

ROLE OF PACKAGING ELEMENTS AND ITS IMPACT ON CONSUMER BEHAVIOR; AN INVESTIGATION INTO THE MILK INDUSTRY OF KARACHI

By

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Abstract

This research is focused on analyzing the Role of packaging elements in milk industry of Pakistan and its impact on consumer buying behavior. The purpose of this research is to understand how factors of packaging both visual and verbal influences consumer buying decision. Elements such as Color, Material, Design of the packaging and Size and Nutritional labeling on the packaging has been evaluated. It is a quantitative research and data has been collected through survey questionnaires. SPSS software has been used for analysis. For this research the sample size consist of 384 household consumers out of which 250 were collected and only 208 were useable responses. Moreover convenience sampling technique was used. Moreover the research was conducted in the top supermarkets of Karachi. The results of this study revealed that there is a positive and strong relation between the packaging elements and consumer buying behavior. Further it is concluded that all packaging elements like Size, Nutritional Labeling are the most influential but the other factors like Color, Design and Packaging Material are also evaluated by consumers at the time of purchase.

Keywords: Packaging, Packaging elements, Consumer buying behavior, Milk industry