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***Ergonomics of Packaging and Its Impact on Purchase Intentions  
in The FMCG Sector of Pakistan***



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## **Abstract**

The objective of the study majorly focuses on the ergonomics of packaging rather than just the basic idea of packaging. Specified features of packaging were examined that make it more useful to have a clear picture of the inclination of customers.

In today's world, ergonomics of packaging plays a very important and crucial role in a customer's life as the customers think a lot before buying a particular product. In the present age there is an increasing pressure on some of the leading brands to minimize the negative environmental of packaging. For this very reason the concept of ergonomic packaging is increasingly becoming popular among the customers. In this study, the effect of ergonomic elements, that are design, style, color, typography and material, are tested upon the consumers purchase intentions. The scenario regarding how these variables have an effect upon the consumer purchase intention, which is dependent variable is studied, and furthermore if it has a positive or a negative effect, is tested on the software of SPSS. The methodology in this report that is used to carry out the research, through certainly defined measures, is also mentioned authentically. The research is conducted through online questionnaires. A sample size of 210 people had been chosen to attest the presumptions created and findings showed that, the effect of packaging design and packaging style, is negative on purchase intention however packaging color, typography and material has a positive impact on purchase intention.

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