

Annotation

The bachelor thesis is focusing on investigating the influence of packaging's colours on the expected price of consumable goods. The paper briefly presents the history and results of research on the overall impact of the colours on human behavior. Similarly, studies examining the packaging and its ability to communicate through visual design are also introduced. The thesis also mentions some of the methodological shortcomings of existing research. The limited amount of existing research, which tries to describe the influence of packaging appearance on consumer behavior, is followed by a new experimental study. Its aim is to combine the partial results of previous studies to help understand how colours currently affect the customer's image of the product. The results of this research show a noticeable effect mainly in the hue alternation. In some cases, the use of an orange hue on the product packaging has been reflected in a lower expected price, while the use of black had the opposite effect. The results offer relatively apparent possibilities for practical implications, especially after further examination of the issue.