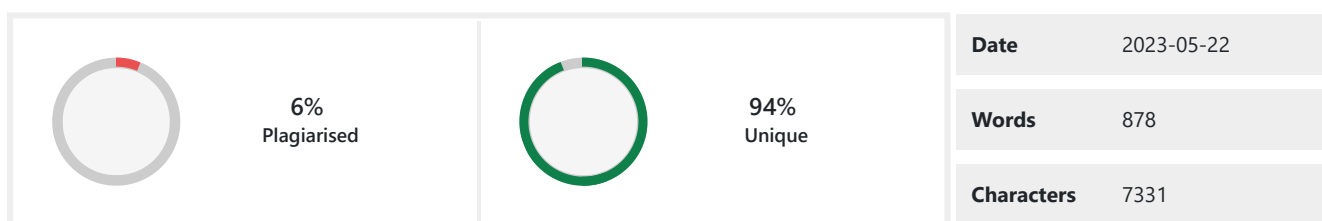


PLAGIARISM SCAN REPORT



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PRESENTED BY--

CAUSAL INFERENCE OF PRODUCT PACKAGING IN BRAND COMMUNICATIONS

- Packaging vitally builds and contributes to the core of product marketing, bridging the symmetry in the branding process as it plays a crucial role in **communicating the image and identity of a brand.**
- This case study transparently produces a guiding light towards highlighting and underlining the important packaging attributes responsible for brand symphony and orchestra of communication such as: Package Design, Liking for Package, Communication through Package and Usability of Package from customer's point of view.
- Multiple regressions were carried out as a part and INTRODUCTION parcel of causal inference model, to find the significant relationship between the variables through self-OF THE STUDY administered data collection on 10 point Likert scale from 100 customers.
- Further propensity scores were determined and DID analysis was performed on 20 customers through for different products at hand to understand the responsiveness of the consumer awareness.
- The result reconfirms and re-affirms packaging as an important tool to influence and communicate the brand and it's IMAGE to the consumers in the marketplace and marketspace.

Product packaging designs are a critical component in building a brand's image as it can erase or mark the brand's identity. Its helpful in following ways:

Brand Identity Expression – Packaging engages users and glows a setting apart stage for a brand in today's crowded and competitive markets.

ROLE OF Relationship Building - Packaging is the building brick and block of the onset of a relationship between a PACKAGING brand and the end user.

Communication - Good package design makes IN information handsomely available to consumers and concretely holds the nerves of the feet on the ground.

CREATING

Selling - The regular interaction with the quality BRAND packaging envelops as a tool to sell the product easily in the market.

IDENTITY

Protection - Better quality packaging provides better protection to the products & enhances its brand identity.

RESEARCH FRAMEWORKDependent Variables

Package design Liking for Communicatio Usability of package n through package

Package

❖ Attraction of ❖ Brand ❖ Color ❖ Ease of buyer handling

❖ Communicati ❖ Country of ❖ Symbols/log ❖ Disposabilit on to the buyer origin o y

❖ Convenience ❖ Color ❖ Information ❖ Moisture in handling connotation about Protection and using product

❖ Salability of ❖ Symbol ❖ Brand image ❖ Protection

Independent Variables

product connotation from

Basedoncarefulinvestigation ultraviolet

radiation

❖ Green aspect ❖ Size ❖ Shape

RESEARCH METHODOLOGY

• Multiple linear regression has been used to explainthe

relationship between one independent variable and two or more independent variables as identified.

- Propensity score analysis of 20 consumers was done and confirmed the results using DID analysis. The average conversion rate of customers was used to determine the likeability of the selected products.

- **Sampling population consisted of the different users of packaging in the city of New Jersey and Delhi and over survey and zoom interviews who use the packaging in their day to day life.**

- Sampling size: 100 respondents for multiple regression analysis + 20 respondents for propensity score analysis and DID analysis.

MULTIPLE REGRESSION ANALYSIS FOR PACKAGE DESIGN

Unstandardized Standardized
Model coefficients coefficients

B Std. Error Beta t Sig.

1 (constant) 2.254 .458 4.921 .000

Buyer .207 .069 .313 3.019 .003
attraction

Communication .173 .092 .171 1.892 .061
n

Convenience .173 .054 .295 3.185 .002

Sale ability -.017 .064 -.026 -.265 .791

Environmental .051 .043 .106 1.179 .241
factors

- Findings - The above table exhibit the significant relationship of Package design with Buyer attraction, Communication and Convenience of the product.

MULTIPLE REGRESSION ANALYSIS FOR LIKING OF PACKAGE

Model Unstandardized Standardized
coefficients coefficients

B Std. Beta t Sig.

Error

1 (constant) 2.362 .571 4.134 .000

Brand -.300 .094 -.313 -3.186 .002
Country of -.068 .127 -.054 -.538 .592
Origin
Colour .180 .109 .194 1.652 .028
Smbols/Logos .000 .081 .000 -.002 .998
size .296 .078 .367 3.785 .000

- Findings -The above table exhibit the significant relationship of Liking of Package with Brand, Colourand Sizeof the Product.

MULTIPLE REGRESSION ANALYSIS FOR COMMUNICATION THROUGH THE PACKAGE

Unstandardized Standardized
Model
coefficients coefficients

B Std. Error Beta t Sig.

1 (constant) 2.214 .514 4.311 .000

Information .113 .074 .178 1.522 .031

Shape .320 .103 .300 3.121 .002

Brand Image .119 .118 .019 .158 .022

Symbols/Logos -0.41 .073 -.057 -.561 .576

- Findings - The above table exhibit the significant relationship of Communication through Package with Information, Shape and Brand image of the Product.

MULTIPLE REGRESSION ANALYSIS FOR USABILITY OF THE PACKAGE

UNSTANDARDIZE STANDARDIZED
MODEL D COEFFICIENTS COEFFICIENTS

B Std. Beta t Sig.
Error

1 (constant) 1.818 .465 3.911 .000

Ease of .350 .065 .477 5.371 .000
handling

Disposability .043 .060 .063 .720 .473

- Findings - The above table

Protection .113 .085 .118 1.322 .039 exhibit the significant
relationship of Usability of the
Package with Ease of handling
and Protection of the Product.

- Communication and
Convenience is a blend of 2
most important weapons in
marketing armoury.

- Deduction and reduction of the
philosophy states that Shape of
the package is a significant
contribution of communication
SUMMARY through the packaging design.

AND • The study admits proportional
weightage to the Protection
feature of packaging

FINDINGS phenomenon.

- The DID, regression and PS test
showed that the respondents
were more inclined towards the
packages like Coke, Maggi,
Attractive Shoe Packages and
Attractive Polybags.

Matched Source

Similarity 50%

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... our best fashion films for this season is a keen sensitivity to the power of the medium of film in communicating the image and identity of a brand.... Top 10 fashion films together this season is a keen sensibility for the power of the medium of film in communicating the image and identity of a brand.

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Sep 22, 2014 — Sampling population consisted of the different users of packaging who use it in their day to day life (living in

UAE: Dubai-Sharjah-Ajman).Sampling population consisted of the different users of packaging who use it in their day to day life (living in UAE: Dubai-Sharjah-Ajman).

https://www.researchgate.net/publication/265905715_Influence_of_Product_Packaging_on_Purchase_Decisions

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