

**"Package and Colours: Its Influence In Shaping
Customer Purchase Patterns."**



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**Bahria University Islamabad
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DEDICATION

I dedicate my thesis to my dear father, **Dr Tariq Khurshid** and also to my mother, **Uzma Tariq**.

Their prayers, encouragement and support helped me carry on with my thesis and successfully complete it.

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ABSTRACT

This study was carried out in an effort to understand the influence of packaging and its various dimensions i.e. graphics, colour, material, size, text and shape in determining consumer purchase patterns. In today's intense world where businesses are competing head on with one another, they simply cannot afford to ignore the minutest of aspects. These minute aspects can help them achieve success and develop core competencies. Packaging is that very aspect which may seem to have a very small role for the manufacturers yet a very crucial and huge one in the minds of the customers. To investigate the influence the various elements of a package have on the consumers, a theoretical framework was formed. A quantitative research was conducted in which 100 questionnaires were randomly distributed across Islamabad.

The bottom line is that packaging is no longer a cover for the product but an effective means of attracting the consumer to a product. Companies and marketers need to realise that to experience success they need to direct their efforts and resources in designing suitable package designs considering their audience. Packaging elements like colour have different meanings and appeal for different people and age groups. Focusing on these aspects can help companies enhance their presence and increase sales. As a result, businesses will ensure their survival and experience sustained success.

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