

**“IMPACT OF PACKAGING ATTRIBUTES ON CUSTOMER PURCHASING  
BEHAVIOUR IN PAKISTAN”**



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# FINAL PROJECT/THESIS APPROVAL SHEET

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**Topic of Research:** IMPACT OF PACKAGING ATTRIBUTES ON CUSTOMER PURCHASING BEHAVIOUR IN PAKISTAN.

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## **ABSTRACT**

Packaged food products are now available in supermarkets which has increased consumer choice. In addition, competition between packaged food products has also increased. The consumers decision making process is strongly influenced by product packaging. The main

purpose of this research is to explore and find out that how such product packaging attributes discussed in this article are behind the success of product packaging. The basic purpose of this research is to know and find out the relationship between independent variable and dependent variables. This research is based in Islamabad (Pakistan). The packaging is the most important factor. The customer purchasing behavior is dependent on the packaging and on its attributes. Products attributes like Packaging material, packaging color, font or text style, packaging structure or design and labeling or printed information is taken as predictors. Due to increasing self-service and changing consumer's lifestyle, the interest in package as a tool of sales promotion and stimulator of spontaneous buying behavior is growing increasingly. So product package performs an important role in marketing communications especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision.

**Key words:**

Product packaging

Fast moving consumer goods (FMCG's)

Attributes of packaging

Customers purchasing behavior

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# CHAPTER 1

## 1.0 INTRODUCTION

People are more like visual beings by nature. Accordingly, successful firms always attempt to attract buyers' attentions through various tactics. one of the significant tactic to keep a brand in top of the mind of customers is packaging design. A good product packaging design reflect the personality and creativity of any company. Product packaging has a strong influence on consumer purchase intentions especially at the point of sale. In fact, product packaging has become as essential part of the selling process. Packaging of product is as important as product itself, so packaging is one of those things that is so important to many businesses but it often not thought about in the impact it can have in your business day to day. Leaders in the consumer goods industry understand that in order to be successful and increased sales they must create packaging that looks great while also being practical technically innovative and low on material waste. One thing that packaging does for your business or your brand is branding, your packaging is the first point of view and the first touch point that customers have with your business when they receive your product so when we thinking branding we want that product to arrive to customer in the best shape possible with logos and really secure and all in one piece the, that is going to be a positive representation on your brand. Striking design and visual appealing of FMCGs products design play a big part as a marketing tool to attract. The major purpose of this study is to find out the consumer behavior on printed information and packaging design for fast moving consumer goods (FMCG) in Pakistan. Purchasers are very good at finding new items that satisfy their needs and requests. The purchasing behavior of consumers is effectively and easily recognized through shopper's attraction towards item, impression of customer, preference of purchaser. Item is comprised of various components: quality, secure capacity, satisfying the customer's need and product packaging. Packaging of products or items play the principle role for getting the customer's attraction towards that particular item or product.

Main objectives of this research is to determine the major influential attributes of FMCG's product packaging have on the buying behavior of purchaser or consumers and to find out the importance of product design and its attraction from the user or buyer point of view. The theoretical framework of this study or research is based on the secondary data. Quantitative research method was selected in which data collected through questionnaires for acquiring and analyzing data by using SPSS software to find out the research results. Product is a combination of tangible and intangible goods and services offers to a customer for sale. It is the idea, method, information, service or object created as a result of a process and serves a need or satisfies a wish. Consumers are very good at finding new products that fulfill their needs and demands. The major aim of this article is to get the A study to point



towards attributes of product packaging on customers or purchaser buying behavior. The main purpose of this research is to explore and find out that how such product packaging attributes discussed in this article are behind the success of product packaging. The basic purpose of this research is to know and find out the relationship between independent variable and dependent variables. This research is based in Islamabad (Pakistan). The packaging is the most important factor. The customer purchasing behavior is dependent on the packaging and on its attributes. Products attributes like Packaging material, packaging color, font or text style, packaging structure or design and labeling or printed information is taken as predictors. Due to increasing self-service and changing consumer's lifestyle, the interest in package as a tool of sales promotion and stimulator of spontaneous buying behavior is growing increasingly. So product package performs an important role in marketing communications especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision.

The buying behavior is easily identified through consumer's attraction towards product, perception of consumer, preference of consumer. Product is made up of different elements: quality, protect ability, fulfilling the consumer's need and packaging. Packaging plays the main role for catching the consumer's attraction. 'Packaging is the container for a product encompassing in physical appearance of the container and including the design, color, shape labeling and material used.' Packaging has a huge role to play in the positioning of products. Packaging design shapes consumer perception and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions. In recent years, the business environment is growing highly competitive and rapidly changing in today's world. The marketing environment has become interestingly complex and competitive. A product's packaging is something which all buyers experience and which has strong potential to engage the majority of the target market. Thus, packaging is sometimes used as the promotional tool by the companies. It stimulates impulse buying behavior and reduces marketing and advertisement cost of the product in modern marketing environment. In addition to its benefits in terms of reach, some marketers believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive and experience the product.

### 1.1 Background of study

Before the period signified as World War II, the main purpose behind product packaging of FMCG merchandise was to institutionalize, secure the item and guaranteeing that the item is protected during distribution and transportation, so this is certainly not another new idea. The principle reason for product packaging was to guarantee the safeguarding and transportation of the products and in any event. Anyway after the finish of World War II organizations and different companies turned out to be progressively inspired by large scale manufacturing and advancement of product packaging and also invested more in promotion, advertising and marketing as methods for changing over client's mind to buy their items or

products. Accordingly, numerous producers of FMCG products visualized product packaging as one of the activity of a quiet sales man. Industrial or Modern revolution that occurred after which it expanded consideration and lot more attention towards item or product packaging. Product packaging materials that were utilized for FMCG items include inflexible and fixed paper, metal, glass and plastic.

Throughout the years, item or product structure is getting more significant than simply for security during transportation or calculated reason. Item or product structure incorporates the plan, design and data of an item or product packaging. The quick advancement of innovation has changed numerous retail outlets into self-administration stores where the item configuration has become the representative for the makers. Item is a blend of unmistakable and elusive products and enterprises offers to a client available to be purchased. Purchasers are truly adept at finding new items that satisfy their needs and requests. The expanding private brands and home based brands in fast moving consumer goods (FMCG) has made a progressively extraordinary competitive environment in stores, trusting that the customers can get their items on-rack and buy them. Product manufacturers need to think of procedures to pull in consumers in stores to try their new items and simultaneously separate themselves from their rivals or competitors. This research study aims to assist the marketers to understand further whether product design will have an effect on consumers purchase behavior and also would help food manufacturers in designing their product packaging strategies as it seems to have a strong relationship of product information with purchasing behavior. The purchasing conduct is effectively distinguished through shopper's or purchasers fascination towards item or product, impression of purchaser, inclination of buyer. Item or product is comprised of various components: quality, secure capacity, satisfying the customer's need and its packaging. Product packaging assumes the primary job for getting the buyer's fascination. Product packaging is the holder for an item – incorporating in physical appearance of the compartment and including the plan, shading, shape marking and material utilized. Product Packaging has a colossal task to carry out in the situating of items. Bundling configuration shapes shopper observation and can be the deciding component in purpose of-procurement choices which portray most of shopping events. As of late, the business condition is becoming exceptionally aggressive and quickly changing in this day and age. The advertising condition has gotten strangely unpredictable and aggressive. An item's bundling is something which all purchasers experience and which can possibly draw in most of the objective market. Subsequently, product packaging is at times utilized as the special apparatus by the organizations.

## 1.2 Problem statement

In the previous decades, packaging of food products has become an important marketing tool. Packaging also shapes the expectations and perception of the consumer in regards to product and gives manufacturers the opportunity to persuade the consumers to make

purchasing decision. Considering packaging features have a vast impact up on consumers buying behavior. This will present challenges to local marketers. Packaging designs which are not specifically optimized for the specific consumers will result in lower sales as well as influence the buying behavior of consumers. Understanding of the consumer behavior which is affected by innovative packaging and product design is necessary for local marketers to have competitive advantage over their international competitors in the business world.

In order to reach this understanding that packaging attributes put drastic impact on the buying behavior of consumers for packaged food, these issues must be considered. Major aim or objective of this article or research is to determine the major influential attributes of FMCG's product packaging have on the buying behavior of purchaser or consumers and to find out the importance of product design and its attraction from the user or buyer point of view. The theoretical framework of this study or research is based on the secondary data. Quantitative research method was selected in which data collected through questionnaires for acquiring and analyzing data by using SPSS software to find out the research results.

### 1.3 GAP ANALYSIS

Various researches have been conducted to know the impact of packaging on consumers buying behavior. Every research has a focus on particular aspect supporting similar conclusions. However, there are some gaps are being identified. These gaps vary in terms of targeted population, region, attributes and product. This research emphasized to full these gaps through unmentioned product and packaging.

### 1.4 Research Objectives

The major research objectives of our study are as follow

Q1- To determine the effect of Packaging material of the product on customer purchasing behavior in Pakistan

Q2- To understand the impact of labeling and Printed information of products on customer purchasing behavior in Pakistan

Q3- To explore possible reasons on how font size of the product influence on customer purchasing behavior in Pakistan

Q4- To study about the packaging design of the product and its impact on customer purchasing behavior in Pakistan

Q5- To examine and find out how packaging color of the product influence on customer purchasing behavior in Pakistan

### 1.5 Significance of study

The expanding private brands and home based brands in fast moving consumer goods (FMCG) has made a progressively extraordinary competitive environment in stores, trusting that the customers can get their items on-rack and buy them. Product manufacturers need to think of procedures to pull in consumers in stores to try their new items and simultaneously separate themselves from their rivals or competitors. This research study aims to assist the marketers to understand further whether product design will have an effect on consumers purchase behavior and also would help food manufacturers in designing their product packaging strategies as it seems to have a strong relationship of product information with purchasing behavior.

### 1.6 Research questions

The major research questions of our study are as follow

Q1- What is the impact of product packaging material have on customer purchasing behavior in Pakistan?

Q2- What is the impact of labeling and printed information of product have on customer purchasing behavior in Pakistan?

Q3- What is the impact of text size or fonts have on products on customer purchasing behavior in Pakistan?

Q4- What is the impact of product structure or design have on customer purchasing behavior in Pakistan?

Q5- What is the impact of product packaging color have on customer purchasing behavior in Pakistan?

## CHAPTER 2

### 2.0 LITERATURE REVIEW

Ulrich R. Orth (2009) Packaging of product is used for product identification which play important and significant role in attracting the purchaser. Kids are more likely sensitive or delicate in case of product structure. So organization needs to make a product structure which attracts the kids also. Well planned, Good and unique product design are attractive and can differentiate items on the racks and can draw attention of purchasers more effectively. In this way, alluring graphics, designs, color, printed lines, various signs and images as well as blends of different materials can encourage purchasers to notice our item which inspire them to attempt and try that product and in the end the customer will eventually purchase that product. Printed information on packaging of product contain all relevant data related to the item quality, description and value which assist to identify the brand. Product packaging itself has a significant impact in showcasing as it separates organization's products or item from competitors and is additionally the best approach to communicate with its buyers. Lockshin (2008) said keep in mind the significance of product packaging. Advertisers frequently measure purchaser brand observations and disregard the pack. However, we know from the manner in which that shoppers respond to unbranded items that product packaging assumes a gigantic job in fortifying purchaser recognitions. product packaging coordinates the manner in which buyers experience an item. Yet, we invest little energy looking into the associations among product packaging and the immediate experience of the item. Gonzalez (2007) said that the essential function of product packaging is to ensure the item against potential harm while moving, putting away, selling and misusing an item. Gonzalez referenced that thus the job of product packaging in showcasing interchanges expands: it must stand out for consumer and transmit satisfactory estimation of item to a customer in the brief time frame directly in the spot of offer. There is a need to investigate the product packaging and its components In more detail, so as to comprehend which of these components are the most significant for a customer's buy choice.

(Ahmed, Billo&Lakhan,2012) Product packaging is the last impression for customers and they settle their decision making and buying choices based on item or product packaging which constructed an observation in the shoppers mind, therefore it is significant that product packaging will assist to secure the sales this might be in the form of brand picture, item quality and advancements. Silayoi and Speece (2004; 2007) separates product packaging into two classes of components: visual components (designs, size, color and

shape) and also into instructive components (information and innovation). Rita Kuvykaite (2009) As indicated by Rita product packaging attracts consumer to specific brand, improves its picture, and impacts purchaser's recognitions about product. Thus product packaging plays out a significant role in advertising interchanges and could be treated as one of the most significant variables affecting buyer's to buy, its components and their effect on shopper's purchasing conduct turned into an important issue. He basing on hypothetical examination of product package components and their effect on customer's buy choice experimentally uncover the components having a definitive impact on buyer decision. Research techniques that Rita utilized is deliberate and relative examination of logical writing; observational research There are six factors that must be taken into consideration while making productive package product: structure, size, color, designs, Material and flavor. Also, Kotler (2003) recognizes six components that as per him must be assessed when utilizing packaging decisions: size, structure, material, color, content and brand. The outcome of research of Rita shows the effect of product packaging components on shoppers buy choices can be greater. He reason that Package could be treated as one of most important device in the present showcasing interchanges, requiring more detail examination of its components and an effect of those components on purchasers purchasing conduct. The effect of product packaging and its components on buyer's buy choice can be uncovered by breaking down a significance of its different components for customer's decision. Liang Lu (2008) Product packaging is a significant part of the item that not only have a role of functional purpose but also work as a mean for brand character and communicative information of the item or product. Product packaging must ensure the items in great stockpiling, in shipment and regularly being used. Furthermore, it has additionally the capacity that can give clients use on the purpose of convenience and ease of access. If we look at Kolter hypothesis about product packaging, we will go to various hypothesis identifying with product packaging plan and its significant components so as to assist us with solving the primary research question.

As indicated by Nilson and Ostrom (2005), the product or item packaging plan incorporates the pictures, brand name, typography and packaging color all of which impact how rapidly and effectively an item gets the attention. The visual components of product packaging impact on the buyers when consumer or shoppers have low involvement in purchasing of that particular product or item, at the end of the day, when the item is of generally safe and more affordable. They likewise strongly affect and will buy it. According to Charles W. Lamb et al., (2011) in their book "Essentials of Marketing" think that packaging has four distinct marketing functions. It contains and protects the product. It promotes the product. It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage. Therefore, packaging does more than just protecting the company's

products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in using sales.

As indicated by Silayoi and Speece (2004) Product packaging has a strong influence on consumer purchase intentions especially at the point of sale. In fact, product packaging has become as essential part of the selling process. Packaging of product is as important as product itself, so packaging is one of those things that is so important to many businesses but it often not thought about in the impact it can have in your business day to day. Leaders in the consumer goods industry understand that in order to be successful and increased sales they must create packaging that looks great while also being practical technically innovative and low on material waste. One thing that packaging does for your business or your brand is branding, your packaging is the first point of view and the first touch point that customers have with your business when they receive your product so when we thinking branding we want that product to arrive to customer in the best shape possible with logos and really secure and all in one piece the, that is going to be a positive representation on your brand. Striking design and visual appealing of products design play a big part as a marketing tool to attract. Consumer purchasing process depends on various factors including price, packaging, promotion and previous experience (Shafi q, Raza & Zia-ur-Rehman, 2011). When consumers purchase a product, they rely on internal search and external search. Internal search is based on consumers past product experience. On the contrary, external search is based on the experience of other consumers who have shared their views on social media (Keller, 2001). Purchase intentions also depend on product categories, demographics and the moods of consumers (Kamaruddin & Kamarulzaman, 2009). Consumer purchase intentions is the likelihood to buy a product in future. In other words, it also means that consumers are likely to purchase the product after evaluation. Consumers with high purchase intentions generally leads to actual purchase behavior (Keller, 2001). There are several factors which affect consumer purchase intentions. For example, brand image, packaging and experience of peers. Consumer purchase intentions helps marketers to forecast future consumer behavior and develop appropriate marketing strategies.

According to (Ahmed, Ahmed, and Salman, 2005) a decent product packaging or item design is viewed as a basic piece of effective business practice. The explanation numerous organizations contribute enormous measure of cash on product packaging is because that they are very much aware that a dazzling product packaging or item design will draw purchaser's consideration or attention. Product packaging is a specialized gadget giving insights regarding the item, including value, substance, fixings and healthy benefits just as cooking guidelines and suggested use by dates. Orth and Malkewitz (2008) contend that

product packaging is an unbelievably noteworthy medium since it has such an enormous effect on a shopper's or buyers decision making. The packaging product design or structure is the thing that the shopper sees and helps make his/her choice to buy. Advertisers and fashioners can incite various practices from customers dependent on the structures of their product packaging. The main purpose and aim of the product packaging design is to get the customer to purchase the item. It has been seen that, most kids in general favor flamboyant packaging structures while grown-ups incline toward sober packing structure. Bed Nath Sharma Dec. (2008) studied and explore new Consumer Products Branding, Labeling and packaging of products in Nepal. This paper centers around existing act of advertising, Product packaging and naming of new items in shopper item producing units. The examination technique was Descriptive introduction of certainties gathered through survey questionnaire about various segment of customer new items (noodles, cigarettes, soap, biscuit and the examination further researches the new shopper item or product packaging and marking status in assembling units. They know about the benefit of product packaging and labeling. Majority of the shopper items 84.37% (27 out of 32 reactions) are utilizing item mark or label as a basic tag attached to the item or product.

According to Rita (2009) a great product packaging should be portrayed by the accompanying following: **Attractiveness:** the bundle should to be appealing and interesting to draw client's consideration and attention. Alluring packaging product invigorates; therefore, product packaging or item can drastically impact clients' mind due to which many of the customers will end up buying that product or item because of its appealing packaging. **Economical:** A perfect package of product or item need to be economical because costly product packaging will increase the price of the product. **Protective:** A great product package or item should need to be neatly packed so that the color, quantity and quality of the product or item will not decline. Properly packaging of item or product should ensure no spilling or any kind of damage during its transportation. **Communicative:** A great product package should provide data and information about amount and brand utility of the product. **Convenient:** The product package should permit free and simple movement of the item starting with one spot then onto the next. The shape and product packaging size should need to likewise be good with retailers and wholesalers for shop or for purchasers to keep at home. The package product should ideally be re-usable. Underwood (2003) propose that the item or product packaging typography influence the brand character and identity because of various visual and structural components, including product description, package or item material, font or text style, color, pictorials graphics, product shape or design, brand logo(s), hues, and different other components giving rich brand associations.



## 2.1 Packaging Attributes

Packaging attributes or elements are labeling and printed information, packaging structure or design, packaging material, font or text style and packaging color which are explained briefly below.

### 2.1.1 Labeling and Printed information

As per Shah et al., (2013) Labeling is one of the most crucial and visible part of an item or product and a significant component of the marketing. The data or information on packaging is a significant and important attribute since it can support promoting strategies procedures of organizations, set up brand picture and character. Printed data or information (labeling) give information about items or products to customers. Furthermore, printed data or information is intended to pull the customers and make them to purchase an item or product (Silayoi and Speece, 2004; Butkeviciene, Stravinskiene and Rutelione, 2008). It has been discovered that buyers give more consideration to printed data when buying high association items or products (Kupiec and Revell, 2001). Interestingly, shoppers will in general give more consideration to visual looks or appeal of product packaging while obtaining low involvement items. Shoppers likewise read printed data of an item when they buy health or wellbeing related items or products (Coulson, 2000).

Kupiec and Revell (2011) recommends that it will be increasingly helpful for shoppers to compare and think about the ingredients if the printed data or information of health or wellbeing related items are of similar organization. According to Charles W. Lamb et al., (2011) in their book “Essentials of Marketing” think that packaging has four distinct marketing functions. It contains and protects the product. It promotes the product. It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage. Therefore, packaging does more than just protecting the company’s products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in using sales. P.H.K.Prathiraja and A.Ariyawardana (2003) has an incredible report in the effect of nutritional contents on Consumer Buying Behavior. This investigation shows that customers utilize dietary contents or labeling when settling on an buying decision particularly because of health consciousness and wellbeing awareness. Majority of the respondents uncovered that they are eager to pay something extra for the nutritional contents provided on food items. Of the individuals who are eager to pay something extra, a greater proportion was in the age classification between 36 to 50 years. Eldesouky and Mesias (2014) found that customers or buyers gives more attentions to ingredients and nutritional information while reading the information printed on product, followed by price, brand name and date of expiry of the product.

### 2.1.2 Packing structure or design

In order to launch an item to advertise, the item or product should have one of a unique attribute to compete in the ideal market. The primary goal of the design and structure of a particular packaging product or item is be utilized as a methods for promotion and advancement of the brand (Rettie and Bruwer, 2000). Product packaging structure or item design has a solid influence on purchaser buying decisions (Javed and Javed, 2015). Past studies have discovered that various demographic group of people favor different product packaging structure or item design (Löfgren and Witell, 2005). Orth and Malkewitz (2008) contend that product packaging is an unbelievably noteworthy medium since it has such an enormous effect on a shopper's or buyers decision making. The packaging product design or structure is the thing that the shopper sees and helps make his/her choice to buy. Advertisers and fashioners can incite various practices from customers dependent on the structures of their product packaging. The main purpose and aim of the product packaging design is to get the customer to purchase the item. It has been seen that, most kids in general favor flamboyant packaging structures while grown-ups incline toward sober packing structure. In this way, packaging structure or design should be made according to the potential audience (Raheem, Vishnu and Ahmed, 2014).

It has been seen that innovative, distinguishable product packaging structure or design and uniqueness assist in creating product or item differentiation, brand personality and revive buyer purchasing intension (Underwood, 2003). Product structure or design likewise helps in improving the visibility of the item in shopping malls (Javed and Javed, 2015).

### 2.1.3 Packaging material

Hollywood et al., (2013) conveyed an investigation on milk packaging products. They attempted to discover the effect of the three types of packaging materials, cardboard, plastic and glass. A large portion of respondents in that review concurred that the utilization of plastic containers was better than glass or cardboard packaging. Product packaging material keeps products and items from harm or damage, most of the products and items are accessible in glass, plastic and cardboard. Product packaging material is the main attribute of an item or product that comes in direct contact with the buyer. It additionally reflects the quality and picture of an item or product. (Lynsey Hollywood, 2013) Many upheld the utilization of glass packaging material in packaging of food products, yet then said that it was substantial and it used to be washed after it is utilized. Besides, concerning cardboard product packaging customers had negative perspectives about it and they said that this sort of product packaging doesn't keep an item new and one likewise can't see the item and they referred this sort of product packaging to UHT treated food.

Past investigations or studies have discovered that when shoppers see low quality product packaging material they expect that the quality and nature of the item or product will be low also (Underwood, Klien and Burke, 2001). Product packaging material have a very strong affects on buyer purchasing and decision making decisions (Holt, Quelch and Taylor, 2004). The material utilized for product packaging plays a fundamental and crucial role in drawing the attention of customers. Great quality of material in product packaging can impact the purchaser's purchasing behavior. It not just upgrades the time span of usability of items but also protect the item from environment and it makes item effectively fit for shipment. Silayoi and Speece (2004) found that buyers will in general judge the product packaging material of an item or product through its shape, design and visual appeal. Most of the customers or purchasers are not able to judge the nature or quality of the item or product packaging material, so that's why they make an evaluation depend on the design of the product packaging. For a decade, product packaging material was utilized for visual appealing. But now, presently firms are utilizing friendly environment product packaging materials to revive or restore purchasing intention of buyers (Lau and Wong, 2000; Gross and Kalra, 2002).

#### 2.1.4 Font or text style

Font or text style is significant component of product packaging which pulls in the client consideration. Product packaging information or data can make opposite outcomes. It can prompt misdirecting or inaccurate data or information through little fronts and thick composing styles which are utilized on the product package (Deliya, Parmar, and others, 2012). Product packaging font or text style is one of the principle visual traits or attribute in packaging of product when settling on a buy choice (Kuvykaite et al., 2009). One of the key component of the product packaging is the text style. It is significant that reasonable text style or font with appropriate arrangement are utilized to make the item progressively noticeable (Mutsikiwa and Marumbwa, 2013). The content on the item is significant for effective communication. This communication might be effective if the correct substance with the correct text style or font are utilized (Mutsikiwa and Marumbwa, 2013).

Nayyar (2012) found that text style or font have the most effect on purchasers buying intensions and decision making process followed by shape of item or product packaging. It has been discovered that the Garamond text style will in general be utilized for extravagance items and the bold font textual style is utilized for economy items (Lupton, 2004). Also, the italic text style is utilized in health and well-being related items. Silayoi and Speece (2004) visual components are connected with purchaser decision making and buying behavior process, while instructive components are connected with understanding and awareness. (Smith and Taylor, 2004). Text style or font is significant component of

product packaging which draw the buyers attentions. Organizations who utilize best text style or font are successful in the potential market (Shah et al, 2013).

### 2.1.5 Packaging color

Utilization of colors in product packaging can help draw buyer attention. Color of product packaging is significant in light of the fact that it utilized by organizations to differentiate its products from competitors. Marketing literature uncovers that color of product package can summon emotions, feelings in various customers (Mutsikiwa et al., 2013; White and White, 2006). The color can possibly make a profound and enduring impression and picture about the item or brand. In the packaging of items, advertisers use different color to get the customers' consideration which makes either a negative or positive feeling or emotions about the specific item/brand. In this manner, color plays a significant role in the decision making process of potential customers. Organizations utilize various color for highlighting different mood, similar to, black is utilized for control, blue use for trust, red use for energy and green use for balance or natural and new. Color is also a one of the most crucial component of product packaging since purchasers expect specific kind of color for specific items. Nilson and Ostrom (2005), the product or item packaging plan incorporates the pictures, brand name, typography and packaging color all of which impact how rapidly and effectively an item gets the attention. The visual components of product packaging impact on the buyers when consumer or shoppers have low involvement in purchasing of that particular product or item, at the end of the day, when the item is of generally safe and more affordable. They likewise strongly affect and will buy it.

The packaging color can possibly make a profound and enduring impression and picture about the item or brand. In the packaging of items, advertisers use different color to get the buyers or purchaser attention which thus makes either a positive or negative feeling about the specific item/brand. (Keller, 2009) Various colors additionally symbolize different meanings to purchasers. For instance, purple, orange and yellow have different meanings as per the buyer culture and perception. Asadhollahi and Givee (2007) recommend that the product packaging color reflect, communicate and display some notable highlights and intangible characteristics of the brand. It hence implies that the packaging color pass on special messages about the brands which at last make an extraordinary selling suggestion. In any case, it is critical to take note of that, in product packaging food items, the product packaging color normally take the color of the genuine item. As indicated by Singh (2006) color perceptions or recognition vary across cultures and many religions in the world believed to have their blessed colors. At the point when buyers visit a grocery store they are presented to various items with various product packaging colors. Shoppers will in general buy the items whose product packaging color catch their attention (Aslam, 2006). Shoppers

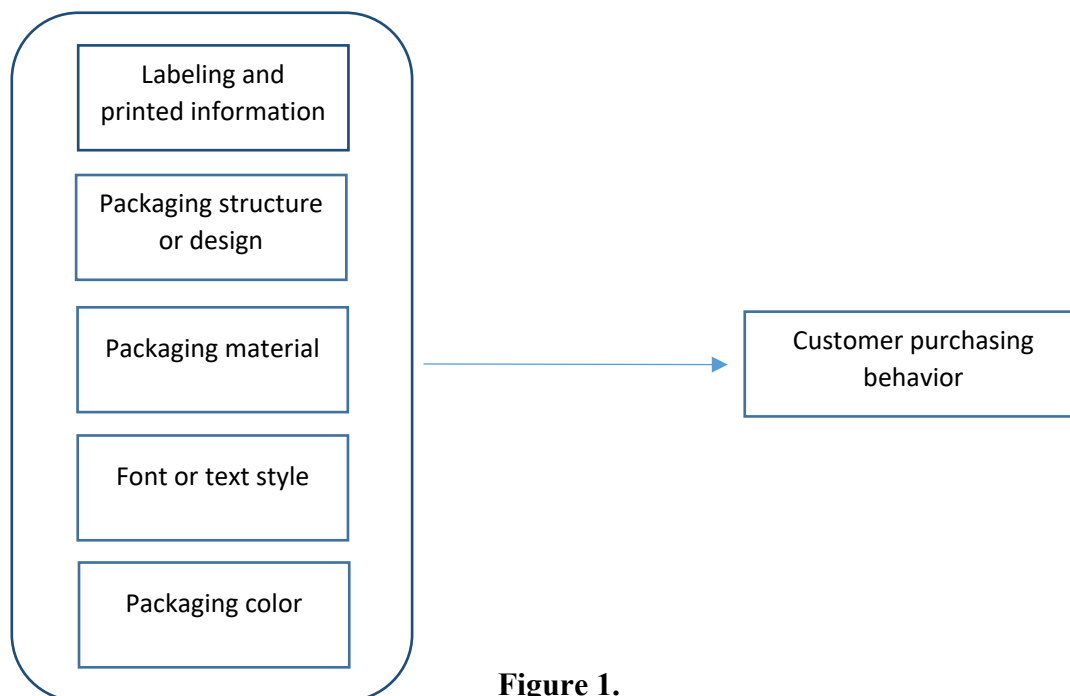
likewise select items which they know about or in which they are interested with. So, aesthetic look of product packaging color plays a crucial role for reviving the buyers purchasing decision making (Becker et al., 2011).

## CHAPTER 3

### 3.0 THEORETICAL FRAMEWORK

Based on the above discussion, conceptual or theoretical framework has been developed which consist of five independent variables i.e. labeling and printed information, packaging material, packaging structure or design, font or text size and packaging color and one dependent variable which is customer purchasing behavior.

Theoretical framework is presented in figure 1.



**Figure 1.**

This theoretical framework discussed above focuses on the relationship between the independent and dependent variables. The distinction between dependent and independent variables is as important in a comparative study as in a regression analysis. The dependent variable in a comparative study is the one which we aim to predict and independent variables here are the ones which are used to predict the dependent variable.

### 3.1 Packaging

The definitions of packaging vary and range from being simple and functionally focused to more extensive, holistic interpretations. Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, materials and labeling used (Arens,1996). Product packaging can be defined quite simply as an extrinsic element of the product (Olson and Jacoby (1972)) - an attribute that is related to the product but does not form part of the physical product itself.

#### Independent Variable

1. Labeling and printed information
2. Packaging structure or design
3. Packaging material
4. Font or text style
5. Packaging structure or design

#### Dependent Variable

1. Consumer Purchasing Behavior

### 3.2 Independent Variables

#### **Packaging color**

Color plays an important role in a potential customer's decision making process, certain colors set different moods and can help to draw attention. One good example of successful use of color psychology is in the Apple iPod advertisements; they use simple tri tone color schemes of black, white and a bright background color. The bright background color is to give the advertisement a fun feel and the contrasting white on black is to focus attention.

#### **Packaging Material**

Any material used especially to protect something- packing, wadding. Consumer can change its decision regarding Packaging material. High quality Packaging attract consumer then low quality Packaging. Processed materials were used to form packages as they were developed: for example, bronze vessels and early glass. The study of old packages is an important aspect of archaeology. Tin plated steel and Iron used to make cans in the early 19th century. Paperboard cartons and corrugated fiberboard boxes were first introduced in the late 19th century. Packaging advancements in the early 20th century included Bakelite closures on bottles, transparent cellophane over wraps and panels on cartons, increased processing efficiency and improved food safety. As additional materials such as aluminum

and several types of plastic were developed, they were incorporated into packages to improve performance and functionality. So packaging material have strong have with buying behavior.

### **Font or text style**

The font or text style of Packaging grabs customer attraction. The up gradation of IT technology have support this feature. The successful companies have best practices of the font or text styles. They hire specialist in composing which create mind blowing and attractive font styles. The attractive package has innovative font style. So we can say that there is relation between font style and buying behavior.

### **Packaging structure or design**

The overall design also plays a vital role in attracting the consumer. Mostly the children of 10-18 years are so sensitive to the design of package. The companies try their best to create attractive design of packaging

### **Labeling and printed information**

Container or wrapper of the product is serves a number of purposes like protection and description of the contents, theft deterrence, and product promotion. The labels on packages are important components of the overall marketing mix and can support advertising claims, establish brand identity, enhance name recognition and optimize shelf space allocations.

The consumer can change his decision on the basis of information printed on the packaging. Mostly in Merchandises and daily FMCG the consumer can perform evaluation on the basis of printed information.

## **3.3 Dependent Variable**

### **Consumer purchasing behavior**

The buying behavior of consumer is a complicated and rapidly changing affair which is very difficult to define. Miniard, Blackwell and Engel (1986) gave a definition of consumer buying behavior as some actions performed by an individual for obtaining, using and disposing economical goods and services including processes of decision making that comes before buying behavior. Consumer behavior can also be defined as the selection and buying of the products and services by the use of available sources to fulfill the needs and wishes (Schiffman and Kanuk 2000). Egan (2007) presented the study that understand the behavior of consumers. According to his study, the knowledge of the consumer behavior can tributes to the economy in a positive manners. Consumer behaviors however considered as non-static, it is constantly changing as the purchasing features of consumer change with respect to time



according to consumer's needs. It is difficult to pick up the reasons to show the preference of any product given by the consumers. Although great effort has been done to understand the buying behavior (Kotler, Wong, Saunders and Armstrong 2005). Consumer purchasing process depends on various factors including price, packaging, promotion and previous experience (Shafi q, Raza & Zia-ur-Rehman, 2011). When consumers purchase a product, they rely on internal search and external search. Internal search is based on consumers past product experience. On the contrary, external search is based on the experience of other consumers who have shared their views on social media (Keller, 2001). Purchase intentions also depend on product categories, demographics and the moods of consumers (Kamaruddin & Kamarulzaman, 2009). Consumer purchase intentions is the likelihood to buy a product in future. In other words, it also means that consumers are likely to purchase the product after evaluation. Consumers with high purchase intentions generally leads to actual purchase behavior (Keller, 2001). There are several factors which affect consumer purchase intentions. For example, brand image, packaging and experience of peers. Consumer purchase intentions helps marketers to forecast future consumer behavior and develop appropriate marketing strategies. Therefore, marketers aim to enhance consumer purchase intentions which directly influence consumers actual behavior (Morwitz, 2014).

Jobber (1995) classified that factors influencing consumer buying behavior as personal, technical, economic and social. Where economical are concerned with cost, social with effect of purchasing on the consumers in relation with others. Personal factor is concerned with services and products are related with comfort, reliability convenience and durability. Packaging influences the consumer buying behavior by its different attribute and every attribute influences the buying behavior in its own way. This study therefore seeks to determine the impact on buying behavior of packaged food productions in Karachi.

### 3.4 Hypothesis

H1: There is a impact of product packaging color on consumer purchasing behavior

H2: There is a impact of product packaging material on consumer purchasing behavior

H3: There is a impact of product packaging font or text style on consumer purchasing behavior

H4: There is a impact of product packaging structure or design on consumer purchasing behavior



H5: There is a impact of product packaging labeling and printed information on consumer purchasing behavior

## CHAPTER 4

### 4.0 METHODOLOGY

To make analysis of data of this research this research “impact of product packaging attributes on consumer buying behavior” it will use SPSS software in which we will do analysis which is step by step methods of first sample selection, data selection, and ways of analyzing the data in SPSS software. Research is an intensive activity that is based on the work of others and generating new ideas to pursue new questions and answers.

The main purpose of this paper was to identify the role and the impact of the product packaging attributes on the consumer buying behavior. The buyer behavior of consumers is a dependent variable that is influenced by the independent variables (Labeling or printed information, packaging material, packaging structure or design, font or text style and packaging color). This research used only primary data. The primary data was collected through a structured questionnaire. This study collected data from respondents using a structured questionnaire from Google form in order to find out the packaging attributes that have an impact on the buying behavior of customers. The statistical tools SPSS and Excel were used for data analysis.

#### 4.1 Sample

The data is collected through questionnaires, the study was restricted to different colleges and universities students within the age group from 18 to 34. From many questionnaires almost of 336 responded in which 81% were males and 19% were females and most of them were between the age group of 25 - 28 years.

#### Frequency Table

**Respondents Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	272	81.0	81.0	81.0
	Female	64	19.0	19.0	100.0
	Total	336	100.0	100.0	

#### Age of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	112	33.3	33.3	33.3
	25-28 Years	160	47.6	47.6	81.0
	29-34 Years	64	19.0	19.0	100.0
	Total	336	100.0	100.0	

#### Education Level of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	16	4.8	4.8	4.8
	Undergraduate	176	52.4	52.4	57.1
	Postgraduate	144	42.9	42.9	100.0
	Total	336	100.0	100.0	

## 4.2 Result

### 4.2.1 Reliability analysis

#### 4.2.1.1 Table

##### Reliability Statistics

Cronbach's Alpha	N of Items
.772	4

## RELIABILITY

/VARIABLES=M1 M2 M3 M4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

As it is shown in the above table that the combach alpha is 0.772 in a reliability test of product material which are denoted as M1 M2 M3 and M4 with the number of items are four whose data are gathered through questionnaires from different respondents which is greater then the 0.6 and also positive which shows the reliability of independent variable which is packaging material.

*4.2.1.2 Table*

### Reliability Statistics

Cronbach's Alpha	N of Items
.766	3

## RELIABILITY

/VARIABLES=Font1 Font2 Font3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

As it is shown in the above table that the combach alpha is 0.766 in a reliability test of packaging font and text style which are denoted as F1 F2 and F3 with the number of items are three whose data are gathered through questionnaires from different respondents which is greater then the 0.6 and also positive which shows the reliability of independent variable which is Font or text style.

*4.2.1.3 Table*

### Reliability Statistics

Cronbach's Alpha	N of Items
.918	3

## RELIABILITY

/VARIABLES=PC1 PC2 PC3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

As it is shown in the above table that the combach alpha is 0.918 in a reliability test of product material which are denoted as PC1 PC2 and PC3 with the number of items are three whose data are gathered through questionnaires from different respondents which is greater then the 0.6 and also positive which shows the reliability of independent variable which is packaging color.

*4.2.1.4 Table*

**Reliability Statistics**

Cronbach's Alpha	N of Items
.718	3

## RELIABILITY

/VARIABLES=SD1 SD2 SD3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

As it is shown in the above table that the combach alpha is 0.718 in a reliability test of packaging structure and design which are denoted as SD1 SD2 and SD3 with the number of items are three whose data are gathered through questionnaires from different respondents which is greater then the 0.6 and also positive which shows the reliability of independent variable which is packaging structure and design

*4.2.1.5 Table*

**Reliability Statistics**

Cronbach's Alpha	N of Items
.758	3

## RELIABILITY

/VARIABLES= Lab1 Lab 2 Lab3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

As it is shown in the above table that the combach alpha is 0.758 in a reliability test of product labeling and printed information which are denoted as Lab1 Lab2 and Lab3 with the number of items are four whose data are gathered through questionnaires from different respondents which is greater then the 0.6 and also positive which shows the reliability of independent variable which is labeling and printed information.

4.2.1.6 Table

**Reliability Statistics**

Cronbach's Alpha	N of Items
.812	2

**RELIABILITY**

/VARIABLES=CPI1 CPI2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

As it is shown in the above table that the combach alpha is 0.812 in a reliability test of customer purchasing behavior or intention which are denoted as CPI1 and CPI2 with the number of items are four whose data are gathered through questionnaires from different respondents which is greater then the 0.6 and also positive which shows the reliability of dependent variable which is customer purchasing intention.

4.2.2 Correlation analysis

4.2.2.1 Table

**Correlations**

		Label	StrucDesign	Material	CPI	Color	Font
Label	Pearson Correlation	1	.228**	.164**	.110*	.092	.640**
	Sig. (2-tailed)		.000	.003	.044	.093	.000
	N	336	336	336	336	336	336
StrucDesign	Pearson Correlation	.228**	1	.329**	.033	.260**	.446**

	Sig. (2-tailed)	.000		.000	.551	.000	.000
	N	336	336	336	336	336	336
Material	Pearson Correlation	.164**	.329**	1	.305**	.433**	.681**
	Sig. (2-tailed)	.003	.000		.000	.000	.000
	N	336	336	336	336	336	336
CPI	Pearson Correlation	.110*	.033	.305**	1	.779**	.250**
	Sig. (2-tailed)	.044	.551	.000		.000	.000
	N	336	336	336	336	336	336
Color	Pearson Correlation	.092	.260**	.433**	.779**	1	.438**
	Sig. (2-tailed)	.093	.000	.000	.000		.000
	N	336	336	336	336	336	336
Font	Pearson Correlation	.640**	.446**	.681**	.250**	.438**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	336	336	336	336	336	336

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

### **H1: There is a impact of product packaging color on consumer purchasing behavior**

As show in the table 4.2.2.1 above which shows the table of correlation which the two variable one is dependent which is consumer purchasing intention and gother is independent variable which is product packaging color which have positively correlated relation that is  $r = .779$  which is significant and H1 hypothesis is accepted. So we can say that product packaging color do have positive impact on consumer purchasing behavior or intention and attract them.

### **H2: There is a impact of product packaging material on consumer purchasing behavior**

As show in the table 4.2.2.1 above which shows the table of correlation which the two variable one is dependent which is consumer purchasing intention and other is independent

variable which is product packaging material which have positively correlated relation that is  $r = .305$  which is significant and H2 hypothesis is accepted. So we can say that product packaging material do have positive impact on consumer purchasing behavior or intention and attract them.

### **H3: There is a impact of product packaging font or text style on consumer purchasing behavior**

As show in the table 4.2.2.1 above which shows the table of correlation which the two variable one is dependent which is consumer purchasing intention and other is independent variable which is product packaging font or text style which have positively correlated relation that is  $r = .250$  which is significant and H3 hypothesis is accepted. So we can say that product packaging font or text style do have positive impact on consumer purchasing behavior or intention and attract them.

### **H4: There is a impact of product packaging structure or design on consumer purchasing behavior**

As show in the table 4.2.2.1 above which shows the table of correlation which the two variable one is dependent which is consumer purchasing intention and other is independent variable which is product packaging structure or design which have positively correlated relation that is  $r = .033$  which is slightly less but significant and H4 hypothesis is accepted. So we can say that product packaging structure or design do have positive impact on consumer purchasing behavior or intention and attract them.

### **H5: There is a impact of product packaging labeling and printed information on consumer purchasing behavior**

As show in the table 4.2.2.1 above which shows the table of correlation which the two variable one is dependent which is consumer purchasing intention and other is independent variable which is product packaging labeling and printed information which have positively correlated relation that is  $r = .110$  which is also slightly less same as product packaging structure or design slightly but significant and H5 hypothesis is accepted. So we can say that product packaging labeling or printed information do have positive impact on consumer purchasing behavior or intention and attract them.

## 4.2.3 Regression analysis

### Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Font, Color, StrucDesign, Label, Material <sup>b</sup>		Enter

a. Dependent Variable: CPI

b. All requested variables entered.

*4.2.3.1 Table*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 <sup>a</sup>	.669	.664	.4246

a. Predictors: (Constant), Font, Color, StrucDesign, Label, Material

In the above table the R is multiple correlation coefficient, its value is 0.818. While Adjusted R Square shows the ratio of interdependence. Value of adjusted R square is 0.664 which is multiply by 100. It that means 66.4% of the variance in the dependent variable can be predicted from Independent variable

*4.2.3.2 Table*

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.310	5	24.062	133.454	.000 <sup>b</sup>



Residual	59.499	330	.180	
Total	179.810	335		

a. Dependent Variable: CPI

b. Predictors: (Constant), Font, Color, StrucDesign, Label, Material

The significant level in ANOVA table shows that the combination of variables significantly predicts the dependant variable.

#### 4.2.3.3 Table

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.389	.139		2.805	.005
	Label	.293	.055	.257	5.335	.003
	StrucDesign	.360	.082	.156	4.376	.001
	Material	.174	.051	.170	3.431	.001
	Color	1.056	.045	.873	23.708	.004
	Font	.596	.119	.344	5.012	.002

a. Dependent Variable: CPI

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The specified regression equation takes the following form:  $S = \alpha + \beta_1(\text{Lab}) + \beta_2(\text{SD}) + \beta_3(\text{M}) + \beta_4(\text{PC}) + \beta_5(\text{F})$

Where Packaging color = PC, Labeling = Lab, Packaging Material = M, Font Style= F  
Packaging structure or design = SD.

So equation comes as

Consumer Buying Behavior = 0.389 + 0.293(Lab) + 0.360(SD) + 0.174(M) + 1.056(PC) + 0.596(F) The significant levels of packing color, labeling, packaging structure or design, font style, packaging material, and font or text style are 0.003, 0.001, 0.001, 0.004, and 0.002 respectively. This test shows that the coefficients of the predictor are statistically significant at less than five percent level of significance. So we will reject Ho and accept H1.

## CHAPTER 5

### 5.0 CONCLUSION

Packaging features like packaging graphics and colors, packaging size and shape, product information and packaging material impacts the consumer buying behavior. From the results of this study, packaging features have shown their importance in product features and quality in a manner that is competitive. Hence manufacturing companies cannot rule out the importance of packaging as marketing tool. It enhances product awareness visibility and attractiveness. The study also concluded that mostly consumer make their buying decisions quickly when they find the product attractive and unique. So that the Packaging decisions should be made without assumption by considering the consumers choice first. This study is beneficial for the manufacturers for making new strategies and in development of product packaging. Packaging works as a vehicle for communication and branding between manufacturers and consumers. The gaps that were identified, from the previous researches were covered in terms of features and consumer buying behavior and specially linking all the variables to marketing and advertisements and packaging.

This paper tends to bring all the factors relating to packaging features in one place and trying to give weightage to each factor of its own. The product packaging form the end of the 'the promotion chain' and is close in time to the actual purchase and therefore, plays an important role in predicting consumer outcomes. Packaging also delivers brand identification and label information like usage instructions, contents and list of ingredients or raw materials, warnings for usage and directives for care of product. Finally, it has also been concluded that the packaging is one of the most important and powerful factor, which influences consumers' impulse buying. This research has many of the limitations which includes limited time to complete the study, limited targeted audience, limited areas of Islamabad and etc. Therefore, future research can be conducted on the relevant topic by opting other areas of Pakistan. This could also be tested in some other settings as the survey was limited to packaged products of manufacturing companies of Pakistan especially consumers of Islamabad as conducted through population of Islamabad. This research provides the central core of packaging features influencing consumer's purchasing decision so, further studies should be conducted on each feature independently. These results are

highly be applied a packaged products. Further studies can make the path of extension towards types of products identifying different features and their impact of consumer buying behavior.

### Research Limitations

Limitation has always been recognized as a barrier that a researcher has to face while performing a research study. There have been numerous limitations experienced while conducting this study. As major limitations were limited time frame, limited sample size etc. To cover the literature of effect of packaging attributes on customers purchase intention in Pakistan, lot of time was required. However, time frame available for completion of this study was not sufficient because for gathering responses from customers, there was a need of extended time frame. Time frame with additional time must be provided to conduct an appropriate research covering responses from all parts of packaging FMCG industry of Pakistan. For a study to be of wide scope, increased time span is required. Additionally, sample size was another constraint. For covering the entire packaging FMCG industry of Pakistan, sample size of 336 was not enough. A broad sample size has been required for conducting a more detailed research that represents entire FMCG packaging industry of Pakistan.

### Recommendations

Brand is important and its strategy is in consideration in the units. Product packaging is valuable for brand equity, product differentiation, market segmentation, new product introduction, pricing, promotion etc. Brand name using plan implementation must be effective in the units. All the marketing units pay attention for good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement accordingly for better protection and promotion of a product.

Consumer new product manufacturers mostly use the label in their products. Basically they describe that made it, where it was made, when it was made, what it contains, how to use it etc. Further more they believe that the consumers are properly guided by label to use the products. The information given in the label and its value have to be highlighted while promoting the product in the market. It must also be more useful technically. Researcher believes that culture difference does have an impact on companies' initiatives to design the product package, for instance, during our research; the choices of packaging colors are quite different between the West and Far East. Thus, we think that it is important for international companies to take a consideration of culture differences when they design the product package.

## Questionnaire

<b>Packaging Color</b>
1. I like the color of packaging of product / brand.
2. Color of packaging of product/brand matters to me in purchasing it.
3. I can recall brand when the similar color is viewed.
<b>Packaging Design</b>
1. Wrapper design of product/brand is important in packaging.
2. Design of product/brand's wrapper inspires me to purchase.
3. Wrapper design builds a perception in my mind about product.
<b>Packaging Material</b>
1. I prefer brand due to its high quality packaging material.
2. The packaging of brand /product attracts me.
3. The quality of packaging material of product/brand means the product is better.
4. The quality of packaging material of product /brand does not matter to me.
<b>Printed Information</b>
1. I read printed information on the package of product.
2. I evaluate product/brand according to the printed information while purchasing.
3. I feel product information on the packet of product/brand is important.
<b>Font Styles</b>
1. Font styles used on the packet of product/brand are attractive.

2. I like the creative font style on packets of product/brand.
3. Font size used helps me remember product/ brand.
<b>Consumer Purchase Intentions</b>
1. It is very likely that I will buy this product/ brand.
2. I would purchase this product/brand next time.

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