

ABSTRACT

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Summary

The purpose of this essay was to examine the packaging design's communications related to the colloquially brand's symbolic capital and how they became meaningful through experience and perceptions that led to the identification processes in the consumer society. There were eight interviews of snuff users who became my main collections materials. My theoretical framework was discourse psychology's emphasis on language and Bourdieu's concept provided important tools in the analysis of the material.

I could highlight that packaging design and the brand had influenced the informants and given them symbolic beliefs and what it meant to sniff a certain brand. Color, brand awareness and price were crucial in choosing where the informants attributed themselves the cans symbolic values to their identity. It could be inferred high and low status perceptions based on stereotypes in the design itself.

Keywords: *packaging design, brand, identity, symbolic capital, stereotypes, perceptions, snuff can, price, communicative*