

The effect of the color of the product packaging on the consumer's response to the purchase of food products using the neurotransmitter method

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The present study aimed to investigate the impact of product packaging color on the reaction of consumers to purchase food products using packaging of tea were studied in this research neuromarketing This research was conducted in a period of 8 months. The method used in this research laboratory method (neuromarketing or marketing of neuroscience) And reactions by electroencephalogram EEG brain signals using software and open processing with a sampling rate of 512 Hz in the range of 7 to 13 and 30 frames per second was recorded by the 6 main electrode And for this purpose, 15 subjects were ed using judgment And for this purpose, 15 subjects were ed using judgment The results showed that the reaction of consumers in different colors are different and the tea has significant influence And then to separate the effects of different colors were used Danken And the dyes tested were six color green was chosen as the best color for packaging tea.

Keywords : Keywords: neuromarketing, electroencephalogram, color packaging

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