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Abstract: Understanding product packaging of consumer goods, especially the food and drink category, continues to be vitally important as more and more product options abound. Thus, the present research explores the role of brand logo location on consumers' perceptions of a product. Utilizing conceptual metaphor theory, we seek to understand the impact of brand logo locations in two unique studies. Study 1 examines effects of brand logo location and positive and negative product descriptors on consumer reaction times via the Stroop task. The findings suggest that consumers evaluate positive words more quickly when they are positioned higher, however there is no significant difference for negative words. Study 2 seeks to increase the realism by introducing products in an online environment into the experiment and altering the variables under study. The results suggest that purchase intentions and willingness to recommend a product are influenced by the brand logo location, due to the indirect effect of perceived quality. Thus, brands that are able to position the brand logo higher on the packaging, regardless of brand familiarity, are likely to have more favorable perceptions.

Keywords: conceptual metaphor theory, Stroop task, packaging design

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