

IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR

By

MUHAMMAD AZHAR KHAN

22606

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




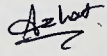
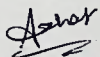
FALL, 2015

Bahria University Karachi Campus

MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	2/11/15	Cubical	Chapter 3	
6	5/12/15	Cubical	Chapter 4	
7	20/12/15	Cubical	Chapter 5,6.	

APPROVAL FOR EXAMINATION

Candidate's Name: MUHAMMAD AZHAR KHAN Registration No. 22606
Thesis Title: IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR.

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 16% 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: _____

Name: MR. NAVEED SIDDIQUE

Head Of Department Singnature  Date: _____

Abstract

Purpose

The aim of this research is to identify the role of packaging on consumer buying behaviour and to find out the relationship between packaging of product and its impact on consumer's buying behaviour. The main objective of this research is to know insight of packaging and to find out the impact of its elements on consumer buying decision. In today's global market where competition is high, customers have many choices so packaging is essential component and it will have impact on buying decision. Packaging elements like color, packaging material, graphics and design are taken as predictors.

Methodology

Research is explanatory study. By reviewing the literature of previous researchers a theoretical framework is designed and then primary data was collected from 350 respondents at Karachi. After collecting the data hypothesis were tested by using statistical tools. Data were collected through a random sample of 350 by conducting online survey and as well as in LMTs. Correlation test is used to analyze the relationship between packaging elements and consumer buying behaviour.

Findings

The results suggest that significant relation exist among the packaging elements and buying behaviour. This study reveals that packaging elements are very critical in order to gain competitive edge in the market as well as to maintain a good brand image in the customer's mind.

Practical Implementations

The outcomes of this research will might help the marketers to understand the impact of packaging elements on consumer buying behaviour. Along with quality, packaging also plays an important role to attract customers. So in order attract more customers and ultimately to raise profits marketers should utilize this information.

Keywords: Packaging, Consumer behaviour, Packaging elements.

TABLE OF CONTENT

Declaration of Authentication i

List of Tables.....ii

List of Figures ii

First Page of Plagiarism Test Report..... iii

Acknowledgement.....iv

Abstract v

TABLE OF CONTENT vi

1. INTRODUCTION 1

 1.1 Problem Background..... 1

 1.2 Problem Statement 2

 1.3 Aim of the study.....2

 1.4 Scope of the study2

 1.5 Hypothesis 3

 1.6 Theoretical Framework4

 1.7 Organization of the study4

 1.8 Significance of this study 5

 1.9 Limitation5

2. LITERATURE REVIEW6

 2.1 Introduction6

 2.2 Review of Literature.....6

 2.3 Influence of Packaging..... 7

 2.4 Visual Elements of Packaging..... 7

 2.4.1 Print Quality8

 2.4.2 Ease Of Handling.....8

- 2.4.3 Color Selection 9
- 2.4.4 Packaging Graphics 9
- 2.4.5 Packaging Material 10
- 2.5 Verbal Elements Of Packaging 10
 - 2.5.1 Product’s Information..... 11
 - 2.5.2 Product Country Origin 11
- 3. RESEARCH METHODOLOGY 12
 - 3.1 Research Design & Methods..... 12
 - 3.2 Nature of research 12
 - 3.3 Population..... 12
 - 3.4 Sample size..... 12
 - 3.5 Sampling Technique..... 12
 - 3.6 Research Instrument..... 13
- 4. DATA INTEGRATION AND ANALYSIS..... 14
 - 4.1 Results and Explanation 14
 - 4.2 Correlation..... 14
 - 4.3 Regression Analysis 15
 - 4.4 Packaging Elements 16
 - 4.4.1 Print Quality 16
 - 4.4.2 Ease of Handling 17
 - 4.4.3 Color Selection 19
 - 4.4.4 Packaging Graphics 20
 - 4.4.5 Packaging Material 22
- 5. CRITICAL DEBATE AND ANALYSIS..... 24
- 6. CONCLUSION AND RECOMMENDATIONS 26
 - 6.1 Conclusion..... 26
 - 6.2 Recommendations: 28