

***IMPACT OF PACKAGING ON SALE OF MILK IN  
ISLAMABAD***



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## ACKNOWLEDGEMENT

“All praise belongs to Allah alone, lord of all the worlds, who created the heavens and the earth and all that is between the two and indeed in them there are many signs for those who use understanding”. (Al-Quran)

First of all, I bow my head in the deep gratitude to “ALMIGHTY ALLAH” who endowed me with the potential and ability to make solid contribution to the already existing ocean of knowledge. I think that, although, I have attempted every possible measure to make it presentable, piece of work, yet man is fallible and I am not an exception.

I wish to express my hearties gratitude and appreciation to my worthy research supervisor who is **Dr. Ansir Ali Rajpoot Associate Dean Muhammad Ali Jinnah University, Islamabad** providing this learned guidance. His elegant personality and invigorating encouragement have always remained a source of inspiration for me.

Lastly, I am grateful to my parents for the inspiration and moral support. I would not be here without their tremendous encouragement and prays.

Syed Mubarak Ali Shah

January 7<sup>th</sup>, 2016

## **Abstract**

### ***DEDICATION***

The Holy Prophet (PBUH) who is the beacon of light for us, greatest Benefactor of human race.

To our most loving, honorable and worthy parents who are our Heaven. They are the source of courage and inspiration for us.

To our lovely and sincere brothers, sisters and friends whom love affection and prayers are always with us, just like our own shadows.

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# Chapter No. 1

## Introduction

### **1.1 Theoretical Back-Ground:**

The previous researches suggest that packaging and there different characteristics are not as important in the competitions and the consumers also not paid so much attention towards the packaging as compared today. Similarly it is believed that the consumer purchase criteria are not affected because of the packaging. The different previous researcher tries to find-out the different elements of the packaging and also try to show the impact of these elements on the consumer purchase criteria (Butkeviciene, Stravinskiene, & Rutelione, 2008), but these researcher main focus is on the influence of the consumer purchase decision either affect or not the consumer decision (Ampuero & Vila, 2006; Madden, Hewett, & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995). But with the passage of the time the researchers find the different elements regarding the packaging and check the overall impact of the packaging on the consumer overall purchase decision (Underwood, Klein, & Burke, 2001), while the other researcher individual item is checked over the consumer overall purchase criteria (Butkeviciene, Stravinskiene, & Rutelione, 2008).

The marketers believed that the brand image and the advertising have the strong impact over the consumer purchase decision and consumer pays so much attention towards these variables while make the purchase decision of any particular product. Because the advertisement is strong influence to create the brand image in mind of the consumers. The todays youth is mostly concerned about the social status so they much attention towards the branded products which creates their separate image in the society and maintains their social status so that's they only pay attention towards those brand which have the good image in the overall society (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, and Ahmed, 2013). Rita Kuvykaite (2009) is the pioneer who started to investigate the impact of the packaging in the consumer purchase intention after that the different researchers followed the pioneer study starts to explore this new research area. With the standard quality of packaging the consumer can easily choose the right product for themselves because the packaging attracts the customers and the customer purchase decision is based on the standard quality of packaging.

## **1.2Introduction:**

In the modern world of the technology and competition among the different firms there is needed to know the importance of the packaging to tackle the customers. The consumers it-self change the importance of the packaging because they pay more attention towards the packaging as compared to the other products. Now the packaging becomes the value preposition and the consumer purchase decision the packaging becomes an important element. The better packaging for the different products makes the different products or brands more attractive and market share increased and the promotional budget is also decreased. According to the researcher Rundh (2005) packaging of the different products creates the separate image in the mind of the customers and it also attracts the more customers as compared to the poor packaging of the particular product. The better packaging of the different products makes easier to the choose the particular product among the different products if the attractive packaging is provided then it is easy for the customers to choose the brand easily among the competitors brands (Wells, Farley & Armstrong, 2007). So the above discussion about the packaging it is proved that the packaging plays an important role in the purchase decision of the customers which he makes before the purchase of the particular product so if order to attract the more number of customers towards the product the company have the strong marketing skills to advertise the product packaging image among the customers.

The different researchers now pay attention towards the different packaging elements and conduct the various types of the researches on this current issue in order to increase the worth of the brand in eyes of the customers. The different researchers suggest that the no hard and fast rule for the improvement of packaging because every product has the separate image in the mind of the customers and every customers the perceives the different brands in the different manners and packaging in some products becomes very important while in the other the packaging is less important so the specific attention is paid on the packaging issue (Silayoi & Speece, 2004; Silayoi & Speece, 2007; Butkeviciene, Stravinskiene & Rutelione, 2008). A different researcher treat this issue in the different manners (Underwood et al., 2002), measures the purchase intention of the different customers about the overall packaging while the other separates the parts of the packaging and then check the individual effect on the purchase intention of the customers (e.g., Butkeviciene et al., 2008).

As the competition becomes tougher and tougher the role packaging is not limited to defend the products from the external damages but in today's modern world the packaging is used to gain the more market share and it is considered that the packaging has the direct impact over the profitability of the company. This change the need of the packaging is comes from the customer perspective becomes the customers pays more attention towards the packaging and considered the packaging as an important element in their purchase decision. This changing need of the packaging quickly realizes by the different firms and now the packaging is considered as important element from both perspectives the company and the customer perspective. Now the company sets that kind of the packaging that satisfies the demands of the customer regarding the packaging. The packaging also protects the product from the external failures and delivery of the product is safe if the better packaging is provided by the customers. Rundh (2005) says that the packaging attract the customer to purchase the product among the wide range of the products available. In 2004 silayoi & speece said that the packaging is used as the competitive weapon to communicate the different benefits attached with the product.

The packaging is not just used to attract the customers but it also used as the promotional tool to spread the benefits of the product in the mind of the consumers. The consumer now rate the product packaging in terms of the different characteristics which are the design of the wrapper, packaging material, innovation used in the packaging which provides the ease for the consumers and the last is the packaging quality all these consumers kept in mind while make the purchase decision about the particular product. Now packaging is become the product preposition which can affect the consumer purchase decision relevant to the different brand and products. Rundh (2005) says that the packaging attracts consumers and the packaging also create the separate image of the particular brand in the mind of the consumers and due to that fact the consumer perceives the brand packaging as an important element. Some of the other researchers suggest that the packaging is now used as the distinctive feature and the consumers can easily perceive the better packaging product among the wide range of the products (Underwood, 2003; Silayoi, & Speece, 2007) while the other researcher also suggests that the packaging can affect the consumer buying behavior (Wells, Farley & Armstrong, 2007). The packaging is defined in terms of the wrapper and design of the packaging if these two items were good then the overall packaging is considered to be the attractive (Keller, 2009). Now the packaging is consider the most important variable for the marketers and this packaging is considered the 5<sup>th</sup> P item of the marketing as the other 4p's were



important this 5<sup>th</sup> P is considered the most important element and the different strategies to tackle the customers relevant to the 4P's this 5<sup>th</sup> P also has the different kind of the strategies to attract the customers (Philip Kotler K. L., 2008). In today's marketing environment the business is based on the three different factors are as follows:

- Logistics
- Commercial
- Environmental Function

The packaging is not help to provide the convenience to the customer but it also provides the different sort of benefits like the good packaging of the brand creates the positive association with the consumer perception and the good packaging also creates the positive brand image in the mind of the consumers (Keller, 2009). The packaging is not helpful to achieve the different which the marketers set under the marketing plan while it also provides the different sort of the benefits to the consumers like convenience, easy to handle, easy to use, protect from the external threats, etc. The packaging is not just provides the benefits for the customers but it also creates the competitive advantage through the use of the good and standard quality packaging and the standard quality also makes easy for the customers to choose the particular brand easily (Keller, 2009). The importance of the packaging in the different products change with the passage of time and the customers changing needs also increased the packaging demand for the different products, technological changes so these different kind of the changes increase the importance of the packaging (Calver, 2007).

The packaging also provides the medium through which the benefits of the different products or brands is communicated to the different customers because the consumers pays less attention towards the mass media advertisement and is also costly to print all the features on the mass media through the use of the good packaging the consumers can easily communicate the good features of the different brand or products (Robert L. Underwood, 1998). The packaging also creates the point-of-different in the minds of the consumers because the companies mostly write the core benefits of the product and the unique features of the product while some of the other companies write only the core benefits of their products while the company's innovative packaging creates the unique value proposition in the minds of the customers. By giving the unique information on the packaging the company creates the brand awareness and the customer perception image

relationship, the relationship is only stronger when the unique information is attractive for the customer's or that information matches with the consumers' needs or wants (Robert L. Underwood, 1998).

### **1.3 Objectives of the study:**

- To find-out the effect of the packaging on the consumer buying behavior
- To check the effect of the packaging elements on the consumer purchase intention
- To measure the impact of each relevant item of the packaging with the consumer behavior
- To identify the different items this should be highlighted in the design of the wrapper

### **1.4 Problem Statement:**

The current study is used to know the impact of the different independent variables which are the packaging color, packaging material, design of wrapper and the innovation over the dependent variable which is the consumer purchase intention by targeting the milk industry of the Islamabad City only.

### **1.5 Summary:**

The remaining thesis is organized in the following manner:

The Chapter No.2 includes the literature review about the different variables which includes both the dependent variable as well as independent variables. The detailed information is provided in order to know the basic concepts regarding the variables. The Chapter No. 3 includes the methodology, hypothesis generation, area of sampling, unit of analysis, type of the investigation, theoretical frame-work, sources of the questionnaire and the software used to evaluate the overall questionnaire. The Chapter No. 4 includes the detailed analysis regarding the different variables which are helpful in order to achieve the objectives of the study. The analysis includes the Descriptive Statistics, One Way ANOVA, independent t test, correlation analysis and the regression analysis. The last Chapter No.5 provides the detailed conclusion of the study and future direction of the study and the limitations of the current study.

## Chapter No. 2

### Literature Review

#### **2.1 Packaging Color:**

According to the pioneer researcher which is the Rita (2009) says that the packaging is the most important element which attracts the customer the most after the price and quality element but if the customers are not price sensitive then the packaging and quality of the product considered the most. Packaging also provides the way of differentiation for the different companies and through the help of the standard packaging the unique value of the product is created (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004). So we can say that the packaging becomes more important issue and concerning issue for the marketers that how improve the packaging which meets the customer's needs to answer that the marketers focus on the different elements of the packaging and try to improve the packaging with the help of the different elements. The different researches and their analysis provide that the packaging elements have the strong and positive impact over the consumer purchase decision. Rita (2009) develops the six key elements of the packaging which are as follows:

- Packaging Form
- Packaging Size
- Packaging Color
- Packaging Graphics
- Packaging Material
- Packaging Flavor

Rita (2009) proves the statistical relationship of these variables with the overall consumer purchase intention. Similarly the other researcher Kotler (1998) also mentioned the other six elements of the packaging and shows the relationship of these six elements and according to him that the consumer must evaluated these elements when there is need to make the purchase decision regarding the particular product. Now today's competitive environment the packaging becomes the important tool to attract the customers and the marketers try to find-out the different through which the packaging can be improved and ultimately consumer gains the benefits.

The packaging becomes the main focus for the marketers and different colors is now relating to the different kinds of the signs which attracts the customers in the different sense. As the researchers suggest that the white contrast over black color is the symbol of the focus attention over the particular information or it means that if the white color contrast is used over the black color then the information about the product is very important. Different companies which are competing on the bases of the packaging then the packaging color is used in the different sense like the white and black color is considered as the power, or the blue color is considered as the symbol of the trust, or the blue colors is sometimes used to tackle the customers which are segmented on the bases of the gender because it is believed that the blue color is more favourite color among the gender. Similarly the blue color represents the symbol of the trustworthiness and it is believed that the like sky is blue and everything on the sky is clear so as the packaging of the blue is clear and fair just like the sky. The blue color is also considered as the symbol of coolness and the calmness but the different shades on the blue color can give the dynamic feel to the customers when they see blue packaging color.

The blue color is normally used in the fashion industry to attract the customers but as the time pass the different new colors and the contrast of the different colors can become the good choice in the fashion industry. Similarly the red color shows the symbol of energy because the red color is similar to the blood color so the marketers use the red to attract the customers like its example is the sting which is offered in the red color the red shows that the person is getting more energy after drinking the sting. Green color is considered as the symbol of the nature's beauty if the product the marketers want to sale on the bases of the position statement which is relevant to the nature's beauty then the green color is considered as the good choice. The green color is also important because it can be used in the many contrast like blue-green so because of that the green color is considered the most important color for the marketer's point-of-view.

The different other meanings of the green can be explored by the researchers which are that the green color is considered as the symbol of the power, wealth and the happiness. The yellow color is also important from that point-of-view that the yellow is easily observed by the individuals and when the marketers want to focus the attention of the customers on the particular product then the yellow color is the best choice for example magazines news if the particular information the marketers want to highlighted and the customers pay more attention towards that product then the

yellow color is considered as the good choice for the marketers. Similarly the other meanings of the yellow color are the symbol of the happiness, trustworthiness and the carefulness when the marketers introduced that kind of the product which create some sort of the awareness then the color is considered as the important choice. Like the green colors is mixed with the many other colors and give the particular type of the contrast similarly the yellow color is also used with the many other colors and gave the different shades instead that the yellow is second famous color after the green which can be used with the different other colors.

The other colors like orange and purple they also have the different kind of the information about the and the consumers perception about these colors the marketers uses consumer perception about these colors then made the product according to the choice of the customers. The packaging color is important to consider because the consumer's involvement in the particular product is high and there is a need to analyze the consumer's perception and the involvement in the particular product and then right color is used to attract the customers (Vakratsas & Ambler, 1999). The consumer contribution towards the product is also important while making the decision about the packaging color it is considered that when the consumer more contribute towards the product then the packaging color is becoming the important factor in the over-all decision making of the consumers (Grossman and Wisenblit, 1999). While on the other hand if the consumer contribution towards the product is low then the packaging color is not the important factor in the purchase decision of the consumers so the marketers uses the consumer contribution in the packaging color in the differently (Kupiec and Revell, 2001).

The packaging color is taking the more importance from the consumer because the attractive colors of the packaging make easy for the customer to take the decision of the purchase very quickly in the store. The companies can use the different kinds of the color to attract the customers and gaining the market share over the competitors. The different packaging colors are used in the different products then the customers make the point-of-difference about the particular company and on the bases of that difference the companies can attract the more number of the customers (Herrington and Capella, 1995). The marketers also use that kind of the product which can be less affected from the environmental threats. The potential benefit of the product packaging must be considered which that to control the product from the storage and transportation threat Gonzalez, Thorshbury and Twede, (2007); Wells et al., (2007).

## **2.2 Packaging Material:**

Packaging material is another important element by analyzing the overall packaging elements and this packaging material is considered the most important element and that element protects the product from the different external damages. If the packaging material is better than the customers attracts toward the products more as compared to those packaging material which is low in the quality and the not provide any sort of the benefit to the customers while using the product. Many customers switch towards the other companies brand or product just because of the standard quality packaging material the company used in the delivery of the product. Firstly it is believed that the packaging can only be increased or become good for the customers if the natural items are used in the developed of the products which are as follows:

- Baskets of reeds wineskins
- Wooden boxes
- Pottery vases
- Ceramic amphorae
- Wooden barrels
- Woven bags

In the 19<sup>th</sup> century it is believed that the packaging by using the iron and teen steel in the development of the product. In the late 19<sup>th</sup> century the other elements introduced which increase the packaging standard paperboard cartons and the crenelated fiberboard boxes and these materials can increase the packaging standard at that time. In the 20<sup>th</sup> century the other elements introduced which increases the packaging quality and the elements which are as follows:

- Bakelite closures on bottles
- Transparent cellophane over wraps
- Panels on cartons

These above mentioned elements increased the safety of the product more and these above mentioned mostly used in the food items because the food items requires more safety. In the same century the aluminum and different types of the plastic is developed which increase the product packaging.

Packaging material is another important element which is used by the marketers while designing the product packaging. The high quality of the material used by the marketers attracts the customers more and more as compared to that which low quality material which attracts the customers the less. Any material which is used in the products manufacturing is known as the “Packaging Padding”. Many of customers made decision on the bases of the packaging material if the consumer thinks that the high material is used in the manufacturing of the product then the customers attracts towards the product the most and purchase the product while if the consumers perceives that the packaging material is low then the customers is not ready to but the product. So it is concluded that the consumer purchase decision is based on the packaging material used by the company. A research shows that the 73% of the consumer decision is based on the packaging material used by the different companies Connolly and Davidson, (1998). So we can also say that the customers force the company to increase the packaging material quality in the overall product packaging (Sharma et al. 2001).

The different product packaging material is used by the different companies to create the competitive advantage over the other competitive companies (Rundh, 2009). Through the use of the different packaging material the different positioning of the particular brand is developed in the mind of the consumers which can help the customers to make the purchase decision very quickly and easily. The role of the packaging used by the different companies creates value for the customers and then the company makes the cost and benefit analysis the cost which they incur to supply the product to the ultimate consumers and the benefit which they achieved in terms of the profitability gain over the other companies products packaging (Ulaga, 2001; Ulaga and Chacour, 2001).

The good and better material used by the different companies in the packaging protects the product from the damage in the storage or transportation of the product so the packaging material is used that kind of the elements which protects from the environmental defects as well Hellstom and Saghir, (2007). Now the customers demand that kind of the products which are the eco-friendly products means that in the product packaging that kind of the material is used by the organizations which have the less effect over the environment (Rundh, 2005). The customers only demands the eco-friendly when they are more concerned about the environment and they have more knowledge about the environment in this way the consumers analyze the product material bitterly that either

the product packaging material is beneficial for the consumers and for the environment. It is observed that the consumers can change their purchase decision about the particular product if the packaging material is not useful for them or for the environment.

As described earlier that the good packaging material attracts the customers more as compared to the lower one but through the use of the better packaging material the different companies attach different kinds of the benefits or values with the product which can facilitate the customers (P R Smith, 2004). The packaging material not only increase the products packaging life but it also increase the products quality which facilitate the customers or we can also say that the customers demand good packaging material because they want to improve the product quality. The type of the packaging material used by the company varies from the products to products to it from the different product lines to the different product lines. For example if the company make the micro-wave Oven then the temperature factor is considered the most important element while making the packaging design because the temperature of the environment varies from day to day bases which can harm the product functionality so the different products packaging depends upon the different kinds of the variables (P R Smith, 2004).

Another researcher Lynsey Hollywood, (2013) focus on the milk industry elements which are considered to be the important packaging the milk related items:

- Glass
- Plastic
- Cardboard

Several researches is conducted which shows the importance of the each milk related packaging items importance. Like one research suggest that the glass packaging for the milk related items is very useful because the after the use of the milk the glass can be re-used for some other purpose but the glass manufacturing is costly as compared to the other items as mentioned above and the glass packaging is very difficult to protect from the environmental defects. The other element is the cardboard which are not considered beneficial for the consumers because the cardboard the product functionality may be decreased or it is considered that the cardboard is not renewable so the use of the cardboard for milk related packaging is not used by the customers.



### **2.3 Packaging Design:**

Ulrich R. Orth (2009) says that the now the role of the packaging is changed like through the use of the packaging the consumer can identify the different products. Now today the packaging invites the different customer to choose the products on the bases of the product packaging and in case of the children products the design of the wrapper is most important element considered because the children are attracted towards the design of the wrapper. But overall the consumer are also attracted towards the design of the wrapper but normally the children from the age of 11 to 18 are more attracted towards the design of the wrapper. The different companies now considered the design of the wrapper as an important element because the consumer's decision is based on the design of the wrapper in many products so through creating the different and attractive design of the product wrapper the distinctive image of the product is created in the mind of the customers.

An inquiry done on the packaging design and shape of wrapper by (Arun Kumar Agariya, 2012) shows that consumers feeling about the packaging is actually transported into how consumers feel about the product and innovative packaging design and shapes of wrapper cut through the clutter in retail stores and this kind of packaging could create an iconic brand image through its different shapes and design of wrapper.

An inquiry done by (Golnesa Ahmadi, 2013) on the design aspects of packaging shows the beautiful packaging designs increases the appetite of consumers and encourages consumers to eat the food and buy the product. A qualitative research study done by (Pinya silayoi M.S, 2004) on packaging, illustrates that mostly consumers believe that shape and design of wrapper of the packaging relates to ease of use and carrying of a product. A research study done by (Lynn Metcalf, 2012) on the packaging design explains that at first moment of truth artistic aspects of packaging maybe liked by a consumer and he may think of packaging as attractive and nice, but at the second moment of truth or after purchase packaging could either satisfy or dissatisfy a consumer.

Designing of the product concern with the many aspects which includes the functional benefits, protects the products from the environmental defects and other packaging elements because the other elements is directly related to the design of the wrapper if the packaging color and the packaging material is attract then the main concern is the design of the wrapper which is important element to considered. We can also say that the benefits of the other packaging related elements

depend upon the design of the wrapper. There are different researches which are now considered about how to design the product which attracts the customers the more. The consumer decision criteria are also based on the design of the wrapper the design also helps the different companies to create the separate image of the brand in the eyes of the consumers. But the issue related to the design of the product is in un-solved because the demand of the consumer changes with the passage of time and the different types of the designs attracts the customers differently (Veryzer, 1999).

The managers at the different levels of the organization continuously study about the concept of design of the product or apply these researches on the different product lines in order to create the different image of the particular product. Bruce and Whitehead (1988) conducted the study to know the importance of the product design and the senior marketing managers are targeted customers for the current study. The result of the study shows that the 60% of the consumer's decision making is based on the packaging design of the product. It means that the products design is considered the important element for the marketing and the consumer point-of-view. Similarly another research related to that issue shows that the sales success is dependent upon the product design. The study focus the 203 different brands and the customers of that brands are asked "why they purchase that particular product or brand instead the other brands available in the market" the targeted respondents of that particular brands show that the consumer purchase the product because they like the product design of that particular product (Cooper & Kleinschmidt, 1987).

The other researches provide the evidence that the positive relationship is present between the better product design and the firm performance and also that the positive relationship exists between the better product design and the service quality. It means that the better product design increase the service quality of the particular product (Hertenstein, Platt, & Veryzer, 2005; Wallace 2001). The design of the product leads towards the success in many ways which are as follows:

First the better packaging design is easily recognize by the competitors and through the use of better packaging design companies distinguish the products from the competitors' products and increase the sales margins (Berkowitz, 1987a, 1987b; Bloch, 1995; Schmitt & Simonson, 1997).

Second the new product can take the maximum benefits if the product packaging design is better than the other products or the new product new and better packaging design can help to create the point of difference from the other competitors.

### **2.3.1 Elements of the Product Design:**

There are different elements used in the product design and there is need to understand these different elements and their importance the time where these elements can be used in the effective manner. Packaging design is not the simple process to handle or not only the particular department done the whole work on the packaging design the packaging design is formed with the collaborative efforts of the different personnel which are concerned about the different attributes of the products while designing the packaging and these attributes are as follows:

- Ergonomics
- Production-efficiency
- Strength
- Recyclability
- Ease of distribution

Some of the other elements are also important to consider and these elements are not the part of the product design e.g. brand image these elements is not simply in the control of the managers. The impact of these elements is considered more harmful as compared to the other packaging related elements because these kinds of factors have the long lasting impact on the perception of the consumers (Bloch, 1995). The different previous studies shows the impact of the product design with the sales or profitability or with the consumers buying behavior while in the current study the product design is combined with the other variables and specially measure the impact of the product design and other variables impact over the consumer buying behavior specially related to the milk industry. The packaging design is also considered as the source through which the communication is done with the consumers. The companies write different kind of the information over the packaging design in order to create the awareness about the particular product and create the differentiation point in the mind of the consumers.

### **2.4 Packaging Innovation:**

The other important element from the packaging perspective is that the packaging should be the innovative which attracts the customers and the customers see the innovation from the many perspective like easy to handle, easy to use, easy to recognize and the

many more so there is the need for the marketers that they make the innovation in that manner which matches the customers' needs and wants. The innovation must be taken from the available resources which are presently held by the different organizations because the types of the innovation varies from resources to the resources and organizations must understand the resource and innovation match then seen the actual benefits which are obtained by the customers. Today the marketers key focus on the different other concepts like to place the product in the retailers shelf in order to generate the quick response from the customers and the marketers also focus on the lower cost products but the customers' demands changes with the passage of time and the customers quickly recognize the product on the bases of the packaging innovation and other elements which are important in the packaging. So there is need for marketers to understand that the product success is not only depends upon that the product is readily available to the customers but it also depends upon the other factors which customers must see in the product and these includes the packaging related elements.

The different researches is conducted to know the impact of the innovation on the consumer buying behavior and the results of these studies show that there is the positive relationship between the innovation type and the consumer buying behavior. It means that if the product is innovating in that manner which increases the product efficiency and the product overall benefits then the consumers show more intentions to buy that particular product. Rita Kuyykaite (2009) says that like the other elements of the packaging can change the purchase behavior regarding towards the particular product similarly the innovation in packaging also change the consumers purchase decision and also innovation in packaging can help to develop the strong brand image in the mind of the customers and consumer perception regarding the particular brand is changed because of the innovation packaging. The other studies also suggested that the innovative packaging also help the higher status level among the customers and the customers from the different class prefer to the different types of the innovation just because to maintain the particular class level in the society (Underwood, Klein & Burke, 2001; Silayoi and Speece, 2004).

While some of the marketers uses the innovation as a tool to communicate the products benefits to the customers the innovation in packaging is that kind or that design in which the maximum information or benefits related to the products is published or that packaging innovation also protects the products from the external defects or that innovation may motivate the customers

toward the product (Wells, Farley and Armstrong, 2007). Another researcher Panwar (2004) describes the procedure through which the innovation in the packaging can take place he says that to make the innovation in the packaging first of all there is need to analyze the customers' needs and wants regarding the packaging innovation. After the identification of the need the customers regarding the packaging innovation then the organization must analyze the resources that either they have the enough resources to make that kind of the innovation or not. If the resources match with the innovation type then the companies must analyze the whole value system and make sense that where the packaging innovation is placed if the particular value activity is identified then the companies must focus that particular value activity and then see how the innovation can be take place in that value activity if the activity fits with the type of the innovation then the companies may adopt that particular packaging innovation and then target the customers or mean wise the company may check the response of the different customers about the packaging innovation or also they seen the sales increment after the packaging innovation and before the packaging innovation.

The other important elements in the packaging innovation is that the innovation is like that which is easy to handle by the customers or commercialize of that innovation is easy and customers can easily to understand the innovation and their advantages (Vidales Gioyannetti, 1995). Like other packaging elements the packaging innovation is also concerned with the eco-friendly it means that the innovation is that kind of type which is not harmful for the environment or society. McDaniel and Bader (1977) says that sometimes the customers can observe the packaging innovation not seriously because they don't able to get the direct experience about the particular packaging or the customers have the negative perception about the particular brand so the companies can use the techniques to promote the concept of the innovation like the companies can see the use of the innovation in their adds and also seen their core benefits attach with the particular brand or the companies make promotion regarding the packaging innovation and hire the different sales representatives for that purpose.

## **2.5 Consumer Purchase Intention:**

The normal process which we seen in the purchase decision is based on the following steps:

- Select the product information

- Make Comparison with the competitors
- Assign the weights to the each attribute
- Analyze the score of the each company
- Make the purchase the decision
- Evaluate the performance

Garder et al, in (2000) says that in overall decision making the packaging is considered also as an important element and the consumer decision will be vary on the bases of the packaging related elements. The authors suggests that in overall purchase decision making process the brand image and the brand awareness is considered as an important element because the overall purchase decision is strongly influenced by these two factors. Murphy (1997) that the different kinds of packaging design now force the consumers to give the packaging as an important element in the overall decision making process. Because the consumers goes to the stores they only pay attention towards those brands or products which have the better packaging because the consumers have not enough time to follow the overall decision making process.

Sometimes the consumers may investigate the further information about the particular product because they are more conscious about the product quality so for that purpose they see the additional information which is written on the product packaging. Through the use of the better packaging design the consumer can easily assess the particular company brand among the several others because they have some sort of knowledge about the product packaging. If the additional information which is written on the product packaging then the customers satisfied with the product packaging and sometimes they often recommend the other customers to purchase the particular because of the good packaging material or design or we can say that the consumers spread the positive word of mouth about the companies packaging design which is beneficial for the companies (Murphy, 1997).

Packaging it-self has the different dimensions which is not an easy task to execute by the marketers because the packaging of the product varies from the product and there is need for the marketers to understand the packaging importance for the different product lines and the consumer importance relevant product line is also evaluated by the marketers (Vidales Giovannetti, 1995).

The packaging it-self creates the positioning effect on the mind of the consumers and the positioning of the particular product is very important from the marketing perspective because the future success of any product is depend upon the positioning of the particular product and the consumers is strongly influenced by the positioning statement regarding the particular product line (Cervera Fantoni, 2003). Rita Kuyykaite (2009) says that the packaging of the particular product attracts the customers in many ways and the customers make the quick purchase decision when they perceive the packaging as important factor the consumers also analyze the particular product packaging after the uses of product as well so the packaging should be attractive from the customers perspective and the consumer like the product packaging.

Firstly it is believed that the packaging has only used for the primary purpose which is to just deliver the product from the particular customers like bottles (Ampuero and Vila, 2006). The mode of the packaging is converted to the secondary source which is that the packaging should be like that which protects the product from the external damages and the life of the product is also increased (Ampuero and Vila, 2006). Now the different modes of the packaging is developed which have used for the different kinds of purposes like for packaging for the industrial goods the main important consideration is the material used in the packaging. In the FMCG's the packaging material is considered as an important factor and the customers perceive that FMCG's have the direct link with the life of the customers so the customers may be careful about the packaging material while make the purchase decision about the industrial goods.

Underwood et al. (2001); says that the price and brand have the strong influence over purchase decision of the consumers but at the different point in times these two elements also link with the packaging because the famous the brand is the more packaging standard demanded by the customers and the more the price charged by the companies the more better packaging is required by the customers.

## Chapter No. 3

### Methodology

#### **3.0 Introduction:**

This 3<sup>rd</sup> chapter requires that the different elements which are considered the most important part of the study. We can also say the basic research concept should be presented in this Chapter. The important in this part of the are the sample size, population size, unit of the analysis, theoretical frame-work of the study, hypothesis generation which are required to be proved right or wrong during the study. The source of the questionnaire from where actual questionnaire is developed and the last is the software used to analyze the whole results.

#### **3.1 Research Design:**

The research design is required to answer the different types of concepts which are the part of the study and these elements are as follows:

##### **3.1.1 Nature of the study:**

The current study is the combination of the both the quantitative study and the descriptive study which is used to the impact of the packaging of milk over the consumers purchase intentions.

##### **3.1.2 Descriptive Study:**

The descriptive research is that first the particular variables which we used to investigate in the current study is find-out then the information related to these variables is also evaluated and generate a clear understanding about the variables and knows their internal relationship with each other.

##### **3.1.3 Quantitative Study:**

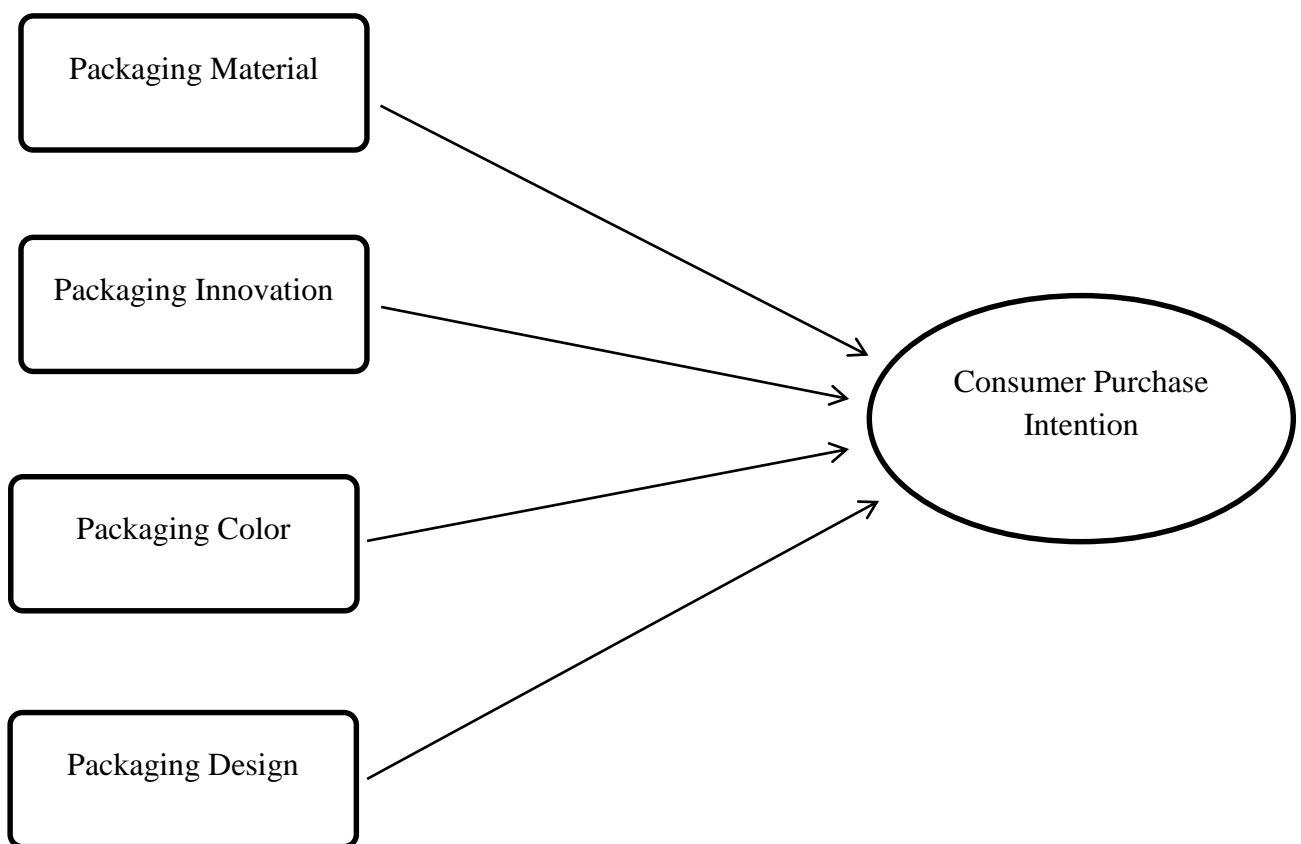
The quantitative study in that manner that after the generation of the variables information then the response of the different respondents about the different variables is evaluated on the bases of the different kinds of the measures used. The quantitative study also helpful to reach the objectives of the study which are described earlier and also the quantitative study becomes the need for the researcher when they analyze the response of the different respondents about the particular type of issue.



### **3.1.4 Type of the Investigation:**

The type of the study is Causal in nature because in the current study the impact of the packaging over the other variables is evaluated. The current study shows the impact of the packaging over the consumer purchase intentions so this study is also treated as the Causal in nature.

### **3.2 Theoretical Frame-work:**



### **3.3 Generating the Hypothesis:**

The following are the different hypotheses which are required to be accepted or rejected through the use of the analysis:

H1: There is the positive relationship between the packaging color and packaging material.

H2: There is positive relationship between the packaging color and packaging design.

H3: There is the positive relationship between the packaging color and packaging innovation.

H4: There is the positive relationship between the packaging color and consumer intention.

H5: There is the positive relationship between the packaging material and packaging design.

H6: There is the positive relationship between the packaging material and packaging innovation.

H7: There is the positive relationship between the packaging material and consumer intention.

H8: There is the positive relationship between the packaging design and packaging innovation.

H9: There is the positive relationship between the packaging design and consumer intention.

H10: There is the positive relationship between the packaging innovation and consumer intention.

### **3.4 Questionnaire Survey:**

The data is collected with the help of the questionnaire about the different variables of the study. The respondents of the particular sector are required to answer the questions about the different variables. The questionnaire is distributed among the respondents and the valuable response from the consumers is taken in the form of filled questionnaire.

#### **3.4.1 Questionnaire Design:**

The structured questionnaire is developed with the help of the different information which we gathered from the different articles and sources. To know the prior results from the respondents the pilot study is conducted in which 40 questionnaire data is gathered from the respondents and after the approval of the results then the large segment of the respondents is targeted in order to generate the response.

#### **3.4.2 Questionnaire Detail:**

There are the different types of packaging related variables which are the part of the current study. The information about the different variables is developed from the different sources and then made the final questionnaire which spread over the respondents. The details of the questionnaire from where the actual questionnaire is developed are as follows:

#### **3.4.2.1 Packaging Innovation:**

The questionnaire related to the packaging innovation is taken from the article “**Impact of Product Packaging on Consumer’s Buying Behavior**” which is written by the Rizwan Raheem Ahmed, Vishnu Parmar and Muhammad Ahmed Amin in March, 2014.

#### **3.4.2.2 Packaging Material:**

Similarly the questionnaire related to the packaging material is developed from the article “**Impact of the Product Packaging on Consumer’s Buying Behavior**” which is written by the Rizwan Raheem Ahmed, Vishnu Parmar and Muhammad Ahmed Amin in the March, 2014.

#### **3.4.2.3 Packaging Color:**

The questionnaire developed from the packaging color is also developed from the article with title “**Impact of Product Packaging on Consumer’s Buying Behavior**” which is written by the Rizwan Raheem Ahmed, Vishnu Parmar and Muhammad Ahmed Amin in the March, 2014.

#### **3.4.2.4 Packaging Design:**

The questionnaire related to the packaging design is also taken from the article whose title is “**Impact of Product Packaging on Consumer’s Buying e Behavior**” which is written by the Rizwan Raheem Ahmed, Vishnu Parmar and Muhammad Ahmed Amin in the March, 2014.

#### **3.4.2.5 Consumer Purchase Intention:**

The questionnaire related to the dependent variable which is the consumer purchase intention is also taken from the article with the title “**Impact of Product Packaging on Consumer’s Buying Behavior**” which is written by the Rizwan Raheem Ahmed, Vishnu Parmar and Muhammad Ahmed Amin in the March, 2014.

### **3.5 Measurement & Scaling:**

The respondent’s response about the particular variables of the study is measured on the Five Point Likert Scale item as the shown in the table 1.0. The response of the respondents measures in terms of that how much the respondents are agree or disagree about

the particular variable. In this measurement the 5 point is given to strongly item and 1 is given to strongly disagree item.

Strongly Agree	5	Agree	4	Neutral	3	Disagree	2	Strongly Disagree	1
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### **3.6 Population & Sampling:**

#### **3.6.1 Population:**

The entire population of the Islamabad is considered as the population size. The number is approximately 2 million.

#### **3.6.2 Sample Size:**

The sample size of the study is the 400 respondents which are using milk on the daily bases.

#### **3.6.3 Sampling technique:**

In the current study uses the simple random sampling technique to evaluate the results regarding the packaging over consumer purchase intention about the milk related items.

#### **3.6.4 Unit of analysis:**

The respondents from the Islamabad using the milk on the daily bases are considered as the unit of analysis of the current study.

#### **3.6.5 Study Setting:**

The study is considered the field experiment because the data collected for the current is from 100% from the natural environment.

### **3.7 Data Entry & Statistical technique:**

The data is entered in the SPSS (Statistical Package for social sciences) and the software edition is the Windows V.20.0. The data is gathered from the November 30, to 10 December of 2015. The date is enter and then apply the different kind of the analysis in order to reach the objectives of the study.

## Chapter No. 4

### Analysis & Results

#### **4.0 Reliability Analysis:**

The prior analysis which is required to perform for most of the studies the researchers are required to perform the reliability first and then perform the further analysis to conclude the study. In the reliability analysis the Croanch Alpha value predict that either questions related to the particular variables are measuring the right dimension of the variable or not. The value of the Croanch Alpha varies from the 0 to 1 the value above than the 0.60 considered as the acceptable value of study. While the values lies above than the 0.60 is considered very well for the study because this value means that the dimension of the questionnaire is exactly right and also the questionnaire is developed from the valid source.

**Table 1.1**

<b>Variable Name</b>	<b>Value of Croanch Alpha</b>	<b>Number of Items</b>
Packaging Color	0.948	3
Packaging Material	0.965	3
Packaging Design	0.942	3
Packaging Innovation	0.956	3
Consumer Intention	0.935	3
Total	0.989	15

#### **Packaging Color:**

The above table 1.1 shows that the value of the Croanch Alpha is (0.948) which indicates that the questionnaire relevant to the packaging color is taken from the reliable source and the number of the items indicates that the 3 questions are asked about the packaging color related variable.

**Packaging Material:**

The above table 1.1 indicates that the value of the Croanch Alpha is (0.065) which indicates that the questions about the packaging material is taken from the reliable source and the internal validity of the questions relevant to the packaging color is high and the number of items indicates that the 3 questions are asked about the packaging material.

**Packaging Design:**

The above table 1.1 shows that the value of the Croanch Alpha is (0.942) which means that the internal validity of the questionnaire is high and the questions about the packaging design is reliable and valid and the this questionnaire can be used for the further study and the number of the items is the 3 which means that the 3 questions are asked about the packaging design.

**Packaging Innovation:**

The above table 1.1 indicates that the value of the Croanch Alpha is (0.956) which means that the questionnaire is reliable and valid and the internal validity is high and the questions can be used for the further research and the number of the items is 3 that means the 3 questions are asked about the packaging innovation related variable.

**Consumer Intention:**

The above table 1.1 shows that the value of the Croanch Alpha is the (0.935) which means that the value lies in the acceptable region and this also means that the internal validity of the questionnaire is high and that questionnaire can be used for the further study and the number of the items is 3 which means that the 3 questions are asked about the consumer intention related variable.

**4.1 Descriptive Statistics:**

The next analysis is the descriptive statistics which are required to perform in order to know the response of the respondents about the questionnaire. In the descriptive statistics the mean value, standard error and the standard deviation is calculated. The different standards are used to analyze the response of the respondents.

### Standards:

The value of the mean if closer to the 4 or above than 4 then it means that the respondents are agree about the statements which are asked in the different questionnaire.

The value of the standard error should be less than the (0.060) which means that the internal validity of the questionnaire is high.

The value of the standard deviation is also than the (0.80) which indicates that the response of the respondents is not too much variation is present among the response of the respondents.

**Table 1.2**

**Descriptive Statistics**

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
P_color	400	4.5800	.03819	.76380
P_material	400	4.6533	.03733	.74654
P_design	400	4.6050	.03702	.74035
P_innovation	400	4.6300	.03806	.76128
C_intention	400	4.5542	.03669	.73377
Valid N (listwise)	400			

### Packaging Color:

The above table 1.2 shows that the value of the statistic is (4.5800) which means that the respondents are agree about the statements relevant to the packaging color, the value of the standard error which is the (0.0381) which means that the internal validity of the questions relevant to the packaging color is high and the last is the value of the standard deviation is the (0.76380) which means that the variation among the response of the respondents is less which is good for the study.

**Packaging Material:**

The above table 1.2 shows that the value of the statistic is (4.6533) which means that the respondents are agree about the statements of the packaging material, the next value is the standard error which is the (0.03733) it means that the internal validity of the questionnaire is high and the last is the value of the standard deviation which is the (0.7465) it means that the variation among the response of the respondents is less and the respondents gave almost similar type of the response about the packaging material related questionnaire.

**Packaging Design:**

The above table 1.2 shows that the value of the statistic is (4.6050) which means that the respondents are agree about the statements of the packaging design, the next value is the standard error which is the (0.03702) it means that the internal validity of the questionnaire is high and the last is the value of the standard deviation which is the (0.7403) it means that the variation among the response of the respondents is less and the respondents gave almost similar type of the response about the packaging design related questionnaire.

**Packaging Innovation:**

The above table 1.2 shows that the value of the statistic is (4.6300) which means that the respondents are agree about the statements of the packaging innovation, the next value is the standard error which is the (0.0380) it means that the internal validity of the questionnaire is high and the last is the value of the standard deviation which is the (0.7612) it means that the variation among the response of the respondents is less and the respondents gave almost similar type of the response about the packaging innovation related questionnaire.

**Consumer Intention:**

The above table 1.2 shows that the value of the statistic is (4.5542) which means that the respondents are agree about the statements of the consumer intention, the next value is the standard error which is the (0.03669) it means that the internal validity of the questionnaire is high and the last is the value of the standard deviation which is the (0.7337) it means that the variation among the response of the respondents is less and the respondents gave almost similar type of the response about the consumer intention related questionnaire.



## **4.2 Correlation:**

The correlation analysis is used to perform in order to know the relationship of the different variables which are the part of the study. The correlation value lies in following range:

-1.00                      -0.500                      0                      +0.500                      +1.00

If the value lies in the first region means from -0.5 to -1.0 it means that the strong negative relationship is present between the variables. If the value lies 0 to -0.500 then it mean that the moderate negative relationship is present between the variables. If the value lies +0.500 to 0 regions then it means that the moderate positive relationship among the different variables is present. If the value lies in the region between the +1.00 to and0.500 then it means that the strong positive relationship is present between the variables.

**Table 1.3**

		<b>Correlations</b>				
		P_color	P_material	P_design	P_innovation	C_intention
P_color	Pearson Correlation	1	.948**	.948**	.936**	.906**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	400	400	400	400	400
P_material	Pearson Correlation	.948**	1	.950**	.958**	.916**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	400	400	400	400	400
P_design	Pearson Correlation	.948**	.950**	1	.948**	.912**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	400	400	400	400	400
P_innovation	Pearson Correlation	.936**	.958**	.948**	1	.915**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	400	400	400	400	400
C_intention	Pearson Correlation	.906**	.916**	.912**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	400	400	400	400	400

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

**H1: There is the positive relationship between the packaging color and packaging material.**

Yes the above hypothesis is accepted on the bases of the information obtained from the table 1.3 which shows that the positive relationship present among the variables and the relationship value is the (0.948) it means that the strong positive relation is present and the level of the significance is the 95%.

**H2: There is the positive relationship between the packaging color and packaging design.**

Yes the above hypothesis is accepted on the bases of the information which is obtained from the table 1.3 and the value of the relationship is (0.948) it means that the strong positive relationship among packaging color and packaging design is present and the level of the significance is the 95% which means that the researcher is 95% confident about the above relationship.

**H3: There is the positive relationship between the packaging color and packaging innovation.**

Yes the above hypothesis is accepted on the bases of the information obtained from the table 1.3 which shows that the relationship value is the (0.936) which means that the strong positive relationship is present between the packaging color and packaging innovation and the level of the significance is the 95% which means that we are 95% confident about the above relationship.

**H4: There is the positive relationship between the packaging color and the consumer intention.**

Yes the above hypothesis is accepted on the bases of the information obtained from the table 1.3 which shows that the relationship value is the (0.906) it means that the strong positive relationship is present between the packaging color and consumer intention and the level of the significance is the 95% which means that the researcher 95% confident about these two variables relationship.

**H5: There is the positive relationship between the packaging material and packaging design.**

Yes the positive relationship is present between these two variables and the above table 1.3 proves that above hypothesis accepted that the relationship value between these two variables is the (0.950) which means that the strong positive relationship is present between these two variables

and the level of the significance is the 95% which means that the researcher is 95% confident about the above variables relationship.

**H6: There is the positive relationship between the packaging material and packaging innovation.**

Yes the positive relationship is present between these two variables as shown by the table 1.3 in which the relationship value is the (0.958) it means that the strong positive relationship between the packaging material and packaging innovation is present and the level of the significance is the 95% it means that the researcher is 95% confident about the above variables relationship.

**H7: There is the positive relationship between the packaging material and consumer intention.**

Yes the positive relationship is present between the packaging material and consumer intention as shown in the table 1.3 in which the relationship value is the (0.916) it means that there is strong positive relationship is present between the packaging material and consumer intention and the level of the significance is 95% it means that the researcher is 95% confident about the above variables relationship.

**H8: There is the positive relationship between the packaging design and packaging innovation.**

Yes the above hypothesis is accepted on the bases of the information obtained from the table 1.3 which means that the strong positive relationship between the packaging design and packaging innovation is present and the relationship value is the (0.948) and the level of the significance is the 95% it means that the researcher is 95% confident about the above variables relationship.

**H9: There is the positive relationship between the packaging design and consumer intention.**

Yes the above hypothesis is accepted on the bases of the information obtained from the above table 1.3 which shows that the strong positive relationship is present between the packaging design and consumer purchase intention and the relationship value between these two variables are the (0.912) and the level of the significance is the 95% it means that the researcher is 95% confident about the above variables relationship with each-others.

**H10: There is the positive relationship between the packaging innovation and consumer intention.**

Yes the above hypothesis is accepted on the bases of the information obtained from the table 1.3 which shows that the strong positive relationship is present between the packaging innovation and the consumer intention the relationship value which is the (0.916) which proves the above hypothesis and the level of the significance is 95% which means that the researchers is 95% confident about the above variables relationship with each-other.

**4.3 Independent T test (gender):**

The Independent T test is used to analyze the response of the respondents which are classified in the two groups on the bases of the gender male and female are the two groups whose response towards the different variables of the study is evaluated.

**Table 1.4**

**Group Statistics**

	The gender of the respondents.	N	Mean	Std. Deviation	Std. Error Mean
P_color	Male	270	4.6642	.62244	.03788
	Female	130	4.4051	.97513	.08552
P_material	Male	270	4.7358	.59822	.03641
	Female	130	4.4821	.96632	.08475
P_design	Male	270	4.6840	.57888	.03523
	Female	130	4.4410	.97798	.08577
P_innovation	Male	270	4.7272	.58767	.03576
	Female	130	4.4282	1.00578	.08821
C_intention	Male	270	4.6321	.56509	.03439
	Female	130	4.3923	.97996	.08595

**Table 1.5**

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
										Lower	Upper
P_color	Equal variances assumed	22.966	.000	3.214	398	.001	.25907	.08060	.10061	.41752	
	Equal variances not assumed			2.770	181.234	.006	.25907	.09354	.07451	.44363	
P_material	Equal variances assumed	24.017	.000	3.221	398	.001	.25375	.07877	.09888	.40862	
	Equal variances not assumed			2.751	178.091	.007	.25375	.09224	.07173	.43578	
P_design	Equal variances assumed	27.705	.000	3.107	398	.002	.24292	.07819	.08921	.39664	
	Equal variances not assumed			2.620	173.821	.010	.24292	.09273	.05991	.42594	
P_innovation	Equal variances assumed	28.554	.000	3.738	398	.000	.29896	.07998	.14172	.45619	
	Equal variances not assumed			3.141	172.657	.002	.29896	.09519	.11107	.48684	
C_intention	Equal variances assumed	30.205	.000	3.094	398	.002	.23979	.07750	.08742	.39216	
	Equal variances not assumed			2.590	171.505	.010	.23979	.09257	.05706	.42252	

**Packaging Color:**

The above table 1.5 shows that the male and female have the different kind of the response about the packaging color of the milk related items because the value of the significance is (0.001) is less than the standard value (0.05) it means that the difference in the response between the male and female is present.

**Packaging Material:**

The above table 1.5 shows that the male and female have the different kind of the response given about the packaging material of the milk related products it is because of the significance value which is the (0.001) is less than the (0.05) which means that the difference in the response between the male and female is present.

**Packaging Design:**

The above table 1.5 shows that the value of the significance is (0.002) which is less than the (0.05) it means that the difference in the male and the female responses is present about the packaging design in the milk related elements.

**Packaging Innovation:**

The above table 1.5 shows that the value of the significance is (0.002) which is less than the (0.05) then it means that the difference between the male and female perception about the milk related elements is present.

**Consumer Intention:**

The above table 1.5 shows that the value of the significance is (0.002) which is less than the (0.05) than it means that the male and female have the different kind of the intentions about the milk related products.

**4.4 Independent T test (Type of the Milk):**

The second Independent T test is applied on the type of milk because there are two types of the respondents is available about the type of the milk one is those who use the open milk and the second is those use the packed or branded milk.

**Table 1.6**

Group Statistics					
	The type of the milk used the house.	N	Mean	Std. Deviation	Std. Error Mean
P_color	Open milk	360	4.5759	.76631	.04039
	Pckaed Milk	40	4.6167	.74936	.11848
P_material	Open milk	360	4.6583	.75357	.03972
	Pckaed Milk	40	4.6083	.68724	.10866
P_design	Open milk	360	4.6093	.74293	.03916
	Pckaed Milk	40	4.5667	.72481	.11460
P_innovation	Open milk	360	4.6352	.76579	.04036
	Pckaed Milk	40	4.5833	.72697	.11494
C_intention	Open milk	360	4.5602	.73221	.03859
	Pckaed Milk	40	4.5000	.75485	.11935

**Table 1.7**

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
P_color	Equal variances assumed	.275	.600	-.320	398	.749	-.04074	.12744	-.29129	.20981
	Equal variances not assumed			-.325	48.518	.746	-.04074	.12518	-.29236	.21088
P_material	Equal variances assumed	.008	.927	.401	398	.688	.05000	.12455	-.19487	.29487
	Equal variances not assumed			.432	50.020	.667	.05000	.11569	-.18237	.28237
P_design	Equal variances assumed	.063	.803	.345	398	.730	.04259	.12353	-.20026	.28544
	Equal variances not assumed			.352	48.565	.727	.04259	.12111	-.20084	.28602
P_innovation	Equal variances assumed	.011	.916	.408	398	.683	.05185	.12701	-.19785	.30155
	Equal variances not assumed			.426	49.129	.672	.05185	.12182	-.19295	.29665
C_intention	Equal variances assumed	.049	.825	.492	398	.623	.06019	.12241	-.18047	.30084
	Equal variances not assumed			.480	47.525	.634	.06019	.12544	-.19209	.31246

**Packaging Color:**

The above table 1.7 which shows that the value of the significance is (0.749) which is greater than the (0.05) than it means that the respondents who used the open milk or packed have the similar kind of the response about the packaging color.

**Packaging Material:**

The above table 1.7 shows that the value of the significance which is (0.667) which is greater than the standard (0.05) that means that the respondents of both open milk or packed milk have the similar kind of the response about the packaging material.

**Packaging Design:**

The above table 1.7 shows that the value of the significance which is the (0.727) which is greater than the (0.05) that means that the respondents of the both open milk or packed milk have the similar kind of the response about the packaging design.

**Packaging Innovation:**

The above table 1.7 shows that the value of the significance which is the (0.672) which greater than the (0.05) that means that the respondents of both the open milk user and the packed ilk user have the similar kind of the response about the packaging innovation.

**Consumer Intention:**

The above table 1.7 shows that the value of the significance which is the (0.623) that means that the both users of the open and packed milk have the same kind of the purchase intention about the milk related items.

**4.5 One Way ANOVA (Brand Category):**

The One Way ANOVA is used to know the response of the respondents which are classified more than two groups. In the current study there are different types of the branded products are available in the market. So the current study classifies all the elements in order to know the response of the customers about the milk related elements. The different types of the brands are as follows:

- Haleeb
- Nestle
- Every day
- Tarang
- Others

**Packaging Color:**

The below table 1.8 shows that the value of the significance which is the (0.002) which is also less than the (0.05) that means that the customers of the different milk related brands have the different kinds of the response about the packaging color and value of the significance is 95% that means that the researcher is 95% confident about the above variables response of the milk related brands.

**Packaging Material:**

The below table 1.8 shows that the value of the significance which is the (0.00) which is also less than the (0.05) that means that the customers of the different milk related brands have the different kinds of the response about the packaging material and value of the



significance is 95% that means that the researcher is 95% confident about the above variables response of the milk related brands.

**Table 1.8**

		ANOVA (type of the Brand)				
		Sum of Squares	df	Mean Square	F	Sig.
P_color	Between Groups	9.504	4	2.376	4.204	.002
	Within Groups	223.269	395	.565		
	Total	232.773	399			
P_material	Between Groups	7.553	4	1.888	3.472	.008
	Within Groups	214.820	395	.544		
	Total	222.373	399			
P_design	Between Groups	9.997	4	2.499	4.730	.001
	Within Groups	208.704	395	.528		
	Total	218.701	399			
P_innovation	Between Groups	8.982	4	2.245	3.991	.003
	Within Groups	222.258	395	.563		
	Total	231.240	399			
C_intention	Between Groups	7.516	4	1.879	3.580	.007
	Within Groups	207.310	395	.525		
	Total	214.826	399			

**Packaging Design:**

The below table 1.8 shows that the value of the significance which is the (0.001) which is also less than the (0.05) that means that the customers of the different milk related brands have the different kinds of the response about the packaging design and value of the significance is 95% that means that the researcher is 95% confident about the above variables response of the milk related brands.

**Packaging Innovation:**

The below table 1.8 shows that the value of the significance which is the (0.003) which is also less than the (0.05) that means that the customers of the different milk related brands have the different kinds of the response about the packaging innovation and value of the significance is 95% that means that the researcher is 95% confident about the above variables response of the milk related brands.

### **Consumer Intention:**

The below table 1.8 shows that the value of the significance which is the (0.007) which is also less than the (0.05) that means that the customers of the different milk related brands have the different kinds of the response about the consumer intention and value of the significance is 95% that means that the researcher is 95% confident about the above variables response of the milk related brands.

### **4.6 One Way ANOVA (Education):**

The other One Way ANOVA is used to analyze the response on the bases of the education level because there are different kinds of the users of the milk related items and these users have the different educational back-grounds. So the current study is used to know that either the difference in the consumer perception is present or not on the bases of the educational back-grounds. The different educational categories of the customers are as follows:

- Metric
- Intermediate
- Graduation
- Masters
- Above Masters

### **Packaging Color:**

The above table 1.9 shows that the value of the significance is (0.074) which is greater than the (0.05) that means that the respondents from the different educational back-grounds have the similar type of the response about the packaging color of the milk related items. The value of the significance is 95% that means that the researcher is 95% confident about the above same perception relationship.

**Table 1.9**

**ANOVA (Education)**

		Sum of Squares	df	Mean Square	F	Sig.
P_color	Between Groups	3.034	2	1.517	2.621	.074
	Within Groups	229.740	397	.579		
	Total	232.773	399			
P_material	Between Groups	3.319	2	1.659	3.007	.051
	Within Groups	219.054	397	.552		
	Total	222.373	399			
P_design	Between Groups	2.358	2	1.179	2.163	.116
	Within Groups	216.343	397	.545		
	Total	218.701	399			
P_innovation	Between Groups	1.826	2	.913	1.580	.207
	Within Groups	229.414	397	.578		
	Total	231.240	399			
C_intention	Between Groups	2.199	2	1.100	2.053	.130
	Within Groups	212.627	397	.536		
	Total	214.826	399			

**Packaging Material:**

The above table 1.9 shows that the value of the significance is (0.051) which is greater than the (0.05) that means that the respondents from the different educational backgrounds have the similar type of the response about the packaging material of the milk related items.

**Packaging Design:**

The above table 1.9 shows that the value of the significance is (0.116) which is greater than the (0.05) that means that the respondents from the different educational backgrounds have the similar type of the response about the packaging design of the milk related items.

**Packaging Innovation:**

The above table 1.9 shows that the value of the significance is (0.207) which is greater than the (0.05) that means that the respondents from the different educational backgrounds have the similar type of the response about the packaging innovation of the milk related items.

**Consumer Intention:**

The above table 1.9 shows that the value of the significance is (0.130) which is greater than the (0.05) that means that the respondents from the different educational

back-grounds have the similar type of the response about the consumer intention of the milk related items.

#### **4.7 One Way ANOVA (Age):**

The other One Way ANOVA is used to know the response of the respondents which are classified on the bases of the age. The age is varying from the individual to individual in the milk related products. So the age groups are classified as follows:

- Below 20 years
- 20-30 years
- 30-40 years
- Above than 40 years

**Table 1.10**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
P_color	Between Groups	10.386	3	3.462	6.165	.000
	Within Groups	222.387	396	.562		
	Total	232.773	399			
P_material	Between Groups	7.075	3	2.358	4.338	.005
	Within Groups	215.298	396	.544		
	Total	222.373	399			
P_design	Between Groups	7.981	3	2.660	4.999	.002
	Within Groups	210.720	396	.532		
	Total	218.701	399			
P_innovation	Between Groups	7.043	3	2.348	4.147	.007
	Within Groups	224.197	396	.566		
	Total	231.240	399			
C_intention	Between Groups	10.736	3	3.579	6.944	.000
	Within Groups	204.091	396	.515		
	Total	214.826	399			

#### **Packaging Color:**

The above table 1.10 shows that the value of the significance is (0.000) that respondents from the different age groups have the different kind of the response about the

packaging color because the significance value is less than the (0.05) it means that the difference is present among the respondents.

#### **Packaging Material:**

The above table 1.10 shows that the value of the significance is (0.005) that respondents from the different age groups have the different kind of the response about the packaging material because the significance value is less than the (0.05) it means that the difference is present among the respondents.

#### **Packaging Design:**

The above table 1.10 shows that the value of the significance is (0.002) that respondents from the different age groups have the different kind of the response about the packaging design because the significance value is less than the (0.05) it means that the difference is present among the respondents.

#### **Packaging Innovation:**

The above table 1.10 shows that the value of the significance is (0.007) that respondents from the different age groups have the different kind of the response about the packaging innovation because the significance value is less than the (0.05) it means that the difference is present among the respondents.

#### **Consumer Intention:**

The above table 1.10 shows that the value of the significance is (0.000) that respondents from the different age groups have the different kind of the consumer intention because the significance value is less than the (0.05) it means that the difference is present among the respondents.

### **4.8 Regression Analysis:**

The regression analysis is used analyze the relationship of the independent variable with the dependent variable. In the regression analysis the important variable of the study is also determined so there is need for the researcher that they focus the important variable in order to attract the customers towards the packaging.

#### **4.8.1 Model Summary:**

**Table 1.11**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.931 <sup>a</sup>	.867	.865	.26937	1.459

a. Predictors: (Constant), P\_innovation, P\_color, P\_design, P\_material

b. Dependent Variable: C\_intention

### **Explanation:**

The above table 1.11 shows that the value of the R square is the  $(0.867 \times 100)$  86.7% which means that because of the four independent variables which are the packaging color, packaging material, packaging design and packaging innovation the 86.7% change occur in the consumer buying behavior it means that these variables have the major change occurred due to these four independent variables. The value of the Durbin Watson (1.459) which means that there is non-auto colinerity among the variables it means that the increment of one variable have no impact over the other variables.

### **4.8.2 ANOVA:**

**Table 1.12**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.164	4	46.541	641.398	.000 <sup>b</sup>
	Residual	28.662	395	.073		
	Total	214.826	399			

a. Dependent Variable: C\_intention

b. Predictors: (Constant), P\_innovation, P\_color, P\_design, P\_material

### **Explanation:**

The above table 1.12 shows that the value of the significance is the (0.000) which means that the theoretical frame-work which is developed for the current study fits statistically.

### **4.8.3 Coefficients:**

**Table 1.13**

<b>Coefficients</b>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	.279	.086		3.241	.001
	P_color	.175	.064	.182	2.759	.006
1	P_material	.249	.076	.253	3.287	.001
	P_design	.220	.070	.222	3.130	.002
	P_innovation	.281	.069	.291	4.085	.000

a. Dependent Variable: C\_intention

**Packaging Innovation:**

The above table 1.13 shows that the value of the significance is the (0.000) which means that the this variable have the strong impact over the consumer purchase intention related to the milk products while the Beta value is (0.291\*100) which means that the 29.1% change occurred because the packaging innovation.

**Packaging Material:**

The above table 1.13 shows that the value of the significance is the (0.001) which means that the this variable have the positive impact over the consumer purchase intention related to the milk products while the Beta value is (0.253\*100) which means that the 25.3% change occurred because the packaging material.

**Packaging design:**

The above table 1.13 shows significance is the (0.002) which means that the this variable have the positive impact over the consumer purchase intention while the Beta value is (0.222\*100) which means that the 29.1% change occurred because the packaging design.

**Packaging Color:**

The above table 1.13 shows that the value of the significance is the (0.006) which means that this variable have the little impact over the consumer purchase intention.

## Chapter No. 5

### Conclusion, Limitations & Future Direction

#### **5.0 Conclusion:**

After analyzing all the results through the use of the different analysis the current study conclude all the findings that the packaging innovation is considered the most important element to considered by the marketers in the Islamabad region for the milk related products. The second important variable for the study is the packaging material it means that the company doesn't have the enough resources to make the innovation in the packaging related products then the packaging material can be targeted because the regression analysis shows that the packaging material is considered the important element by the consumers while make the purchase decision related to the milk related items. If the company not in the position to make the packaging innovation and change the packaging material then the company may change the design of the packaging because the consumers also considered the packaging design as an important element. If all the above three variables are not in the range of the company then the company can choose the last resort which is the packaging color in order to the attract the customers towards the milk related products.

The four independent variables are easy to approach by every company because the company may see other variables which can have the direct impact over the packaging related elements. If the R& D department of the particular company then the company is that position that they can increase the packaging innovation level to the next stage and satisfy the need of the customers. If the some company has the good financial condition but they don't has the better R& D department then the company may make the investment on the packaging material in order to attract the more number of the customers. If the company doesn't has the enough resource to make the investment in the R&D department but the innovative human resources are with the company then the company may adopt to change the packaging design in order to attract the customers. The last resort for those companies which don't have the good R&D department, not have the high capital and not have the skilled human resource then the company must tackle the packaging color understand the colors and their different meaning which is set up in the mind of the customers and target the right color to attract the customers.



### **5.1 Limitations:**

The current study doesn't come without the limitations the following are the limitations which may be applied on the current study:

- (1) The current study is restricted to the Islamabad city only.
- (2) The current study has the small sample size which is only 400.
- (3) The current study only studied the four variables related to the packaging but there are some variables which also have the strong impact over consumer intentions and these variables are also considered the part of the packaging elements e.g. font size, back-ground image and printed information.
- (4) The current study is restricted to study the impact of only packaging related elements but there are some other variables which have the strong influence over the consumer purchase intention e.g. price, service quality, etc.
- (5) The current study is restricted to the milk industry.

### **5.2 Future Direction:**

The current study provides the direction for the future researchers which can be used for their own purpose the future direction of the current study are as follows:

- (1) The current study includes more cities in order to obtain the better results.
- (2) The sample size should be increases in the future studies.
- (3) The other variables also included in the new studies to obtain the better results.
- (4) The other industries also included in the future studies specially the FMCG's, etc.
- (5) The combined effect of the other variables like price, brand image, service quality is also evaluated.

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**Appendix I**  
**Questionnaire**



. I am conducting a research on the topic “**The Role of Packaging on Consumer Buying Behavior**” as per degree requirement of my MS. All information will be used only for the research purpose and will be kept secret and confidential. Your time and cooperation in this regard is highly appreciated.

Name (optional) ..... Gender ..... Age .....

Occupation ..... Marital Status .....

Education: a) Below Matriculation b) Matriculation c) Intermediate  
 d) Bachelors e) Masters f) above Masters

Total income per month: a) Below 10000 Rs. b) 10000-20000 Rs. c) 20000-30000 Rs.  
 d) 30000-40000 Rs. e) Above 40000 Rs.

Type of the milk used a) Open milk b) Packed or branded milk

Brand Type a) Haleeb b) Nestle c) Everyday d) Tarang e) anyother

The following statement is concerned about “ how packaging influence consumer buying behavior?” Please encircle a number from 1 to 5.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Packaging Color</b>		<b>S.D</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>S.A</b>
1	Color plays an important role in a potential customers buying decision making process.	1	2	3	4	5
2	Packaging color set different buying moods.	1	2	3	4	5
3	Packaging color and shapes are important elements of marketing strategies.	1	2	3	4	5
<b>Packaging Material</b>						
4	Packaging material helps in protecting product from damages.	1	2	3	4	5
5	Consumers can change their decisions of product buying on the bases packaging material used in that.	1	2	3	4	5
6	Higpe oh quality packaging attracts consumer’s more than low quality.	1	2	3	4	5
<b>Design of wrapper</b>						
10	Mostly, the children are attracted by good design of wrapper.	1	2	3	4	5
11	Poor packaging design is one of the causes of product failure in market.	1	2	3	4	5
12	Labels on package are important feature of the product to communicate a message.	1	2	3	4	5

**Innovation**

17	Innovative packaging may actually add value to the product.	1	2	3	4	5
18	The customer can adopt product on the basis of its innovative packaging.	1	2	3	4	5
19	Innovation can change the buying mood of the customer.	1	2	3	4	5
<b>Consumer buying behavior</b>						
22	Buying behavior of consumer depend upon their needs and wants.	1	2	3	4	5
23	Consumer buying behavior depend upon product quality, price, brand, packaging, promotions etc.	1	2	3	4	5
24	Facts on the package are very important for me to judge the product quality.	1	2	3	4	5