

Impact of the Product Packaging on the Consumer Buying Behavior

Muhammad Amin¹ Muhammad Imran¹ Nasir Abbas² Urfa Rauf¹

1.Department of Business Administration, Bahaudin Zikria University, Layyah Campus

2.Department of Agriculture, University of Agriculture Faisal Abad

Abstract

The objective of this paper is to examine the impact of the packaging elements on the consumer buying behavior. This research also identified the relationship between the dependent and independent variables. This survey research consists on the primary data which are collected through the distribution of the questionnaire and SPSS software has been used for the purpose of the analysis. This study consists on the response of the 100 respondents and tested the reliability of the model. The aim of this research conducting is to find out that how much the independent variables influence the dependent variable According to the finding and analysis of this survey research it has been observed that packagings are most important instrument. It is further concluded that the packaging elements like its Color, Packaging material and design of Wrapper are more important factors when consumers making any buying decision

Keywords: Product color, wrapper design, product size, consumer buying behavior

Introduction

In the recent modern age, there is huge competition of product packaging due to enhancing the self service and changing the life style of the consumer. Every organization focuses on the packaging because that is the main tool of sale promotion. Product packaging inspire the consumer and their rash buying behavior, as well as it increase the organization share in the market and decline the promotional cost of the organization. Attractive packaging style enhances the attraction of the consumers to particular brand also build their brand image. Well packaging styles are the showing the company unique value regarding the product (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), also known are unique tool for their product differentiation. I.e in the market customer chose the product from large are of range and stimulate the buying behavior of the consumer (Wells, Farley & Armstrong, 2007).

Every product of the company always become protect by packaging which create the image in the market. In the recent year it is seen that the young generation focus on the packaging due to several reason and every age of the consumer are involve such types of the activity (Bloch, 1995; Madden, Hewett & Roth, 2000; Underwood et al., 2001; Silayoi & Speece, 2004; Silayoi & Speece, 2007; Butkeviciene, Vila & Ampuero, 2007; Stravinskiene & Rutelione, 2008). For the brand concerned the packaging do the great impact, and attraction of the consumer are enhance due to known as the brand and by self the perception are create that such types of the product are advance product.

For the attraction of the consumer packaging perform important role. Children are attract form the packaging by seen of the product wrapper, so wrapper design of the product enhance and help the buying decision of the children . Children select the product from huge are by seeing the wrapper design. Color and the printed information make it easy for the consumer for the selection of the product. Consumer enhances the using of the product by when the product packaging are redesigned and also available in large size in the market (Philip Kotler K. L., 2008). The design of the packaging depend on the product feature , large size of the packaging become the source of conveying the better quality (P R Smith, 2004) also it enhance the consumption ratio of the consumers (keller 2009). Consumer requirement are vary do the packaging size and color of the packaging so the size of the packaging are also known as the attribute of packaging (Arun Kumar Agariya 2012). For extension of the product in the market company make the different packaging size so it should be easily available in market according to size consideration and most it is seen that the large size of any product become the reason of wasting the product (Pinya Silayoi M. S., 2004).

Now in the packaging design the color are also become the main part of the product. If the product quality is better but their color is not match with the selection of the consumer then they will feel hesitation for purchase of the product. Color create the difference to the brand and color of the some brand are the ownership which cannot imitate by the other organization (Keller, 2009). In visual design of the product packaging the color are known are most important element which convey information and meaning about the product.

Every culture has their own color perception and most religions have their own sacred color (Singh, 2006). Color become the part of the memory which remind the consumer about the product which they can easily recall for the particular brand. By change of the trends and demographics the selections of the color also change (Singh, 2006). Color of the product packaging has a high concentration to bring out of consumer buying behavior (Munyarazdi Mutsikiwa, 2013). Every product have their distinct color which are not match with the

other and impact on the trigger purchase behavior of the consumer (Munyarazdi Mutsikiwa, 2013).

Research Gap:

The earlier research which are conduct few year ago focus on protection of packaging and help to saving of the product . But in this research we focus on the product and buying behavior of the consumer. It research will be help full for all marketing strategy regarding the packaging in the future. It also help the marketer that how he should convince the consumer for purchase of the product.

Objectives of Study

- To explore the relationship of wrapper design of packaging with consumer buying behavior.
- To explore that how color of the packaging influence the consumer buying behavior.
- To explore that the brand size the relationships with consumer buying behavior.
- To explore the impact of all above said relationships.

Literature review

Product packaging become the source of information and used to communicate with the consumers in everywhere Buthkeviciene et al., (2008), packaging become the tool for extension of the product in the market. Product packaging are used to save the product from damages during the transferring and shipping product from one place to another Well et al (2007).

Buying behavior

In these day people concern on purchase that product which are have good feature and packaging because they are consciousness about usage of the product. Packaging is treated as one of the important valuable tool in communication and has great impact on the consumer buying behavior (Underwood, 2003; Rettie & Brewer, 2000; Barber, Almanza, & Donovan, 2006). Adelina & Morgan (2007). Product packaging and the element of product do the great impact on the consumer purchase decision. In view of the Karbasivar & Yarahmadi (2011) that attractive color helps the buying decision of the consumer.

Buying behavior of every consumer stimulated by packaging color, quality, wrapper and other characteristics of packaging. Attractive product packaging increase market share due to increase of the product selling and decrease the market cost and promotional cost. Attractive packaging becomes tool for differentiation of product, which helps the consumer for selection. Also it decided the product in market from the large range Wells, Farley & Armstrong, (2007). Various research examine that all the possible element of the packaging and their effect on the consumer decision of purchase (Buthkeiciene, Stravinskiene, & Rutelione (2008), but some focus on element of the packaging and examine how that element influence on the buying behavior on the consumer (Ampuero & Vila, 2006; Madden, Hewett, & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995).In this recent competitive environment every company believe that attractive packaging styles are use as the instrument to force customer for the product purchasing. Use of the design in the packaging, color, picture , shapes and the material of the packaging influence the customer and impact on buying behavior of the customer Lamb et al, (2004). There are varieties of reason by which the packaging and the element of the packaging become the strong marketing tool for achieving the competitive edge.

Color

Product color, style and design not only distinguished the product from other but it competing the other product and enhance the consumer like hood of purchase. Rocchi and Stefani, (2005).various consumers are interested in the color of the product before they purchase even they can purchase the low quality of the product have beautiful and attractive color Mc Leod, (1999). According to the Olson and jacoby (1973) that the color become the extrinsic cue and considered as the attribute of the product. Color could create the authenticity for providing the types of the information as specification, quality and ingredients (Halewood and hannam (2001); marianna (1997). It is also seen that consumer make the decision for purchase of the product by selection of the particular color because people are associate with the color and they prefer the particular color Madden et al (2000). If the colors of the product are match with the customer then they will purchase the product but next time if the color are change then he will not purchase the product due to change of the color.

Color and labeling increase the confidence among the product of baby user. Most children like the color which is match with their perception during the purchase of the product. Whenever the color are match with the requirement then the consumer feel delighted response and make the quick decision for purchase of the product Lynsey Hollywood, (2003). Consumer accept the product if similar colors which are relate with the common product class Hannele Kauppinen-Raisanen, (2010). Deep-seated changes in colors could show the way to consumer misunderstanding in rummage just about for a brand (Hannele Kauppinen-Raisanen, 2010). According

to the Randi Priluck Grossman (1999) those consumers prefer those color which are relate with the particular product category with the association and through the past experience.

Product Size

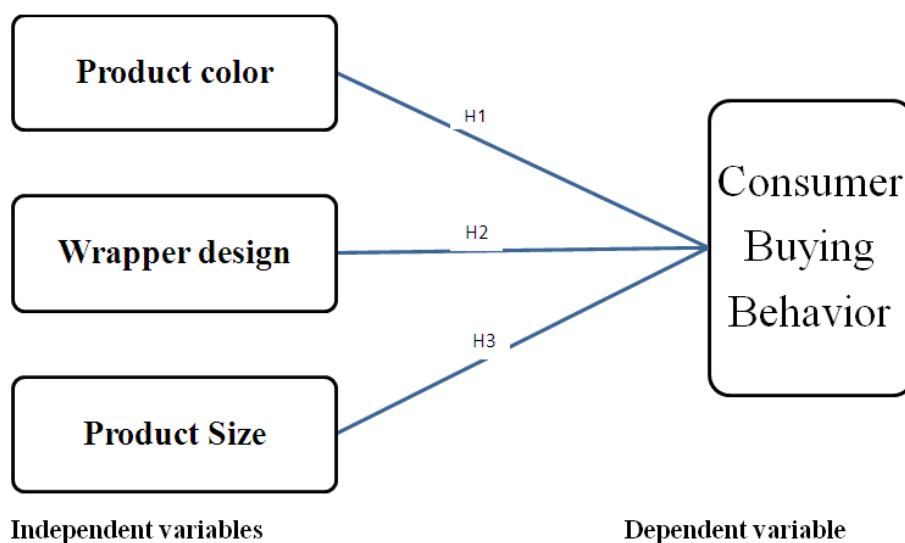
For achieving the market objective the packaging considered as the competitive tool on the other hand it satisfied the desired of the customer by its element like package's size , color, text, shape, design and graphical information. Now the packaging are considered as the element of the product and create the difference in the brand also got the competitive advantages Keller, (2009). According to the P R Smith (2004) that there are six main elements of the packaging which are size, color, graphics, text , material and smell.

In view of the Philip Kotler K. L., (2008) that product using ratio are increase when the product package are redesigned and the size of the product are increase. The size of the product packaging are depend on the product features and the market which are target by the company P R Smith(2004) as well increase the consumption of the product Keller (2009). In view of the Arun Kumar (2012) that the like the product colors the packaging size also considered the tool of the product. Availability of the different size of the product in the market is due to extension of the product in the market. By seeing of the packaging size the smaller size of the product become the intention of the small family and the larger size of the product are considered wastage of the product by them Pinya Silayoi M. S., (2004). It is also found in one past research that willingness of the consumer for purchase of the product increase if the product are available smaller size in the market and that product expire date are less, that is way consumer not prefer the large size of the product Golnesa Ahmadi, (2013). According to the Rundh (204) that smaller households product are purchase the pack which are in small level. if original product size is large once customer purchase but he will not do repeat purchase Raghubir Karishina (1999). Labeling and size of the product increase the confidence and repeat purchase behavior of the consumer. According to the Vila (2006) that larger size of the product packaging are better than smaller and it provide the better value as compare to small value.

Wrapper design

In the competitive market place the Product packaging become the attribute for the identification and extension of the product. Wrapper design place important role for attracting the consumer. More sensitive behavior is found in the children when they purchase the product by seeing of the wrapper design. So every company tries to focus on the improvement strategy of the wrapper design for achieving the attraction of the consumer. One of the investigation done by the Arun Kumar Agariya, (2012) that consumer feeling about the product create image in the mind by seeing of the wrapper design. According to the Golnesa Ahmadi (2013) those attractive designs enhance the desire of consumer about the product. Shape of the product is use for carry of the product and use of the product. By doing the visual packaging survey Wang (2013) that consumer perception about the quality of the food and the preference of the brand are affected by attitude. if the wrapper design are suit to the consumer then he will not purchase that product even suitable size shape quality. If the original wrapper design is change from the purchasing product then consumer will not try to repeat purchase Raghubir Karishina (1999).

Hypothesis development and theoretical framework:



Hypothesis Development:

Following are some of the Hypothesis which are developed from literature

H1: *product color has positive impact on the consumer buying behavior*

H2: *wrapper design has positive effect on the consumer buying behavior*

H3: *product size is positive influence to the consumer buying behavior*

Research Methodology

Measures

This survey research focuses on the various aspects of the consumer buying behavior which are influenced by the element of the packaging on the different place of the Pakistan. All the primary data become the source for this research. For the completion of this research survey a questionnaire which have at least 5 different types question on each variables. Those entire questions consist on the likert scale with close ended choice of strongly agree, agree, neutral, disagree and strongly disagree.

The research method and design

The primary data was collected from the different place of the Pakistan. The gathering of the response are through using of the questionnaire distribution among the respondent by using of email, post, source of friend and direct meeting with them. For the completion of these survey 100 questionnaires was distributed among the respondent. Obtained of the result through the SPSS software and got the reliability of research and correlation analysis.

Sample

Random sampling technique becomes the base for this research application. This research survey show equal opportunity of the entire respondent for completion of the successful research. All the 120 questionnaire are filled from the respondents which are belong from the different place, but the 100 questionnaire are select for entering of the data and all 100 questionnaires are used for the further process to obtain the result of this research. The sample size of this research consists on the 100 respondents of targeted area. Layyah, D.G.Khan, rajan pur, are the main cities which were selected for this survey.

Result analysis

Reliability Statistics

The questionnaires of the research are checked for reliability and validity. If that is valid and matches the range of reliability then it is used for the further research. In these cases our research questionnaires show the value of Chron Batch Alpha was 7.62 which is exceed than thresholds. Evaluation of the questionnaires consists on 25 different questions of independent variables and dependent variable by using of the SPSS software.

Gender wise Distribution

Gender	Frequency	Percent	Valid Percent
Male	68	68	68
Female	32	32	32
Total	100	100.00	100.00

Profession wise Distribution

Profession	Frequency	Percent	Valid percent
University students	20	20.00	20.00
Business sector	18	18.00	18.00
Private sector	28	28.00	28.00
Public sector	15	15.00	15.00
House wife	19	19.00	19.00
Total	172	100.00	100.00

Correlation analysis

The table given below show the correlation analysis which is used for checking the association among the variables like consumer buying behavior, product color, wrapper design and product size.

		Product color	Wrapper design	Product Size	Consumer buying behavior
Product Color	Pearson correlation	1	.350**	.421	.679**
	Sig. (2-tailed)		.000	.000	.000
	N	180	180	180	180
Wrapper design	Pearson correlation	.350**	1	.567*	.715**
	Sig. (2-tailed)	.000		.000	.000
	N	180	180	180	180
Product Size	Pearson correlation	.421	.567*	1	.437*
	Sig. (2-tailed)	.000	.000		.000
	N	180	180	.000	180
Consumer buying behavior	Pearson correlation	.679**	.715**	.437*	1
	Sig. (2-tailed)	.000	.000	.000	
	N	180	180	180	.000
** . Correlation is significant at the 0.01 level (2-tailed)					
* . Correlation is significant at the 0.05 level (2-tailed)					

H1: product color has positive impact on the consumer buying behavior

In the above mention table show that the product color and the consumer buying behavior are positively associated with each other i.e. ($r = .679^{**}$ at $p = 0.000$) and the level of significance 0.000 which is less than standard level of Alpha 0.01. so we accept the hypothesis and these two variable are highly correlate. We can say that attractive product color can increase the sale and help the consumer buying decision.

H2: wrapper design has positive effect on the consumer buying behavior

In the above mention table show that the product wrapper designs are highly correlated with the consumer buying behavior. The above table show the value of the wrapper design ($r = .715^{**}$ at $p = 0.000$) which is considered excellent. According to this table H2 is accepted because the P value of that table is less than alpha which is 0.01 and we cannot reject the hypothesis. We can say that the product packaging wrapper significant impact on the consumer buying behavior and use as the instrument of product selling in the market.

H3: product size is positive influence to the consumer buying behavior

The relationship between product size and consumer buying behavior is positive and significant with values of ($r = .437^*$ at $P = .000$). It shows that there is moderate relationship between the consumer buying behavior and the product size. We accept the H3 because the P value is less the alpha level which is considered 0.01. We can say that the sizes of the product are not more impact on the consumer buying behavior. The results of this research clearly indicate that the consumer buying behavior is influence by the product color, size, material and quality of the product. All those are also considered as the tool of the marketing strategies.

Conclusion and recommendation

The research finding of impact of product packaging on consumer buying behavior show that the packaging are the major instrument for achieving the edge in the competitive market. It is also state that the element of the packaging like color, size, material, quality and design of the product considered as the tool for increasing the sale of the product. Product packaging show all the information regarding about the product that is way consumer attract for purchase and it help the purchasing decision of the consumer. The size of the packaging use as the tool for the selection of the product and increase the perception of the consumer. Colors of the product are very important because it highly impact on the consumer buying behavior and help for choosing of the product by seeing the color.

It research consists on the various conclusions regarding about the consumer buying behavior. Wrapper design of the product show the unique value of the product form the wide range. Wrapper design attracts and inspires the customer toward the product purchasing. It is also recommended that the marketing strategies should be pay more intention toward the packaging material, size and the wrapper design because that are the important element for increase the sale of the product.

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