

# IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR IN THE FMCG SECTOR

Noor Raza



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## **Impact of Product Packaging on Consumer's Buying Behavior**

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**Abstract:** The objective of this study is to determine role of packaging on consumer's buying behavior. The purpose of this research is to examine the essential factors, which are driving the success of a brand. This research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used. In this study samples of 150 respondents has been collected and tested the reliability of the model. According to the finding of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging elements like its Colour, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision. Finally it has also been concluded that the Packaging is one of the most important and powerful factor, which influences consumer's purchase decision.

**Key Words:** Packaging, Buying behavior, Purchase decision, independent & dependent variables

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| <b>Name of Topic</b>       | Impact of product packaging on consumer's buying behaviour                   |
| <b>Journal</b>             | European Journal of Scientific Research                                      |
| <b>Year of Publication</b> | 2014   |
| <b>Hypothesis</b>          | To identify the role of packaging on consumer buying behaviour decision      |
| <b>Data source</b>         | Theoretical framework, primary data (survey) and secondary data              |
| <b>Type of Analysis</b>    | Quantitative-SPSS  |
| <b>Major Variables</b>     | Packaging colour, material, wrapper, innovation and consumer buying behavior |

# Brand Packaging and Consumer Buying Behavior: A Case of FMCG Products

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**Abstract-** Packaging performs a central role as a medium in the marketing mix, in specifying the character of new products, in promotional campaigns, as a pricing pattern, and as a tool to create shelf impact. Packaging is usually considered as the most utmost form of advertising at the very crucial point of entire in the journey of purchasing: the point of purchase." It reflects the level of creativity, innovation, modernism, cutting-edge qualities the brand might possess. The place of packaging in marketing has become entirely significant since it is one of the channel companies can capture consumers to take notice of products.

The intention of this study is to determine that how does the package characteristics( color , size shape and labeling) influence on the consumer buying behavior in perspective of FMCG (Detergents, soap, shampoo, milk and soft drinks).Research is conducted in Karachi; Pakistan. This research is aimed to find out that how much the independent variables (packaging characteristics) influence the dependent variable (consumer buying behavior). There is a huge effect of packaging and its elements on consumer buying behavior. The theoretical framework was established on the secondary data (books and articles). A structured questionnaire with likert scale is used to collect primary data. The data collected through survey was analyzed by using SPSS. Reliability test is carried out for questionnaire's compatibility and then to compose the connection in between dependent variable and independent variables linear regression analysis is performed.

there is a 100% equal connection amongst consumer buying behavior and good quality of material used

**Index Terms-** Consumer buying behavior, packaging elements, marketing mix

## I. INTRODUCTION

Packaging can be described as all the acts of designing and. The place of packaging in marketing has become entirely significant since it is one of the channel companies can capture consumers to take notice of products. For this reason, it is necessary to understand various packaging factors which prompts and attracts customer to buy certain product.

This research consists of various different factors of packaging characteristics i.e. color of packaging sizes of Package, different shapes of Package and labeling of packaging. The reason behind my research and choosing such factors is due to change in consumer lifestyles, increasing self-service and the use of internet has changed the marketing world broadly, so this research will help and give better insight and provide information for companies about generating effective packaging strategies and selecting the right packaging design elements and attributes for their product package and to permit companies to be distinct from each other and to have more priorities among competitors.

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| <b>Name of Topic</b>       | Brand Packaging and Consumer Buying Behavior:A Case of FMCG Products |
| <b>Journal</b>             | International Journal of Scientific and Research Publications        |
| <b>Year of Publication</b> | 2015   |
| <b>Hypothesis</b>          | Influence of packaging elements on buying behavior                   |
| <b>Data source</b>         | Primary (survey) and secondary data                                  |
| <b>Type of Analysis</b>    | Quantitative-SPSS and Bar charts                                     |
| <b>Major Variables</b>     | Packaging shape, colour, size, labelling                             |

## **Role of Packaging in Consumer Buying Behavior**

**A study of University Students of Peshawar Region KPK Pakistan.**

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### ***Abstract***

*The intention of this study is to analyze that how packaging influences the consumer buying behavior. Basic intention for the conducting this study is to identify those element such element behind the success of packaging. The aim of this research conducting is to find out that how much the independent variables influence the dependent variable. The consumer buying decision is strongly based on packaging and its features. We predict that packaging color, packaging material, background image, design of the wrapper, printed information, innovations, font style. Due to rapidly changing the life style of the people are interesting in packaging because the packaging insure the people that the product is original and the producer used the packaging as a purpose for the easy delivery, for the safety purposes and also used as a tool of sale promotion. Packaging is important element in sense of the sale promotion as well as treated one of the most important factors to influence the customer buying decisions.*

**Key Words:** Consumer Buying Behavior, Packaging.

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| <b>Name of Topic</b>       | Role of Packaging in Consumer Buying Behavior: A study of university students of Peshawar Region KPK Pakistan           |
| <b>Journal</b>             | International Review of Basic and Applied Sciences  |
| <b>Year of Publication</b> | 2013  |
| <b>Hypothesis</b>          | There is relation between packing color/material/font style/printed information/innovation and consumer buying behavior |
| <b>Data source</b>         | Primary (survey) and secondary data   |
| <b>Type of Analysis</b>    | Quantitative-Regression Analysis  |
| <b>Major Variables</b>     | packing color/material/font style/printed information/innovation and consumer buying behavior                           |

## **Impact of Packaging Elements of Packaged Milk on Consumer Buying Behaviour**

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### **Abstract**

This research paper examines the impact of packaging elements on consumer buying behaviour. The motivation for carrying out this study is to know how packaging elements impact on consumers buying behaviour. Packaging has now changed its traditional role of protecting the product to communicate a complete message about the product, to get the consumer attention on retail stores and to provide convenience for consumers to use the product (Rundh, Linking Packaging to Marketing: how packaging is influencing the marketing strategy, 2013). Therefore it is important for firms, marketers and packaging designers to know how packaging influences consumers' purchase decision. In order to know the impact of packaging on consumers the study was carried out to find the relationship between packaging elements and consumer buying behaviour. The packaging elements were further divided into visual elements and verbal elements. Visual elements included packaging colour, packaging design, packaging material, packaging size and packaging graphics. Verbal elements included nutritional information, product information and country-of-origin. In this study packaging elements are independent variables and consumer buying behaviour is the dependent variable. Five-points itemized Likert rating type scale has been used in this research ranging from (1) strongly disagree to (5) strongly agree. Convenience sampling has been used as a sampling method and the sample size for this



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| <b>Name of Topic</b>       | Impact of Packaging Elements of Packaged Milk on Consumer Buying Behaviour   |
| <b>Journal</b>             | IBA International Conference on Marketing  |
| <b>Year of Publication</b> | 2014   |
| <b>Hypothesis</b>          | Visual and verbal elements of packaged milk have an impact on consumer buying behaviour  |
| <b>Data source</b>         | Primary and secondary  |
| <b>Type of Analysis</b>    | Quantitative-Pearson, multiple regression, ANOVA and qualitative   |
| <b>Major Variables</b>     | Visual elements- size, graphics, colour, design, material,<br>Verbal elements- product information, nutritional information, country of origin and consumer buying behaviour |

# Consumer perceptions of product packaging

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## **Abstract**

**Purpose** – This paper seeks to discuss the need to understand consumer perceptions in order to correctly design product packing and to achieve the desired position in the minds of consumers.

**Design/methodology/approach** – Data collection was divided into two phases. The first, (based on designers' opinions), to determine the key graphic variables in the design of packaging. The second, (based on consumers' opinions), to associate each packaging with a positioning strategy. The seven product-positioning strategies selected were represented from the consumers' standpoint using multidimensional scaling. Four maps were obtained related to: alternative packaging colours; alternative packaging typography; alternative packaging graphical forms; alternative packaging images

**Findings** – Each positioning strategy appears associated with particular packaging dimensions.

**Research limitations/implications** – Consumers have exhibited harmonious perceptions towards products-packaging strategies, so one can conclude that a general feeling as to what a particular packaging exactly means exists. So the general opinion should guide packaging designers to appropriately meet consumers' expectations.

**Originality/value** – A range of simulated packaging was prepared for the 46 consumers that took part in the two-phase experiment: One of the seven positioning strategies was explained. For example: "Product 'A' is positioned as reasonably priced. People say the price is OK"; Case to be solved: "From this selection, choose the packaging that seems most suitable for product 'A', taking its characteristics into account". The simulated packaging alternatives were shown and the subject chose the options that seemed most suitable (colour, typography, forms and images). The sequence was repeated for the remaining six positioning typologies.

**Keywords** Product positioning, Packaging, Perception, Presentation graphics, Consumer behaviour

**Paper type** Research paper

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| <b>Name of Topic</b>       | Consumer perceptions of product packaging   |
| <b>Journal</b>             | Journal of consumer marketing   |
| <b>Year of Publication</b> | 2006  |
| <b>Hypothesis</b>          | Consumers' perceptions towards products will vary according to the packaging strategies defined for these products.   |
| <b>Data source</b>         | Primary (interviews) and secondary data   |
| <b>Type of Analysis</b>    | Qualitative and quantitative-maps related to alternative packaging colours; alternative packaging typography; alternative packaging graphical forms; alternative packaging images |
| <b>Major Variables</b>     | colour, typography, shape, image  |

## **DOES PACKAGING INFLUENCE PURCHASE DECISIONS OF FOOD PRODUCTS? A STUDY OF YOUNG CONSUMERS OF INDIA**

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**Niraj Kumar, Development Management Institute**

### **ABSTRACT**

*Influence of packaging on the purchase decisions of young consumers was studied by administering a specially developed questionnaire to 300 young consumers. Consumers' perception about the importance and influence of packaging on purchase decision was studied on five points Likert's scale. To identify important attributes and delineate underlying dimensions Factor analysis was performed. It was found that the majority of young consumers attached importance to packaging and were willing to pay a premium price for packaged food products. Key functional attributes related to safety and convenience, utility, and economic and social costs were considered consequential while making purchase decisions. Results showed that non- vegetarian consumers are more concerned with environmental issues than vegetarian consumers. The study not only contributes to understanding the influence of packaging on the purchase of food products but also provides insight into consumers' preferences to the marketers of food products.*

**Keywords:** Marketing, Packaging, Food Products, Consumer behavior, Young consumers.

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| <b>Name of Topic</b>       | Does Packaging Influence Purchase Decisions of Food Products?   |
| <b>Journal</b>             | Academy of Marketing Studies Journal  |
| <b>Year of Publication</b> | 2019  |
| <b>Hypothesis</b>          | Do young consumers attach importance to food packaging in their purchase decisions?<br>What are the primary functional attributes of packaging as preferred by the young consumers of food products?<br>Do the demographic characteristics of consumers' influences their preferences for packaging attributes for food products? |
| <b>Data source</b>         | Primary (questionnaire) and secondary data  |
| <b>Type of Analysis</b>    | Qualitative and quantitative-Likert scale and ANOVA   |
| <b>Major Variables</b>     | Packaging and purchase decision   |

## **PRODUCT PACKAGING AND ITS IMPACT ON CONSUMERS' BUYING BEHAVIOR WITH SPECIAL REFERENCE TO FMCG SECTOR**

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### **ABSTRACT**

Packaging is a very critical element for ensuring success in FMCG industry; it has become even more important in today's scenario. The increasing cut throat competition and consumer awareness are presenting the marketers with a matchless challenge i.e. innovation in packaging. Even a product which is considered favorite among the consumers, will lose its fizz if the packaging doesn't keep pace with time. Packaging plays a pivotal communication bridge between consumers and brand owners. This study identifies the relationship between consumer buying process as the main variable of the study and some independent variables like product size, product labeling and design of wrapper that help consumers in making purchase decisions. The primary research data will be collected through a structured questionnaire and SPSS software will be used for analysis purposes. Hence, the present research tries to find out the most important factors that have an impact and influence on consumer's purchase decision.

### **KEYWORDS**

*Packaging, Buying Behavior, Purchase Decision.*

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| <b>Name of Topic</b>       | Product Packaging and its impact on consumers' buying behaviour with special reference to FMCG sector |
| <b>Journal</b>             | VSRD International Journal of Business and Management Research  |
| <b>Year of Publication</b> | 2019  |
| <b>Hypothesis</b>          | Packaging of FMCG products has an impact on consumer buying behavior.                                 |
| <b>Data source</b>         | Primary (questionnaire) and secondary data  |
| <b>Type of Analysis</b>    | Quantitative-SPSS   |
| <b>Major Variables</b>     | Product size, labelling, design of wrapper and consumer buying behaviour                              |

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## The Impact of Brand Awareness on The consumers' Purchase Intention

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### Abstract

This paper presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand. This has been done by going through different literature and articles by different authors. It will help the readers to come across the work done by various well known authors at one place and hence will help to know how knowing a brand well will affect the consumer in making decision about buying a product.

**Keywords:** Brand awareness, Brand equity, Purchase intention, Brand performance, Brand loyalty, Purchase intention



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| <b>Name of Topic</b>       | The Impact of Brand Awareness on the consumers' purchase intention |
| <b>Journal</b>             | Journal of Marketing and Consumer Research                         |
| <b>Year of Publication</b> | 2017   |
| <b>Hypothesis</b>          | Brand awareness has an impact on purchase intention                |
| <b>Data source</b>         | Theoretical framework and secondary data                           |
| <b>Type of Analysis</b>    | Qualitative  |
| <b>Major Variables</b>     | Brand awareness, name, advertising and purchase intention          |

## THE ROLE AND IMPACT OF THE PACKAGING EFFECT ON CONSUMER BUYING BEHAVIOUR

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### **Abstract**

*The objective of this study is to determine the elements that play an important role on consumer's buying behavior. The purpose of this research is to find out the main important factors related with the packaging effect, which are driving the success of a brand.*

*Companies in order to create the right packaging for their products, they must understand the consumer buying process and understanding the role and the impact of packaging as a variable that can influence the purchase decision. So, by understanding what factors influence the buying behavior and what packaging elements are most important help companies making the right decisions about packaging their products.*

*This research will identify the relationship between consumer buying process as the main variable of the study and some independent variables like packaging color, printed information, packaging material, design of wrapper, printed information, brand image, and innovation and practicality that help consumers in their decision buying process. The primary research data will be collected through a structured questionnaire and SPSS software will be used for analysis purposes. Therefore, the study tries to find out the most important factors that have an impact and influences consumer's purchase decision.*

**Key words:** *Packaging; Consumer; Buying behavior; Purchase Decision*

**JEL Classification:** *M3; M31*

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| <b>Name of Topic</b>       | The role and impact of the packaging effect on consumer buying behaviour                                       |
| <b>Journal</b>             | Eco-forum  |
| <b>Year of Publication</b> | 2015   |
| <b>Hypothesis</b>          | Packaging color, labelling, wrapper, brand image, innovation has an impact on the buying behavior of consumers |
| <b>Data source</b>         | Primary (questionnaire) and secondary data   |
| <b>Type of Analysis</b>    | Quantitative-SPSS  |
| <b>Major Variables</b>     | Packaging color, labelling, wrapper, brand image, innovation and practicality                                  |



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### PACKAGING, A VISUAL ART: AN ANALYSIS ON PACKAGING FOR FMCG GOODS

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*Miriam George, Asst Professor, Department of Management and Research Studies (MBA)*

*CMR Institute of Technology, Bangalore*

#### ABSTRACT

*This research paper is an analysis on the importance of packaging, how packaging features in the global market, the important parameters required in packaging of products. The paper is also based on the creative and functional aspects involved in the packaging of products and how it affects the demand of FMCG goods. A focus on the quality of the product has to go hand in hand with a focus on how it has to be visually appealing to the consumers. The quality of packaging, the texture of the packaging material, the visual impact of packaging, the size of the package, all these have a direct impact on the demand for the product. The functional element in packaging depends on the distribution network, the country in which the product is sold, and the type of products and the creative element in them is based on the brand, the image, the association of color and category of targeted customers,*

*The research is based on direct observation and analysis of consumer durables. Most of the contents in this research paper are based on observation of packaged products and analysis by the author(s). The paper was confined to the observation of FMCG's in the Indian context. The objective of the paper is to create awareness on the innovative parameters involved in packaging goods and how it influences customers.*

#### **Keywords:**

Packaging, innovation, innovative, innovative packaging, package marketing, creativity, creative art, visual, sales, visual impact, marketing, art, art marketing

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| <b>Name of Topic</b>       | Packaging, A visual art:An analysis on packaging for FMCG goods  |
| <b>Journal</b>             | Asia Pacific Journal of Research   |
| <b>Year of Publication</b> | 2014   |
| <b>Hypothesis</b>          | To identify and analyze the functional aspect and creative aspects in packaging                                |
| <b>Data source</b>         | Observational research   |
| <b>Type of Analysis</b>    | Qualitative  |
| <b>Major Variables</b>     | Packaging elements-colour, design, brand image, logo and functional aspects like segmented and brand packaging |