attention to what they said about their business and how people understood and absorbed those messages (Labrecque, Patrick, and Milne, 2013).

The idea of brand image quickly spread through the business world and became important. It supported methods that some creative companies were already using and gave them a framework for how to do them. David Ogilvy was a famous person who pushed this idea. He believed that every ad should help build a brand's personality that lasts (Sharma, 2008, 16-23). This way of thinking clarified that advertising wasn't just about making quick sales and building the brand's reputation in the long run.

Even though it was becoming more popular, the idea of brand image wasn't accepted by everyone at first. Some traditional sources were not sure about it. For instance, when the phrase first appeared in general publications in the late 1950s, it was often met with skepticism or written off as industry

speak. Regardless, the idea proved to be both long-lasting and revolutionary, influencing future Branding and marketing methods. (Woods & Fleck, 1979)

### **3.3 The Maturation of Branding**

Branding and the study of names have grown steadily since the 1950s. Branding wasn't talked about much in early marketing writings beyond the idea of brand attachment (Sarkar & Kundu, 2019, 457-489). As people became more aware of Branding, experts started to wonder what brand loyalty meant, whether it went beyond repeat purchases, and how it could be built and kept up. Along with this, the idea of brand imagery caught on and stayed strong, primarily through early research that looked into what brands mean symbolically (Vázquez, Del Río, & Iglesias, 2002).

In the second half of the 20th century, Branding changed a lot, both in how it was used and in how it was thought about (Wagner & Taudes, 1986, 219–244). Early ideas were still there but presented in more advanced ways. Branding was seen not only in terms of how it worked but also in terms of how it made people feel and what it meant to them (Sharma, 2008, 16-23). Associating a brand with specific symbolic values became essential to advertising because it helped give the brand its personality. People learned to recognize great brands not only by what they do but also by what they mean, by how function and dream are mixed (Manandhar, 2021, 81-88).

Studies that showed how goods like cars were seen as aspects of the self, representing personality and feeling, made the importance of brand image even clearer (Woods & Fleck, 1979). 23–30). If people thought a brand had a personality like a person's, it made sense that people could form connections with brands. This made people think of brands as more than just products; they were seen as friends with the customer on an emotional and symbolic level.

Scholars and people who work in marketing noticed this change and focused more on how customers saw things. Studies stressed how important it was to know how customers saw brand identity, which led to the growth of qualitative research in marketing (Woods & Fleck, 1979). 23–30). This started Consumer Culture Theory (CCT), which looks at buying things' cultural and social parts. When marketing wasn't just seen as necessary for businesses, it became important for all groups, even people.

This made Branding even more critical. This wider use helped create the idea of global branding. According to institutions and thought leaders, Branding is becoming increasingly important in both company and academic study (Sharma, 2008, 16-23).

In the years that followed, necessary new research on brand value and strategic brand management was added to the field of branding. As businesses focused on branding, thousands of brand manager jobs were created in various fields (Kreuzbauer & Malter, 2005, 165–176). Brand management became so important that business schools worldwide started to give classes on it. This broad exposure led to a lot of people specializing. More and more brand consultants helped companies build and maintain strong brand identities by giving them strategic advice (Hazra, 2015, 75–79). During this "new branding" time, it was essential to eliminate old ideas and rethink how brands connect with customers. People thought that design, in particular, was a meaningful way to communicate with customers in a helpful way that would last (Sharma, 2008, 16-23).

In over 50 years, Branding has grown from a simple way to show ownership and name to a multidimensional idea that includes images, symbols, emotional value, and relationships. Brands went from being inactive products of the companies that made them to being active political entities that many partners changed. This change made Branding more critical in marketing and other business and academic fields (Manandhar, 2021, 81-88).

### **3.4 Digital Transformation and the Rise of Online Branding**

Businesses work, talk, and connect with their customers in very different ways now that everything is digital. There have been a lot of significant changes in Branding. The move from standard marketing to digital platforms has changed company names, tactics, and customer interactions. Before computers and the internet, logos, packages, shop displays, and paper ads were the main ways people interacted with brands. However, the internet has brought about a digital transformation that has allowed brands to grow into new, changing areas (Sharma, 2008, 16-23). Websites, search engines, social media sites, and e-commerce sites have all become necessary for building and controlling company identity. Brands no longer use old-fashioned platforms; they are now firmly rooted in the online ecosystem and can influence and connect with customers in real-time.

Websites and apps are now essential to a brand's personality. How people feel about these digital things significantly affects how people think about the brand (Limbu, Shah & Bhattarai, 2014, 79–85). For example, how easy it is to navigate, how fast it loads, and how it looks directly affect how people feel about a brand's efficiency, dependability, and customer service. Should a brand's online experience not be easy, it could lose potential customers to competitors that offer better and more enjoyable digital connections.

### **3.5 The Power of Social Media and Content Marketing**

Social media is now an essential part of a promotion that can't be done without it. Instagram, Facebook, Twitter, TikTok, and LinkedIn are just a few platforms allowing brands to reach huge groups of people. Social media lets you interact with customers directly and in real time, which builds community and makes the brand seem more real (Sharma, 2008, 16-23). People can write, like, share, and join talks about brands, which helps businesses connect with more people and get people to promote their brands.

The rise of content marketing has changed brands in the business world in a big way. These days, brands make blog posts, movies, podcasts, workshops, and infographics, among other things, to keep their audience excited, give them something of value, and show that they are thought leaders. People who might buy the company learn about its products, values, and mission through this content, which also entertains them. In the long run, this content helps people trust the company more (Manandhar 2021, 81-88).

#### **3.5.1 Influencers and User-Generated Content**

More big progress has been made in digital Branding with the rise of stars and user-generated content. People with many followers and a good name on social media in certain areas have become great business ambassadors. Brands hire influencers to help them reach and trust more people, allowing them to get into new groups. People are more likely to trust a brand others tell them about since word of mouth is often seen as more real than ads (Sharma, 2008, 16-23).

User-generated content (UGC) is another helpful part of digital Branding. Pictures, reviews, and opening videos are all examples of user-generated content (UGC) that people make and share about a brand (Labrecque, Patrick & Milne, 2013, 187–202). User-generated content (UGC) is powerful because it comes from real people. This makes it more authentic and believable than typical sponsored content. People who feel like they have a story to tell about a brand also feel like they belong to a group centered around it.

### **3.5.2 Brand Agility in the Digital Age**

Being flexible is a big part of building a business on the Internet. In today's fast-paced digital world, brand managers need to be ready to move quickly on feedback, problems, and trends. Things can go badly for businesses quickly if they don't handle issues or talk to people well. Brands must be bold and reactive to stay on top of trends and address customer concerns because things change quickly.

Tweets, online groups, and customer reviews that are posted in real time can tell you a lot about how people feel about a brand. Companies that use this feedback to change their goods, services, or messages can make customers happier and keep them loyal to their brand. If brands don't listen to their customers or make a public mistake, they could lose the trust and respect they've worked so hard to earn (Sharma, 2008, 16-23).

## **3.6 Emotional Branding, Personal Branding, and Sensory Branding**

Emotional Branding makes people feel more connected to a brand, which builds trust through feelings and experiences. Personal Branding is about giving people a unique personality and reputation, especially in business or professional settings. Sensory Branding uses sound, sight, taste, touch, and smell to improve the customer's experience with the brand and leaves a memorable image.

### **3.6.1 Emotional Branding: The Art of Connection**

Emotional branding is the process of creating a strong emotional bond between a business and its customers. People often make decisions based on their feelings when there are many options in the market, and the costs and features of products are usually similar between competitors (Manandhar, 2021, 81-88). People are increasingly drawn to brands that share their values, make them feel good, or tell engaging stories that connect with them.

Emotional branding aims to create a brand experience beyond logical decision-making and emotionally connects with the customer's wants, needs, and ambitions. This link can be made by sharing a story, having similar beliefs, or giving the customer a good experience. You can see that Apple, Nike, and Coca-Cola are good at emotional Branding because they position themselves as more than just product makers. People see them as things that help with personal growth, excitement, and happiness (Pandey, 2024, 19-34).

Customer trust is another part of emotional Branding. People are more likely to buy from a brand again and tell others about it if they have an emotional connection. When people are this loyal to a brand, it's not just because they like the product; it's because they have a deeper, more critical relationship with the brand.

### **3.6.2 Personal Branding: Building Identity and Trust**

In the last few years, personal Branding has grown a lot. For a long time, business branding was the primary goal of marketing. Personal Branding is how people take care of their public image and behaviour in a way that shows what makes them unique. Many people want to stand out in a busy market, and this tool is essential for them.

Social networking sites like Twitter, Instagram, and LinkedIn are essential for building your brand (Pandey, 2024, 19-34). These tools let people connect, show off their skills, and gain power. Building a personal brand means making a picture of what you do and who you are, including what you believe, what you like, and the problems you help solve. A well-thought-out personal brand can help you get new business, work with others, and move up at work.

To make your brand strong, you need to be able to connect with people, send consistent messages, and be yourself. To build a strong personal brand, you must be sincere about your experiences, difficulties, and successes. Being open and honest about these things will help you get more fans and customers.

### **3.6.3 Sensory Branding: Engaging the Senses for Impact**

Sound and sight are only two parts of Branding. Sensory Branding uses all five senses—sight, sound, touch, taste, and smell—to make the brand experience more engaging. Brands can create lasting memories and stronger emotional ties with their customers by appealing to more than one sense.

Of course, visual character is still an essential part of sense branding (Manandhar, 2021, 81-88). Colour, fonts, icons, and the general look of a brand all say a lot about its beliefs and attitude. However, sound is also becoming more and more critical in branding. Audio cues related to brands, jingles, and sound logos have become strong ways to make people recognize and feel something (Pandey, 2024, 19-34). Intel's famous four-note chime and McDonald's "I'm Lovin' It" song are efficient but straightforward examples of Audio Branding.

Branding that you can feel is also essential, especially in-store and package design. Things like the feeling of the box, how something feels in your hand, and even how heavy something is can change your thoughts. Many high-end brands use thick, rough wrapping to make their products seem special and high-quality. Smell and taste are essential senses that play a significant role in the shopping, food and beverage, and hospitality businesses. Many places, from coffee shops to high-end hotels, use unique smells to make their spaces stand out and strengthen their brand (Pandey 2024, 19-34). Starbucks, for example, is known for the smell of newly made coffee, which helps their customers have a more complete physical experience.

### **3.7 Ethical Branding, Global Branding, and the Future of Branding**

As people become more socially aware, ethical Branding has grown in importance. If a company wants to have an ethical brand, it must ensure its actions are honest and align with its values. This means being honest, staying long, using fair trade methods, and being responsible for society, the environment, and culture (Manandhar, 2021 81-88).

### **3.7.1 Ethical Branding: A Commitment to Values**

People today care more about where the things they buy come from, how the companies that make them treat their workers, and how the brands they buy impact on the world. It's more likely that people will trust and stick with a brand that does the right thing. People who care about the same things can buy from companies that care about the environment, support diversity and inclusion, or give some of their profits to good causes. However, since ethical branding has become more popular, more people have paid attention. When companies do bad things, people tend to hold them accountable. If a brand's actions don't match what it says it stands for, people might not like it. So, ethical Branding needs more than just marketing claims. It requires actions that can be seen and counted (Pandey, 2024, 19-34).

### **3.7.2 Global Branding: Navigating Cultural Diversity**

In a world that is connecting faster and faster, global Branding is more important than ever. As the name suggests, an international brand is one that people worldwide know and understand. But translating a phrase and a picture into different languages isn't enough to make a brand known worldwide. When a brand goes global, it must also consider how society, tastes, and times change in different areas. Part of global Branding that is hard to get right is finding the balance between uniformity and localization (Silayoi & Speece, 2007, 1495–1517). A brand should always have a mission, a goal, and values. However, brands also need to adapt their products, words, and advertising to fit the tastes and customs of each place. People from all over the world can connect with a fantastic worldwide brand, but the brand itself stays true to itself. Making products and events that appeal to local markets while staying true to the global brand's spirit is an art. Some names that come to mind are McDonald's, Coca-Cola, and Nike. McDonald's changes its menu to meet the needs of people from different places. For example, the McSpicy Paneer is served in India, and the Teriyaki Burger is served in Japan. These customized choices help the company stay up-to-date and connect with local customers. However, everyone still knows the McDonald's name and experience (Pandey, 2024, 19-34).

### **3.7.3 The Future of Branding: Emerging Trends and Technologies**

Coming up are new tools and customer needs that will cause brands to change. One of the most important trends is the rise of AI and machine learning, which lets brands customize real-time experiences for each customer. AI-powered tools can look at customer data to guess what they like, make content more useful, and improve customer interactions (Vázquez, Del Río, & Iglesias, 2002, 27–48). Next year, virtual and augmented reality (VR/AR) will also be more critical in business. With these tools, brands can do more for people than connect with them on some media. Brands already use virtual stores, interactive ads, and AR-powered product experiences to get people interested in their goods in new and fun ways.

The metaverse is another new idea that is just around the corner. It is a massive digital world. As time goes on, brands will be more interested in how to give these virtual spaces personalities and experiences. People can connect, shop, and get active in new ways. Blockchain technology is also likely to become more critical in Branding, especially when it comes to ensuring customers trust you, making sure everything is clear, and stopping fake goods. NFTs, which are non-fungible, are changing how brands deal with digital assets. This is because NFT holders have a unique way to show that they own virtual items or events (Pandey, 2024, 19-34).

## 4 PACKAGING

Packaging is integral to the product mix and the branding plan in marketing writing. People see it as an essential part of the communication (or promotional) mix, including direct marketing, advertising, sales events, personal selling, and other marketing tools. Packaging has become a more critical way to communicate, and how it looks and tells people about things directly affects how people act (Neupane, 2018, 141-150). Packaging's power to influence consumers was first seen in its importance for sales and marketing.

Packaging has become more critical in the past few years for several reasons. According to the first change, marketers are putting less money into standard ads and more into other ways of communicating, like packages, which can send messages straight to customers at the point of sale. Also, as self-service stores have become more popular, the salesperson's job of giving customers information has decreased. Instead, the packaging has taken over this responsibility (Neupane, 2018, 141-150). Now that they have grown, more goods are available in stores, making the market more competitive. So, Packaging is a way to set goods apart from each other and help them stand out in crowded stores (Vázquez, Del Río, & Iglesias, 2002, 27–48). Lastly, companies have learned that packaging is proper and a great way to make items stand out and look better (Manandhar, 2021, 81-88). Companies can make their goods stand out and look better by packaging them in creative and valuable ways. This might boost sales and change the way people feel about the brand.

Marketing messages can now be sent through Packaging, which is helpful because customers can read them while they shop. The way you pack things needs to catch and keep the buyer's attention, just like ads do (Neupane, 2018, 141-150). Among other things, the box's colour, shape, size, and labels all help it get its message across. These parts can help give the brand a personality and send important messages about the product before the customer touches it.

The things that are used for Packaging also communicate a lot. For instance, high-quality materials can improve how people see a product and make them feel, which can often subconsciously lead them to buy it (Scott & Vigar-Ellis, 2014, 642–649). Even before a person reads the label or sees the product, how the package looks can affect their feelings about it and make them want it less (Neupane, 2018, 141-150). These results show that Packaging can send messages and appeal to people's feelings, which makes the product even more appealing.

Wrapping is also a big part of giving a brand its style. A well-designed package can make people more loyal to a brand and leave them with a permanent image of it. People often don't see or touch a product until they're ready to buy it (Khetrapal et al., 2015, 163–172). This makes the package a vital chance to show what the brand stands for and convince the customer to choose that product over others. One of the main ways that people form opinions about a brand is through its packaging. This is especially true for goods that stand out visually or are considered high-end.

#### **4.1 Packaging Design**

When designing Packaging, many things need to be taken into account. One of the main reasons is ease of use. Busier lives, smaller homes, and a general lack of time are all changing how people consume things. So, the style of the package must match how convenient the buyer thinks it is. Marketers often do different tests and studies to find out what people like and don't like about a product and its Packaging (Giri & Chaulagai, 2024). This helps them figure out how well the package design worked. However, these studies are usually paid for and kept secret. The results usually only apply to the particular package in question, not to packaging in general, and they are not often made public.

Packaging style is becoming increasingly crucial for marking and setting products apart. However, most of the writing is focused on specific design cases and great brand stories, and it doesn't add much to the field of science (Singh & Srivastava, 2011, 199–209). There isn't a lot of general scientific study in package design, which is a shame. Designing Packaging is constantly changing, getting better in both looks and functionality. By lowering the weight of Packaging and improving style, companies try to make their products look better or make them easier to move around. For instance, using fewer raw materials when making light packaging is good for the environment and saves money.

Researchers have found that makers and package designers often have to choose between changing packages in ways that get people's attention and those that keep people from giving them bad reviews. Moderately differentiating from standard package designs tends to be the best way to get people's attention and get good reviews for well-known brands (Giri & Chaulagai, 2024).

When designing packages, visual codes should be used in a way specific to the people you want to reach. People over 18 often see brand names or images as essential and unique parts of package design. However, the brand name is part of a bigger symbolic world of spoken and seen codes that make

the connection more complex for kids. The culture of consumption is also critical and should be thought about. Some studies show that adults might not realize how consumer-savvy kids are, especially today (Scott & Vigar-Ellis, 2014, 642–649).

When thinking about package design and its communication, it is essential to consider Bloch's Model of Consumer Responses to Product Form. This model aims to look into how the shape of a product affects how people think and act. Bloch says that a product's shape or style is a very important factor in its performance in the market (Khan & Shah, 2008, 46–186). The best design should be better than others at making the target market feel good about things, believe in them, and take action. It should match the visual preferences of customers and go well with the other products already on the market.

## **4.2 Consumer perception of Packaging**

An important factor in determining the success of package design and its ability to deliver ideas successfully is how consumers feel about the packaging. There are too many goods because shops are getting bigger and the market is being split up more. This makes packaging even more critical in stores and people's homes in a busy, competitive world (Giri & Chaulagai, 2024).

When people shop, they often change their actions based on the circumstances. For instance, studies show that people pressed for time tend to pay more attention to the written ingredient list on packages than the pictures. Being rushed for time also changes how people understand spoken and unspoken information on packages. When people think quickly, things that are verbal and seen on the right side of the package are usually easier to process. Things that are not verbal, like pictures or symbols, are seen better on the left side.

Many people have different opinions on how the shape of a box affects people's buying decisions. More than fifty years ago, researchers looked at how kids understand volume and found that most elementary school kids judged volume by how tall the container was (Kamba, Itodo & Ogah, 2013, 69–74). Since then, researchers have examined how box height and length affect people's actions. Compared to smaller package sizes, larger ones get used more often. More recently, it has been shown that the shape of a box affects what people want, what they choose, and how satisfied they are after buying something (Mishra, Rai & Aithal, 2023, 229-239).

People tend to make it easier to decide what size package something is by only looking at one measure at a time (Silayoi & Speece, 2007, 1495–1517). The products inside packages with shapes that get more attention are thought to be bigger than the products inside packages of the same size but less interesting forms. It was also found that the buy amount drops as the length of the container increases. A recent study that looked at how people respond to rectangular Packaging found that the ratio of the sides of a rectangular product or box can affect people's plans to buy and their preferences, which in turn affects market demand (Mishra, Rai & Aithal, 2023, 229-239).

### **4.3 Competitive Advantage Through Packaging**

There are many areas in which a business can gain a competitive edge. Many different things have led to more and more companies using Packaging to set their products apart and gain a competitive edge. To do this, packaging should be looked at and improved as a creative way to sell the product, not just as a part of the product plan (Manandhar, 2021, 81-88). packaging and the packaging process include everything different people do to add value to a supply chain, from designing the box to reusing it at the end of the chain (Wagner & Taudes, 1986, 219–244). Examples are the main package for a product, the backup package, and the transport or shipping package. When someone is looking at a product in a shop or supermarket, the Packaging is often the first thing they see. If the Packaging is well-designed, it can act as a quiet salesperson and help the product sell. Packaging is also a big part of building brand personality and affecting how the customer uses the product in other ways after buying it. A lot more packaging is being used for business reasons (Yang, Allenby & Fennell, 2002, 14–31). One of these factors is the rise of self-service, which means that packaging has to do many sales-related chores, like getting people's attention and explaining what the product is or how it works (Mishra, Rai & Aithal, 2023, 229-239). Since many people decide what to buy in a store, the wrapping needs to make people trust the product and give them a good image.

Packaging has grown into a strong marketing tool that can be used for more than just safety and delivery. Communication, which helps people recognize brands and products, is essential. Customers need to know about the product's price, ingredients, and how to handle or use it, and Packaging gives them that knowledge (Manandhar, 2021, 81-88). The product must get the customer's attention for marketing to work. The package's form, colour, size, and shape can help. Researchers have found that even

small changes to how packaging looks can get people's attention and make them think positively. People tend to use more well-known brand-name goods in more oversized packages than smaller ones because they believe larger packages are cheaper per unit.

Many studies have been done on the shape of boxes because they can change what people want to buy and how likely they are to do so. One thing that can change how people respond to product packaging is the size of the packages (Manandhar, 2021, 81-88). When making a marketing plan, the results show how important it is to think about the shape and form of the Packaging. Colour on packages is another excellent way to grab people's attention and change their minds, especially when buying things, they don't need to think about too much (Bhattarai, 2024, 155-171). Package colours do more than stand out; they look good and have meaning. Package colours can significantly impact how people think about the goods when they work together.

Packaging is essential in showing who a company is and what it stands for. More than any other form of marketing communication, people often decide what they think about a product based on how it's packed (Manandhar, 2021, 81-88). This is especially true if the item is not bought in its finished form. New technologies, such as digital signs and RFID (Radio Frequency Identification) technology, can also help store employees talk to each other and customers connect with goods more easily.

#### **4.4 Packaging in Marketing Strategy**

When there is a lot of competition, packaging can be a very effective way to sell your business. A well-thought-out way to pack can be used as a marketing tool to meet customer needs and hit essential goals. Its shape, size, material, colour, words, and pictures all work together to make it look good and do its job. How things are packed is important for Branding, but it's also useful because it makes things easier for customers (Witt & Bruce, 1985 533–535). New developments in packaging have made it possible for things like takeout food to have features that are easy to use, resealable, and not easy to mess with. These changes make it easier to hold, open, and store things at home (Bhattarai, 2024, 155-171).

However, the price, ads, and overall marketing plan must also work with the packaging. In most marketing plans, labelling and packaging are seen as two parts of the same plan for a product. Warranties and promises are also written on the package because they are essential to the product plan. Regarding

business, packaging has to meet several goals as part of a bigger plan (Manandhar, 2021, 81-88). Some of these goals are to get people to know the brand through creative design, get clear and helpful information, and make the product easier to move and keep safe. Things should also be easy to store at home, the Packaging should be simple to open and close, and the product should have features that make it fun to use (Bhattarai, 2024, 155-171). Smart delivery should be possible, the package should be reusable, and people should learn more about environmental issues. Brand awareness is built, sales increase, and customers get something worthwhile. Safe and easy-to-use Packaging is an integral part of any marketing plan. The right way to package your goods can make them stand out and give you an edge in the market.

## 5 RESEARCH METHODOLOGY

The methodology part explains the study approach and methods used in this thesis to examine how branding and packaging affect people's decisions to buy detergent in Nepal. This part is essential because it ensures the study is organised, making it more transparent, reliable, and easier to repeat. The approach gives the research process a strong base by clarifying how data is gathered, analysed, and understood. In this thesis, the methodology helps to look into how branding and packaging affect people's decisions, what drives them, what they like, and what they do after buying something. This lets us come to well-informed, fact-based conclusions about Nepal's detergent industry.

### 5.1 Data Method

A quantitative research method was used for this study because it is excellent for looking at measurable data and finding trends across a large and varied group. The main reason for using a quantitative method is to ensure that the results are objectively consistent and allow statistical comparisons. It is possible to find trends and connections in customer behaviour through quantitative research, which collects ordered numerical data that can be organised, processed and analysed using statistical tools. For this study, which looks at how branding and packaging affect people's decisions to buy detergent in Nepal, a quantitative method is the best way to see how different groups react to other packaging, branding, and marketing strategies. This method makes it easier to learn more about what consumers want, why they buy, and how vital visual and brand-related factors are.

The quantitative method also lets you make more generalisations because it involves a bigger part of the target population. This means the results are more helpful in understanding how markets work in the real world. It also lets you compare age, gender, income, and how often someone uses detergent. This gives marketers and makers in Nepal important information they need to ensure their branding and packaging methods align with what people want.

## **5.2 Data Sources: Primary and Secondary**

Both primary and secondary data sources are used in this study to ensure the analysis is complete. The main information was gathered through an online poll using Webropol, a trustworthy tool for quickly making surveys and gathering digital information. The poll's closed- and open-ended questions were designed to discover important things about how people in Nepal's detergent market behave. Things discussed included how often people buy things, why they buy things, their preferred packaging, shopping platforms, and their reviews after making a purchase. This method allowed for collecting first-hand, measurable customer data, which gave important information about how they think and make decisions.

At the same time, secondary data came from books, scholarly papers, business reports, and essential online pieces. These sources gave me theory theories, background information, and real-world results from past studies about branding, packaging, and how people behave when they buy things. By letting researchers compare things and better understand what the primary data meant, using secondary data strengthened the study's base.

Using first-hand and second-hand data sources gave us a fuller picture of how branding and packaging affect Nepalese shoppers' buying decisions. This two-pronged method also ensured that the study results were well-supported, useful, and placed in the bigger picture of academia and business.

## **5.3 Data Analysis through Graphs and Figures**

The poll data was analysed using quantitative statistical methods and shown clearly in several graphs and figures to highlight significant findings. Line plots were used to show how the answers were spread out, which made the data easier to find and understand. These pictures helped people understand trends like why people buy things, what they like about packaging, and how they want to buy things. The visual tools made the results easier to understand and made it possible to compare them across age groups, genders, and wealth levels. The study looked at these differences and found trends and connections that give more information about how brands and packaging affect people's decisions to buy detergent in Nepal. This study was significant for supporting the research goals and coming to beneficial, evidence-based results that can be used to make marketing plans.

## 6 DATA ANALYSIS

This section will analyse the data collected from the responses using graphs. The section is divided into three parts. The first section will show the demographic information of the collected responses, the second section will discuss the branding part, and the third section will discuss the packaging part.

### 6.1 Demographic Information

The Demographic will discuss the data collected for gender, age, income, academic qualification and place of residents.

#### 6.1.1 Gender

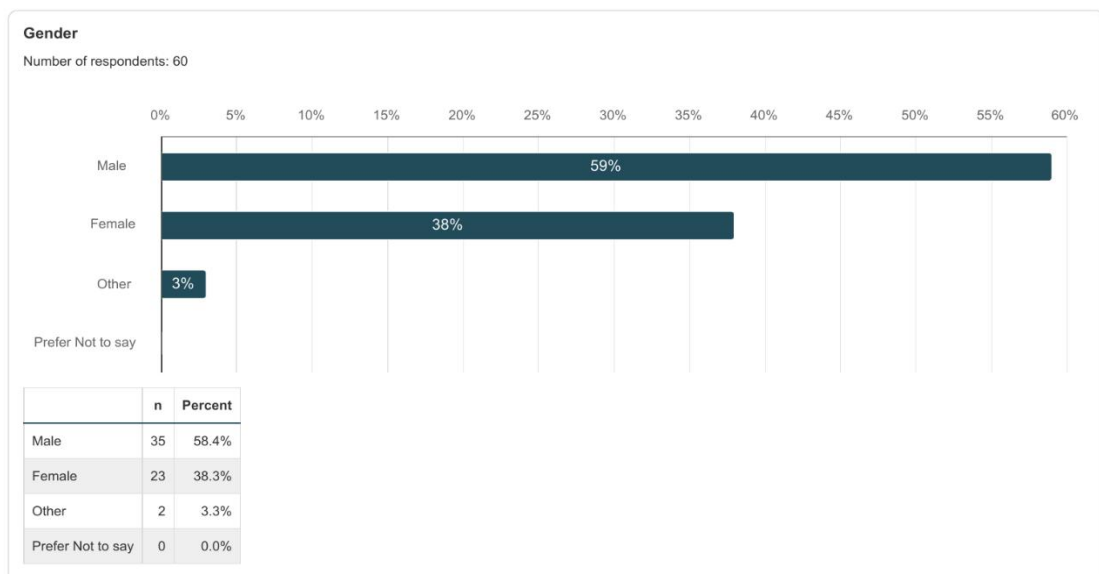


FIGURE 1. Gender

With 58,4% of respondents saying they were male and 38,3% saying they were female, the gender breakdown shows more men than women. A small percentage (3,3%) chose "Other," and none chose "Prefer Not to Say." This fairly and even distribution of genders, with a slight male bias, may change how brand tastes and buying habits are understood. To meet the needs and solve the worries of each gender group, gender-specific marketing tactics could be thought about. For instance, ads aimed at women might stress safety, kindness, or suitability for kids, while ads aimed at men might stress

strength, effectiveness, and worth. The fact that respondents who said they were "Other" were included shows that the detergent business is aware of gender variety and the need for marketing strategies that include everyone.

### 6.1.2 Age

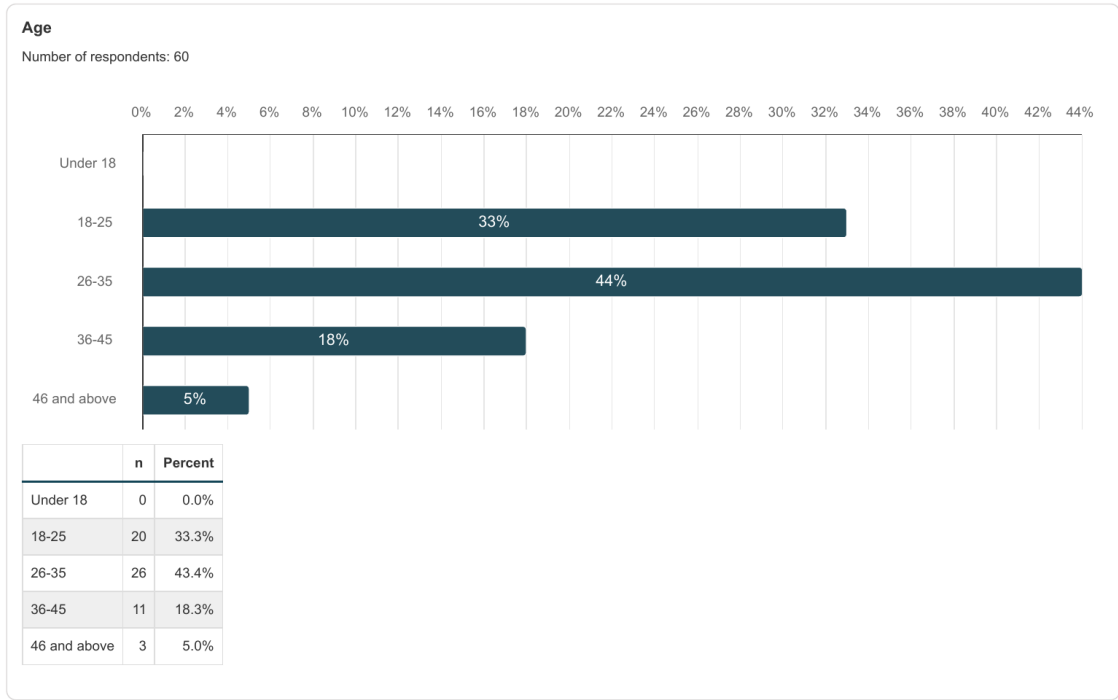


FIGURE 2. Age

The age breakdown shows that most respondents are between 26 and 35 (43.4%) and 18 to 25 (33.3%). These two age groups comprise more than 76% of the sample. Only 18.3% are between 36 and 45, and only 5% are 46 or older. Notably, no one who answered was younger than 18. Based on these findings, most replies seem to come from younger people, who may care more about brands, the environment, and social media marketing. Looks, brand stories, and being able to buy things online are going to be important to this age group. It's also possible that their purchases show they're more willing to try new things or switch brands. If brands want to reach more people, they might want to target ads at older people, who don't show up as much in the data but may be more loyal to the brand and focus on how well the product works.

### 6.1.3 Academic Qualifications

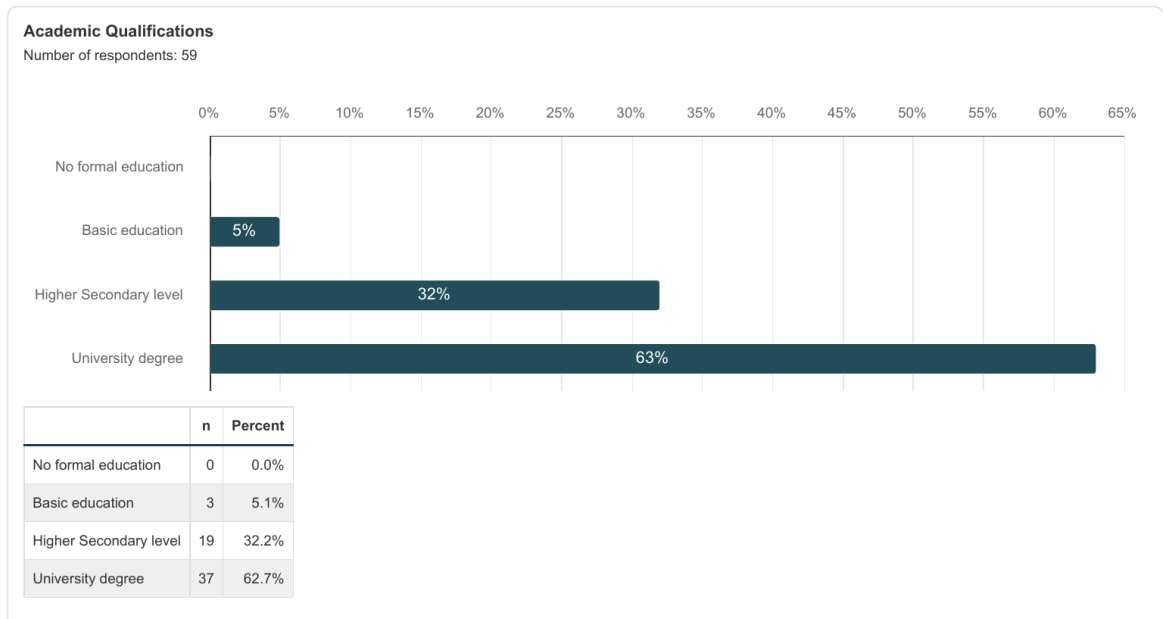


FIGURE 3. Academic Qualification

Many the people who answered (62,7%) have college degrees, and another 32,2% have finished higher school education. Only 5,1% said they had basic education, and none said they didn't have any formal education. People in this group know more about problems like safe ingredients, environmental protection, and business ethics, which will likely affect their buying choices. They might think about their answers more carefully and act less on impulse. Therefore, the detergent makers must focus on honesty, labelling their products clearly, and sending marketing messages that stress quality, ethical sources, and sustainability. Level of education can also affect how people think about a brand and what they expect from it in terms of new products and clear packages.

### 6.1.4 Place of residence

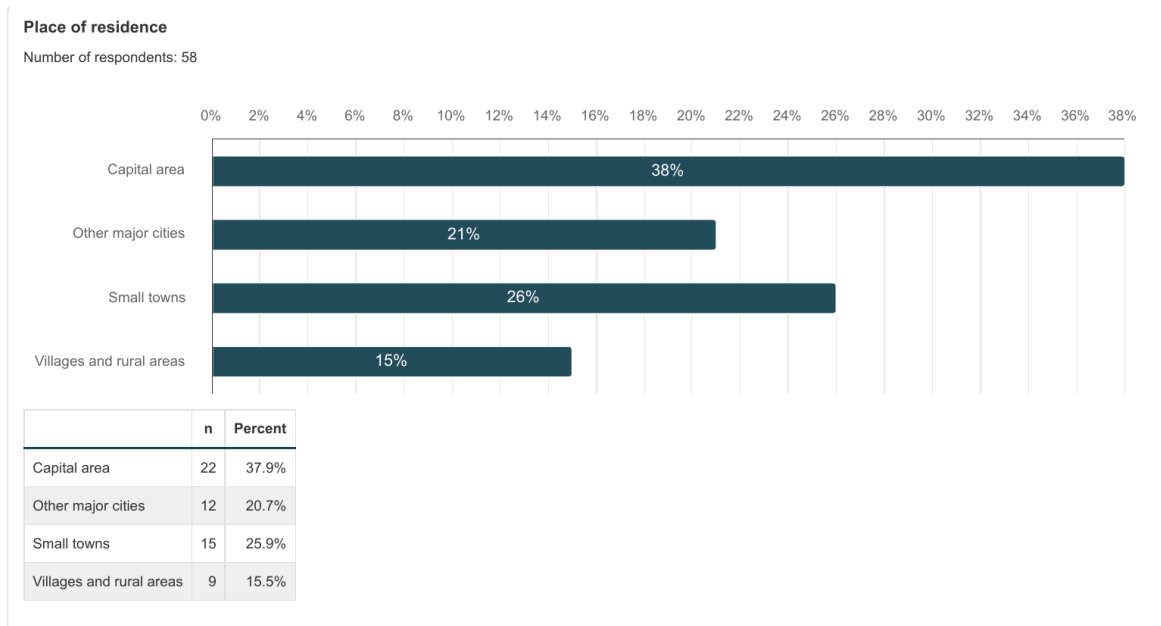


FIGURE 4. Place of Residence

The data on where people live shows that most respondents (37,9%) live in the capital area. Other smaller groups live in small towns (25,9%), other big cities (20,7%), and country villages (15,5%). This group lives mainly in cities, so they are more likely to be exposed to modern shopping, organised retail, and digital marketing, which probably affect their chosen detergent brands. People who live in cities usually have access to more goods and branding, and the way products are packaged, and online ads have a bigger effect on them. On the other hand, rural people may rely more on traditional media, word of mouth, and their direct experience with how well a product works. They might choose what to buy based on how useful it is and how much it costs rather than how it looks. This means that laundry brands must develop different ways to sell their products. City campaigns could focus on brand stories, eco-credentials, and stylish packages. Campaigns in rural areas, on the other hand, should stress value for money, local trust, and fundamental usefulness. Also, marketing and supply are critical in rural areas, and brands must ensure that all their customers can get their products to keep them loyal and their market presence strong.

### 6.1.5 Monthly Household Income (in NPR)

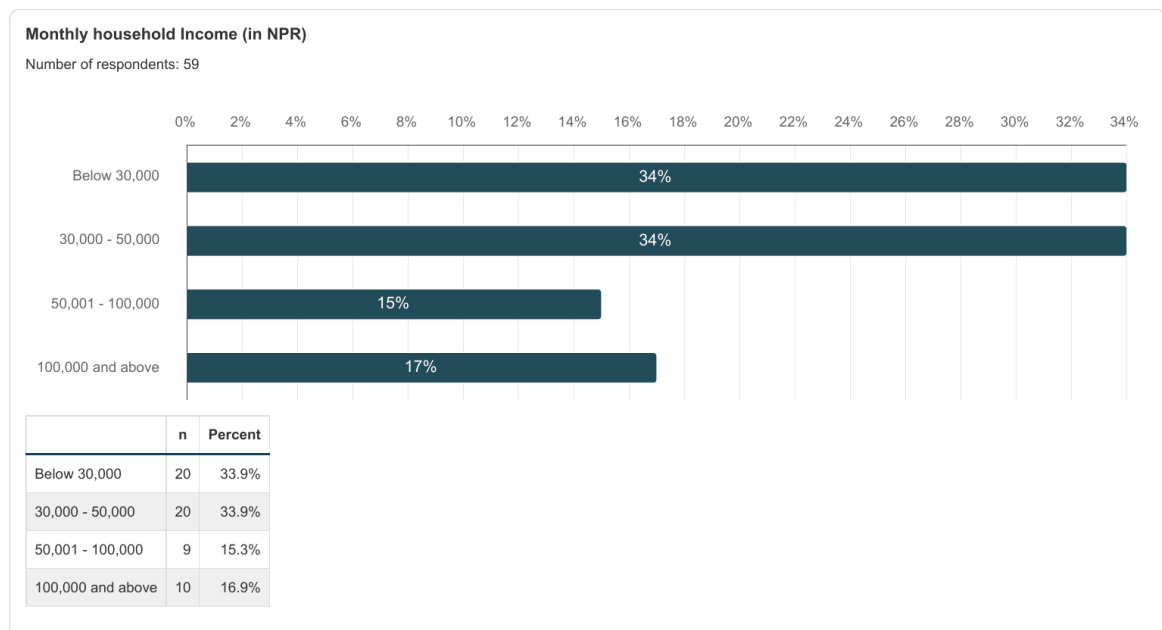


FIGURE 5. Monthly Household Income

With 33,9% of respondents making less than 30,000 NPR and another 33,9% making between 30,000 and 50,000 NPR, the income split shows that most customers are price conscious. This means more than two-thirds of polled people have low to middle incomes. Price and product life are probably the most critical factors for these groups. This means that perceived value, volume, and the price-to-performance ratio could decide which brand they choose. 15,3% of respondents said they made between 50,001 and 100,000 NPR, and 16,9% said they made more than 100,000 NPR. These people may be able to spend more on high-end detergents and may be looking for extras like scent, brand image, and eco-friendly packaging. Because people have different income levels, detergent companies should consider offering different products: cheaper options with basic features and bigger volumes for people looking to save money, as well as smaller, more effective products with nice-looking packages and licenses for people who can afford them. A person's income may also affect their brand loyalty. People with higher incomes may stick with expensive brands, while people with lower incomes may switch brands based on deals or availability. When they understand these factors, businesses can better match their product plan to what customers can handle.

## 6.2 Project 1- Branding

This section of the questionnaire focused on the impact of branding on consumer purchasing decisions.

### 6.2.1 I prefer buying detergent brands that I recognize

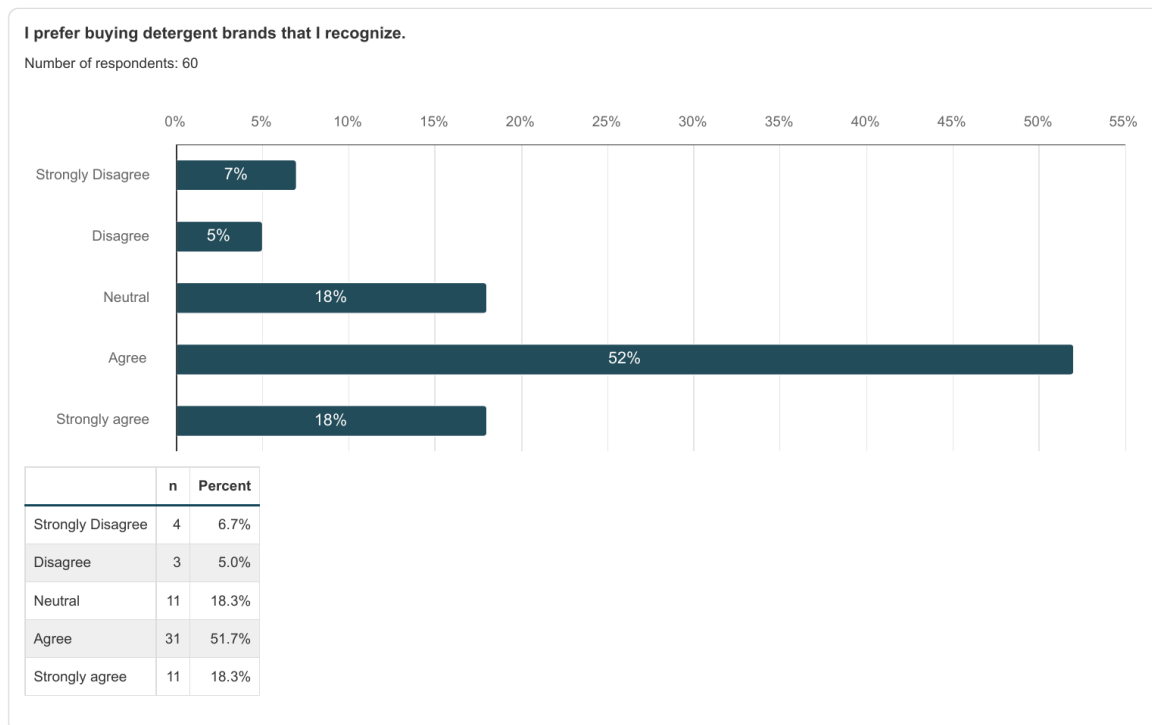


FIGURE 6. I prefer buying detergent brands that I recognize.

The poll found that 51,7% of people agreed, and 18,3% strongly agreed that they prefer to buy laundry names they know, which makes it a total of 70% whereas 6,7% greatly disagreed, 5% disagreed, and 18,3% stayed neutral. This information clarifies how vital brand recognition is in affecting buying choices. People usually think of trusted and reliable quality when they see a well-known name, which makes them feel better about their decisions. This behaviour shows that trust grows with experience and that people are likelier to stick with brands that have built a good reputation over time. This shows businesses how important it is to keep their products and services visible and known. Strategies like constant branding, regular advertising, and a strong presence in-store can help customers remember your brand and encourage them to buy from you again. For younger brands to break into this market that values recognition, they must work hard to build trust. This could be done through partnerships with influencers, customer reviews, or product features that make them stand out.

## 6.2.2 A brand's reputation influences my decision to purchase its detergent.

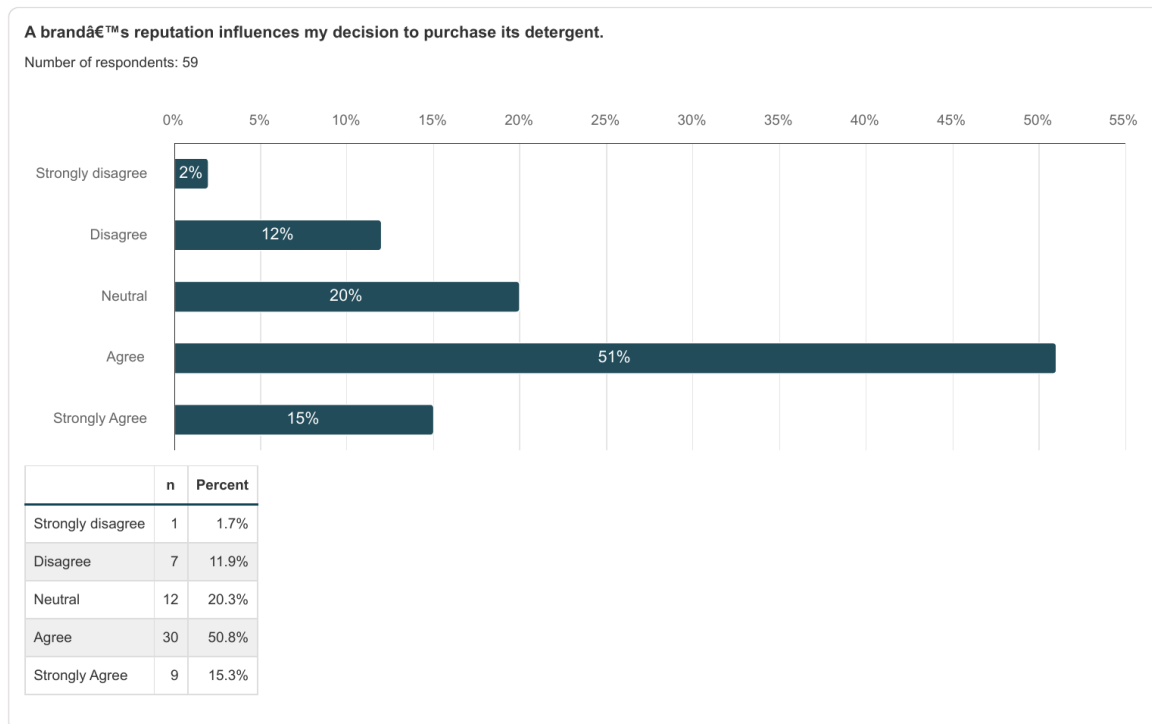


FIGURE 7. A brand's reputation influences my decision to purchase its detergent

The survey results show that 50,8% of people who answered agreed and 15,3% strongly agreed that a brand's image affects their buying decision. Only 1,7% strongly disagreed, 11,9% disagreed, and 20,3% were unsure. This large majority—66,1%—makes it clear that purchasing detergent isn't just a matter of necessity; it's also affected by how a brand is seen in the market. People are likely to judge a brand not only by how well its products work but also by how it acts in public, how environmentally friendly it is, and how involved it is in the community. A good product image can make people less afraid to try or keep using it. Building and maintaining a good image for laundry brands means ensuring their products are always the same, reacting quickly to customer complaints, and supporting good causes for society. Brands known for being honest and caring about the community or the environment can set themselves apart and build stronger customer trust.

### 6.2.3 I trust well-known detergent brands more than unfamiliar ones.

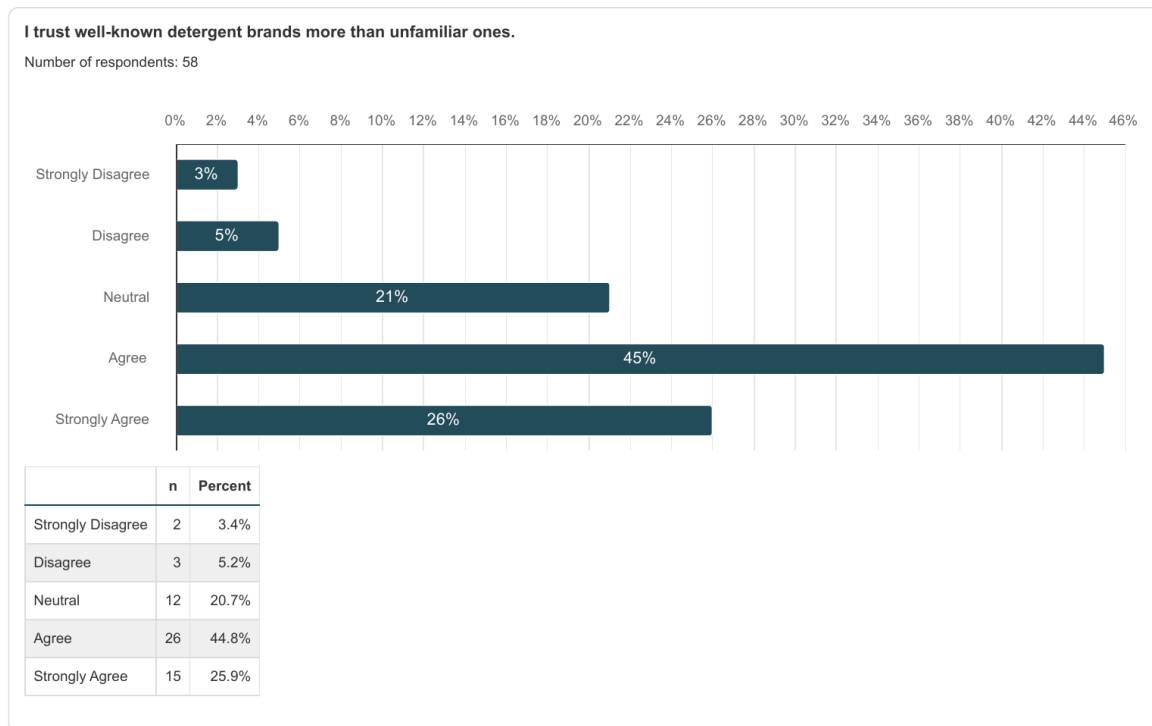


FIGURE 8. I trust well-known detergent brands more than unfamiliar ones.

The results show that people trust well-known names more than lesser-known ones: 44,8% of those who answered agreed, and 25,9% strongly agreed that they do. That's a substantial majority of 70,7%. Only 3,4% strongly disagreed, 5,2% disagreed, and 20,7% were unsure. Trust and company recognition go hand in hand. People may not want to or have the time to compare every new brand, so they use well-known brands as a stand-in for safety, quality, and dependability. People trust the detergent area because it is closely linked to personal cleanliness, clothing care, and the home's health. People think a well-known brand has stood the test of time and market inspection. This is a problem for younger brands because they must work hard to earn trust by providing promises on their products, educating their customers, showing clear certificates, and being open with them. In a market where people are hesitant to try new things, building a name for reliability takes time but is very important.

## 6.2.4 I am loyal to a particular detergent brand.

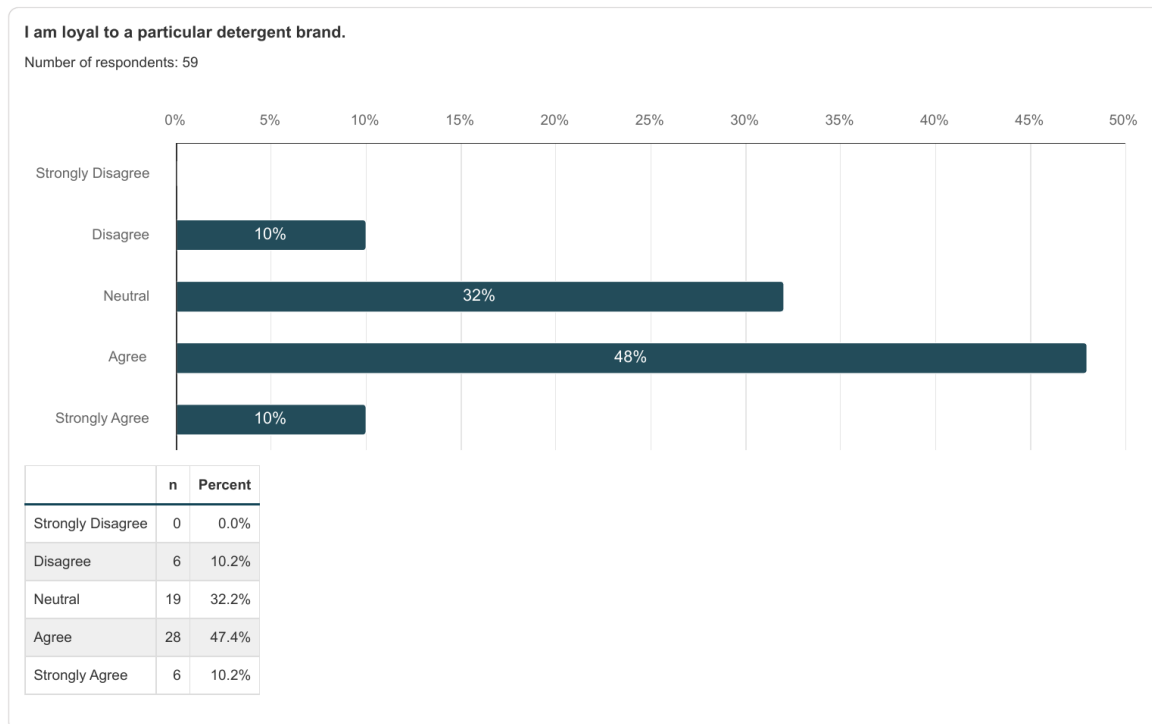


FIGURE 9. I am loyal to a particular detergent brand.

The results showed that 47,4% of respondents agreed and 10,2% strongly agreed that they are loyal to a particular detergent brand, for a total of 57,6%. 10,2% of people disagreed, while 32,2% were not sure. The data show that even though more than half of the customers are loyal to their current brand, many are still willing to switch brands. In this case, loyalty probably comes from good memories, being happy with the cleaning results, trusting the brand, and feeling comfortable. Being loyal means that people will stick with their favourite brand unless there's a strong reason to change, like a bad experience or the appearance of a newer, cheaper option. Companies need to keep these loyal customers, and they can do so through reward programs, personalised marketing that keeps customers interested, or branding that makes people feel something. On the other hand, the large number of undecided responders gives competing brands a chance to get people to switch brands by offering free trials, better features, or focused promotions.

### 6.2.5 I believe branded detergents are of higher quality.

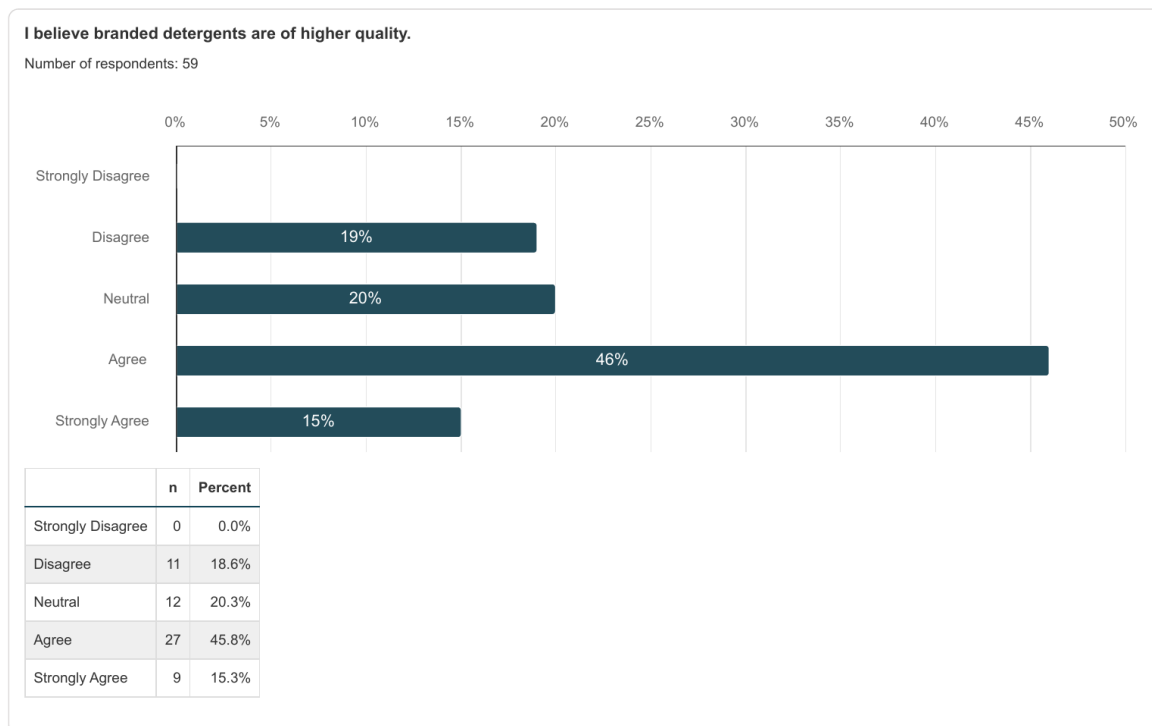


FIGURE 10. I believe branded detergents are of higher quality.

45,8% of those who answered the poll agreed that brand-name detergents are better, and 15,3% strongly agreed. About 18,6% didn't agree, and 20,3% were not sure. Almost 61,1% of customers think a strong link exists between brand recognition and product quality. In the laundry market, where there are a lot of goods that do pretty much the same basic job, branding stands for better quality. People may connect names with better chemicals, safer formulas, or better cloth care. However, many people who were undecided or disagreed show that not all customers trust brands unquestioningly. Some need to see proof of performance and honesty to believe quality claims. For brands, this means that while having a good image is essential, it must be backed up by consistently great products and explicit quality guarantees, like third-party certifications, to strengthen this impression.

## 6.2.6 I am willing to pay more for detergent from a trusted brand.

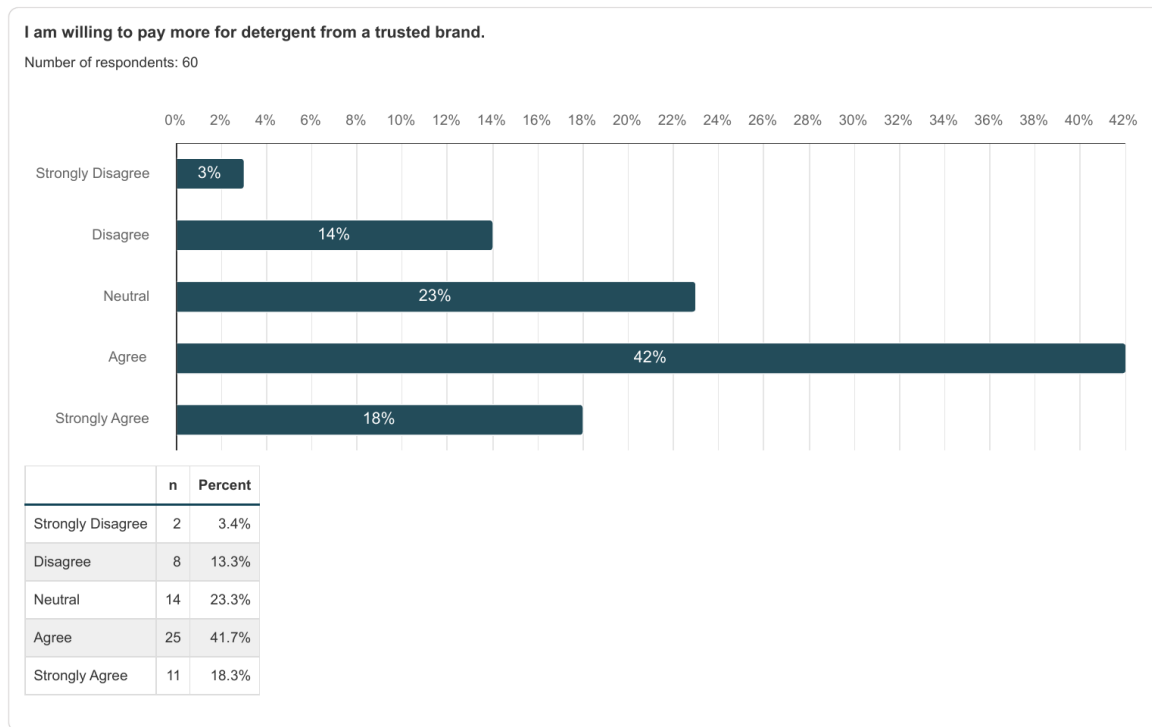


FIGURE 11. I am willing to pay more for detergent from a trusted brand.

The poll results show that 41,7% of people agreed, and 18,3% strongly agreed they would pay more for a detergent brand they know they can trust. About 13,3% didn't agree, and 23,3% weren't sure either way. About 60% of those who participated were willing to pay more, which shows how important trust is in defending higher prices. People who trust a brand think of it as having lower risk, better performance, and mental comfort. This makes them less sensitive to price differences. However, the high level of neutrality (almost a quarter) and some debates show that trust can allow higher prices, but they must be carefully weighed against how much people think they are getting for their money. To keep customers ready to pay more, brands that want to charge higher prices must build their reputation through exemplary customer service after the sale, clear efforts to be environmentally friendly, and new products.

### 6.2.7 I often recommend my preferred detergent brand to others.

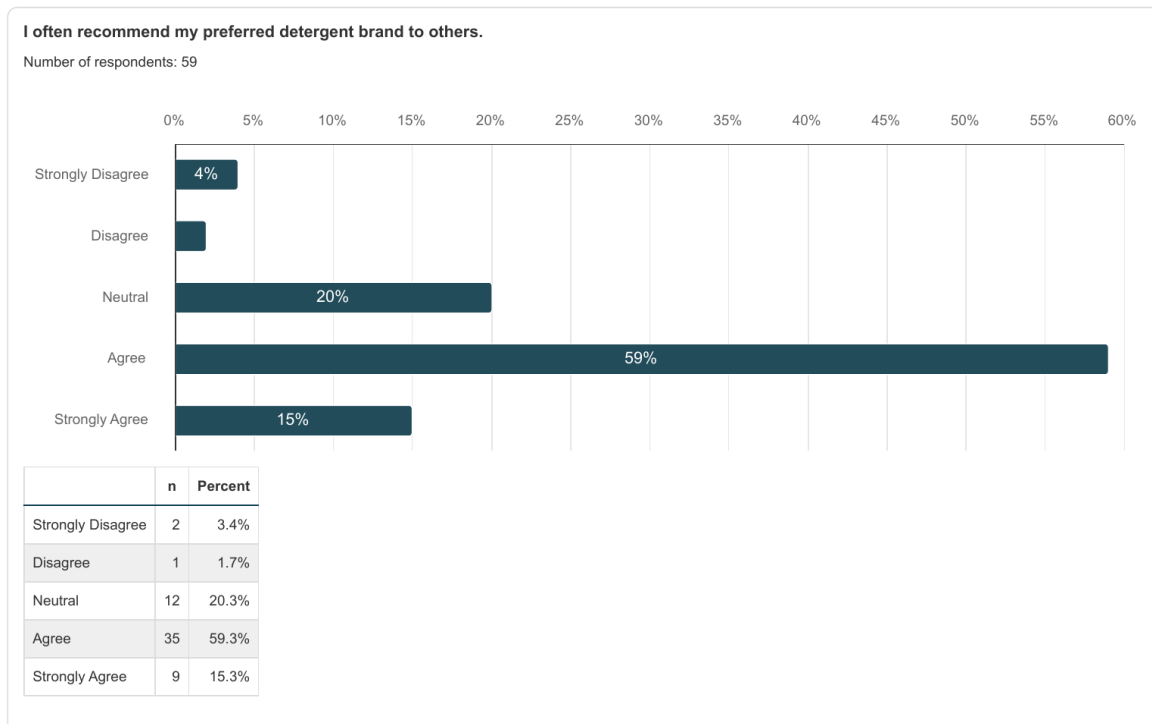


FIGURE 12. I often recommend my preferred detergent brand to others.

When asked about brand promotion, 59,3% of those who answered said they often tell others about their favourite detergent brands, and 15,3% said they strongly agreed. Few people (5,1%) disagreed or strongly disagreed, and 20,3% stayed silent. These numbers show that word-of-mouth significantly affects people's decisions to buy detergent. Word-of-mouth is a powerful marketing tool that is often overlooked. People believe recommendations more than ads because they come from people they know and work with, like friends, family, and coworkers. Most likely, people share their good personal experiences, which naturally expands the brand's reach. Brands can use this to their advantage by asking happy customers to leave reviews, comments, or recommendations. This natural trend of brand support could grow even more with campaigns that use user-generated content, like customer stories or awards for loyalty for recommendations.

## 6.2.8 The brand name helps me distinguish one detergent from another.

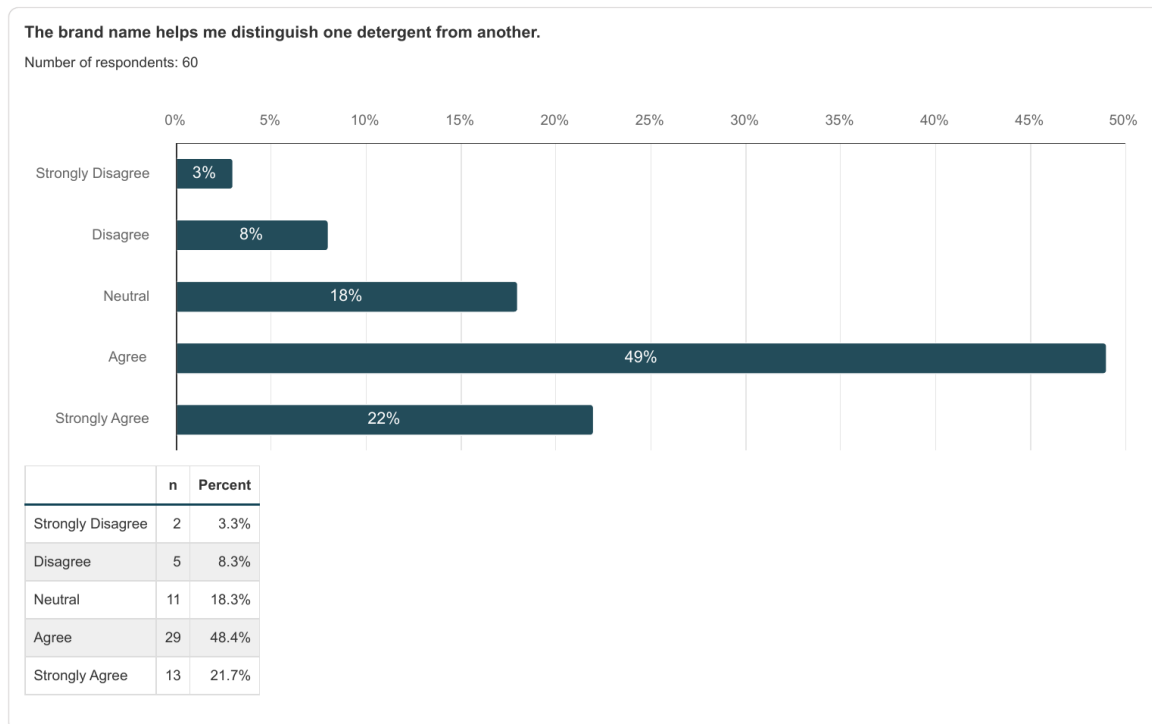


FIGURE 13. The brand name helps me distinguish one detergent from another.

The results showed that 48,4% agreed and 21,7% strongly agreed that the brand name helps them tell the difference between detergents whereas 8,3% disagreed, 3,3% strongly disagreed, and 18,3% were unsure what they thought. Branding is a meaningful way to stand out in a crowded market for almost 70% of those who answered. Brand names not only show that you are familiar with a product, but they also show how good, safe, or eco-friendly you think it is. This shows the importance of keeping your brand's personality uniform and easy to remember. Logos, fonts, colour schemes, and even words are visual elements that help people find and believe a product quickly. For younger brands, finding their area depends on having a clear, unique brand personality that sets them apart. Meanwhile, well-known brands must stay the same to avoid confusing loyal customers and risk losing their integrity.

## 6.2.9 I feel emotionally connected to my regular detergent brand.

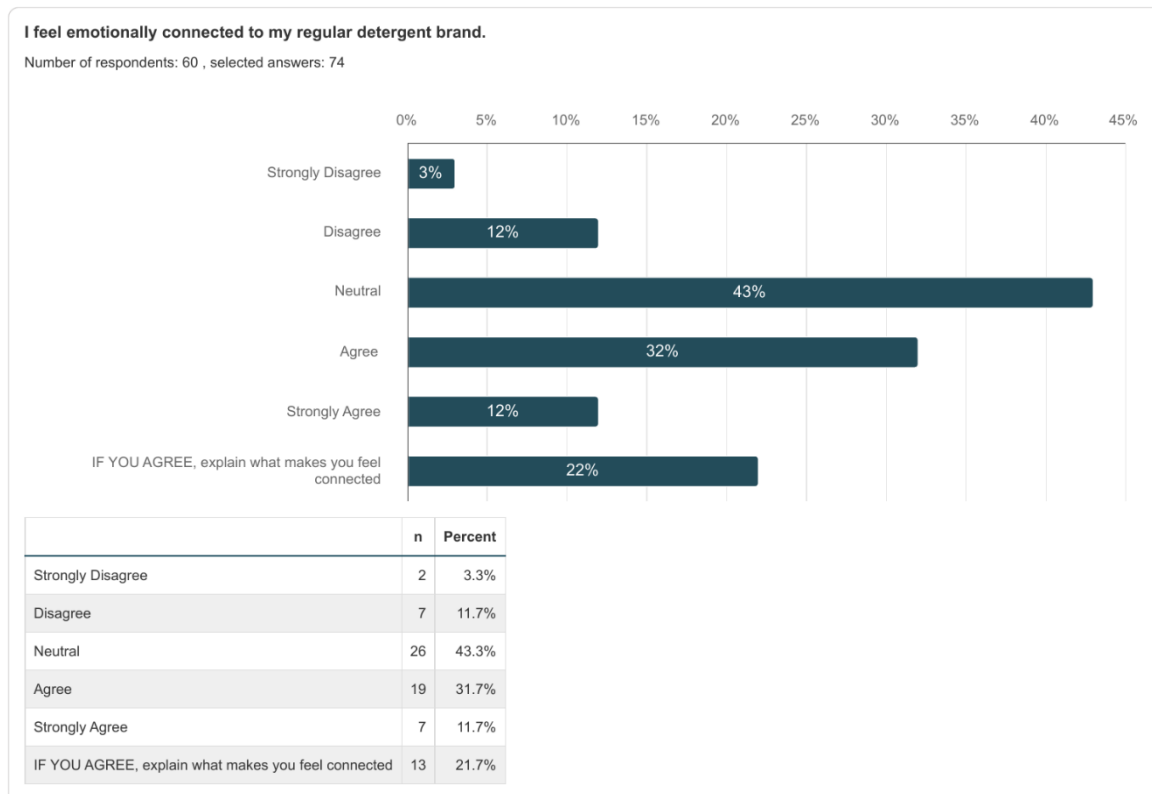


FIGURE 14. I feel emotionally connected to my regular detergent brand.

According to the poll, 31,7% of people agreed, and 11,7% strongly agreed that they have a strong emotional connection to the type of detergent they usually use. 43,3% stayed neutral, 11,7% disagreed, and 3,3% strongly differed. Even though the emotional link to detergent isn't as strong as to high-end or high-tech items, these numbers still show a very high level of emotional loyalty. Emotional ties can form when someone uses a product regularly for a long time, is happy with how it works, feels nostalgic because of the advertising, recognises the smell, or connects the brand with family values and traditions. Participants' open-ended answers supported this: they talked about the psychological benefits of long-term use, the good feelings from ads, and the pleasures of smell and cleanliness. These emotional ties give brands a unique edge over their competitors because customers are less likely to switch from a product they care about. As long as brands keep using stories marketing, brand history campaigns, and personalising the user experience, they can keep building emotional ties with their customers.

### 6.2.10 Advertising and brand image influence my choice of detergent.

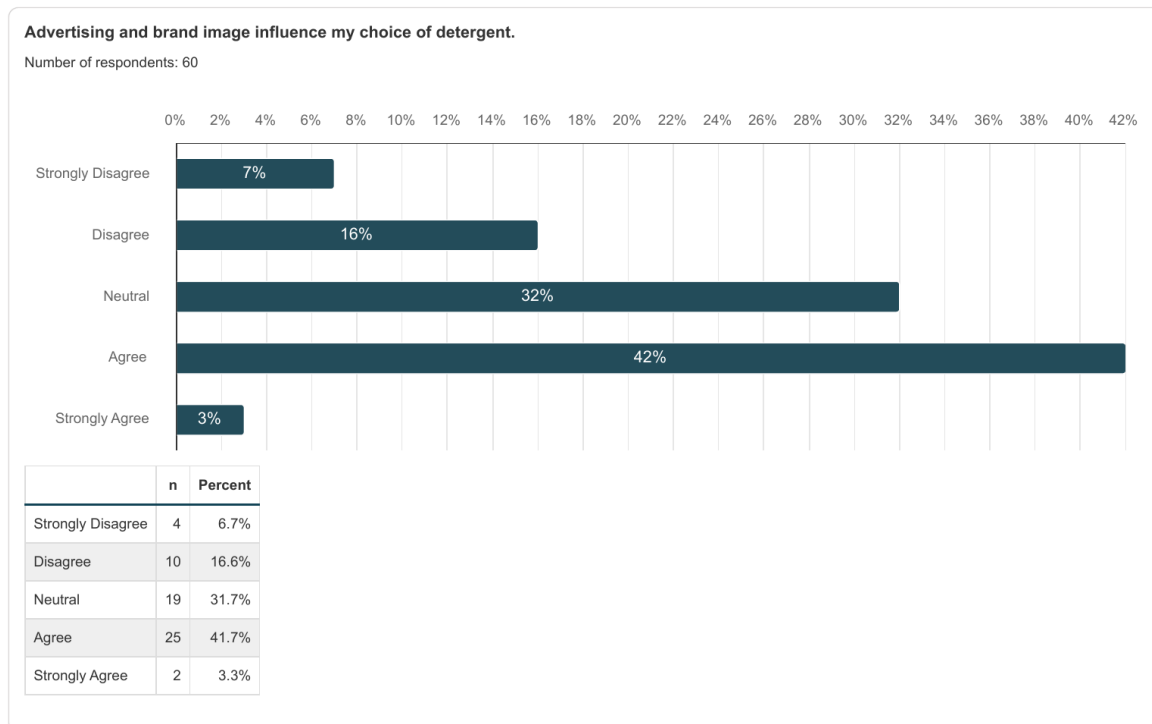


FIGURE 15. Advertising and brand image influence my choice of detergent.

According to the poll, 41,7% of people agreed, and 3,3% strongly agreed that ads and a brand's image affect their choice of detergent. This means that 45% of people agreed. On the other hand, 16,6% disagreed, 6,7% greatly disagreed, and 31,7% stayed neutral. Based on these numbers, almost half of consumers agree that ads have an effect, but a significant portion—nearly a third—says that ads don't change their minds. People affected by ads often get information about a brand's quality, trustworthiness, social ideals, and emotional ties through its image. Ads with catchy tunes, eye-catching photos, star support, and social media stories can all successfully change how people think about a product. However, many neutral answers also show that people are tired of or sceptical of ads; many may think that ads are repetitive, overstated, or unrelated to the real product experience. Detergent companies must be cautious in keeping their brand images and honest people in mind. Advertising should not only look good, but it should also be approachable and based on the truths people already know. Regarding a basic product like detergent, brands that combine emotional appeal with proof of success and ideals like caring for families or the environment tend to make a bigger impact.

## 6.2.11 Sustainable committed brands affect my choices.

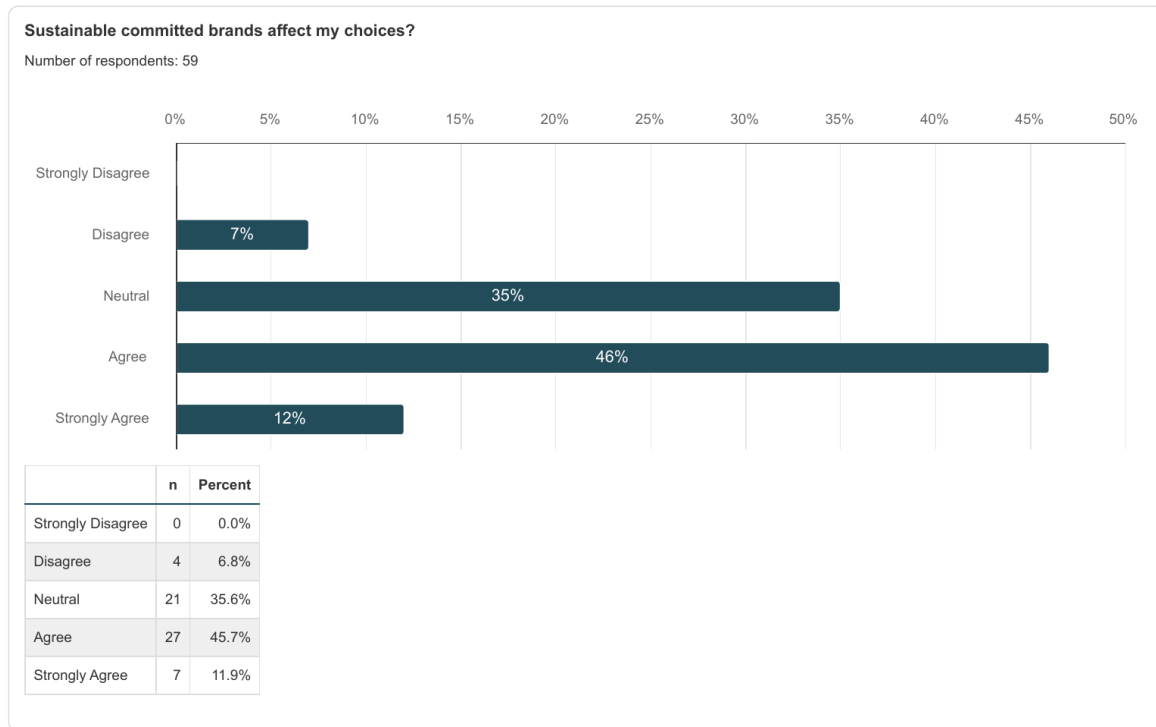


FIGURE 16. Sustainable committed brands affect my choices?

The poll results show that sustainability is vital in how people choose to buy things. 57,6% of those who answered agreed (45,7%) or strongly agreed (11,9%) that brands' promises to be environmentally friendly affect their choices about what brands to buy. However, only 6,8% differed, and 35,6% were unsure. People are becoming increasingly concerned about being responsible for the environment, especially when it comes to everyday items like detergents used often and in the water system. Biodegradable products, less plastic packaging, carbon-neutral production, and eco-certifications are ways consumers look for brands that do as minor environmental damage as possible. This feeling is evident among younger and better-educated groups. On the other hand, the moderate group of 35,6% shows that for some, price or effectiveness is more important than sustainability. Brands need to keep getting the word out about their environmentally friendly actions and making them easier for people to find and understand. Eco-labels, green messages, and clear statements can help brands connect with this growing, value-driven market and turn neutral customers into fans of sustainability over time.

**6.2.12 Through which of the following do you learn about the detergent brands? Select all that apply.**

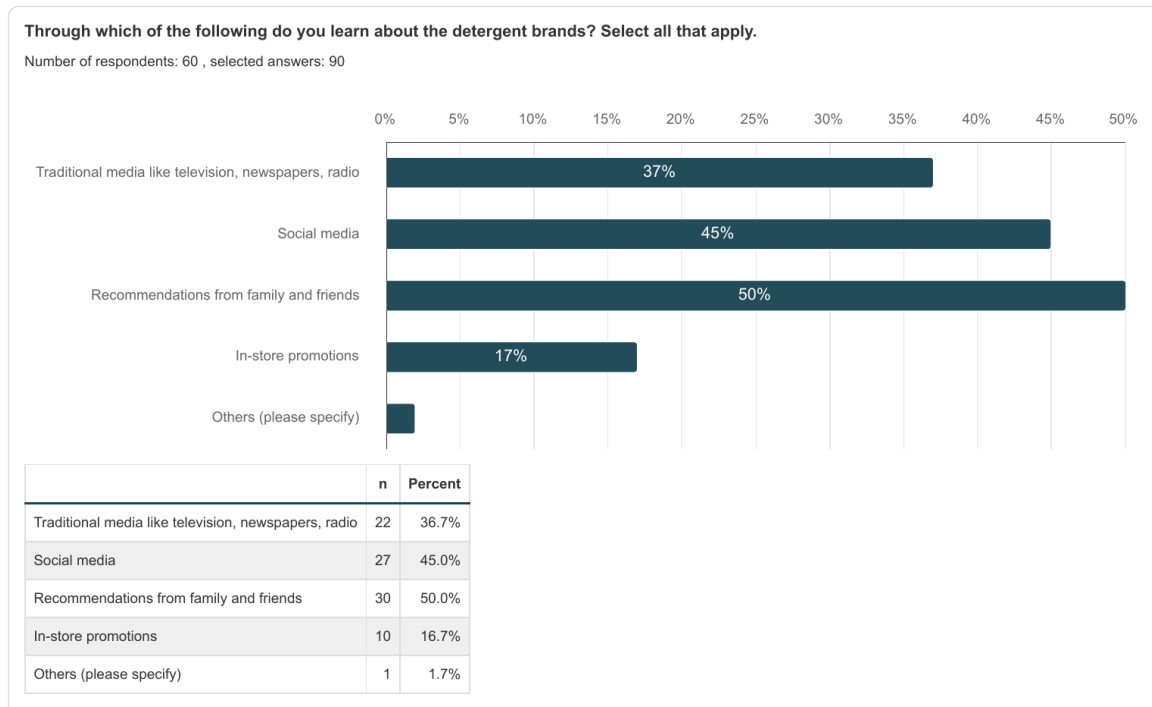


FIGURE 17. Through which of the following do you learn about the detergent brands? Select all that apply.

This multiple-choice question provided helpful information about how people are introduced to laundry brands. At 50%, recommendations from family and friends were the most popular source. At 45%, social media was close behind. 36,7% came from traditional media like TV, radio, and newspapers, and 16,7% from store ads. Only 1,7% chose "Others," and answers like "I will choose myself" show that only a small group can decide independently. This information shows a significant change in how people learn about laundry brands. Personal networks and suggestions from other people are now more powerful than radio or TV ads. This shows how vital word-of-mouth and social proof are. It's almost as popular on social media sites like Instagram, Facebook, and YouTube. This shows the importance of using these sites for digital stories, influencer marketing, and brand interaction. Even though traditional media is still useful, especially for reaching older or country consumers, digital and personal sources are becoming more critical. This means that brands must put money into their online presence and ensure their customers are happy. Making customers happy is the best way to market; turning them into brand fans should be a primary goal.

### **6.2.13 What else would you like to comment about branding in detergent markets?**

Many different points of view were given in answer to this open-ended question, which shows how customer standards are changing in the laundry market. One central theme in the comments is that ecology is becoming more critical. Many people strongly supported eco-friendly brands and clarified that they preferred products with the least adverse effects on the earth. People are saying more and more about brands that are eco-friendly and sustainable. For example, "They should always focus on sustainability and green branding in the detergent market" and "I would like to speak on sustainability and green branding in the detergent market." This includes using products that break down naturally, getting them from sustainable sources, and putting them in reusable packaging or less plastic. People are increasingly choosing to buy things that are good for the earth, and they expect laundry makers to do the same.

Another big issue was how honest and true-to-life ads were. People who answered the survey were annoyed by marketing claims that were too good to be true and ads that were too slick and didn't show how the product felt. One person said, "They should make ads that are true to life." This echoes the idea that honesty and openness are more potent than flashy visuals or famous support. Today's consumers are savvy and don't believe claims that are too good to be true. They are likelier to connect with honest brands, show real results, and cater to their daily wants.

There were also worries about health and safety; many people stressed that the quality of the detergent and its chemicals is more important than the brand name. One response that stood out was, "If I buy brand-name detergent that has ingredients that are bad for my health, then that will be a big no." This shows a change from brand loyalty based only on recognition to brand loyalty based on a brand's commitment to well-being. People today want cleaning products that clean well, are safe for kids, don't hurt the skin, and don't contain harmful chemicals.

In addition to talking about health and the environment, respondents also talked about how brand personality helps differentiate products. Branding helps people tell one detergent from another in a market full of goods that look the same. It makes a brain path that changes how well you remember, recognise, and trust something. Some people said they had a personal link to their favourite brands from years of using the same products, seeing the same ads, and using the brands with their families.

A strong call was also made for packaging that was more helpful and easy to read. People asked for clear labels with thorough lists of ingredients, directions on how to use the product, and even language instructions to help all kinds of users. Innovations like sealed packages, built-in measure caps, and comfortable handles were proposed to make things easier to use and reduce trash. These valuable features show consumers are more involved and thoughtful, caring about more than looks. They value functionality and duty.

In conclusion, the qualitative answers show that people who buy detergent today are not passive shoppers influenced by catchy words or nice packages. Being aware, interested, and critical, they want brands that care about the world and their health, are honest, give helpful information, and are created in new ways. In the laundry market, branding is expected to do more than sell products. It should help people trust brands, make wise decisions, and live sustainably.

**6.3 Project 2- Packaging**

This section of the questionnaire focused on the influence of packaging on consumer purchasing decisions.

**6.3.1 When it comes to detergent, what does packaging mean to you? Select the best option.**

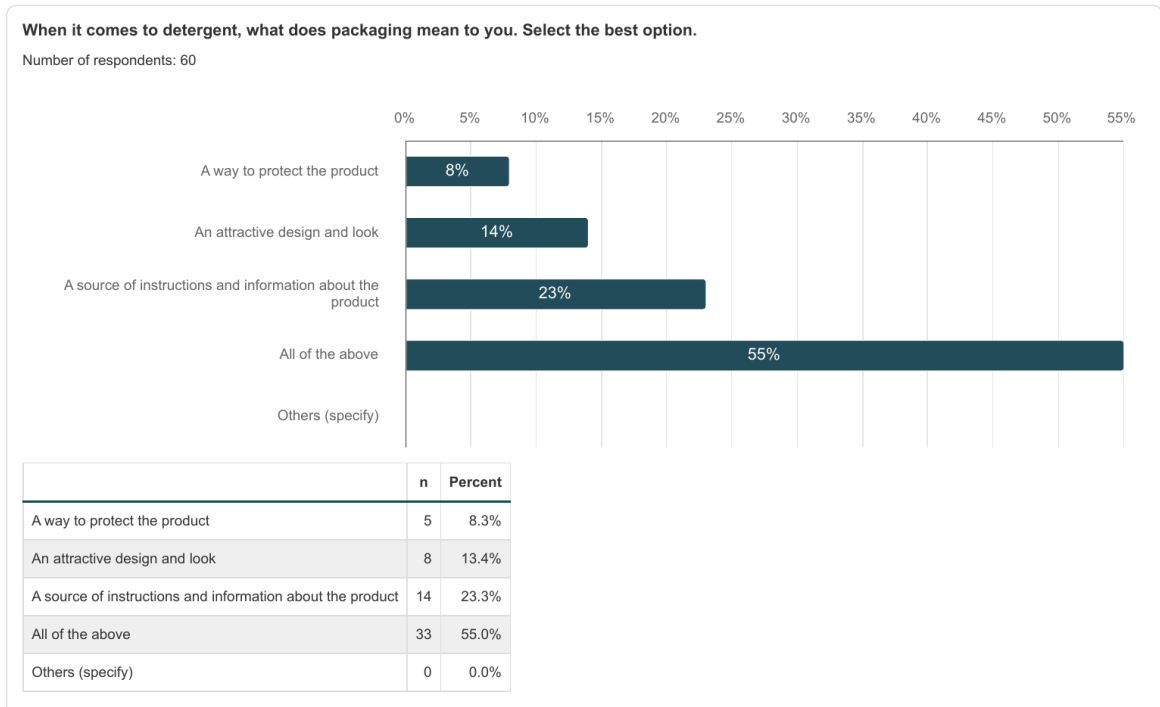


FIGURE 18. When it comes to detergent, what does packaging mean to you? Select the best option.

People were asked to pick what packaging meant to them, and the results showed that most of them liked packaging that could be used for more than one thing. 55% of people who answered chose "All of the above," which shows that people don't just see packaging as a layer of protection; they also see it as a way to communicate and be visually stimulating. 23,3% saw it as a way to get advice and information, 13,4% saw it as a lovely style and look, and 8,3% saw it as a way to protect the goods. These answers show that packaging must keep the product safe, tell the buyer what they're buying, and stand out on the shelf. People want packaging that is useful, easy to understand and looks good. So, detergent companies should put money into well-thought-out packaging that teaches, protects, and visually engages customers. This will meet the growing demand for everyday products that are useful, well-designed, and of good value.

### 6.3.2 Attractive packaging draws my attention when buying detergent.

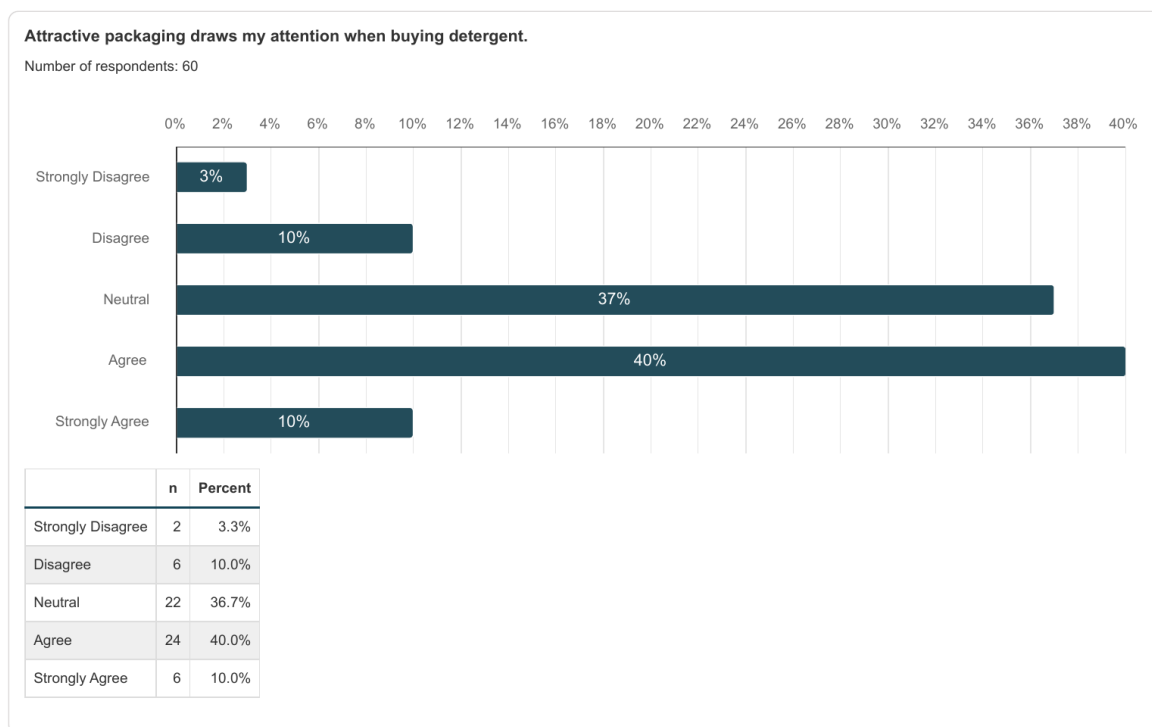


FIGURE 19. Attractive packaging draws my attention when buying detergent.

40% of those who answered agreed, and 10% strongly agreed that appealing packaging makes them more likely to buy detergent. On the other hand, 36,7% were unsure, 10% disagreed, and 3,3% seriously disagreed. This means that almost half of the people who answered agree that the way something looks on the package is essential in making a choice. Visual appeal may not be enough to make someone buy something, but it does help to get people interested in the product and make them want to

look at it more closely. This is especially important in stores that are very competitive and have a lot of choices. So, brands must use clean and eye-catching design elements, such as bright colours, unique shapes, and pictures that tell you something. These elements should stand out and clarify what the brand stands for and what the product does.

### 6.3.3 I often choose detergent based on how appealing the packaging is.

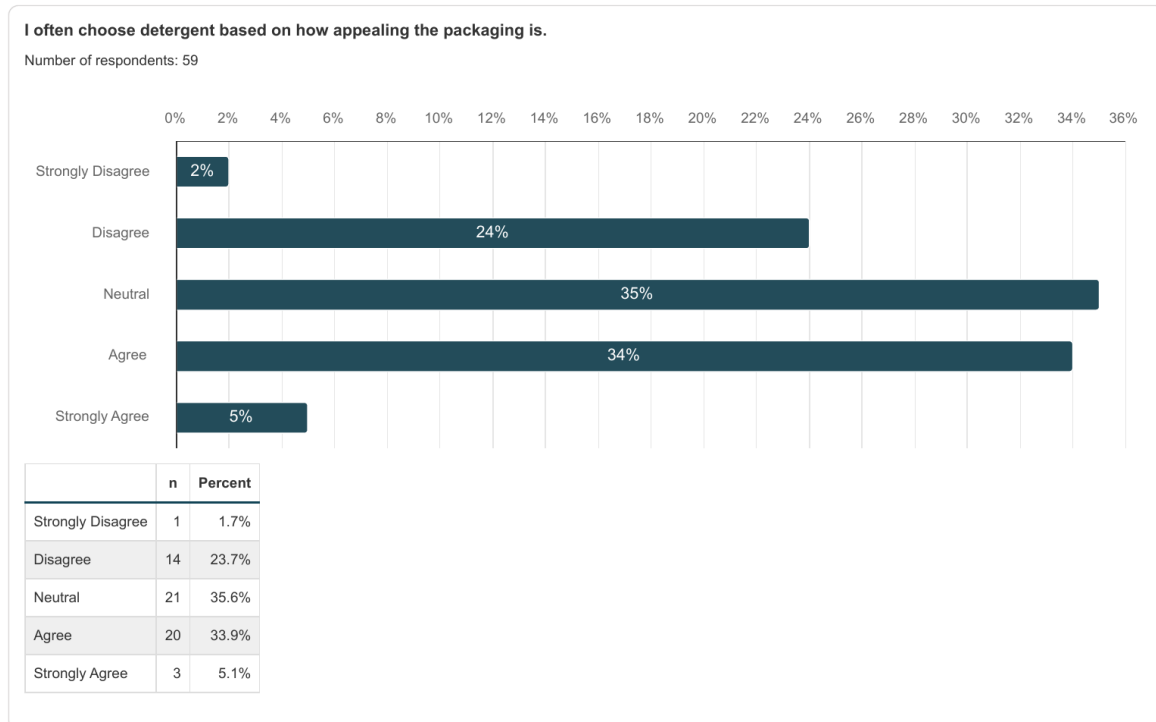


FIGURE 20. I often choose detergent based on how appealing the packaging is.

About 33% of people agreed, 5,1% strongly agreed, 35,6% were neutral, 23,7% disagreed, and 1,7% strongly disagreed. What about the other 23%? The look of the packaging plays a role, but it's not the only thing that matters. A large neutral section shows that customers may like pretty packaging but still put more weight on factors like price, brand trust, or product quality when deciding what to buy. This means that the package should support the general promise of the product, not take away from it. Brands can benefit from packaging that looks good, but they need to make sure that it doesn't take the place of telling people about the real benefits and dependability of the product.

### 6.3.4 Packaging colour and design influence my perception of product quality.

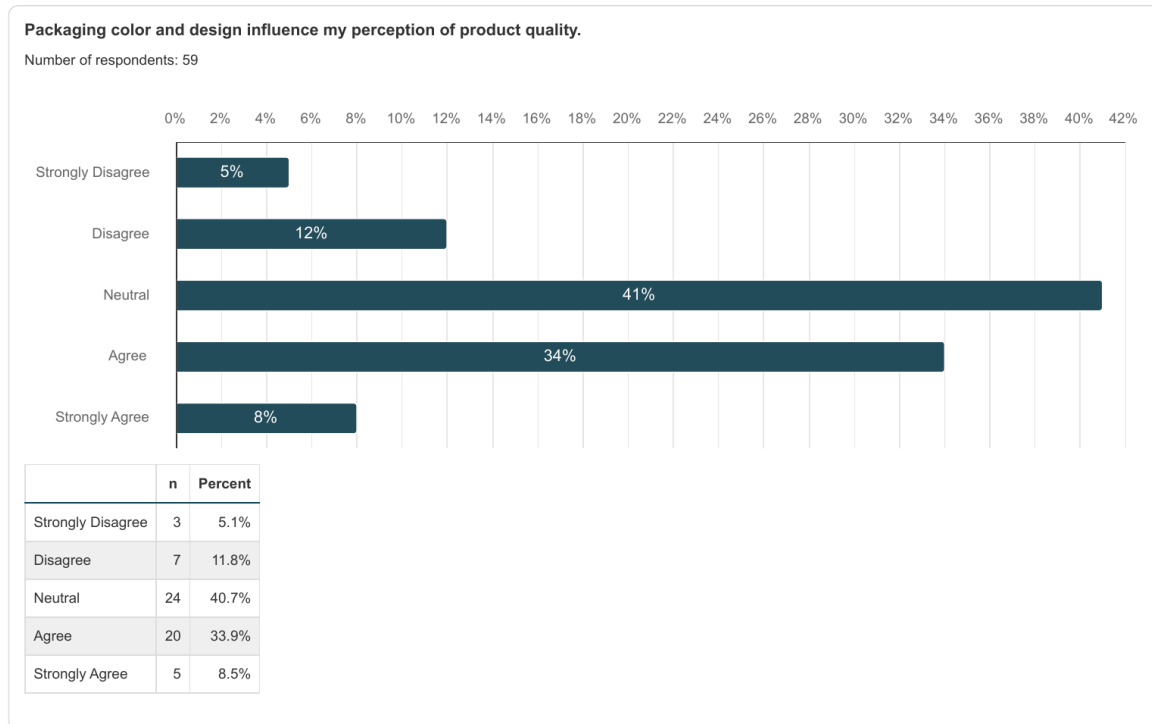


FIGURE 21. Packaging colour and design influence my perception of product quality.

Of the people who answered this question, 33,9% agreed, 8,5% strongly agreed, 40,7% were neutral, 11,8% disagreed, and 5,1% strongly disagreed. These numbers show that the packaging style affects how many people think about it, though it's not the most important thing for some. The relatively high balance points to a mental effect. People may not consciously say that colour and design affect how they see things, but these things do. They slightly shape ideas of how clean, strong, or safe something is. A simple, clean design could mean health and purity, while bright, bold colours could mean strength and newness. Because of this, brands should use colour psychology and design features in a planned way to gently support their product positioning and set themselves apart.

### 6.3.5 Clear labelling on the detergent package helps me make better choices.

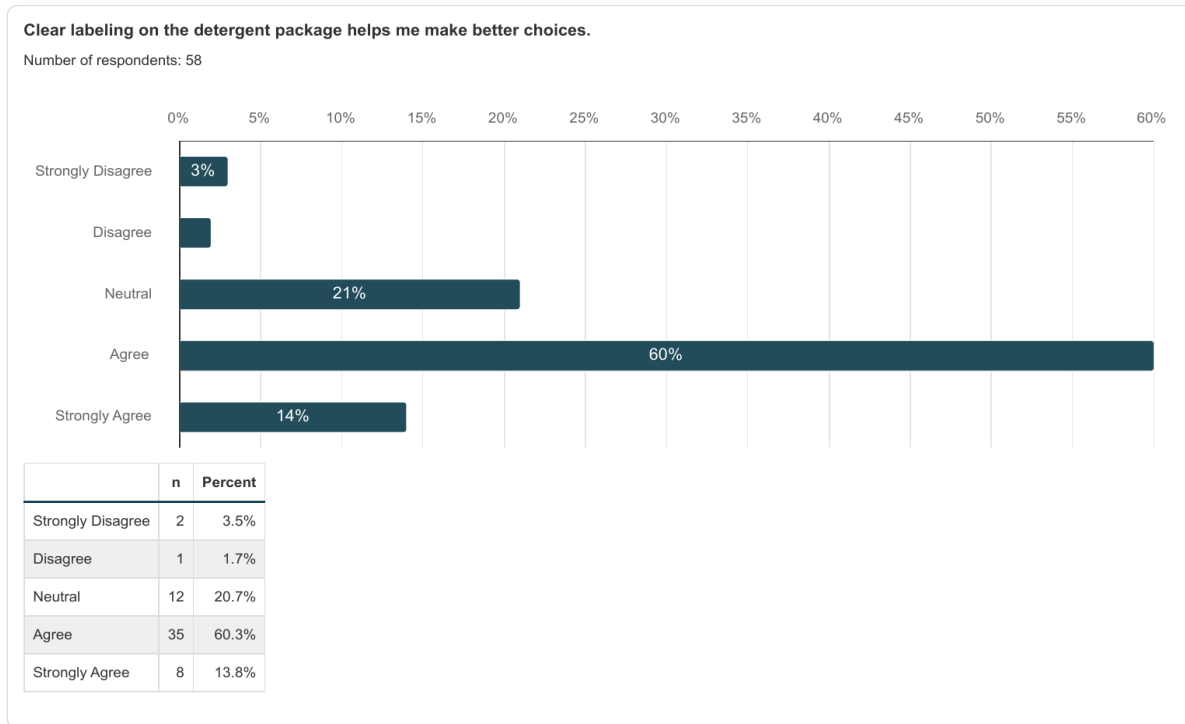


FIGURE 22. Clear labelling on the detergent package helps me make better choices.

Many respondents (60,3% agreed and 13,8% strongly agreed) said that clear labels help them decide what to buy. Only 3,5% greatly disagreed, and 1,7% disagreed. This answer shows that consumers want packages to be transparent and open. Shopping people want to know what ingredients are in the product, how to use it, and what its benefits are. This is especially important for people with allergies, sensitivities, or worries about the world. Brands must ensure that their signs can be read and, if necessary, are available in multiple languages. Adding images, icons, and QR codes to products to give customers more information can improve their experience and make them trust the brand even more.

**6.3.6 I prefer detergents that come in user-friendly packaging.**

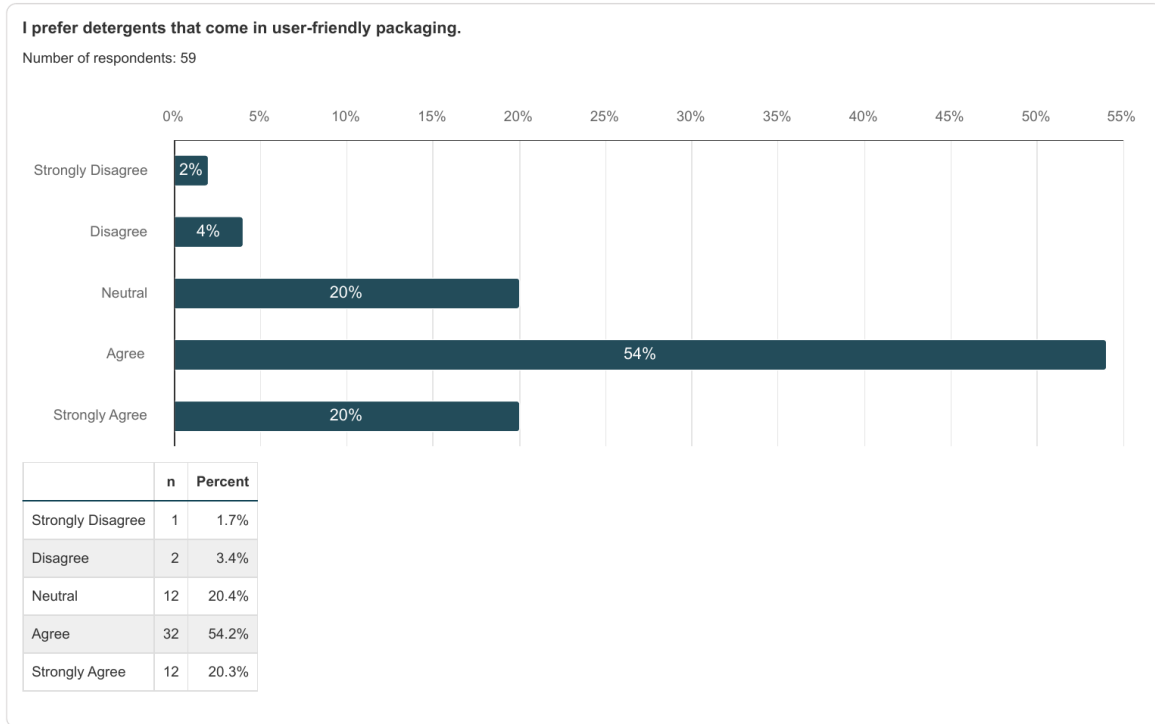


FIGURE 23. I prefer detergents that come in user-friendly packaging.

More than 74% of people who answered this question agreed or highly agreed that packaging should be easy for people to use. Remarkably, few people (1,7% strongly disagreed and 3,4% disagreed). This strong agreement shows that usefulness is essential to customers. Features like comfortable grips, easy-to-open caps, sealed packs, and light packaging can significantly affect customer happiness and return orders. On the other hand, packaging that is hard to use or useless can make people angry and make them switch brands. To stay ahead of the competition, brands should keep coming up with new ways to make things work better and be easier to use, taking into account problems that people have, like spills, overuse, or trouble storing things.

### 6.3.7 Eco-certificate on detergent packaging influences my purchasing decisions.

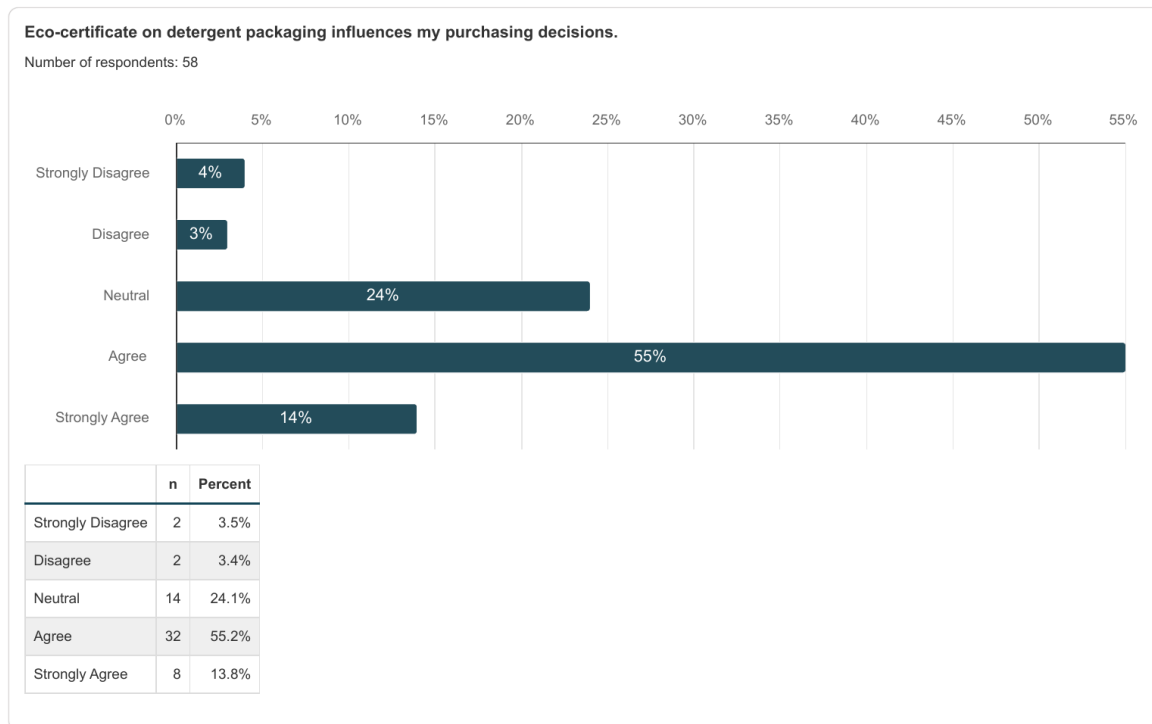


FIGURE 24. Eco-certificate on detergent packaging influences my purchasing decisions.

More than half of the people who answered (55,2% agreed and 13,8% strongly agreed) said that eco-certifications affect what they buy. A smaller group (3,4% disagreed and 3,5% strongly disagreed) and 24,1% were unsure what they thought. These results show that people are becoming more aware of environmental problems and want to support brands that show they care about the future. Eco-labels let people know that a product meets specific standards for ethics or the environment, and they are a great way to stand out in a market where most products are the same. Getting and clearly showing these certifications can help detergent brands win over eco-conscious customers and maybe even explain a higher price.

### 6.3.8 Packaging influences my first-time purchase of a detergent.

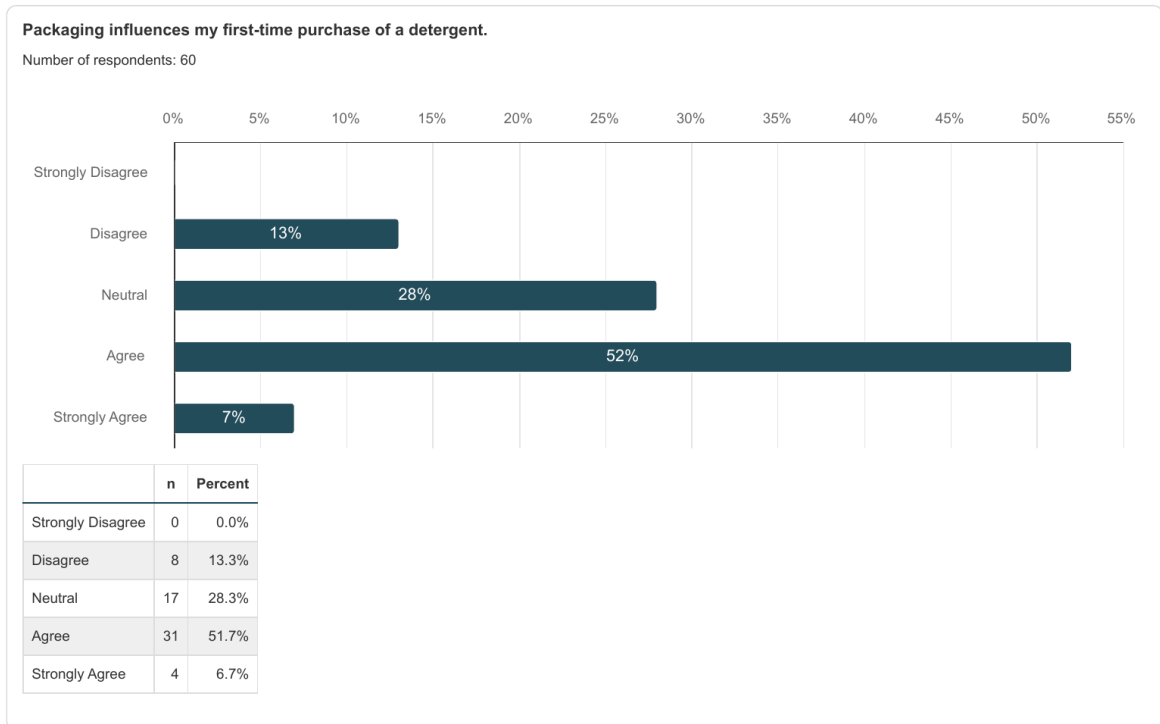


FIGURE 25. Packaging influences my first-time purchase of a detergent.

Most people (51,7% agreed and 6,7% strongly agreed) said packaging affects their first buy. Only 13,3% differed, while 28,3% were not sure. This shows that first views matter, especially for new customers or customers who aren't sure yet. Packaging can be the link between being interested and buying, especially if the product doesn't have a lot of reviews or reputation yet. Once tried, people may repurchase it if it works well, but many might never give it a chance if the package doesn't look good. For brands, the first package needs to pique people's interest, build trust, and provide enough information to make them want to try.

**6.3.9 I pay attention to the materials used in detergent packaging.**

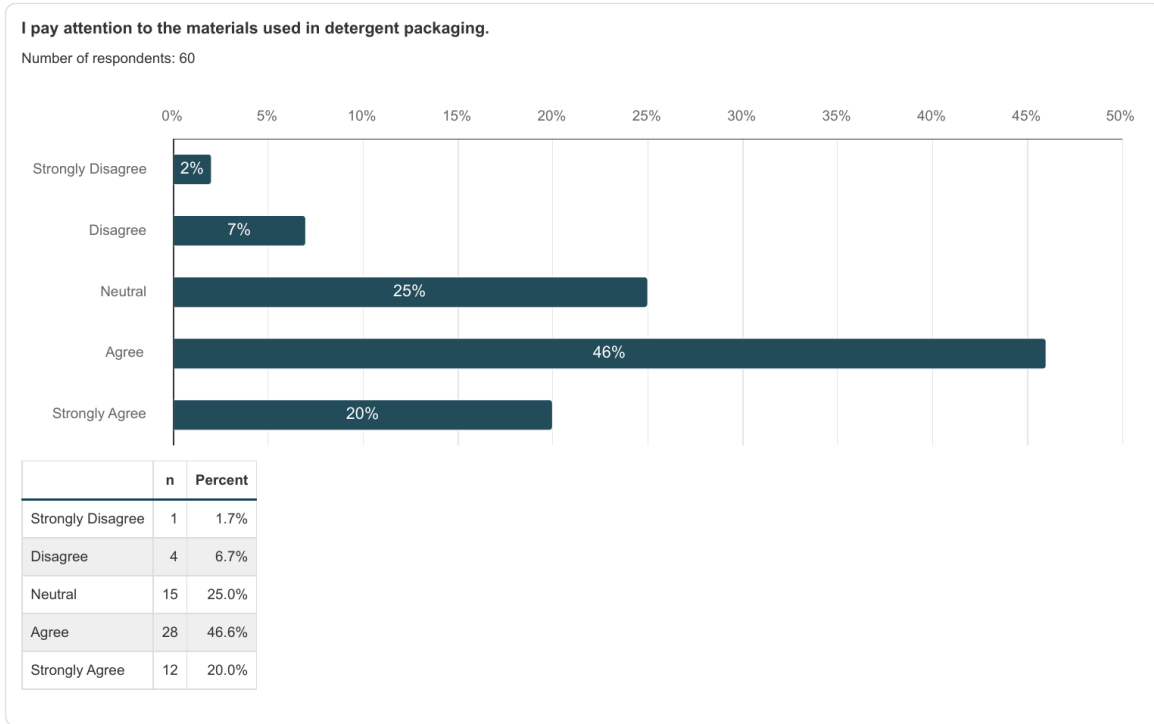


FIGURE 26. I pay attention to the materials used in detergent packaging.

This question shows that consumers care more about the environment: 46,6% agreed, and 20% strongly agreed that they pay attention to the materials used in packaging. Two-fifths (25%) were unsure, 6,7% disagreed, and 1,7% strongly disagreed. This shows that eco-friendly packaging is a trend and a rising standard. People are paying close attention to whether or not packaging can be recycled, breaks down naturally, or is made from materials that have already been used. If brands don't change, they could lose customers who care about the environment. On the other hand, brands with new, eco-friendly packaging ideas can gain customers' trust and a good reputation. These days, it's not enough for a product to work well; it must also be packed responsibly.

### 6.3.10 I have changed my mind about purchasing detergent because of its packaging.

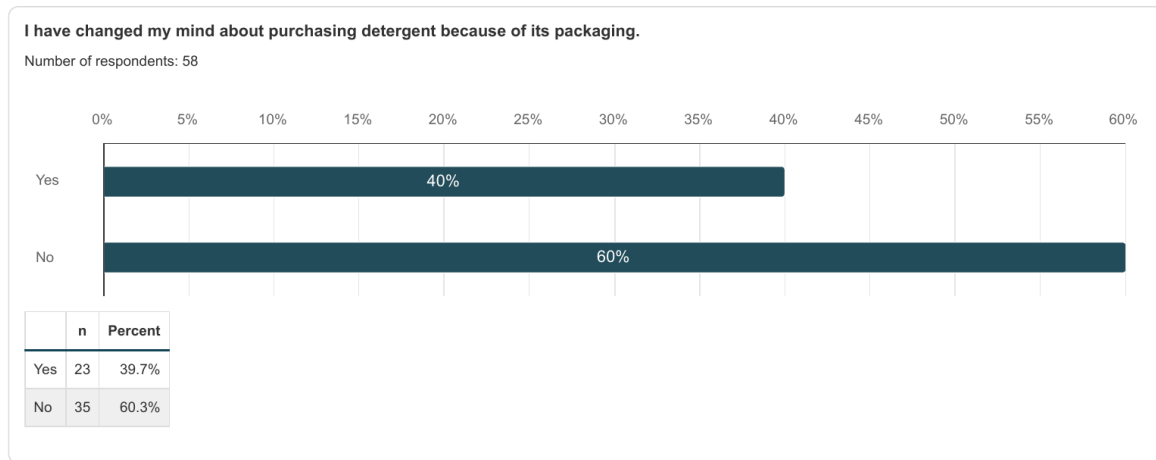


FIGURE 27. I have changed my mind about detergent because of its packaging.

39,7% of people who answered this simple question said "Yes," while 60,3% said "No." Even though most people still said that packaging hadn't changed their mind, the fact that almost 40% had shown that it does have a strong, sometimes overlooked effect. Poor design, confusing information, too much plastic use, or a lack of safety or quality perception may have caused this shift. Brands must understand that packaging is integral to the product experience and can make or break a sale. Improving packaging based on customers' wants can help you get more sales at the point of purchase.

### 6.3.11 Packaging is an important factor in distinguishing detergent brands.

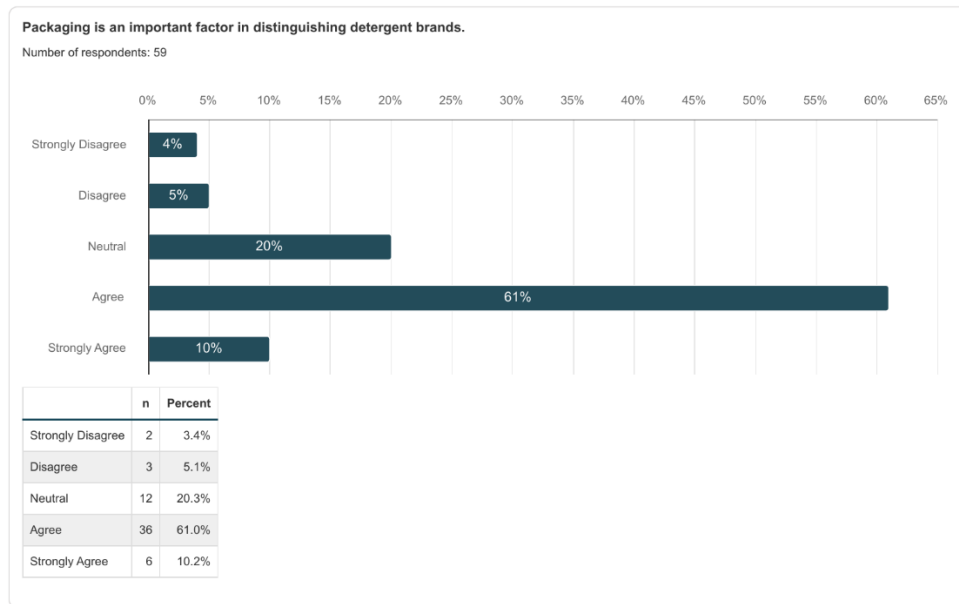


FIGURE 28. Packaging is an important factor in distinguishing detergent brands.

Some people (5,1% disagreed and 3,4% strongly disagreed) said that packaging wasn't a way to tell products apart, but 61% agreed, and 10,2% strongly agreed. This means that packaging isn't just for looks or functionality; it's also a key part of building a brand. It helps shoppers choose between choices and make quick decisions based on what they see. This uniqueness comes from colour, design, logos, and style. In a market with so many options, the package may be the most important thing that draws attention to a name on the shelf.

### 6.3.12 Which packaging features would you like to see in your favourite detergent? Select all that apply.

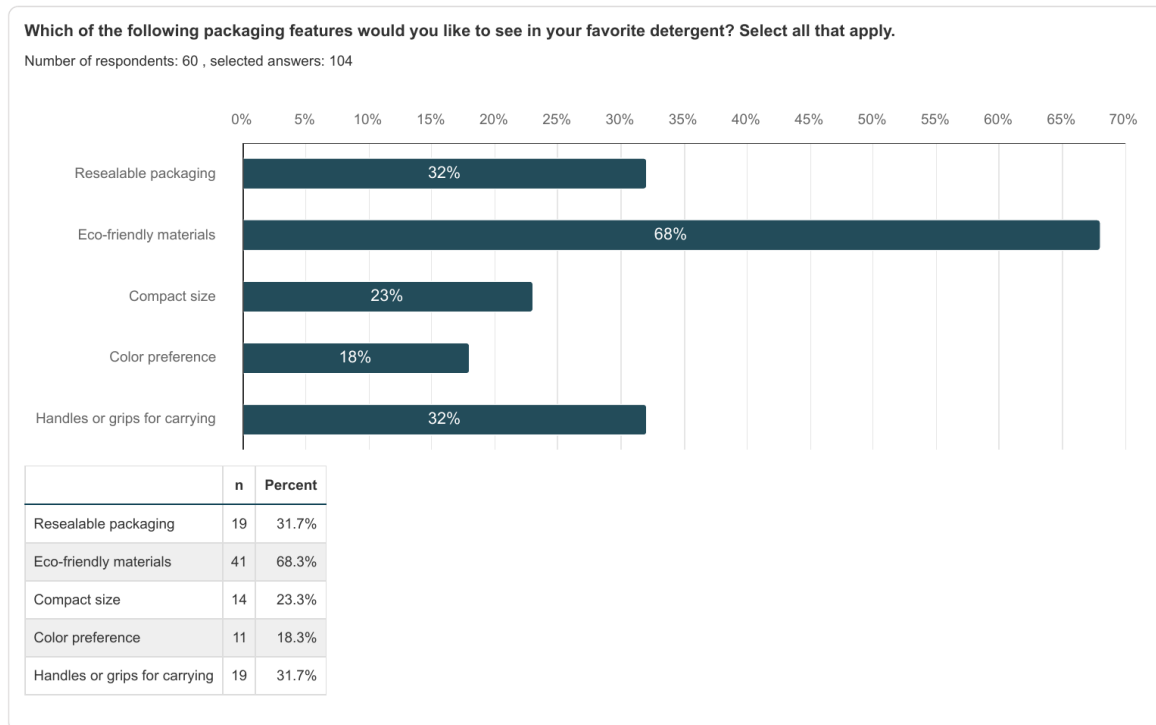


FIGURE 29. Which packaging features would you like to see in your favourite detergent? Select all that apply.

68,3% of people who answered this multiple-choice question chose eco-friendly materials. This was followed by 32% who decided on reusable packaging and carrying handles, 23,3% who chose small size, and 18,3% who chose colour taste. The intense desire for eco-friendly packaging shows that people are becoming more aware of the need to consume in a way that doesn't harm the environment. Features like resealable bags and comfortable design also show that customers care greatly about ease of use. If brands develop new ways to use these package features while keeping the quality of their products high, they can meet unmet needs and make their products more valuable and appealing to people.

### 6.3.13 One feature that you would like to add or remove to detergent packaging.

The answers to this open-ended question showed helpful customer ideas about making products more useful and better for the environment. Many participants said they would like to see extra features added. The most popular one was a built-in measure cap or spigot. This shows that people want ease of use and accuracy—they want help getting the right amount of detergent, so they don't waste any and get a good clean. One responder said, "I'd like to add a measuring guide to the cap to help people use the right amount of detergent." This shows how important it is to make things that are easy to understand and use. Many people also thought that flexible handles or grips should be added to containers, massive ones to make them easier to move and pour from.

The repeated call to eliminate too much plastic packaging was also essential. Many people who answered stressed the need for long-lasting materials, like organic or reusable options, and said that plastics that can't be recycled were unnecessary. Statements like "Stop using too much plastic" and "Make the detergent package more eco-friendly" show that people are becoming more aware of and angry about practices that hurt the environment. This feeling is similar to the worries worldwide about plastic waste and the environment.

People also wanted labels to be simpler and easier to read, especially regarding health safety and chemicals. One person said, "Make the ingredients on the package easier to see. That makes the company seem sure of what's in their goods." This shows a greater desire for openness and making decisions based on good information. Some people even said the product should come with notes in English and the local language to make it easier for everyone to use.

In addition to these valuable and environmentally friendly ideas, some participants said they would like things to look simpler. For example, one said they would "remove celebrity pictures on packages," and another said they were worried about "over-advertising." These comments show people are increasingly interested in real, simple, and deep things over flashy marketing tricks. Customers want applicable, eco-friendly, helpful packaging that is open to everyone. These requirements are now required by law and are no longer optional when packaging consumer goods. To meet today's consumers' changing wants and values, detergent brands must include measuring tools, use less plastic, make clear labels, and follow green design principles.

## **7 DISCUSSION AND CONCLUSION**

After looking at all the poll data in detail, some significant trends and ideas have become clear. These show how people see and react to detergent packages and branding. These results show the main reasons, tastes, and hopes that affect buying decisions in the detergent market. This part makes it easier to understand what makes people make choices and how brands can make their strategies fit those choices by putting together similar ideas into separate themes. Several suggestions will be made based on the data.

### **7.1 Findings**

This section provides the major findings from the survey if not all. These findings have been produced based on the survey results and can be considered as one of the key parts of the entire thesis.

#### **7.1.1 Brand Familiarity Drives Purchasing Decisions**

One thing that came up repeatedly in the study is that customers choose detergents based on how familiar the name is to them. This dependence comes from a desire for safety, stability, and less danger. When it comes to goods you use daily or weekly, like cleansers, familiar names give you peace of mind. People aren't likely to try new or unknown brands unless they are unhappy with their current brand or are given a strong reason to switch. In a crowded market, familiarity not only makes it easier to make a choice but also makes it easier to believe something. This means that brands can turn one-time buyers into regular users by ensuring they are always visible through marketing, packaging, and availability. Building brand memory over time is very helpful, especially in areas where the product's primary purpose is unclear at first glance.

#### **7.1.2 Reputation is Essential to Brand Perception**

How people think about a brand's image significantly impacts how they act and think about it. People will support a detergent based on its public image, which is based on stability, ethics, product efficiency, and social duty. A brand's reputation is more than just its ads. It includes how it treats its customers, handles complaints or issues, and tells the public what it stands for. These days, consumers are smarter and pickier. They want to be sure not only of the results but also of the brand's honesty.

Companies that are open about running their businesses, taking responsibility, and always keeping their promises can improve their market position. People often decide what to do based on what others say and think about a brand. This is called "social proof." A good name can make all the difference when there aren't many functional differences between products, like with detergent.

### **7.1.3 Emotional Connection Strengthens Loyalty**

Many people don't just buy detergent; they get to know the brands they trust and build ties with them. A brand can become emotionally connected to a person after years of regular use, positive experiences, or even nostalgic links with family or childhood. These feelings are often boosted by familiar smells, ads that make you feel better, or results you know you can trust, which link the customer and the product. When prices change, or new companies enter the market, this emotional attachment protects the market from those changes. Once a brand preference is made, people are more likely to ignore other options and tell others about their favourite brand. When brands understand the emotional side of customer loyalty, they can make marketing messages that are more important and fit with people's values, lifestyles, and identities. So, emotional branding isn't just about words; it's also about shared beliefs and feeling good about yourself.

### **7.1.4 Word-of-mouth and Social Influence Matter More Than Traditional Ads**

Social networks, like friends, family, and social media groups, have become more important than traditional media when finding and believing laundry brands. People trust their peers' opinions more than companies' claims because they are real, based on experience, and easy to relate to. A suggestion from someone you know is often more powerful than a whole advertising effort. In the same way, social media has become an important place to look at product choices, read reviews, and watch demos. Influencers and user-generated material give you a look at how a product works in real life, which is something that traditional ads often fail to do. This change makes it clear that detergent companies need to change how they market to focus more on communities and interaction, where reviews, talks, and customer support are more important than slick ads.

### **7.1.5 Sustainability is a Rising Expectation, not a Bonus**

Being responsible for the environment is no longer nice; it's quickly becoming something customers expect. People who buy detergent today are very concerned about how their goods affect the environment. They want brands to use recyclable products, cut down on plastic trash, and work to lower their carbon footprints all along the supply chain. This worry isn't just about the ingredients in a product; it also includes the packaging, how the brand is communicated, and the company's overall sustainable policies. Sustainable business methods are seen as a sign of long-term duty and accountability by customers. People who don't act in an eco-friendly way risk losing respect, especially among younger, better-educated people. Brands that openly talk about how they help the environment, such as through green branding, package standards, and relationships with sustainability efforts, can make their products more appealing and gain more trust.

### **7.1.6 Packaging is a Multi-Functional Decision Driver**

Packaging isn't just seen as a shell to cover the item; it's an essential part of marketing, communication, and ease of use. People today expect packaging to do more than one thing at once, like protect the product, tell the buyer something, get their attention, and make it easy to store or use. When it's in the house, it's used daily and acts as a quiet salesman at the point of sale. In addition to looking good, customers expect packages to have clear directions, stress essential benefits, and show what the brand stands for. They also want it to last a long time and be simple. Because it can do more than one thing, packaging plays a significant role in both the first image and the long-term experience of the user. It directly affects the desire to buy, the happiness with the goods, and even the ability to remember the name.

### **7.1.7 Visual Appeal Captures Attention but Doesn't Guarantee Purchase**

Attractive packaging is essential for attracting attention, especially first-time buyers who have to sort through many goods that look identical. Colour, style, layout, and even typeface can affect how a customer thinks about a brand's attitude, quality, or new ideas. Visual appeal can get people interested, but it doesn't mean they'll buy unless it's backed up by reliability, success, and trust. People may like the way a product looks, but they may not buy it if they think the price is too high, the information isn't clear, or the name is new to them. So, brand message and practical value should go hand in hand with

visual design. Packaging that is too fancy or gives the wrong impression can fail by making people doubt or be disappointed after buying something. The best package makes its message clear and to the point while also getting people's attention without being too much or giving them the wrong idea.

### **7.1.8 Transparency Builds Consumer Confidence**

Now that people know more about what they're buying, being honest is not only valued, but also expected. People want the product's package to clarify what it is, how it works, and why it's right for them. They like clear, honest words and pictures that help them decide quickly but with much information. Using too many words, unclear language, or small sizes can hurt trust and make people less likely to buy. Many people also want to know if the product is safe for sensitive skin, approved environmentally friendly, or made honestly. Labels that are clear and include lists of ingredients, dosing directions, and contact information make buyers feel safer and make brands look more professional and responsible. In this case, being transparent and honest on the box is not just a compliance measure; it's also a strategic benefit.

### **7.1.9 Functionality is Central to Packaging Satisfaction**

One of package pleasure's most important but often ignored parts is its easy use. People are looking for features that make their daily lives easier, like bags that can be resealed, comfortable grips, spouts that stop spills, and measure tools that are built right in. Functional problems like caps that are hard to open, or too big packages can be annoying and keep people from repurchasing the detergent, even if it works well. However, packaging that is easy to understand and designed with the user in mind improves the whole product experience and increases customer happiness. Functionality also includes how well the package keeps the product fresh, how easy it is to store, and how little waste it creates. Companies can make innovative packaging that feels just as smart as the product inside by thinking about how people use the product.

### **7.1.10 Consumers Want Innovation Grounded in Practicality and Responsibility**

People want new things only if they meet their real needs and align with their ideals. They're not interested in tricks or changes that don't go deep. Instead, they want improvements that make their lives better and hurt the world less. This includes asking for measure tools to be built in, simple, reusable packages, directions in two languages, and designs that are easy to use without too much marketing

noise. It's especially welcome when functional innovation makes things easier, more precise, or safer. Environmental innovation, like using less plastic or products that can be broken down, is also highly respected. People want brands to lead with purpose and substance, making well-thought-out goods to help people and the environment. Innovations that are honest, useful, and responsible will be embraced much more deeply than flashier ones that don't have any substance.

## **7.2 Recommendations**

Laundry detergent companies should build and maintain brand recognition through constant messages, wide distribution, and long-term interaction strategies to increase brand impact and customer trust. People are more likely to buy something they already know, so making sure the brand looks and sounds the same on all platforms—including packages, ads, social media, and in-store promotions—will help people recognise and believe it. It's harder to get people to switch brands once they've become a part of their daily lives, even if prices go up or down or competition increases.

A good image for your business is something you should value for a long time. This includes more than just the quality of the product; it also includes how the company acts in terms of ethics, society, and the world. Brands should always keep an eye on and control their public image by being honest in their marketing, responding to customer comments, and supporting causes that are important to those customers. Customers will stay loyal to a business that invests in customer service, honest promotion, and corporate social responsibility projects.

Brands should use more than just practical messages to connect with people on an emotional level. They should use ideals, living stories, and experiences. Storytelling about family care, long-term use, or shared routines as part of emotional branding can help build genuine customer relationships. Senses like smell, touch, and sound (like the cap clicking shut) can also help people feel more emotionally connected. Campaigns that speak to the consumer's personality and goals will have a bigger impact and build trust that lasts even when there is competition.

Because social proof and word-of-mouth are so powerful, brands should actively support and reward promotion. To do this, you can set up programs to get customers to recommend your business, ask for

reviews online, and work with influencers, especially micro-influencers with niche audiences. Re-posting user-generated content on social media, getting customer feedback, and writing "how-to" articles are all-natural ways to build trust and reach more people.

Because sustainability is becoming more important, businesses should set and talk about clear environmental goals. This means using less plastic, moving to packaging materials that break down or can be recycled, and looking for certified eco-certifications. Environmental claims should be explicit and possible to be checked; unclear "greenwashing" can hurt trust. Being transparent about sustainable practices on packages and in marketing can bring in eco-friendly customers and boost the brand's reputation for being ethical.

Companies that make detergent should make their product so that it can be used for more than one thing. All at once, it has to protect the goods, tell the user something, and get people's attention. Key parts include clear labelling, a strong but clean design, easy use, and a place on the shelf. Designers, marketers, and supply chain managers can work together across departments to ensure the end package meets all needs without sacrificing cost or sustainability.

To make the most of visual appeal, brands must make packaging that looks good without being too hard to understand. Colour psychology, balance, and keeping things simple all greatly affect how people first think about something. However, visual design should have a meaning behind it. Brands should use images and styles that show what they stand for, not just what's popular now. Updating design elements regularly while keeping key identifiers (like the name and colour range) can help keep packages new and up to date.

Labels must be clear and easy to read. People want quick, accurate details about what's in a product and how to use it. Instead of giving too much information, brands should focus on what's most important: the chemicals, any safety warnings, any claims about the environment, and how to use the product. Visual images, graphs, and writing written in two languages can make the product easier for many customers to reach and use.

When designing packages, you should not forget how they work. Adding good customer features, like sealed spouts, built-in measure caps, and comfortable handles, will make things easier to use and make people happier. These features not only make the brand easier to use, but they can also set it apart

from others in the same field. To meet real-world needs, new packaging should be based on trying products, getting customer comments, and designing with people in mind.

Finally, the way forward is through responsible, genuine creativity. Instead of making flashy or shallow changes to how things look, brands should focus on fixing real customer problems and lowering their environmental impact. Being forward-thinking and socially responsible can be shown through innovations like reusable containers, less ink writing, recyclable bags, or flexible designs that make discarding easier. Mindful customers will see brands as stars if they come up with new ideas with a reason, not just to show off.

### **7.3 Conclusion**

This study showed that branding and packaging are more than surface-level factors in Nepal's detergent market. They are strategic tools that greatly affect how people behave and what they buy. Emotional branding has become a key way to set one brand apart in a market where many brands offer products with similar functions. When brands connect with customers through stories about caring for families, daily habits, and long-term product use, they build stronger relationships beyond making wise decisions. Using sense branding techniques, like interesting touch, sound, or smell, that make people remember and connect with the brand strengthens these emotional ties even more. Packaging, on the other hand, sells things without saying a word. A product's first image and final choice at the point of sale are affected by how it looks, how simple it is, how it uses colour psychology, and how well it shows off a brand's values.

The study also shows Nepalese customers are becoming more aware of social and environmental problems. So, packaging that uses eco-friendly materials, makes environmental goals clear and doesn't use dishonest "greenwashing" techniques builds customer trust and improves brand image. Practical features, like packages that are easy to hold, labels that are easy to read in multiple languages, and functional design elements like measuring caps that are built in, also make users happier and more likely to repurchase the product. Online reviews, user-generated content, and influencer marketing are all forms of social proof that have been shown to strongly affect buying behaviour, especially among consumers who are always online.

To conclude, brands that want to do well in Nepal's competitive detergent market need to look at the market as a whole. They must ensure their branding and packaging strategies include clear communication, proper functionality, emotional appeal, and sustainability. For packaging that protects, educates, motivates, and affects, designers, marketers, and supply chain experts must work together across functional lines. Detergent brands can build lasting relationships with customers, stand out on crowded shelves, and drive long-term business growth in Nepal's changing market by coming up with new ideas with a purpose, being open and honest, and being aware of what customers want.

## 8 SUMMARY

This thesis examines how branding and packaging affect people's decisions about what detergent to buy in Nepal. It does this by connecting academic ideas with real-world results. To explain how brands and their packaging affect how people act, the study uses several marketing theories, such as emotional branding, visual marketing, and packaging design principles. The study discovers that good branding involves more than just practical features. It also emotionally links customers through stories, long-term use tales, and shared experiences. The results support the idea of emotional branding, which says people make choices based on their feelings and experiences rather than just practical or logical factors.

Using sight, touch, smell, and sound as part of branding is crucial for changing how people think about brands and making emotional links with them. This finding backs up the sensory marketing theory, which says that sensory cues that appeal to more than one sense greatly affect what people decide to buy, improving the overall brand experience. For instance, the sound of a cap popping shut, or the feel of a package can make you feel more trustworthy and high-quality. Consumers in Nepal strongly preferred products that came in packaging that appealed to their feelings. This supports the idea that sensory branding could work in this market.

The study also looks at how sustainability is becoming more critical in packaging, which fits with ideas about green marketing and corporate social responsibility (CSR). People worldwide are becoming more concerned about the environment, so they are paying more attention to sustainable practices. According to the study, Consumers liked laundry brands that put eco-friendly packaging first, like using recyclable materials or being transparent about their environmental claims. Customers today choose brands based on more than just the quality of their products. They also select brands based on their social and ecological values. However, the study also showed the dangers of "greenwashing" when brands make false environmental claims backed up by evidence. This can make people less likely to trust the brand, which fits with the theory of customer scepticism in CSR communication.

The study supported the idea that packaging should be clear, practical, and nice-looking. This aligns with theories of visual design and the usefulness of packaging. People said they liked packaging that was easy to use, had helpful information, and looked good. Key package features like signs that are easy to read, useful spouts and soft handles meet functional needs and make people feel good about the

brand. The results support the idea of user-centred design, which says that goods and materials should be made with the end user in mind to make them easier to use and more satisfying.

Theories of word-of-mouth marketing and customer trust support the thesis's point that social proof is becoming more critical. In Nepal, people's choices about what to buy were significantly affected by social media, online reviews, and recommendations from influential people. The data support the idea of social impact, which says that people are more likely to accept and buy things others have said are good. By working with stars and encouraging user-generated content, brands can build better ties with their audience, leading to more trust and loyalty.

This thesis demonstrates the critical intersection of branding, packaging, and consumer behaviour in Nepal's detergent market. The findings highlight the relevance of emotional branding, sensory marketing, sustainable packaging, and social proof theories, offering practical insights for businesses looking to refine their marketing strategies. By aligning branding efforts with these theoretical frameworks, companies can enhance their consumer appeal, build stronger emotional connections, and create a competitive edge in the marketplace. The research contributes to a deeper understanding of how these elements shape purchasing decisions and how brands can leverage them to ensure long-term success in a competitive market.

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## APPENDIX 1/1

### Questionnaire of the Thesis

#### Part 1: Demographic Information

1. **Gender:**

- Male
- Female
- Other
- Prefer not to say

2. **Age:**

- Under 18
- 18–25
- 26–35
- 36–45
- 46 and above

3. **Academic Qualifications**

- No formal education
- Basic education
- Higher secondary level
- University degree

4. **Place of residence:**

- Capital area
- Other major cities
- Small towns
- Villages and rural areas

5. **Monthly Household Income (in NPR):**

- Below 30,000
- 30,000 – 50,000
- 50,001 – 100,000
- 100,001 and above
- 

#### Part 2: Project 1- The impact of Branding on Consumer Purchasing Decisions

1. **I prefer buying detergent brands that I recognize.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

2. **A brand's reputation influences my decision to purchase its detergent**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3. **I trust well-known detergent brands more than unfamiliar ones.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

4. **I am loyal to a particular detergent brand.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

## APPENDIX 1/2

**5. I believe branded detergents are of higher quality.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**6. I am willing to pay more for detergent from a trusted brand.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**7. I often recommend my preferred detergent brand to others.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**8. The brand name helps me distinguish one detergent from another.**

- Strongly Disagree
- Disagree
- Strongly Agree
- Neutral
- Agree

**9. I feel emotionally connected to my regular detergent brand.**

- Strongly Disagree
  - Disagree
  - Neutral
  - IF YOU AGREE, explain what makes you feel connected
  - Agree
  - Strongly Agree
- 

**10. Advertising and brand image influence my choice of detergent.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**11. Sustainable committed brands affect my choices?**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**12. Through which of the following do you learn about the detergent brands? Select all that apply.**

- Traditional media like television, newspapers, radio
- Social media
- Others (please specify) \_\_\_\_\_
- Recommendations from family and friends
- In-store promotions

## APPENDIX 1/3

### 13. What else would you like to comment about branding in detergent markets?

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### Part 3: Project 2 – Influence of Packaging on Consumer Purchasing Decisions

#### 1. When it comes to detergent, what does packaging mean to you. Select the best option.

- A way to protect the product
- An attractive design and look
- A source of instructions and information about the product
- All of the above
- Others (specify) \_\_\_\_\_

#### 2. Attractive packaging draws my attention when buying detergent.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

#### 3. I often choose detergent based on how appealing the packaging is.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

#### 4. Packaging colour and design influence my perception of product quality.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

#### 5. Clear labelling on the detergent package helps me make better choices.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

#### 6. I prefer detergents that come in user-friendly packaging.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

#### 7. Eco-certificate on detergent packaging influences my purchasing decisions.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

#### 8. Packaging influences my first-time purchase of a detergent.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

## APPENDIX 1/4

**9. I pay attention to the materials used in detergent packaging.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**10. I have changed my mind about purchasing detergent because of its packaging.**

- Yes
- No

**11. Packaging is an important factor in distinguishing detergent brands.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**12. Which of the following packaging features would you like to see in your favorite detergent?**

**Select all that apply.**

- Resealable packaging
- Eco-friendly materials
- Compact size
- Color preference
- Handles or grips for carrying

**13. One feature that you would like to add or remove to detergent packaging.**

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