

ROLE OF PACKAGING ON BRAND IMAGE: THE STUDY OF UNIVERSITIES OF KARACHI

By

**MOHSIN ALI KHAN
32706**

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Name of Student	MOHSIN ALI KHAN
Registration No.	32706
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APPROVAL FOR EXAMINATION

Candidate's Name: Mohsin Ali khan Registration No. 32706

Thesis Title: Role of Packaging on Brand Image

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: 16/12/2018

Name: SIR NAVEED N SIDDIQUI

HoD's Signature: _____ Date: _____

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Contents

2nd Half-semester Progress Report & Approval Statement.....	2
Declaration of Authentication	3
Acknowledgments.....	5
Dedication	6
Chapter 1	11
INTRODUCTION	11
1.1 Background	11
Thesis Statement	13
Research Questions	13
Research Objectives.....	13
The significance of the Study.....	14
Chapter 2.....	15
Literature Review and Theoretical Framework	15
The color of the brand.....	15
Image of Packaging.....	16
Packaging Material	16
Brand Image.....	18
Theoretical Framework	20
2.4 Hypothesis Development	20
Research Philosophy	21
Chapter 3	22
Research Methodology	22
Validity and Reliability	24
CHAPTER 4	25
RESULTS AND ANALYSIS.....	25
4.1 Descriptive Analysis	25

4.2 Reliability Test.....	26
4.3 Hypothesis Testing.....	27
4.3.1 Correlation Analysis	27
4.3.2 Regression Analysis.....	28
4.4 Summary Findings	32
4.5 Discussion.....	32
CHAPTER 5	34
CONCLUSION.....	35
5.1 Conclusion	35
5.2 Recommendations.....	36
5.3 Future Gaps.....	37
5.3.1 Delimitations and Limitations.....	37
5.3.2 Research Implications.....	38
References.....	39
Appendix.....	41

Role of Packaging on brand image

Abstract

The packaging is a vital part of every organization. Lack of creative packaging is one of the major problems in the industry. The main objective of the study is to find out the role of packaging on branding. The quantitative method of data collection is used in the research, and the questionnaire is selected as a tool for data collection. The theoretical framework is built on the two dimensions of the packaging which are packaging style and packaging. Moreover, the researcher selected the university students of Karachi as a population. The sample size is 400 which includes the students of universities. The correlation and regression test is applied to test the hypothesis, and the value of correlation is far above which shows the significant relationship between the dependent and independent variables. This study has a lot of academic and organizational implications. Furthermore, in this study, the two major dimensions of the packaging are involved which prove to be helpful in future research. For the managerial perspective, the packaging process is an emerging concept, and particular research allows the managers to improve and implement packaging process in an organization. As a recommendation of the research, the particular research helps the managers and other staff.

Keywords-Packaging image, packaging colour, brand image