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December 2016

“Research on Most Commonly Used Packaging Types and Physical Characteristics of Beverage Categories ”
(Korea Society of Basic Design & Art, Korea)

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Physical attributes or silhouette of a product can work as a supportive element in finding the right product in the market environment. Consumers can recognize a product through its familiar physical attributes, that people understand the product's category without having to check written information or going through package labels. There is constant increase in categories, brands and flavors of beverage products, and the forms of packages are becoming more diverse with the rapid development of new technologies and new materials. While hundreds of beverage products with unique physical forms compete with one another in market environments, designing a package with physical attributes of its own category can be easier for consumers to recognize the kind of product, which can ultimately lead to sales. Just like consistency is essential in branding process, there must be an appropriate amount of consistency applied to different types of categories in package design. With great deal of diversity in physical forms in product packages, it is easier for consumers to distinguish different lines of products if a new package design contains certain familiar physical qualities of past designs. This paper is a study of most distinct physical attributes and most familiar packaging types of 11 categories of beverage goods sold in mass markets. The process of the study is first, literary reviews of effective packaging design and comprehension through physical form of packages based on related books and papers. Second part include research of beverage product categories and different packaging types of beverages based on articles, newspapers and internet sites. Third part deals with collecting package samples and survey conducted utilizing the samples. Last part is conclusion of the study through analysis of the survey result. This study can be a supporting resource to explore diverse forms of beverage package designs, yet, recognizable of its category to consumers' eyes, by utilizing physical characteristics and packaging types of each categories.