

Psychology in Packaging – Why consumers buy what they buy

Interview with Madeleine Lindner, Managing and Creative Director at HAJOK Design.

Whether a package is a hit or a miss is decided in seconds. Why is this?

„Most purchasing decisions are spontaneous and made directly at the shelf – often in less than three seconds. In this decisive moment, the packaging is a silent salesperson: It has to immediately convey the product’s promise and its relevance. Our brain evaluates colours, shapes and textures subconsciously and emotionally – long before we start thinking about them rationally. This is precisely where good design plays its part. It appeals to the senses and triggers a positive feeling.“

What interests you personally about the psychology of packaging?

„I find it fascinating just how much stimuli at a subconscious level control our behaviour. A single colour, a change in shape or a different kind of surface can have a decisive effect. As designers, our job is to create beautiful, coherent packaging that positively influences purchasing decisions.“

What role does colour psychology play here?

„Colours influence our perception and arouse emotions even before we've read a single word. At HAJOK Design, we place great importance on precisely analysing which colour codes predominate in a particular category and which colour strategy has the greatest impact. By specifically aligning colour design with the emotions you want to evoke, brands can effectively harness the power of colour to achieve their goals.



The new drinking vinegar range from Kühne makes a real statement on the vinegar shelf with its soft pastel colors.

Red is one of the most popular brand colours in the FMCG sector. It has been proven to evoke physical reactions and stimulate spontaneous purchasing decisions. Brands like Melitta and Coca-Cola contribute to strengthening this

positive image of red by conveying qualities such as emotional attachment, joie de vivre and energy.



A sophisticated printing technique gives the Melitta Perfection packaging its unique, premium tactile quality.

Blue, on the other hand, represents trust, having a calming and relaxing effect on a psychological level. This is beneficial when treating yourself to small moments of pleasure in everyday life. Green tones, symbolize naturalness and are increasingly being used to showcase sustainability in a credible way. Balance is crucial: colours always have to be seen in context – together with packaging materials, typography and the target audience. It’s only in this way that an authentic, brand-typical overall image can be created.“

How can packaging design help brands connect emotionally with consumers?

„We can create a deeper connection to the brand when we integrate storytelling elements and tactile stimuli. Stories activate emotions, making them more memorable. And multi-sensory packaging – with embossing or special surfaces for example – appeal to multiple senses at once, which enhances the whole brand experience.“



Instead of appearing instructively medical, the Colgate mouthwash presents itself with a lifestyle-oriented approach and emotional storytelling.