

The Impact of the Digital Image on Product Packaging in Stimulating the Purchasing Decision of the Jordanian Consumer

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Abstract

The cover is an effective means of linking the product to the consumer, and the visual image in the cover plays a crucial role in the identification and marketing of the product, The design of the cover is focused on using digital images, colors and brand name s behavioural characteristics, and the decision to purchase and repeat the purchase process is greatly influenced by the design of the cover and the quality of the product Digital images play an important role in attracting consumer attention and stimulating their purchasing motivation, and are a powerful element in cover design.

This study aims to learn the impact of digital image on product casings in stimulating the Jordanian consumer's purchasing decision in which the researcher adopted the analytical descriptive approach and analyzed a range of food product samples through an analysis form presented to a group of experts, One of the most important findings was that the use of the image showing the ready-to-use commodity was one of the methods used by packaging designers and one of the most influential methods on consumer behavior The letter concluded with recommendations, most notably the interest in digital image in terms of style, commensurate with the nature of the product and the cover of the material, shape and design elements to influence the purchase decision.

Keywords: packaging, digital photo, purchasing decision, Jordanian consumer, consumer behavior.