

PACKAGING FEATURES EFFECTING ON MILK BUYING BEHAVIOR IN KARACHI

BY

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



Fall, 2020

BUSINESS STUDIES DEPARTMENT

BAHRIA BUSINESS SCHOOL

Bahria University Karachi Campus



MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	4/05/2020	Cubicle	Discussion of methodology	<i>Aneela</i>
2	22/07/2020	Cubicle	Analysis and interpretation of data	<i>Aneela</i>
3	09/12/2020	Cubicle	Plagiarism Testing and Final Proofreading	<i>Aneela</i>

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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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Anela

Acknowledgement

First and foremost, I thank ALLAH, the Almighty, for giving me this chance and giving me the courage to achieve. Due to the help and support of many persons, this work appears in its present state. Therefore, I would like to give all of them my heartfelt gratitude. Cordial thanks to all my teachers for welcoming me as your student during university life, for your warm support, insightful advice, critical remarks and correction.

I would like to express deep gratitude to my esteemed supervisor Sir Ahsan Rizvi, for the confidence, informative conversation, useful advice and particularly for your patience and guidance during the study and writing process. I like to thank Head of the department of Management Sciences, for providing the excellent opportunity to carry out the research work and facilitating students to every possible extent. I would also like to show my gratitude to the IT personnel and library staff for technical assistance and facilitation.

Last but not the least, I would like to thank my family, friends and siblings for providing me tremendous emotional support and helping me in every possible way.

Abstract

Purpose: The assigned study is devoted to the understanding, evaluating and analyzing of the factors which are responsible for improving consumer buying behavior. The package characteristics influencing milk purchase behavior were analyzed in this article. 4 product attributes were chosen that would include nutritional value, price, impact of place, and quality requirements and were evaluated using Statistical Tool to evaluate their effect on milk usage and buying behavior. Including 200 participants using the Strongly disagree to strongly agree scale-based survey, the assessment was conducted out in metropolitan areas of Karachi.

Methodology & Design: The data was collected by through stratified sampling from different organizations specially dairy industries based in Karachi, students and common people. Structured questionnaire was adopted for research which was self-administered. Multiple linear regression has been used to conduct analyses of the obtained data. SPSS software has been used for analysis data.

Findings: The findings were significant for all variables and it was proved via study that Nutritional Information (NI), Quality Standard (QS) and Impact of Place (IP) has significant impact on consumer buying behavior. The obtained results of the detailed analysis and study reveals that there is a significant impact on nutritional information and consumer buying behavior (H1), significant impact of place and consumer buying behavior (H3) and significant impact of quality standard and consumer buying behavior (H4), but (H2) reveals no relationship between price and buying behavior of consumer regarding to the packed milk.

Limitations: As there is always a room for improvement and it can be done by overcoming the following key limitations. The limitation of this study is the shortage of perspective and awareness amongst the people regarding packaged milk, another limitation was the COVID 19 and shorter span of time. Moreover low level of support extended by the respondent be forced the researcher to restrict to smaller sample size ie 200. For this kind of vast research good time period for collection of data is required.

Recommendations: Growing scope of Dairy industry calls for marketeers to determine more elements involved in relationship marketing and their impact on dairy sector. The future study can be done to find out the impact of packaging features on the perspective of consumer buying behavior. Except all four variables, this analysis can also be conducted on other domains in order to find the impact of customer purchasing behaviour on them. The data collection of this report has mostly been carried out on the current data, so that the detailed study can be carried out in previous years to improve the studies and find out about the developments in the marketing strategies used by the firms. Moreover a large collection of sample size can be collected in order to improve the results.

Keywords: Nutritional Information (NI), Price (P), Quality Standard (QS) and Place (PL), Pakistan Dairy Association (PDA)

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