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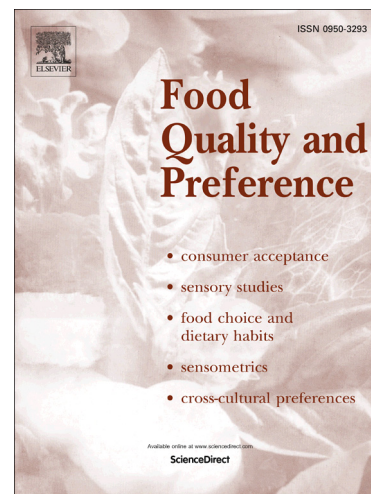
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RUNNING HEAD: PACKAGING COLOUR

On the multiple effects of packaging colour on consumer behaviour and product experience in the ‘food and beverage’ and ‘home and personal care’ categories

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