

IMPACT OF PRODUCT PACKAGING ON CONSUMER'S
BUYING BEHAVIOR: A CASE FOR FOOD AND
NON-FOOD ITEMS

A Thesis Presented to the Faculty of
Palawan State University
Barrigate Campus

In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Business Administration
Major in Marketing Management

By

BALANZA, RICHARD H.
BARTLE, KENNETH M.
CELOMINE, JOEMAR T.
GOJO CRUZ, BENIGNO N.
JIMENEZ, ANNE GABRIELLES
MONTMAYOR, MARJOR L.

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Sarmiento Campus**

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BALANZA, KIEN KJEL H.

BARTE, KENNETH M.

CELOMINE, JOEMAR T.

GOJO CRUZ, ERNIEMAR N.

JIMENEZ, ANNE CAMILLE S.

MONTEMAYOR, MARJON I.

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ABSTRACT

Now, packaging has become itself a sales promotion tool for the organizations. The consumer's buying behavior also stimulated by the packaging quality, color, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. According to Rundh (2005) package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. Furthermore, packaging conveys distinctive value to products (Underwood, 2003; Silayoi, & Speece, 2007), packaging works as an instrument for

differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying behavior (Wells, Farley & Armstrong, 2007). Previous researches show that there is no agreement on overall classification of packaging material and package elements. There is also disagreement regarding the methods of package impact on consumer's buying behavior decision. Several researchers attempt to examine all potential elements of packaging and their effect on consumer's buying decision (Butkeviciene, Stravinskiene, & Rutelione, 2008), however others focus on distinct elements of packaging and their influence on consumer purchasing behavior (Ampuero & Vila, 2006; Madden, Hewett, & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995). Furthermore, some researchers explore the impact of packaging and its features on consumer's whole purchase decision (Underwood, Klein, & Burke, 2001), whereas, some others – on each step of consumer's decision making process (Butkeviciene, Stravinskiene, & Rutelione, 2008). Brand image and advertisement have strong positive influence and significant relationship with Consumer's buying behavior. People perceive the brand image with positive attitude. Study depicted that

teenagers in Gujranwala are more conscious about their social status so they prefer branded products and advertisement affects on their Consumer Buying Behaviour positively (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, and Ahmed, 2013). The purpose of this research is constructed on hypothetical analysis of packaging components and their influence on consumer's buying behavior decision. This empirical study uncovers the features, which are having the eventual influence on consumer's choice, when multiple and different choices are available.

APPROVAL SHEET

A thesis attached here entitled "IMPACT OF PRODUCT PACKAGING ON CONSUMER'S BUYING BEHAVIOUR: A CASE FOR FOOD AND NON-FOOD ITEMS," prepared by Kien Kjel H. Balanza, Kenneth M. Barte, Joemar T. Celomine, Erniemar N. Gojo Cruz, Anne Camille S. Jimenez and Marjon I. Montemayor has been submitted and recommended for oral examination on May 04, 2017.


BEBIN P. PAKIG

Adviser

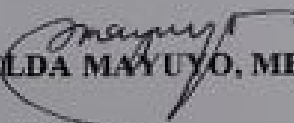

ELOISA C. GERONA, M.A Ed.

Faculty in Charge

This paper was approved by the panel of examiners during the oral examination with a grade of _____.

DR. MARITES VALENDEZ, L.P.T. M.A Ed. DEM

Chairman


IMELDA MAYUYO, MBA
Member


ANSENIA BRAVO, MPG
Member


ELEONOR PALOMO, L.P.T.
Member

Accepted in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Administration Major in Marketing Management.

DR. PEDRO D. ABANADOR, Ed. D

Date

Campus Administrator