

**Title** The effect of color in produce packaging on consumers' attentive behaviors and perceived freshness

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### **Abstract**

Varied produce is available in the marketplace, to which consumers can devote attention using their senses: sight, sound, smell, taste, and touch. Attention is requisite to perception, of both the produce and packaging attributes; perception is mediated with consumer experience and prior knowledge. It has been indicated that consumers pay more their attention to positive attributes, which ultimately influence purchase decisions.

The objective of this research was to investigate consumer's attentive behavior and quality as it related to the color effect that results when produce is packaged in mesh bags. Four color combinations were studied (1. monochromatic (same), 2. complementary, 3. complementary-analogous, 4. analogous) with six types of produce. Results suggested that consumers spent significantly more time ( $\alpha = 0.05$ ) viewing the mesh bag in the same color and those that appear in an analogous color than the complementary or the complementary-analogous. This was true for both dependent variables (time in zone and number of hits).