Role of Packaging in Consumer Buying Behavior  
A study of University Students of Peshawar Region KPK Pakistan.

SABEEHULLAH SHAH  
MBA Student City University of Science & I-T Peshawar Pakistan  
Email: sabeehullahshah@gmail.com

ADNAN AHMAD  
MBA Student City University of Science & I-T Peshawar Pakistan

NAWAZ AHMAD  
MBA Student City University of Science & I-T Peshawar Pakistan

Abstract  
The intention of this study is to analyze that how packaging influences the consumer buying behavior. Basic intention for the conducting this study is to identify those element such element behind the success of packaging. The aim of this research conducting is to find out that how much the independent variables influence the dependent variable. The consumer buying decision is strongly based on packaging and its features. We predict that packaging color, packaging material, background image, design of the wrapper, printed information, innovations, font style. Due to rapidly changing the life style of the people are interesting in packaging because the packaging insure the people that the product is original and the producer used the packaging as a purpose for the easy delivery, for the safety purposes and also used as a tool of sale promotion. Packaging is important element in sense of the sale promotion as well as treated one of the most important factors to influence the customer buying decisions.

Key Words: Consumer Buying Behavior, Packaging.

Introduction  
In the past time primary purpose of packaging was to defend the product, but currently according the varying marketing environments packaging is being used as an instrument for increasing sales, attracting customers and product communication to its consumers. Now days Role of Packaging has change due to increasing changes in the consumer desires. More companies are interested in packaging as a tool to increase their sales.

A good packaging helps to identify product to the consumers. Packaging is used for easily delivery and safety purpose. The producer use the packing for the consumer satisfaction that the product is original means that the product is new. They also use for the promotional purposes as well as to differentiate the product from other brand. Rundh said in 2005 that good packaging catch consumer’s perception about specific products. In 2004 Sllayoi&Speceesaid that package works as a tool for differentiation the brand. In 2007 Wells Farley&Amerstrongsaid that packaging is use for marketing communication purposes and they are the important element which influences the buying behavior of the individual.

Consumer Buying Behavior  
Consumer buying behavior is way through individual purchase and use the product which satisfy there need and wants.
Packaging

Packaging is the important element and container of the product which protects, prevent and help in handling from producer to consumers. The key packaging materials are:
- paper/fiberboard
- plastic
- glass
- steel
- aluminum

Literature Review

In the views of Rita kuvykaite 2009 package catches buyer’s mind to specific product and they influence the consumer purchase behavior about product. In 2001 Underwood, Klein & Burke Package add single value to the product. In 2004 Silayoi & Speece said that package play important role to differentiate with a variety of similar products. In 2007 Wells Farley & Armstrong said that they play important role in effect consumer buying decision. Alice Louw 2006 says that packaging is also important in the marketing environment. According to him the best package leave the good image of the product in the consumer mind. In 2003 according to the study of P.H.K Prathiraja and A. Ariyawardanathe Consumer can easily pay something additional for those information which is on the food stuffs. According to paper work of Liang Fu 2008 he says that packaging as a good tool for the product. According to the University of Halmsted School that packaging is useful for practical purposes as well as for communication of those information which is on the product that not serves a functional purpose but it will also use as a mean of the communication of the information the products and brand character. Packaging must be functional, it must be protect the products in storage, transferring and also in used. Another function is to given the customers the ease access and used on the purpose of convenience.

Ulrich R. Orth (2009) says that packaging design can be used for building the brand identity. Through the detail study of literature packaging design tells that there is no such important strategies for developing a unique packaging design, shape, sizes, images, color etc. in four stages we collect information first review of branding and there impression and relevant information for win, second is to identifies the suitable packaging for win that which is the most important elements and the actual design of sample is selected.

In Dec. 2008 Beb Nath Sharma studded new consumer products branding, packaging and labeling in Nepal. His studied focuses on the existing practice of branding packaging and labeling of new products in the manufacturing units in consumer product. The study procedure through which the data is collected through questionnaire is descriptive, the survey was carried out with different consumer and new products like biscuit, soap, cigarettes, noodles, etc. The study farther indicate that the new consumer product labeling and packaging status in industrial units.

According the (Kotler et al. 1998) in the past the primary objective of packaging was to prevent the product but this concept was now changing. In the Marketing environment packaging has been used as a tools for promotional activities and attracting customers and communicating the product to the consumers.

Garder et al. in 2000 packages catch attention of the consumer’s. In 1999 Goldberg et al. says that image on the product is important so that they increase the attention and increase familiarity with the particular product. In 2007 Renaud LUNARDO find out that the information on the win consumers have great effect which influence mostly the young generation and there purchasing behavior. The main aim is to identify the purchasing power of consumer. In the views of Morgan & Adelina Broadbridge (2007), they study the behavior of consumers and there perception of the children products. They use Quantity as well as quality research methodology. They use the population where all the children were they have less than five year of age.
Their research result shows that the consumer thinks that if the packaging is attractive then the product will be reliable and have a good performance. Pires Gon, calves, Ricardo (2008) has much work on the feature of the perception and value of the product. According to him packaging help in choosing in choosing the product when there is a lot of uncertainty and thus they trust on good attribute of the product packaging. In (2009) Ulrich R. Orth says that packaging design is use for the identification and building of brand image of the product.

The topic under research study that the influence of packaging elements for consumer buying behavior of Pakistan. For the purpose of this study four elements has been selected packaging color, design, innovation, printed information. In the view of Cruden 1989, over the year the new packaging concept is introduced. The topic of research is highly under research and least research has been done regarding the impact of packaging elements on consumer buying behavior of Pakistan. This research will not help the marketer in bringing innovation and creativeness into the packaging of the product but will also provide the policy makers in implementing the effective decision in bringing changes and creating strategy and packaging. This study will contribute through quantitative research. According to Panwar(2004) Packaging is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations in as good a state, as they were, at the time of production Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company. Due to increasing self-service and changing consumers’ lifestyle the interest in package as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So packaging has an important role in marketing communications, especially from the point of sales and could be treated as one of the most important factors influencing Consumer’s purchase decision. Consequently the role of package in marketing communications increases: it must attract consumer’s attention and transmit adequate value of product to consumer in the short period right in the place of sale. Therefore there is a necessity to explore package and its elements in more detail, in order to understand which of these elements are the most important for consumer’s purchase decision.

There are various factors that influence the buying behavior of consumers such as, Packaging Color, printed information, packaging Material, Design of Wrapper, Background image, innovation.

**Packaging Color**

According to the empower-yourself-with-color-psychology. Color of packaging is important and apart one company product from other. Packaging color draw attention of the consumers the more the color attractive the more consumer will like it. Different competitor use different color like white, black use for power, blue for trust, red for energy, green for balance, orange, yellow, purple they have different meaning according to the consumer perception.

**Packaging Material**

Material of packaging is important element which prevents the product from loss. High quality material attracts customer then low.

**Font Style**

Font is important element of packaging which attract the customer attention. Companies who use best font style have successful in the market.

**Design of wrapper**

Ulrich R. Orth(2009) Packaging is used for identification of the product. Play an important role in attracting the consumer. Children are likely more sensitive in case of wrapper design. So company has to make a wrapper design which attracts the children as well.
Printed Information

Printed information contain all the information related to the product quality, price, description which help to identify the brand.

Background-image

In 1999 Goldberg et al. says that image on the product is important so that they increase the attention and increase familiarity with the particular product. Background image is the image in the mind of the customer which help to identify the brand of the product.

Innovation

Bringing innovation in the packaging design also increase the value of the product like easy open, easy store, recyclable, child proof, breakability etc. in the consumer mind.

Theoretical Framework

Framework of this research shows several factors affecting buying decision for different product packaging. Such as Packaging Color, font style, design of wrapper, innovation, printed information, packaging material, back ground image.

Objective

Objective of our research study are:

- That how much packaging impact on the consumer buying decision.
- Which factors is most convenient to influence consumer buying decision.
- Our main objective is to find important element of packaging which directly affect the consumer buying behavior.

Sampling

The respondent was chosen from different area having different income and education level from Peshawar area.
Sample Size

Our sample size of research is 100 respondents from which we have collect data.
Sampling Area: City University Peshawar
Sampling method: Sample Random sampling

Hypothesis of the Study

H1: there is relation between Packing color and consumer buying behavior.
H2: there is association b/w packing material and consumer buying behavior.
H3: there is association b/w Font style and consumer buying behavior.
H4: there is relation b/w Wrapper Design and consumer buying behavior.
H5: there is association b/w Printed information and consumer buying behavior.
H6: there is relation between Background of Packing and consumer buying behavior.
H7: there is relation b/w Packing innovation and buying behavior.

Limitation

Research is a time taking activity so it was impossible to conduct research in too many regions so we have chosen the specific area of Peshawar.

Questionnaire

Questionnaire is tool through which we collect data. For the Data collection we make questionnaire and distributed among male and female as well as different level of education.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Item</th>
<th>Frequencies</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>Age</td>
<td>10-20</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>21-30</td>
<td>61</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>06</td>
<td>06</td>
</tr>
<tr>
<td>Occupation</td>
<td>students</td>
<td>86</td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>teacher</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Marital Status</td>
<td>single</td>
<td>88</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Education</td>
<td>Foundation</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Under graduate</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Graduate</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>Post graduate</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

In the below table (Gender) there are total 100 respondents responses in which 68% of male and 32% were female respondents. The (Age) row shows that in the age of 11-20 there were 33% respondents. While 61% of respondent having 21-30 age and 6% of respondent which have age of 31-10.

The Occupation shows that 86% of respondents were student while 14% of respondents were teacher. In the above table of Marital Status there were 86% respondents which were single while 12% percent were married. In the (Education) table there are 3% foundation student, 40% are undergraduate, 33% are graduate and 24% are postgraduate’s respondents.
Regression Analysis

Model summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.387a</td>
<td>.150</td>
<td>.085</td>
<td>.82741</td>
</tr>
</tbody>
</table>

In the mention table of ANOVA its clear that the model is significant the reason is that the value is less than 0.05 which shows the significant of the statistical model. So there is relationship between dependent and independent variables. Our dependent variable is consumer buying behavior.

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of squares</th>
<th>Df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>11.126</td>
<td>7</td>
<td>1.589</td>
<td>2.322</td>
<td>.032a</td>
</tr>
<tr>
<td>Residual</td>
<td>62.984</td>
<td>92</td>
<td>.685</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>74.110</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(constant)</td>
<td>1.250</td>
<td>.936</td>
<td>1.335</td>
<td>.185</td>
</tr>
<tr>
<td>Packaging color</td>
<td>.000</td>
<td>.130</td>
<td>.000</td>
<td>.999</td>
</tr>
<tr>
<td>Packaging material</td>
<td>.255</td>
<td>.109</td>
<td>.233</td>
<td>.021</td>
</tr>
<tr>
<td>Font style</td>
<td>.005</td>
<td>.094</td>
<td>.005</td>
<td>.959</td>
</tr>
<tr>
<td>Design of wrapper</td>
<td>.167</td>
<td>.100</td>
<td>.164</td>
<td>.907</td>
</tr>
<tr>
<td>Printed information</td>
<td>.108</td>
<td>.119</td>
<td>.090</td>
<td>.366</td>
</tr>
<tr>
<td>Innovation</td>
<td>.116</td>
<td>.124</td>
<td>.098</td>
<td>.935</td>
</tr>
<tr>
<td>Background image</td>
<td>.140</td>
<td>.101</td>
<td>.149</td>
<td>.167</td>
</tr>
</tbody>
</table>

Our dependent variable is consumer buying behavior.
Regression equation:
\[
Y = A + B_1x_1 + Cx_2 + Dx_3 + Ex_4 + Fx_5 + Gx_6 + Hx_7 \\
S = \alpha + \beta_1(PC) + \beta_2(PM) + \beta_3(FS) + \beta_4(DOR) + \beta_5(PI) + \beta_6(INV) + \beta_7(BI) \\
1.250+.000PC+.255PM+.005FS+.167DOR+.108PI+.116INV+.140BI
\]

The above show that there is only one independent variable that is packing material have significant relation with the dependent variable and all others independent variable have insignificant relationship with dependent variable.

Conclusion

The finding of our research packaging role and its influence on consumer buying behavior shows the following results. From my research study I find out that packaging are the important elements which highly influence the consumer buying behavior. Packaging describe information about product like where it was made, when it was made, what it contains, and how it to use etc. Our research discovered that the package elements are the most important factor to influence the consumer’s purchase decision. Producer used printed information in packaging as a promotion of the product as compare to used highly expensive advertisement.
References:


(Kotler et al. 1998) principle of marketing(According the (Kotler et al. 1998) in the past the primary objective of packaging was to prevent the product but this concept was now changing)


Rita Kuvykaite1, Aistė Dovaliene2, Laura Navickiene3 (2009), Impact of package elements on the consumer purchase decision economics & management.

