

# Impact of Product Packaging on Consumers Buying Behavior: Evidence from Karachi

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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 then 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 300 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 color, 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

**Keywords:** Product Packaging, Buying Behavior, Consumer Behaviour

## 1. Introduction

Product is a combination of tangible and intangible goods and services offers to a customer for sale. It is any idea, method, information, service or object created as a result of a process and serves a need or satisfies a want. Consumers are very fond of new products and services which will satisfy their needs and fulfill their demands according to this attitude of consumer's they attract towards any product or services. We can easily identify the consumer's buying behavior towards any product or services by seeing: How the consumer attracts towards any product? Is the given product or service satisfy the consumer's demand and how will the consumer's react towards any product/services? What is the perception of the consumer's about the product or services offers by a company? How much the product or services is recognizable among the consumer's? How much they give preference to the product or services offer by any company.

There are many things which will increase the product sales. Product is made up from the mixture of different elements: Quality, Protect ability, fulfilling the needs of consumer's and also the packaging's which will enhance the product's existence and built a strong image in the consumer's mind.

Packaging plays a vital role in attracting consumers towards any product. Packaging is also used as the promotional tool for the companies and it includes: Color, material, designs & other characteristics. Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behavior. Packaging attracts consumers and increases its sale. It also reduces the marketing and advertisement cost of the product.

In the past decades companies are not focused on their product packaging. Consumers did not attract towards the product and didn't purchase which will cause lack sale .But now companies are more focusing on the product packaging as there is a tough competition among all the FMGC products.

Previous researches show that there is a disagreement between packaging quality and consumers buying behavior. Consumer is very fond of new thing which attract them and the thing consumers hit at first sight is its attractive packing. Many researches focus on the elements of packaging, color, material and other packaging materials which have the impact on the purchasing intentions of the consumers.

Features & components of packaging is also focused in this research to develop hypothesis and to identify the true reality and perception behind the buying intentions of consumers towards FMCG products.

### 1.1. Research Question:

The Research question is to find out the impact of product packaging of snacks on consumers buying behavior.

## 1.2. Objectives of the Study

1. To identify the packaging impact on the consumers buying decision.
2. To find out the impact of the packaging elements on consumers purchasing behavior.
3. To measure the role of each packaging element on the consumer.
4. To identify the elements of packaging, which should be highlighted to attract consumers?

## 1.3. Justification

The research on “Impact of Product Packaging on Consumer’s Buying Behavior” is a useful tool for all FMCG companies which are conscious about their image and want to survive in the competitive market of FMCG industry. The companies will get advantage from this research by identify the buying behavior of the consumer’s towards any products and will apply different tools and strategies to capture the large Market share because after having the results of this research they are well aware about all the factors that attract consumer’s and their buying behaviors.

## 1.4. Limitations

Limitations refers to the circumstances/conditions/settings the result will be applicable and what are the reasons of these limitations. By keeping in mind these things it is clear that this research is applicable in all FMCG companies in South Asian especially Pakistan as the sample population is the Pakistani consumer’s.

## 1.5. Scope

There is a wide scope of the research on “Impact of Product Packaging On Consumer’s Buying Behavior” in Pakistan because in the today’s competitive world of goods and services provider companies and industries ,they want to get success and maintain their market presence for long terms and if they understand the buying intentions of consumer’s by using the product packaging as a key element than they can easily maintain themselves according to the current demands, wants and consumer’s preference and attractions towards a particular brands by establishing a new strategies by understanding the importance of each factor of packaging’s.

## 2. Literature Review

Packaging itself plays an important part in marketing mix as it differentiates company’s product from its competitors and is also the way to communicate with its consumers. According to(Ahmed, Billo&Lakhan,2012) Packaging is the last impression for consumers and they make purchasing decisions on the basis of product packaging which built a perception in the consumers mind,therefore it is very important that packaging is working hard to secure the sale , this may be in the form of brand image, brand values ,product quality and innovations.

Packaging performs multi-tasks and functions which describes the product & its features and also communicate with the consumers and also safeguard the product.(Silayoi&Speece, 2007). For example packaging of the product tells about different ingredients, usage of the product and also it tells about some precautions if the product has any side effects. The packaging sometimes includes different features like attractive colors, pictures, symbols that will enhance the attractiveness of any product.

The role of packaging as a medium for communication and branding is increasing in competitive markets for FMCG products.Packaging is the jar or a container or a protection for a product. Packaging includes the names and the brand names, brand logos, pictures of the product, different kinds of labels such as ingredients, manufacturing and expiry date, warnings, price, using method of the product , company name ,company place etc. and the main function of the packaging is to easily and safely distribute the products.(Neeta &Sudha ,2014).

The research conducted by Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2013), incorporate the impact of brand image, brand attachment and environmental effects on consumers purchase decision and the study reveals that brand image have no positive relation with the consumer purchase decision and brand attachment and environment effects have moderate positive relation but no positive relation with the consumer purchase decision.

Packaging is one of the foremost component of promoting, designing and plays a n important role in marketing .An honest and effective packaging will absorbs a lot of consumers and will increase peoples intentions on buying products (Shruti,2014).If the product have a good quality and unique packaging it remains in the mind of the consumer’s for a long period of time and by this the consumers wants to buy that product at the time of shopping, so it itself did the promotion of that product by its packaging.

Packaging should also be designed to promote product sales. As the packaging will influence consumers and hence change their buying behavior towards that brand which will help company to generate revenue.(Deliya&Parmar, 2012). When people attract towards any product so it is common that they will buy that product which will increase its sales and company’s revenue and this all can done only by attracting consumers towards any product at first sight and usually the first impression is the last impression that will lead

to increase the existing sale performance . the packaging is that important key factor which we can use to attract our consumers at first sight .

Packaging appears to be one of the important factors in purchase decisions that are made at the point of sale where it becomes an essential part of the selling process (Silayoi&Speece,2004). According to (Saeed, Lodhi, Rauf, Rana, Mahmood& Ahmed, 2013) consumers purchase more quantity of product after seeing its label so it is clear that labeling influence the consumers buying behavior but there are many other factors that influence which influence the consumers buying behavior.

Color plays an important role in the marketing of a product. It is the most powerful visual component of any product. It maintains a consumer's interest & is identified with that product ever after in the consumer's mind. The color itself embodied many ideas and is often sufficient in itself to communicate the message of the image it represents. Some researchers explain about packaging of color is the most important factor that attract the consumers and change their intentions towards any brand and then their buying behavior will automatically changed from no purchases to start purchases.

Behzad (2014) describe in his research that colors and graphics play important key roles in promoting product sales. Color is an excellent source of information to communicate with the consumers either negatively or positively and it is estimated that 62-90% of people assessment and evaluation is based on colors alone. (Singh,2006).

Colors have many effects on consumer's thoughts, feelings and behaviors; so marketer should focus on the long employed of colors as a visual device to support cognition and thoughts and grasp consumer's attention towards the product. (Labrecque,Patrick,& Milne,2013). As it is said that green color attracts the people as it is a part of nature so it attracts people towards itself. Like this, a company should be more focused while choosing a packaging color which will effect on product for a long term and will also have influence on the buying behavior of the consumers.

The packaging material and wrappers are also very important factors in product packaging; as most of the consumer's didn't buy the products due to creepy packaging material and wrappers. The study reveals that buyers trust in a product or brand declines steadily when its packaging is damaged-up to 55% of shoppers left the brand, and 36% move towards another brand.Many of the people of today century want more stylish and uniqueness so they want a good packaging material. The material and wrappers are also effect the sales as if the product is of good quality but it has no effective and good material of packaging the consumers will see and move towards another product which have of quality material and interesting wrapper designs.There is no significant difference between product involved consumers and uninvolved ones in terms of package design preferences for the healthiness expectations that it generates.(Thomas, 2011)

Another research of (Baik,2011) explained that whenever a company design a high level product having superior elements and to look a superb impact of labeling on consumers buying behavior so they will target the upper class. Because upper class people are those targeted market who are more conscious about their self image in the society and for this reason they want to be extra ordinary careful while choosing any brand or product. Mostly they show themselves as a very classy group of the society so if the packaging of any product will be designed according to mind set and demands of the people so it change the behavior or purchasing and increase the revenue.

Producers have to built the applicable changes in product to satisfy the consumers need and differentiate them with their competitors. Innovation in a product measure some important factors for rising potency and effectiveness. (Noorani& Setty,2007). Because everyone want something new after a certain period of time and for this a company always keep changes its strategies and product designs , features , colors and sometime they add more flavors to that product line to engage the consumers towards that particular brand.

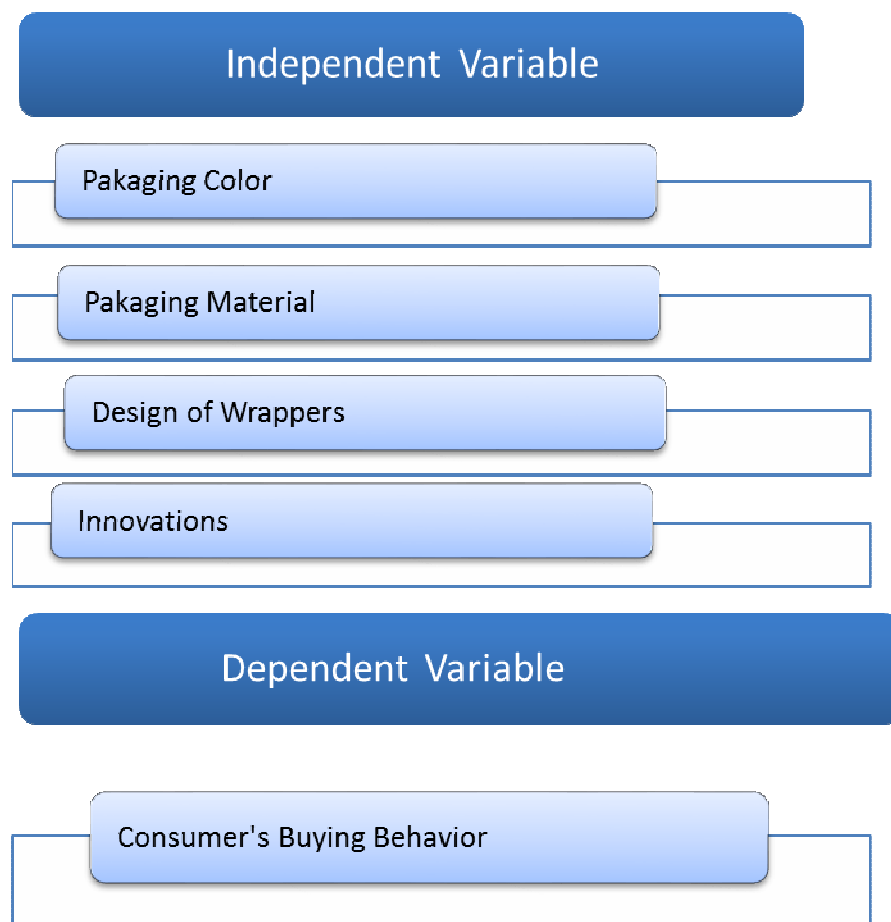
Another research conducted by (Rundh,2005) he further explains the multifaceted dimensions and try to supply or provide smart tips for establishing a range between promoting tool & promoting supply.

A study conducted by (Borin et al. ,2011) performed an investigation in which he take out the result of varied levels of environmental information on key client metrics& also evaluated environmentally benign products versus those peoples who have negative environmental impacts. These client perception of product quality, value were reportable by them and also they get intentions didn't disagree considerably between product and positive messages from the environment and people with no message. They find out that product with negative environmental messages were throughout lower than products with positive environmental messages.

### **3. Methodology:**

#### **3.1. Theoretical Framework**

The theoretical framework of dependent and independent variable can be expressed as follows:



### 3.1.1. Independent Variable

#### Packaging Color

Colors play a vital role in the consumer's decision making and they attract customer's towards any product. Different colors have different meaning and can help to draw attention according to the consumer's mood.

#### Packaging Material

Packaging material have great influence on consumer's purchasing decision. High quality packaging attracts the consumer's then the low quality packaging.

#### Design of Wrappers

The design of the wrapper also plays an important part to attract consumers. Companies use creative designs to attract customers.

#### Innovations

Innovation in packaging may add the extra value according to the needs and comfort for the consumers such as easy open, easy carry, protection, child-proofing, recyclability and non-breakability.

### 3.1.2. Dependent Variable:

#### Consumer's Buying Behavior:

The consumer's buying behavior is the sum total of the attitudes, preferences and decisions regarding the purchasing of any product or service.

### 3.2. Research Design

There are two types of researches quantitative and qualitative research. Quantitative research is about asking people for their opinions in a structured way so that you can produce hard facts and statistics to guide you. To get reliable statistical results, it's important to survey people in fairly large numbers and to make sure they are a representative sample of your target market. the research conducted to identify the impact of packaging on consumer's buying behavior is a quantitative research .

### 3.3. Tools of Data Collection

There are two kind of approaches in data collection first is primary data collection which is used when we want to find new results which is mostly the Questionnaires and secondary data collection in which we use secondary data like : books, journals, newspapers etc for the research. In order to collect data to find out the role of

packaging on consumer's buying behavior ,we will collect data by identify the impact of 3 independent variables on 1 dependent variable. For this we use primary data collection technique in which we use questionnaire to find out the actual impact of product packaging on consumers buying behavior.

### 3.4. Sampling Technique & Size

There are two major types of sampling techniques which are probability sampling and non-probability sampling. We are using probability sampling technique in which we use convenience sampling. The reason of choosing this technique is that every individual are using the FMCG product and they all know their impacts on the buying behavior so we can find out the results on the behalf of the available population sample. The sample size of our research as we are using convenience sampling so the size is 300 questionnaires.

### 3.5. Population

The population of my sample is from Karachi, Pakistan.

### 3.6. Measurement/ Instrument

A questionnaire will be given to the sample population in order to identify the buying pattern of consumer's on the basis of given variables.

Each variable is measure by asking the questions and ratings type scale ranging from:

1. Agree 2. Disagree 3. neutral

### 3.7. Methodology for Data Analysis:

To make correct analysis of the data we use SPSS software in which we make analysis in two parts:

#### 1. Descriptive Analysis:

It is the technique in which we use to generate result in descriptive statistics. It shows maximum, minimum and mean value of data.

#### 2. Correlation:

The Pearson's correlation is used to find out the relation between at least two variables. The values for correlations are:

1. 0.00 = No correlation
2. 1.00 = perfect/positive correlation

Other factors such as group size will be determined if the correlation is significant. Generally, correlation above 0.80 is considered pretty high.

## 4. Data Analysis & Findings:

### 4.1. Descriptive Analysis:

To analyze the research outcome the results of descriptive analysis of all dependent and independent variables are shown as follow:

#### Descriptive Analysis:

**Table 4.1**

	N	Minimum	Maximum	Sum	Std. Deviation	Mean	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
CB	300	2.40	4.40	1028.80	.46259	3.4293	.02671
PC	300	1.50	4.50	1149.00	.56760	3.8300	.03277
PM	300	2.00	4.50	1053.50	.69448	3.5117	.04010
DW	300	1.00	4.50	1038.50	.79149	3.4617	.04570
PI	300	2.50	4.50	1116.50	.77267	3.7217	.04461
Valid N (listwise)	300						

Here ; CB= Consumer Buying Behavior

PC= Packaging color

PM= packaging material

DW= Design of wrappers

PI= Packaging innovation

In the above table the Minimum values, Maximum Values, Sum, Mean and values of standard deviation of all the variables are given. Number of observations of each variable is 300. All values of mean shows the central tendencies of each variable. Values of standard deviation, minimum and maximum show the dispersion of values from its mean. The mean value of Consumer Buying Behavior is 3.4 where as its minimum and maximum

values are 2.40 to 4.40. Similarly all the independent variables have different mean value as well as extreme values.

#### 4.2. Correlation

Hypothesis:

**H1: There is a relationship between consumer's buying behavior and packaging color.**

##### Correlations Between Consumer's Buying Behavior & Packaging Color

Table 4.2.1

		CB	PC
CB	Pearson Correlation	1	.562**
	Sig. (2-tailed)		.0001
	N	300	300
PC	Pearson Correlation	.562**	1
	Sig. (2-tailed)	.0001	
	N	300	300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above table represents the correlation of two variables \_ Consumer buying behavior and packaging color are positively correlated ( $r=0.562$ ,  $p=0.0001$ ). There is a moderate relationship between buying behavior and packaging color which is significant. So we can say that the hypothesis is accepted. Dark colors attracts people towards them easily so if we use dark colors in product packaging, it can easily grasp the consumer's attention

**H2: There is a relationship between consumer's buying behavior and packaging material.**

##### Correlations Between Consumer's Buying Behavior & Packaging Material

Table 4.2.2

		CB	PM
CB	Pearson Correlation	1	-.006
	Sig. (2-tailed)		.914
	N	300	300
PM	Pearson Correlation	-.006	1
	Sig. (2-tailed)	.914	
	N	300	300

There is a negative correlation between consumer's buying behavior and packaging material ( $r=-0.006$ ,  $p=0.914$ ). Hence the packaging material has no effects on consumer's buying behavior. So we can say that hypothesis is rejected.

**H3: There is a relationship between consumer's buying behavior and Design of Wrapper.**

##### Correlations Between Consumer's Buying Behavior & Wrapper Design

Table 4.2.3

		CB	DW
CB	Pearson Correlation	1	.443**
	Sig. (2-tailed)		.0001
	N	300	300
DW	Pearson Correlation	.443**	1
	Sig. (2-tailed)	.0001	
	N	300	300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above table represents the correlation of two variables \_ Consumer buying behavior and Design of wrappers are positively correlated ( $r=0.443$ ,  $p=0.0001$ ). There is a moderate relationship between buying behavior and design of wrapper which is significant. So we can say that the hypothesis is accepted.

**H4: There is a relationship between consumer’s buying behavior and packaging innovations.  
 Correlations Between Consumer’s Buying Behavior & packaging Innovation**

**Table 4.2.4**

		CB	PI
CB	Pearson Correlation	1	.335**
	Sig. (2-tailed)		.0005
	N	300	300
PI	Pearson Correlation	.335**	1
	Sig. (2-tailed)	.0005	
	N	300	300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In the above table it is shown positive correlation between consumer’s buying behavior and packaging innovation( $r=0.335, p=0.0005$ ). So that it is clear that the hypothesis is accepted.

**4.3. Regression**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 <sup>a</sup>	.679	.674	.26405

a. Predictors: (Constant), PI, PM, PC, DW

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	PI, PM, PC, DW <sup>b</sup>	.	Enter

a. Dependent Variable: CB

b. All requested variables entered.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.414	4	10.854	155.674	.000 <sup>b</sup>
	Residual	20.567	295	.070		
	Total	63.982	299			

a. Dependent Variable: CB

b. Predictors: (Constant), PI, PM, PC, DW

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.617	.162		9.969	.000
PC	.286	.033	.351	8.729	.000
1 PM	.180	.031	.270	5.755	.000
DW	.388	.030	.663	13.017	.000
PI	-.338	.021	-.564	-15.951	.000

a. Dependent Variable: CB

**5. Conclusion & Recommendation:**

**5.1. Conclusion:**

The research results of the impact of packaging on consumer’s buying behavior are as follows:

1. Packaging is the most important tool in the marketing of any product. It helps to communicate with the audience.
2. Packaging has different elements which influence on the consumer and hence change their buying behavior.
3. In order to analyze the importance of each elements for consumer’s choice to identify the impact of packaging and its elements on the purchase decision of the consumer. For this reason the elements are classified as : Color, Material, wrapper designs and new packaging techniques.
4. In this research we have been tested empirically this research model, Packaging elements, which have a

- vast influence on the consumer's preference and choice; from all the FMCG products.
5. It has clear that the packaging elements are the most important factors for consumer purchase decision.
  6. The packaging color has the positive relation with the consumers as the consumer's attract towards the dark and attractive colors and mostly they buy the products.
  7. The packaging material has a negative relation with the consumer's buying behavior .so it is clear that packaging material has no influence on the consumers choice.
  8. Design plays a very important role in packaging as it capture the attention of the consumers by its unique and different styles. Hence it has a positive relation with the consumer's buying behavior.
  9. People want some new creations which attract them and change their perception towards the brand .

## 5.2. Recommendation

1. After the findings of the research it is highly recommended to all the FMCG companies to focus on the good and attractive packaging's which introduce any new product in the market.
2. It is recommended that marketers do not think that packaging is the least factor in the success of any product. They should kept in mind that the packaging is the first most tool for attracting the consumer's and built a perception in their minds, so it should be deeply focused.
3. It is recommended to other researchers that when they are taking packaging as a research topic they should also focused on the other marketing factors and dimensions as well.
4. For the researchers who are going to conduct research in future should focus the other elements of researches as well.

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