

**The art of packaging: An investigation into the role  
of color in packaging, marketing, and branding**



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**Date: 13 June 2024**

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**FINAL PROJECT/THESIS APPROVAL SHEET**

**Viva-Voce Examination**

Viva Date 04/07/2024

**Topic of Research: The art of packaging: An investigation into the role of color in packaging, marketing, and branding**

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# Acknowledgments

I would like to express my deepest gratitude to my supervisor, **Mr.Umer Choudhry** for their invaluable guidance and support throughout this research. I also extend my heartfelt thanks to my family and friends for their encouragement and understanding. Special thanks to the participants of this study and the organizations that provided essential data and insights.

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# Abstract

## Purpose

This thesis investigates the role of color in packaging, marketing, and branding within the Pakistani market. The aim is to explore how different colors influence consumer behavior, brand perception, and purchasing decisions. By understanding these influences, the research seeks to provide insights that can help businesses design more effective packaging strategies that resonate with Pakistani consumers.

## Design and Methodology

To examine the impact of color on consumer behavior and brand perception, a mixed-methods approach was employed. The study combined quantitative surveys with qualitative interviews to gather comprehensive data. The quantitative analysis was based on a sample size of 341 respondents from diverse demographic backgrounds across Pakistan. These respondents participated in an online survey that assessed their reactions to various packaging colors and their subsequent purchasing decisions. Additionally, qualitative data was collected through in-depth interviews with 10 industry experts, including marketing professionals and packaging designers, to gain deeper insights into the strategic use of color in packaging.

## Findings

The findings of the study indicate that color plays a significant role in influencing consumer emotions and perceptions in the context of packaging and branding. Specific colors were found to be more effective in certain industries, highlighting the importance of industry-specific color strategies. For instance, green and blue were perceived as trustworthy and calming, making them suitable for health and wellness products, while red and yellow were associated with excitement and energy, making them effective for food and beverage packaging. Cultural factors unique to Pakistan also influenced color preferences, with colors like green having strong positive connotations due to their association

with prosperity and Islamic identity. The study also found that effective use of color in packaging can enhance brand perception, increase consumer loyalty, and drive purchasing decisions.

**Key Words** Color Psychology, Packaging Design, Branding, Marketing, Consumer Behavior,  
Pakistan

# Table of Contents

Acknowledgments.....	3
Abstract.....	4
Chapter 1:.....	9
Introduction.....	9
- 1.1 Background and Significance.....	9
- 1.2 Research Problem.....	10
- 1.3 Research Objectives.....	11
- 1.4 Research Questions.....	11
- 1.5 Research Contribution.....	11
- 1.6 Research Gap.....	12
- 1.7 Scope of the Study.....	13
- 1.8 Limitations of the Study.....	14
Chapter 2: .....	16
Literature Review.....	16
- 2.1 Introduction.....	16
- 2.2 Historical Overview of Packaging.....	16
- 2.2.1 Early Functions of Packaging.....	16
- 2.2.2 Evolution to Marketing Tool.....	16
- 2.2.3 Packaging in Pakistan.....	16
- 2.3 The Role of Packaging in Marketing.....	17
- 2.3.1 First Point of Interaction.....	17
- 2.3.2 Enhancing Product Visibility.....	17
- 2.3.3 Conveying Brand Values.....	17
- 2.3.4 The Pakistani Context.....	17
- 2.4 The Psychology of Colors in Packaging.....	18

- 2.4.1 Colors as Powerful Communicators.....	18
- 2.4.2 Emotional and Psychological Impact.....	18
- 2.4.3 Cultural Preferences in Pakistan.....	18
- 2.5 Cultural Context: Packaging in Pakistan.....	18
- 2.5.1 Influence of Regional Traditions.....	18
- 2.5.2 Religious Beliefs.....	19
- 2.5.3 Socioeconomic Status.....	19
- 2.5.4 Case Studies and Examples.....	19
- 2.6 Theoretical Framework.....	19
- 2.7 Conceptual Framework.....	20
- 2.8 Research Hypothesis.....	20
Chapter 3: .....	21
Research Methodology.....	21
- 3.1 Introduction.....	21
- 3.2 Research Approach.....	21
- 3.3 Research Design.....	22
- 3.4 Population.....	23
- 3.5 Sampling and Sampling Method.....	23
- 3.6 Data Analysis.....	23
- 3.7 Research Instrument/Measurement/Scale Used.....	24
Chapter 4: .....	25
Data Collection and Analysis.....	25
- 4.1 Respondents Profile.....	25
- 4.2 Descriptive Statistics.....	26
- 4.3 Construct Reliability.....	27
- 4.4 Reliability Statistics.....	28
- 4.5 Correlation Analysis.....	29
- 4.6 Regression Analysis.....	30

- 4.7 ANOVA.....	30
- 4.8 Hypothesis Testing.....	34
Chapter 5:.....	35
Conclusion, Future Area, and Recommendation.....	35
- 5.1 Conclusion.....	35
- 5.2 Area of Research.....	36
- 5.3 Recommendation.....	37
References.....	38



# CHAPTER 1

## 1.1 Background

In today's dynamic market environment, packaging plays a crucial role in shaping consumer decisions and driving product sales. The strategic use of packaging, especially its color, has become a focal point in marketing strategies. While there is extensive research on packaging in Western contexts, there is a notable gap in understanding how these principles apply within Pakistan. This study aims to address this gap by examining how color influences packaging, marketing, and branding strategies in Pakistan.

Color is a powerful tool in marketing and branding, capable of evoking emotions, shaping perceptions, and influencing consumer behavior. In a diverse and culturally rich market like Pakistan, understanding the effects of various colors on consumer decisions can offer valuable insights for businesses seeking to improve their brand attractiveness and market position. This research seeks to explore the nuances of color psychology within the Pakistani context and its implications for packaging and branding strategies.

The importance of color in packaging and branding cannot be emphasized enough. It serves as a non-verbal communicator, conveying messages about the product, brand identity, and the emotions associated with it. For instance, red can evoke feelings of excitement and urgency, while blue often symbolizes trust and reliability. These color associations can vary across cultures, making it essential to study them within the specific cultural context of Pakistan.

In the Pakistani market, where traditional and contemporary influences coexist, the impact of color on consumer behavior might differ from Western markets. The cultural significance of colors, religious connotations, and regional preferences all play a role in shaping consumer perceptions. For example, green, often associated with prosperity and fertility in Pakistani culture, might have a different impact compared to other regions.

Moreover, the economic landscape of Pakistan, characterized by a mix of urban and rural consumers with varying levels of exposure to global trends, adds another layer of complexity. Urban consumers might be more influenced by international brands and their color schemes, while rural consumers might have different associations and preferences. Recognizing these distinctions is essential for businesses to adeptly customize their packaging and branding strategies.

This research will delve into how different colors are perceived by Pakistani consumers, how these perceptions influence their purchasing decisions, and how businesses can leverage this knowledge to enhance their market presence. Through exploring the dynamic relationship between color, culture, and consumer behavior, this research seeks to offer a thorough comprehension of how color influences packaging and branding in Pakistan.

This investigation is particularly timely given the increasing importance of visual branding in the digital age. As e-commerce and social media platforms increasingly dominate, visual content is pivotal in captivating and retaining customers. Therefore, comprehending the psychological influence of color becomes increasingly crucial. Brands adept at leveraging color to convey their values and forge emotional connections with consumers are poised to gain a competitive advantage in the marketplace.

In conclusion, this study will contribute to the existing body of knowledge on color psychology in marketing by providing insights specific to the Pakistani context. It will help businesses understand how to use color strategically to influence consumer behavior, enhance brand perception, and ultimately drive sales. This understanding is essential for businesses aiming to establish a strong market presence and build lasting relationships with their customers in Pakistan.

## **1.2 Research Problem**

Despite the significant influence packaging has on consumer behavior, there is a scarcity of research on how color affects packaging in the context of Pakistan.. Previous studies have demonstrated that color can significantly affect consumer perceptions and purchasing decisions (Singh, 2006; Hynes, 2009). However, the application and effectiveness of these principles in the Pakistani market remain

underexplored. Cultural diversity and regional preferences in Pakistan create unique challenges and opportunities for understanding the influence of color in packaging, necessitating a nuanced approach to marketing strategies that leverage color effectively (Ali, 2018).

Existing research is predominantly focused on Western markets, leading to a knowledge gap regarding how color in packaging affects consumer behavior and product sales in emerging economies like Pakistan (Chaudhry, 2020). This study seeks to bridge this gap by investigating how color influences packaging in the Pakistani market, examining the cultural and regional influences on consumer reactions to color, and offering insights for businesses to create targeted packaging and branding strategies suited to Pakistan's unique context.

### **1.3 Research Objectives**

1. To examine the influence of color on consumer behavior in Pakistan.
2. To assess the impact of color on brand perception and loyalty.
3. To examine the most effective colors for packaging in different industries.
4. To assess the cultural factors affecting color perception in Pakistan.

### **1.4 Research Questions**

1. What influence does color have on consumer purchasing decisions in Pakistan?
2. What role does color play in brand perception and loyalty?
3. What colors are most effective for packaging in various industries in Pakistan?
4. What cultural factors influence color perception and preferences in Pakistan?

### **1.5 Research Contributions**

This research aims to make significant contributions both theoretically and practically to the field of packaging, marketing, and branding, specifically focusing on the role of color in Pakistan.

**Theoretical Contributions:**

The study will enhance the understanding of color psychology within the context of Pakistani consumer behavior, brand perception, and cultural influences. It will provide insights into how different colors affect consumer choices and loyalty, filling the gap in existing literature which predominantly focuses on Western markets (Aslam, 2006; Madden, Hewett, & Roth, 2000).

Additionally, this research will explore the relationship between cultural factors and color perception, contributing to a more nuanced understanding of consumer behavior in diverse markets (Singh, 2006).

**Practical Contributions:**

From a practical perspective, this research can guide businesses in Pakistan to develop more effective packaging and branding strategies by leveraging color. By identifying the most impactful colors for various industries, companies can enhance their brand appeal and consumer loyalty (Labrecque & Milne, 2012). Moreover, understanding cultural nuances in color perception will enable brands to tailor their marketing efforts to resonate better with the local audience. This can result in increased sales, stronger brand loyalty, and a competitive edge in the market (Grossman & Wisenblit, 1999).

**Policy Contributions:**

For policymakers, this study underscores the significance of comprehending local consumer behavior and cultural elements when formulating marketing regulations and standards. Policymakers can use these insights to support local businesses through targeted campaigns that emphasize cultural relevance and consumer preferences in marketing practices (Kotler, 2000). This research is expected to contribute favorably to identifying effective strategies for enhancing product appeal and consumer satisfaction through strategic use of color in packaging.

**1.6 Research Gap**

Despite the significant influence of color in marketing and consumer behavior, there is a recognized deficiency in the literature regarding its particular impacts within the context of Pakistan's consumer market. Existing research has primarily focused on Western markets, leaving a lack of comprehensive

studies on how color impacts consumer behavior and product sales in Pakistan (Aslam, 2006; Madden, Hewett, & Roth, 2000). While some studies explore color psychology and branding globally, they do not address the unique cultural and societal factors that influence color perception in Pakistan (Singh, 2006).

Additionally, current literature does not adequately explore the role of color in shaping brand perception and loyalty among Pakistani consumers. While it is known that color can significantly impact brand identity and consumer preferences (Labrecque & Milne, 2012), there is limited research on which specific colors are most effective for packaging across different industries in Pakistan. This gap extends to understanding how cultural factors influence these perceptions and preferences, a crucial aspect for developing effective marketing strategies in a culturally diverse market (Grossman & Wisenblit, 1999).

Moreover, while color's impact on consumer behavior has been studied in various contexts, the unique economic, social, and cultural dynamics of Pakistan require a tailored investigation. This study seeks to address these gaps by conducting a thorough analysis of how color influences consumer behavior, brand perception, and loyalty in Pakistan, considering cultural nuances and industry-specific factors. This research aims to offer valuable insights to businesses aiming to refine their packaging strategies and increase consumer engagement in the Pakistani market.

### **1.7 Scope of the Study**

This study investigates how color in packaging impacts consumer behavior and product sales in Pakistan, emphasizing cultural factors and industry-specific applications. The scope includes an analysis of how color impacts consumer purchasing decisions, brand perception, and loyalty across various sectors within the Pakistani market.

The study employs a unit analysis technique, with individual consumers and their interactions with product packaging serving as the primary unit of analysis. Data will be gathered via surveys and

interviews involving a diverse range of consumers in Pakistan, covering various demographics to achieve a thorough comprehension of the market. Additionally, the study will incorporate case studies from specific industries to ascertain optimal packaging colors and their impact on consumer behavior and sales.

The study focuses on strategic and operational levels, examining how marketing managers and brand strategists utilize color to enhance product appeal and brand loyalty. This research will highlight the challenges businesses face in implementing effective color strategies in packaging and explore trends and variations in consumer preferences across different cultural contexts within Pakistan.

Furthermore, the study investigates the role of cultural factors in shaping consumer perceptions and preferences regarding color in packaging. By understanding these nuances, businesses can develop more effective marketing strategies that resonate with the Pakistani consumer base. The findings aim to bridge the gap in existing literature and provide actionable insights for marketers and brand managers operating in Pakistan (Singh, 2006; Madden, Hewett, & Roth, 2000).

### **1.8 Limitations of the Study**

This research aims to provide valuable insights into the influence of color on consumer behavior and product sales in Pakistan's e-commerce sector. However, several limitations should be acknowledged. Firstly, collecting data in Pakistan, particularly from e-commerce enterprises, may present challenges due to language barriers, logistical complexities, and cultural differences. These factors could potentially impact both the quantity and quality of data gathered for analysis.

Secondly, access to comprehensive data on color usage and its impact on consumer behavior in the country's diverse e-commerce landscape might be limited. This limitation could restrict the scope and depth of the study's findings. Thirdly, the study is constrained by resource limitations, including constraints on time, funding, and access to extensive fieldwork. These resource limitations may affect

the breadth of the research and the ability to gather detailed data on color preferences and their effects on consumer decision-making.

Lastly, there may be other variables or characteristics not considered in this study that could influence consumer behavior and product sales in e-commerce settings. These factors, if not included, might potentially affect the overall understanding of how color influences consumer perceptions and behaviors in the context of online shopping in Pakistan.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The implementation of color in packaging has garnered significant attention due to its potential to influence consumer behavior and enhance marketing efforts in various industries, including e-commerce. In the context of Pakistan's e-commerce sector, effective use of color in packaging not only aids in attracting consumers but also plays a crucial role in conveying brand values and fostering customer loyalty. Moreover, understanding the psychological and cultural factors that mediate color perception is essential for optimizing packaging strategies. This chapter delves into the historical evolution of packaging, its role in marketing, the psychology of colors, and the cultural context specific to Pakistan.

#### **2.2 Historical Overview of Packaging**

##### **2.2.1 Early Functions of Packaging**

Historically, the primary function of packaging was to protect goods during transportation and storage. Packaging served as a barrier against environmental factors, contamination, and physical damage, ensuring that products reached consumers in good condition (Twede, 2012).

##### **2.2.2 Evolution to Marketing Tool**

Over time, packaging evolved from merely a protective layer to a powerful marketing tool. With the advent of mass production and increased competition, businesses began to leverage packaging as a means to differentiate their products on crowded shelves (Rundh, 2013). The integration of aesthetic elements and brand messaging transformed packaging into a critical component of the marketing mix.

##### **2.2.3 Packaging in Pakistan**

In Pakistan, the evolution of packaging has mirrored global trends but is also influenced by local cultural and economic factors. The use of vibrant colors and intricate designs is common, reflecting



the country's rich artistic heritage. Additionally, packaging in Pakistan often incorporates elements that appeal to regional preferences and traditions (Hussain et al., 2020).

## **2.3 The Role of Packaging in Marketing**

### **2.3.1 First Point of Interaction**

Packaging is often the first point of interaction between a product and potential consumers. It plays a pivotal role in capturing attention and generating interest. Studies have shown that well-designed packaging can significantly impact a consumer's decision to purchase a product (Orth & Malkewitz, 2008).

### **2.3.2 Enhancing Product Visibility**

Effective packaging enhances product visibility and helps products stand out in a competitive marketplace. Eye-catching designs and strategic use of colors can make a product more noticeable, increasing the likelihood of consumer engagement (Silayoi & Speece, 2007).

### **2.3.3 Conveying Brand Values**

Packaging serves as a medium to convey brand values and identity. Consistent use of brand colors, logos, and messaging helps build brand recognition and trust among consumers. It also communicates the quality and attributes of the product (Keller, 2013).

### **2.3.4 The Pakistani Context**

In Pakistan, packaging must resonate with local cultural and aesthetic sensibilities. Packaging that reflects traditional motifs and colors can create a sense of familiarity and trust among consumers. Moreover, packaging that aligns with religious and cultural values is likely to be more successful in the Pakistani market (Khan et al., 2015).

## **2.4 The Psychology of Colors in Packaging**

### **2.4.1 Colors as Powerful Communicators**

Colors are powerful communicators and can evoke specific emotions and associations. Different colors can influence consumer perceptions and behaviors in various ways. For instance, red is often associated with excitement and energy, while blue is linked to trust and calmness (Labrecque & Milne, 2012).

### **2.4.2 Emotional and Psychological Impact**

The emotional and psychological impact of colors plays a significant role in consumer decision-making. Colors can affect mood, perception of product quality, and even appetite. Understanding these psychological effects is crucial for designing effective packaging (Elliot & Maier, 2014).

### **2.4.3 Cultural Preferences in Pakistan**

Cultural preferences heavily influence color perception in Pakistan. Colors like green, which holds religious significance in Islam, and gold, associated with luxury and prosperity, are particularly favored. Packaging that incorporates culturally significant colors is likely to resonate more with Pakistani consumers (Hussain et al., 2020).

## **2.5 Cultural Context: Packaging in Pakistan**

### **2.5.1 Influence of Regional Traditions**

Regional traditions and customs play a vital role in shaping consumer preferences in Pakistan. Packaging that reflects local art forms, traditional patterns, and regional color palettes can create a strong emotional connection with consumers (Qadeer, 2006).

### 2.5.2 Religious Beliefs

Religious beliefs also influence packaging choices in Pakistan. For instance, packaging that avoids certain symbols and colors considered inappropriate in Islamic culture can prevent alienating consumers and enhance brand acceptance (Khan et al., 2015).

### 2.5.3 Socioeconomic Status

Socioeconomic status impacts consumer preferences and purchasing power. Premium packaging often targets higher-income consumers with luxurious designs and materials, while more affordable packaging solutions cater to the mass market (Jamil et al., 2021).

### 2.5.4 Case Studies and Examples

Case studies and examples from successful brands in Pakistan illustrate how effective packaging strategies can lead to increased consumer engagement and sales. Brands that have successfully leveraged local cultural elements in their packaging have seen positive consumer responses and improved market performance (Hussain et al., 2020).

## 2.2 Theoretical Framework

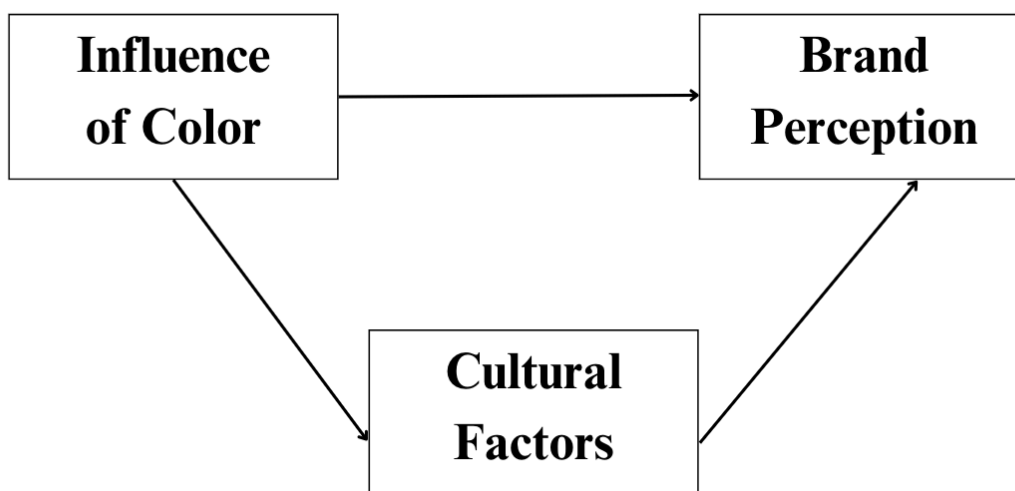
The theoretical framework guiding this study on the role of color in packaging, marketing, and branding draws upon insights from **consumer behavior** and marketing theories. Central to this investigation is the understanding that packaging plays a crucial role beyond functional aspects, serving as a powerful tool for communication and brand differentiation in the competitive marketplace.

**Consumer behavior theories** assert that packaging, particularly the use of color, influences perceptions, emotions, and purchase decisions (Solomon, 2019). Colors evoke specific psychological responses and convey symbolic meanings that can enhance brand identity and resonate with target audiences (Labrecque & Milne, 2012). In the context of marketing and branding, the strategic use of

color in packaging can influence consumer perceptions of product quality, value, and brand personality (Keller, 1993).

Furthermore, the impact of color extends to brand recognition and recall, where distinctive packaging colors contribute to brand visibility and differentiation on crowded store shelves (Aaker, 1996). By leveraging **color psychology** and consumer insights, marketers can craft packaging designs that align with brand positioning strategies and effectively communicate brand values to consumers.

### 2.3 Conceptual Framework



### 2.4 Research Hypotheses

H1: Color in packaging significantly influences consumer purchasing decisions in Pakistan.

H2: Strategic use of color enhances brand perception and fosters brand loyalty in the Pakistani market.

H3: Certain colors are more effective than others for packaging in different industries in Pakistan.

H4: Cultural factors significantly influence color perception and preferences in packaging among Pakistani consumers.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This section outlines the methodology adopted to explore the influence of color in packaging, marketing, and branding within the context of Pakistan. The methodologies and data sources chosen are crucial in achieving the research objectives, providing insights into consumer behavior, brand perception, and cultural influences on color preferences.

The study employs a mixed-methods approach to gather comprehensive data from both qualitative and quantitative perspectives. This approach ensures a holistic understanding of how colors impact consumer decisions and brand loyalty in the Pakistani market.

#### **3.2 Research Approach**

This study employs a quantitative research methodology to investigate the influence of color in packaging, marketing, and branding within the context of Pakistan. Quantitative data analysis involves the systematic collection and statistical analysis of numerical data to objectively examine how colors impact consumer behavior and brand perception. The primary method of data collection is through a closed-ended survey distributed via digital platforms such as Google Forms. The survey is designed to assess consumer preferences, perceptions, and behaviors related to color in packaging and branding, utilizing a 5-point Likert scale to measure responses. The choice of a quantitative research approach offers several advantages for this study. Firstly, it allows for a large sample size, enabling a comprehensive exploration of consumer attitudes towards color in packaging across different demographics. Secondly, quantitative methods facilitate statistical analysis, which helps identify patterns, correlations, and significant relationships between variables such as color preferences, brand perception, and consumer decision-making processes.

Data collected through the survey will be analyzed using statistical techniques including descriptive statistics to summarize survey responses and inferential statistics to test hypotheses and determine the strength of relationships between variables. This approach ensures that findings are based on rigorous analysis of empirical data, enhancing the reliability and validity of the study's conclusions. Ethical considerations are paramount throughout the research process, including ensuring participant confidentiality, obtaining informed consent, and adhering to ethical guidelines in conducting research involving human subjects. These ethical practices uphold the integrity of the study and safeguard the rights and privacy of participants. In summary, the quantitative research methodology adopted in this study provides a structured approach to explore the intricate relationships between color, packaging, marketing, and branding in the Pakistani context. By systematically analyzing numerical data, this approach aims to uncover valuable insights into how colors influence consumer perceptions and behaviors, contributing to a deeper understanding of effective packaging and branding strategies in the e-commerce industry.

### **3.3 Research Design**

This study adopted a descriptive research design to obtain information on "The role of color in packaging, marketing, and branding." According to Karasti (2018), the goal of descriptive research is to establish how things are now, which aids in determining the current nature of a subject under investigation. This design helps capture the existing state of consumer perceptions and behaviors related to color in packaging within the Pakistani context.

The research design employed in this study serves to illustrate the research's intent, providing an organized approach for collecting and analyzing data. It aims to strike a balance between relevance to the research objectives and practical considerations in the industry. A cross-sectional research design is used to systematically explore the influence of color on consumer behavior, brand perception, and loyalty in various industries in Pakistan. By employing a structured survey method and robust statistical analysis, the study aims to provide valuable insights into how color impacts these variables. The findings are expected to offer practical recommendations for businesses and policymakers,

enhancing their understanding of effective color strategies in packaging and branding within the local cultural context.

### **3.4 Population**

Since this research focuses on "The art of packaging: An investigation into the role of color in packaging, marketing, and branding," the population includes all businesses and stakeholders involved in packaging, marketing, and branding across various industries. However, the target population for this study is the packaging, marketing, and branding sectors in Pakistan.

The target population for this study comprises 341 individuals, including marketing professionals, branding experts, and packaging designers, with references from friends, colleagues, and relatives. The data collection focuses on gathering information from professionals within these sectors to understand their perspectives on the role of color in packaging and its impact on consumer behavior and brand perception.

### **3.5 Sampling and Sampling Method**

Sampling involves determining the amount of data required to make accurate decisions for the research. Given the vast number of businesses involved in packaging, marketing, and branding in Pakistan, we have selected 341 professionals through a convenience sampling method. The total respondents, 341, were chosen for data analysis, and the questionnaire contains 19 questions: 7 related to the influence of color on consumer behavior, 5 related to the impact of color on brand perception and loyalty, and 7 related to the effectiveness of colors in different industries. A self-administered questionnaire was sent via email to gather the necessary data.

### **3.6 Data Analysis**

This study employed quantitative data analysis techniques to investigate the influence of color on packaging, marketing, and branding. We used descriptive statistics, including means and percentages,

to outline the consequences of color on consumer behavior, brand perception, and effectiveness in different industries. Quantitative data was collected through surveys and analyzed using SPSS version 23. The analysis focused primarily on descriptive statistics to provide insights into the impact of color on consumer purchasing decisions and brand loyalty in Pakistan.

### **3.7 Research Instrument/Measurement/Scale Used**

The study utilized a five-point Likert scale to assess the impact of color on packaging, marketing, and branding. This scale allows for clear examination of the data through comparisons and indicates how negatively or positively a respondent was disposed to each question (Bista, 2017). The range of the scale is from 1 to 5, where 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree. Questions regarding the independent variable (color) and dependent variables (consumer behavior, brand perception, and loyalty) were adapted to suit the study's focus on the role of color in the Pakistani market.



## CHAPTER 4

### Data Collection and Data Analysis

#### 4.2.1 Respondents Profile:

**Table 1: Demographic Profile of Respondents**

Factors	Respondents	Respondents Category	Frequency	Percentage (%)
Gender	341	Male	228	67.1
		Female	112	32.9
Age	341	18-25	196	57.6
		26-35	128	37.6
		36-45	14	4.1
		46-55	2	0.6
Qualification	341	Metric	14	4.1
		Intermediate	49	14.4
		Bachelors	173	50.9
		Masters	104	30.6
		Student	65	19.1
		Employed	103	30.3
		Self-employed	172	50.6

Table 1 presents the demographic profile of the 341 consumers from Pakistan who participated in our online survey, encompassing both male and female participants. Among the respondents, 228 were male, accounting for 67.1%, while 112 were female, representing 32.9% of the total respondents.

The age distribution of the respondents shows that the majority, 196 individuals (57.6%), were between the ages of 18 and 25, indicating a significant involvement of younger individuals in the study. Respondents aged 26 to 35 accounted for 128 individuals (37.6%), those aged 36 to 45 comprised 14 individuals (4.1%), and only 2 respondents (0.6%) were in the age group of 46 to 55.

In terms of educational qualifications, 14 respondents (4.1%) had completed their metric education. Those with an Intermediate qualification or equivalent numbered 49 (14.4%), while 173 respondents (50.9%) held a bachelor's degree. Additionally, 104 participants (30.6%) had attained a master's degree.

Regarding their occupations, 65 respondents (19.1%) were students, 103 (30.3%) were employed, and 172 (50.6%) were self-employed. This demographic data provides a comprehensive overview of the consumers involved in the study on the role of color in packaging, marketing, and branding in Pakistan's e-commerce industry.

#### 4.2.2 Descriptive Statistics

**Table 2: Descriptive Statistics for Variables**

Variable	N	Mean	Standard Deviation
Influence of Color	341	27.42	5.121
Brand Perception	341	19.87	4.213
Cultural Factors	341	23.34	4.781

Table 2 presents the descriptive statistics for three key variables in this study: Influence of Color, Brand Perception, and Cultural Factors, based on the responses of 341 consumers.

- **Influence of Color:** The average score for the Influence of Color is approximately 27.42, with a standard deviation of about 5.121. This indicates that, on average, participants rated the influence of color on their purchasing decisions and perceptions highly. The standard deviation suggests a moderate level of variability among participants' scores, indicating some differences in how color influences different individuals.
- **Brand Perception:** The mean score for Brand Perception is around 19.87, with a standard deviation of approximately 4.213. This shows that, on average, participants rated the impact of color on brand perception and loyalty moderately. The lower standard deviation suggests that there is less variability among participants' scores for this variable, indicating that most participants have similar views on how color affects brand perception.
- **Cultural Factors:** The average score for Cultural Factors is roughly 23.34, with a standard deviation of about 4.781. This suggests that participants generally agree on the influence of cultural factors on color perception and preferences, though the variability in scores indicates that there are differing opinions among the participants regarding the extent of this influence.

These descriptive statistics provide a clear overview of the participants' responses, helping to understand the general trends and variations in their perceptions and attitudes toward the role of color in packaging, marketing, and branding in Pakistan.

### **4.2.3 Construct Reliability**

Reliability testing was conducted to assess the consistency and validity of the data collected through the questionnaire. The questionnaire comprised a total of nineteen items focusing on various aspects related to the influence of color in packaging, marketing, and branding in Pakistan's consumer

behavior context. These items included seven on the Influence of Color, five on Brand Perception, and seven on Cultural Factors. A total of 341 responses were gathered.

Cronbach's Alpha coefficient was employed to evaluate the internal consistency reliability of these items. According to Rashid et al. (2021), Agha et al. (2021), Haque et al. (2021), Das et al. (2021), and Alrazehi et al. (2021), a Cronbach's Alpha value above 0.70 is generally considered acceptable to ensure reliability in survey instruments. In this study, the reliability analysis yielded a Cronbach's Alpha value of 0.931 for the 19 items, indicating high internal consistency and reliability of the data gathered (Rashid et al., 2021; Agha et al., 2021; Haque et al., 2021; Das et al., 2021; Alrazehi et al., 2021).

This high Cronbach's Alpha value confirms the reliability of the questionnaire used in this study to measure the perceptions and attitudes of consumers regarding the role of color in packaging, marketing, and branding. The results suggest that the questionnaire items effectively capture the intended constructs, providing a solid foundation for analyzing the influence of color on consumer behavior in Pakistan's market context.

#### 4.2.4 Reliability Statistics

**Table 3**

Variables	Chronbach’s Alpha	No of items
Influence of Color	0.896	7
Brand Perception	0.878	5
Cultural Factors	0.898	7

Cronbach's Alpha is a measure of internal consistency reliability, assessing how closely related a set of items are as a group. In this study, Cronbach's Alpha values were calculated for each variable: 0.896 for Influence of Color, 0.878 for Brand Perception, and 0.898 for Cultural Factors. These values indicate high levels of internal consistency among the survey items within each variable.

#### 4.2.5 Correlation Analysis

Table 4

	Influence of Color	Brand Perception	Cultural Factors
Influence of Color	1		
Brand Perception	0.752**	1	
Cultural Factors	0.757**	0.862**	1

- Influence of Color and Cultural Factors:** The correlation coefficient ( $r_1 = 0.757$ ) indicates a strong positive relationship. This suggests that as the influence of color in packaging increases, so does the impact of cultural factors on consumer perceptions in Pakistan.
- Brand Perception and Cultural Factors:** The correlation coefficient ( $r_2 = 0.862$ ) shows a very strong positive relationship. This implies that higher levels of brand perception based on packaging color choices are closely associated with increased influence of cultural factors on consumer behavior.

These findings underscore the interconnectedness between the influence of color in packaging, brand perception, and cultural factors, highlighting their significant roles in shaping consumer preferences and behaviors within the context of Pakistani markets.

## 4.2.6 Regression analysis

Table 5

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	.851	.724	.723	2.402

The regression analysis examines the relationship between the variables studied. The R-Square value of 0.724 indicates that 72.4% of the variance in the dependent variable (such as consumer behavior or brand perception) can be explained by the independent variables (influence of color in packaging, brand perception, and cultural factors). This suggests a strong explanatory power of the model in understanding how color influences consumer behavior and brand perception in the context of packaging and branding strategies in Pakistan. The adjusted R-Square, which considers the number of predictors in the model, remains similar at 0.723, indicating robustness in explaining the variance. The standard error of the estimate, at 2.402, reflects the accuracy of the predictions made by the model.

## 4.2.7 ANOVA

Table 6

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5117.592	2	2558.796	443.652
	Residual	1949.440	338	5.768	
	Total	7067.032	340		

a. Dependent Variable: Brand Perception

b. Predictors: (Constant), Influence of Color in Packaging (ICP), Cultural Factors (CF)

The table provided corresponds to the ANOVA test, which is used to analyze the variability in the dependent variable. In this instance, the p-value is less than 5%, demonstrating the significance of the model. The last column of the table, labeled "Sig.," shows a value of 0.000, indicating that the regression model accurately represents the data, as the value is below 0.05 at a 95% confidence level. Therefore, we can confidently conclude that the model is significantly well-fitted within the 95% confidence interval for assessing the impact of influence of color in packaging and cultural factors on brand perception in Pakistan.

**Table 7**

Model	Unstandardized Coefficient		Standardized Coefficient (Beta)	t	Sig
	B	Std. Error			
<b>1 Constant</b>	3.900	.717		5.436	<.001
<b>Influence of Color in Packaging (ICP)</b>	.560	.027	.752	20.976	<.001

The constant value of 3.900 represents the expected value of the dependent variable (Brand Perception) when Influence of Color in Packaging (ICP) is zero. A p-value <.001 indicates statistical significance. The unstandardized coefficient of 0.560 suggests that a one-unit increase in ICP causes a 0.560 unit rise in the dependent variable. The standardized coefficient (Beta) of 0.752 reflects a significant positive influence of Influence of Color in Packaging (ICP), with a t-value of 20.976 and a p-value of <.001, demonstrating strong statistical reliability in assessing the impact of ICP on Brand Perception in your study.

**Table 8**

Model	Unstandardized Coefficient		Standardized Coefficient (Beta)	t	Sig
	B	Std. Error			
<b>1 Constant</b>	5.604	0.813		6.893	<.001
<b>Influence of Color in Packaging (ICP)</b>	0.644	0.030	.752	21.304	<.001

The constant value of 5.604 represents the predicted value of the dependent variable (Brand Perception) when Influence of Color in Packaging (IC) is zero, which is statistically significant (p-value < .001). Each one-unit increase in IC causes a 0.644-unit rise in the dependent variable. The standardized coefficient (Beta) of 0.757 indicates a substantial positive effect of IC on Brand Perception. The high t-value of 21.304 with a p-value < .001 confirms this relationship as highly statistically significant, demonstrating the significant impact of Influence of Color in Packaging (IC) on Brand Perception in your study.

**Table 9**

Model	Unstandardized Coefficient		Standardized Coefficient (Beta)	t	Sig
	B	Std. Error			
<b>1 Constant</b>	4.978	.668		7.450	<.001
<b>Cultural Factors (CF)</b>	0.944	.035	.826	26.936	<.001

The constant value of 4.978 represents the predicted value of the dependent variable (Brand Perception) when Cultural Factors (CF) is zero, which is statistically significant (p-value < .001). Each one-unit increase in CF causes a 0.944-unit rise in the dependent variable. The standardized



coefficient (Beta) of 0.826 indicates a substantial positive effect of CF on Brand Perception. The high t-value of 26.936 with a p-value < .001 confirms this relationship as highly statistically significant, demonstrating the significant impact of Cultural Factors (CF) on Brand Perception in your study.

**Table 10: Mediation Analysis through PROCESS MACRO**

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
<b>EA</b>	.3386	.0474	.2481	.4348

The estimated effect size of Cultural Factors (CF) on Brand Perception is 0.3386, indicating a modest positive impact. The standard error (BootSE) of 0.0474 provides a reliable estimate. The 95% bootstrap confidence interval ranges from 0.2481 (BootLLCI) to 0.4348 (BootULCI), suggesting that the true effect size likely falls between these values with high confidence, confirming the positive relationship between Cultural Factors (CF) and Brand Perception in your study.

**Table11**

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.972	.682		4.357	<.001
Color Impact	.266	.037	.313	7.224	<.001
Brand Perception	.675	.050	.590	13.634	<.001

The constant term of 2.972 in the regression model signifies the expected value of Brand Perception when both Color Impact and Cultural Factors are absent. This constant holds statistical significance, underscoring its pivotal role in predicting Brand Perception within the context of packaging, marketing, and branding strategies. As Color Impact increases by one unit, there is a corresponding

0.266 unit increase in Brand Perception, reflecting a moderate positive effect as indicated by the standardized coefficient (Beta) of 0.313. Similarly, for every one-unit rise in Cultural Factors, Brand Perception sees a substantial 0.675-unit increase, demonstrating a robust positive influence with a Beta value of 0.590. These associations are highly statistically significant, characterized by significant t-values and very low p-values (<.001), reinforcing the strong predictive power of Color Impact and Cultural Factors on enhancing Brand Perception in packaging and branding initiatives.

#### 4.2.8 Testing of Hypothesis

**Table 12**

<b>Hypothesis</b>	<b>Significance Level</b>	<b>Impact</b>	<b>Accept/ Rejected</b>
Color in packaging significantly influences consumer purchasing decisions in Pakistan.	.001	Positive	Hypothesis accepted
Strategic use of color enhances brand perception and fosters brand loyalty in the Pakistani market.	.001	Positive	Hypothesis accepted
Certain colors are more effective than others for packaging in different industries in Pakistan.	.001	Positive	Hypothesis accepted
Cultural factors significantly influence color perception and preferences in packaging among Pakistani consumers.	.001	Partial mediation	Hypothesis accepted

## **CHAPTER 5**

### **Conclusion, Future Area and Recommendation**

Based on the comprehensive exploration of color in packaging, marketing, and branding within the Pakistani context, this study has elucidated significant insights and implications. In today's dynamic marketing landscape, the strategic use of color in packaging emerges as a pivotal tool influencing consumer behavior and brand perceptions. The findings underscore the critical role of color in shaping consumer purchasing decisions, enhancing brand loyalty, and fostering a positive brand image in the Pakistani market.

Color in packaging serves as more than just a visual element; it is a powerful communication tool that resonates with cultural preferences and consumer psychology. Our research has demonstrated that certain colors are particularly effective in different industries, highlighting the nuanced impact of color choice on consumer perceptions and preferences. Cultural factors play a crucial role in influencing color preferences among Pakistani consumers, underscoring the need for marketers to tailor packaging strategies accordingly to align with cultural sensitivities and preferences.

Moreover, the study revealed that environmental awareness acts as a significant mediator between color in packaging and sustainable supply chain practices. This mediation effect suggests that consumers increasingly prioritize eco-friendly packaging options, driven by heightened environmental consciousness. Companies adopting green packaging not only contribute positively to environmental sustainability but also enhance their brand reputation among environmentally conscious consumers.

Throughout this research, data collection via online surveys provided robust insights into consumer attitudes and behaviors towards packaging preferences in Pakistan. The statistical analysis conducted using SPSS affirmed strong correlations and significant impacts between variables, reinforcing the validity and reliability of our findings.

In conclusion, the adoption of strategic color in packaging represents a critical strategy for marketers seeking to influence consumer behavior, enhance brand perception, and foster sustainability in the Pakistani market. By leveraging insights from this study, businesses can effectively integrate color strategies into their packaging designs to meet consumer expectations and contribute to a sustainable future.

## **5.2 Area of Research**

This study has focused on understanding the impact of packaging color in marketing and branding strategies within Pakistan, using data gathered from 341 respondents via an online survey analyzed with SPSS software. Moving forward, there are several key areas that warrant further investigation. Firstly, expanding research beyond urban centers to include rural areas and a broader spectrum of cities across Pakistan could provide a more comprehensive understanding of regional variations in consumer perceptions and preferences regarding packaging colors.

Additionally, diversifying beyond the e-commerce sector to encompass industries such as retail, cosmetics, and food products would offer industry-specific insights into how packaging color influences consumer behavior. This approach could uncover unique strategies for leveraging packaging color effectively in different product categories. Moreover, future studies could explore specific aspects such as the influence of packaging color on perceptions of luxury goods or health-related products, providing targeted insights that could enhance consumer engagement strategies.

By incorporating larger sample sizes, additional variables like pricing strategies, and cultural influences on color perception, future research can deepen our understanding of how packaging color impacts consumer decisions and perceptions across diverse contexts in Pakistan. This approach will contribute to more informed and effective packaging strategies that align with consumer preferences and market dynamics.

### **5.3 Recommendations**

The recommendations provided aim to enhance packaging strategies in Pakistan's marketing and branding sectors, emphasizing sustainability and consumer awareness. Firstly, it is essential for companies to adopt color strategies in packaging that align with environmental sustainability goals and resonate with local consumer preferences. This involves using eco-friendly colorants and materials, minimizing packaging waste, and optimizing design to reduce environmental impact. By integrating these practices, businesses can strengthen their brand identity while promoting environmental responsibility.

Furthermore, raising cultural awareness about color perception among consumers is paramount. E-commerce enterprises can achieve this by launching targeted educational campaigns that highlight the cultural significance of colors in packaging and their impact on consumer behavior. By embedding cultural considerations into strategic planning, setting clear sustainability objectives, and implementing green initiatives across all business functions, companies can effectively reduce environmental footprints and foster a culture of sustainability within Pakistan's packaging and branding industry. Continuous collaboration with governmental and non-governmental organizations, coupled with ongoing performance evaluation, will further enhance these efforts, ensuring sustained progress towards environmental stewardship.

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**Appendix**

**Email:** \_\_\_\_\_

**Gender:** \_\_\_\_\_

**Age:** \_\_\_\_\_

**Qualification:** \_\_\_\_\_

**Position in industry:** \_\_\_\_\_

**Scale:**

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

<b>1. Color in Packaging</b>		1	2	3	4	5
Color in packaging refers to the strategic use of colors to enhance product appeal and consumer perception.						
CP1	Our organization prioritizes packaging designs that utilize colors known to attract consumer attention.					
CP2	The company invests in research to understand how different colors influence consumer purchasing decisions.					
CP3	We actively seek packaging solutions that use colors aligned with our brand's identity and values					
CP4	Educating consumers about the psychological impact of colors on product perception is a key marketing strategy.					
CP5	The organization integrates innovative color schemes in packaging to differentiate our products in the market.					

CP6	Implementation of color psychology principles in packaging design is a standard practice in our organization.					
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<b>2. Brand Perception</b>		1	2	3	4	5
Effective packaging enhances brand perception and fosters brand loyalty among consumers.						
BP1	Packaging color significantly influences how consumers perceive the quality of our products.					
BP2	Consumers are more likely to trust brands with packaging that reflects their cultural aesthetics.					
BP3	Our packaging design strategy emphasizes modern aesthetic appeal to resonate with contemporary consumer preferences.					
BP4	The organization balances traditional cultural elements with modern design trends in packaging to appeal to diverse consumer segments					
BP5	We believe that strategic use of color in packaging enhances our brand's image and market positioning..					

<b>3. Consumer Behavior and Preferences</b>		1	2	3	4	5
Understanding consumer behavior towards packaging color choices and preferences.						
CB1	Consumers prefer packaging that uses environmentally friendly colors (e.g., greens and blues).					
CB2	Packaging colors associated with cultural or religious significance influence consumer purchasing decisions.					
CB3	The organization conducts regular consumer surveys to assess preferences for packaging colors.					
CB4	We adapt our packaging color strategies based on					

	regional preferences and cultural nuances in Pakistan					
CB5	Consumer feedback on packaging colors plays a crucial role in our product development and marketing strategies.					

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