

IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR

By

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A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



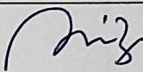
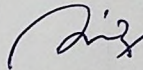
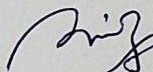
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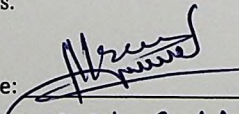
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	14/7/2015	Bahria University	Data Analysis techniques	
6	21/7/2015	Bahria University	Discussion & Comments with respect to previous researches	
7	25/7/2015	Bahria University	Results & Recommendations.	

APPROVAL FOR EXAMINATION

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Thesis Title: Impact of Packaging on Consumer's Buying Behavior

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 14% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 16-8-15

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Abstract

The Aim of this research is to identify the role of packaging on consumer buying behavior and to find out the relationship between packaging of product and its impact on consumer's buying behavior. The main objective of this research exercise is to know insight of packaging and its impact on consumer. In todays market where competition is high knowledge of packaging elements and its effects regarding product sales and customers choice is very critical. Packaging elements like color, background image, material, graphics and design are taken as predictors. Data were collected from a random sample of 100 consumers selected from five supermarkets hyper star, Anchor Mart, Naval Mart, Macro and Imtiaz- located in Karachi

In order to achieve best results when designing a packaging for the product manufacturer's and packaging development engineers should understand the process of consumer buying and purchasing behavior in total. So packaging 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. Research is cause & effect explanatory study. By reviewing the literature of previous researchers a theoretical framework is designed and then primary data was collected from 100 respondents in Karachi. After collecting the data hypothesis were tested by using statistical tools. This study reveals that packaging elements like print quality, ease of handling, packaging graphics, packaging material and packaging color selection are very critical in order to gain competitive edge in the market as well as to maintain a good image of product in consumer's mind.

Keywords: Packaging, Consumer behaviour, Packaging elements.

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