



ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

# IJDR

International Journal of Development Research  
Vol. 13, Issue, 09, pp. 63754-63761, September, 2023  
<https://doi.org/10.37118/ijdr.27170.09.2023>



RESEARCH ARTICLE

OPEN ACCESS

## A STUDY ON THE EFFECT OF PRODUCT PACKAGING ELEMENTS ON CONSUMER BUYING BEHAVIOUR

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### ARTICLE INFO

#### Article History:

Received 11<sup>th</sup> June, 2023  
Received in revised form  
06<sup>th</sup> July, 2023  
Accepted 19<sup>th</sup> August, 2023  
Published online 29<sup>th</sup> September, 2023

#### KeyWords:

Brand storytelling, Packaging functionality, brand personality, Eco-friendly Packaging, Propensity to pay.

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### ABSTRACT

The purpose of this study is to determine how packaging influences consumer purchasing decisions. Understanding the vital packaging elements that can act as a sales promotion tool and increase the success of a certain brand is the aim of this study. A questionnaire-based approach was used to collect the main research data, and a graphical presentation was used to evaluate the results. Samples of the survey's 150 respondents were gathered. The study's findings indicate that packaging has a big impact on what customers decide to buy. Additionally, it has been found that a variety of package elements, including their colours, the overall quality of the packaging material, the experience of opening and unwrapping the package, innovation, and product information, are important factors when consumers make any kind of purchasing choice. Thus, it was determined that one of the crucial and influencing factors for consumer purchasing behaviour is packaging.

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Citation: Sparsh Rathi and Dr. Rohit Rastogi. 2023. "A study on the effect of product packaging elements on consumer buying behaviour". *International Journal of Development Research*, 13, (09), 63754-63761.

## INTRODUCTION

Businesses today have tapped into the power of packaging to improve brand perception, arouse emotions, and create enduring connections with customers. In today's corporate environment, packaging has become a key element of consumer purchasing behaviour. Packaging acts as a potent marketing tool to engage consumers, improve brand impression, and create long-lasting connections in addition to safeguarding the goods. Businesses can successfully influence consumer decisions and achieve a competitive edge in the market by utilizing new designs, emotive storytelling, convenience, sustainability, and timely collaborations. Businesses use packaging in a variety of ways to influence consumer decisions and promote brand loyalty (Silayoi & Speece, 2007).

**First Impression:** The initial point of contact between a product and a potential customer is the packaging. Consumers frequently make snap decisions in today's fast-paced environment, and the packaging's aesthetic appeal is key. To distinguish their products on crowded shelves, businesses use eye-catching designs, vivid colours, and high-quality materials.

A professionally designed packaging makes a good first impression, drawing customers' attention and encouraging them to make a purchase (Rettie & Brewer, 2000).

**Brand Storytelling:** Now, brand storytelling can be done on packaging. Businesses use this platform to successfully communicate the values, background, and vision of their brand. Brands may engage emotionally with consumers through storytelling, fostering loyalty and trust. Packaging that tells a captivating tale might arouse sentiments of nostalgia, environmental awareness, or charitable initiatives, giving customers a sense of personal connection to the brand's goals (Rita, 2009).

**Emotional Aspect:** Businesses today understand the importance of emotional appeal in influencing consumer behaviour in the consumer-centric era. A wide range of feelings, including joy, excitement, and comfort and trust, can be evoked by packaging. Companies can purposefully evoke an emotional response that corresponds with the desires and aspirations of their target audience by using particular colours, imagery, and font (Rettie & Brewer, 2000).

**Practicality and Convenience:** Beyond aesthetics, packaging functionality and usefulness also affect consumer decisions. Consumers of today are time-constrained and look for convenience

when buying. Businesses respond to this desire by creating packaging that is simple to open, transport, and store. The total consumer experience is improved by functional packaging, which increases the possibility of repeat business (Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013).

**Ecological Packaging:** Environmental awareness has recently emerged as a major influence on consumer behaviour. Businesses are increasingly embracing sustainable packaging strategies as a result of this transition. Consumers that care about the environment are drawn to eco-friendly products, recyclable packaging, and little use of plastic. Businesses that use sustainable packaging not only help to preserve the environment, but they also draw in a growing market of consumers who value ethics (Mowen & Minor, 2001).

**Seasonal Packaging and Limited Editions:** Limited edition and seasonal packaging have become common marketing techniques because they convey a sense of urgency and uniqueness. Businesses routinely release limited editions of their products with distinctive packaging to spark interest and encourage impulsive purchases. Seasonal packaging, like holiday-themed designs, evokes the holiday spirit and influences purchasing decisions at particular times of the year (Taylor and Smith, 2004). Adopting novel packaging strategies will provide a business a competitive edge on the market, boost product sales, and perhaps even allow them to partially offset advertising expenses. The goal of this study is to determine how packaging affects consumer purchasing behaviour, and the empirical study has aided in identifying the numerous factors that play a role in this influence (Lamb, 2011).

#### Literature Review

Due to various national and international companies and their wider range of products, customers are going through more than 25000 goods choices within a half hour shopping session. Due to that it is very important for any business to attract the customers in a unique way. Packaging plays a very important role in it. Packaging has unique functions in marketing: It contains the product, protects it, promotes the product, recycling and helps to reduce the environmental damage. It helps the company by creating a unique position in the mind of the consumer (Lamb, 2011)[6].

Elements including package colour, material, wrapper design, and printed information have a direct impact on customer purchasing decisions. Various hues convey various moods (Rettie and Brewer, 2000)[2]. Colour has grown to be crucial to packaging. Green is utilized for balance, freshness, or organic, whereas black is utilized for influence, red for energy, blue for confidence.

A decent labeling provides information about the product's contents, category, technical specs, and installation. Consumers' choices about purchases are influenced by things including product knowledge, cost, provenance, and labeling (Lamb, 2011) [6]. Proper labeling makes things easier to recognize and sets them apart from competitors. Due of health concerns and other factors, buyers now pay more attention to labels (Morris, 1997) [7]. When customers see a product with clear labels, they buy more of the product in general. As a result, labeling affects customer purchasing decisions, but there are also other elements that play a role (Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013)[12].

Numerous aspects, such as the brand logo, colours, typefaces, package materials, illustrations, product descriptions, shapes, and other components that promote strong brand associations, are used in packaging to convey brand personality (Underwood, 2003)[13]. According to a research by CM Research, customers "did not intend to think they were buying products based solely on the packaging" (Morris, 1997)[7]. However, there are convincing indications that packaging has an unintentional impact on consumers' purchase decisions. Packaging design serves as a product's last form of advertising to inform, entice, and persuade clients before they make a purchase (Well et al., 2006)[11]. According to (Morris, 1997) [7], the

majority of current impulse purchases occur as a result of the appealing product packaging and design. Due to the product style or packaging, newly released items and new varieties of products tend to be impulsive buys (Well et al., 2006).

#### RESEARCH OBJECTIVE AND METHODOLOGY

**Research objective:** To determine how package elements—colour, labeling, material quality, wrapper design, printed information, unboxing experience and language affect customer purchasing behaviour.

### RESEARCH METHODOLOGY

**Research Approach:** For gathering primary data, Descriptive research design and survey approach was used. The data has been collected through primary data source, questionnaire method was used for the purpose of data collection. In addition to background questions, a total of 7 questions were asked on a questionnaire to gather information from a sample of respondents. Ample time was allowed for respondents to read the questionnaire carefully and ask any questions they might have had. The research methodology and design allowed for a thorough and organized description of the aspects that affect purchasing decisions.

**Research Instruments:** The questionnaire was designed using a yes/no option and Likert Scale. Pie and bar charts are used to represent the data collected from the respondents.

**Sample Unit:** Regular shopping customers for most kinds of goods.

**Sample Size:** Total 150 respondents of Mumbai City.

**Ample Procedure:** Non-probability Convenience Sampling.

#### Respondent's profile

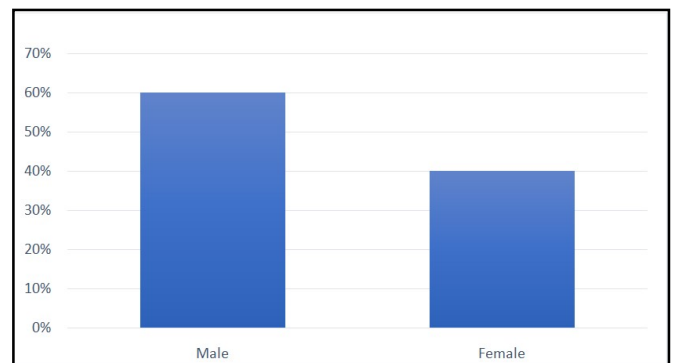


Figure 1. Gender of the respondents

The chart shows the distribution of males and females amongst the respondents. Out of the 150 people surveyed, 90 (60%) were males, while 60 (40%) were females (as per Figure 1).

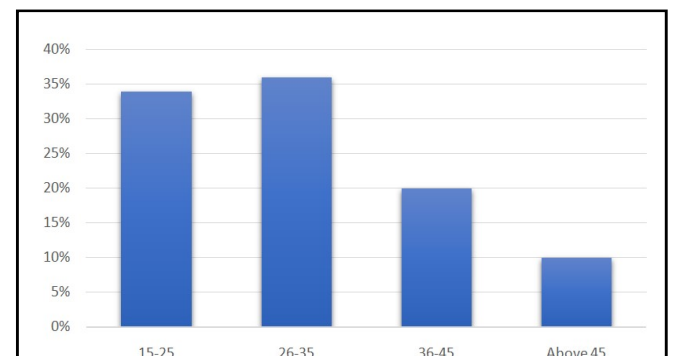


Figure 2. Age group of the respondents

The chart shows the distribution of age amongst the respondents. The groups have been taken at intervals of 10 from 15-25, 26-35, 36-45 and 45+. Out of the 150 people surveyed, 51 (34%) are in the age bracket 15-25, 54 (36%) are 26-35, 30 (20%) are 36-45, while 15 (10%) are 45+ (as per Figure 2).

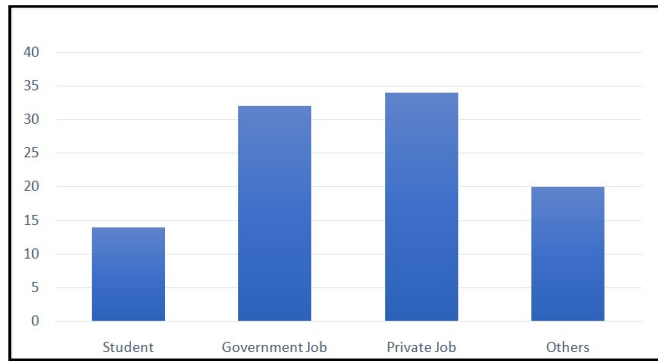


Figure 3. Occupation of the respondents

The chart shows the occupation distribution of the respondents. The 4 segments taken are Student, Government jobs, Private Jobs and others. There were a total of 21 (14%) students, 48 (32%) government employees, 51 (34%) private employees, and 30 (20%) belong to the 'others' category (as per Figure 3).

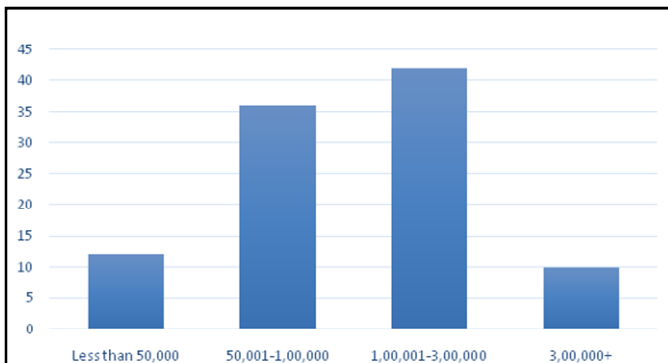


Figure 4. Monthly income of the respondents

The chart shows the monthly income distribution of the respondents. Out of the 150 people surveyed, 18 (12%) were in '<50,000', 54 (36%) were in '50,001 – 1,00,000', 63 (42%) were in '1,00,001-3,00,000', while 15 (10%) were in 3,00,000+ category (as per Figure 4).

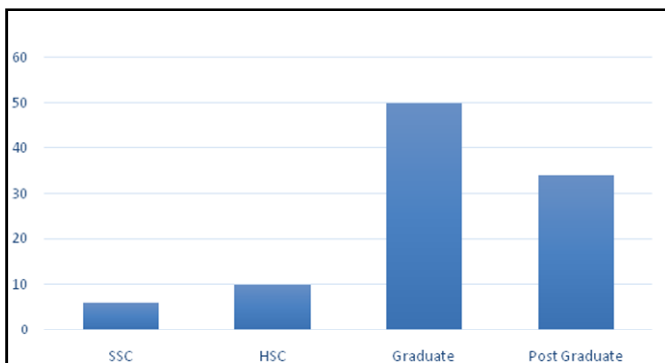


Figure 5. Education level of the respondents

The chart shows the distribution respondents on the basis of the highest level of education received. Out of the 150 people surveyed, 9 (6%) had received SSC education, 15 (10%) had received HSC education, 75 (50%) had received Graduate level of education, while 51 (34%) had received Post graduate level of highest education (as per Figure 5).

## RESULTS AND DISCUSSIONS

The research team asked the respondents to asked the respondents a total of 7 questions, other than the demographic question to get an in-depth understanding of the topic at hand. The answers to these questions ranged from 'Yes or No', to 'Selecting one option', to rating on the basis of likelihood on a Likert scale. The questions, responses and analysis are as follows –

### Question 1: Does product packaging influence your buying behaviour?

The responses to question 1 were as follows

Table 1. Responses recorded when asked if product packaging influences their buying behavior

OPTIONS	No. of respondents	Percentage (%)
YES	138	92
NO	12	8

Out of the 150 respondents, 138(92%) of the people opted yes, while 12 (8%) of the people opted no when asked if product packaging influences their buying behavior (as per Table 1).

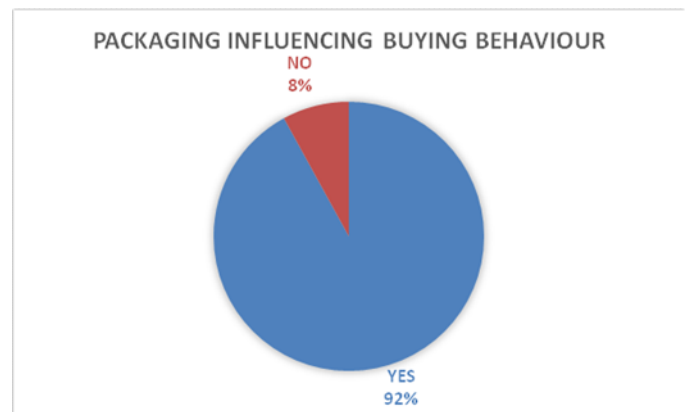


Figure 6. Pie chart for the effect of product packaging influencing buying behavior

In the pie chart 'orange' represents the number of people who opted no 12 (8%) while 'blue' represents the number of people who opted yes 138 (92%) when asked if product packaging influences their buying behavior (as per Figure 6).

**Inference:** It can be inferred that a significant majority of respondents, 92% of them, believe that product packaging does influence their buying behaviour. Only a small minority of respondents, 8%, stated that packaging does not have an impact on their purchasing decisions. This data suggests that product packaging plays a crucial role in influencing consumer behaviour and can be a decisive factor in whether a consumer chooses to buy a particular product or not.

### Question 2: When buying a product, what type of new packaging innovation do you prefer most?

The responses to question 2 were as follows –

Table 2. Responses recorded when asked if what packaging innovation do they prefer most

OPTIONS	No. of respondents	Percentage (%)
Eco-friendly	51	34
Protective	30	20
Attractive	69	46

51 (34%), 30(20%), and 69 (46%) opted for eco-friendly, protective, and attractive respectively when when purchasing a new product (as per Table 2).



Figure 7. Product packaging attributes preference of respondents

Pie chart shows that 34%, 20%, and 46% opted for eco-friendly (blue), protective (orange), and attractive (grey) respectively when asked what kind of new packaging innovation they prefer while purchasing a product (as per Figure 7).

**Inference:** The majority of respondents, or roughly 46% of those surveyed, prefer packaging innovations that are beautiful and appealing to the eye. This emphasizes how important attractive and well-designed packaging is for grabbing customers' attention and making a good first impression. A preference for eco-friendly packaging of 34% shows that consumers are becoming more aware of and concerned about environmental sustainability. 20% of those surveyed placed a higher priority on packaging advancements that better protect the product. This suggests that some customers place a premium on product safety and making sure that goods arrive to consumers in good condition.

**Question 3: Does the colour of the package affect your buying decisions?**

The responses to question 3 were as follows –

Table 3. Responses recorded when asked if the colour of the packaging affects buying behavior

OPTIONS	No. of respondents	Percentage (%)
YES	114	76
NO	36	24

Table shows that 114 (76%) opted for 'Yes', while 36 (24%) opted for 'No' when asked if product packaging influences consumer buying behaviour (as per Table 3).



Figure 8. Product packaging influence on respondents as yes or no

Pie chart shows that 114 (76%) opted for 'Yes' (blue), while 36 (24%) opted for 'No' (orange) when asked if product packaging colour influences consumer buying behaviour (as per Figure 8).

**Inference:** The data suggests that the colour of product packaging has a significant impact on consumer behaviour and can influence their purchasing choices. The majority of consumers are influenced by the colours used in product packaging, so companies and marketers should be aware of how different colours affect people psychologically.

**Question 4: How likely are you to pay a premium for a product with aesthetically pleasing packaging?**

The responses to question 4 were as follows –

Table 4. Responses recorded when asked how likely they are to pay a premium for a product with aesthetically pleasing packaging

OPTIONS	No. of respondents	Percentage (%)
Very likely	45	30
Likely	66	44
Neutral	6	4
Unlikely	24	16
Very Unlikely	9	6

Table shows that a combined 111 (74%) are likely to pay a premium for a product with aesthetically pleasing packaging pointing towards how companies can use this to maximize profitability, however a combined 22 (22%) are unlikely or very unlikely to pay a premium which means they could potentially pay extra but only for certain commodities (as per Table 4).

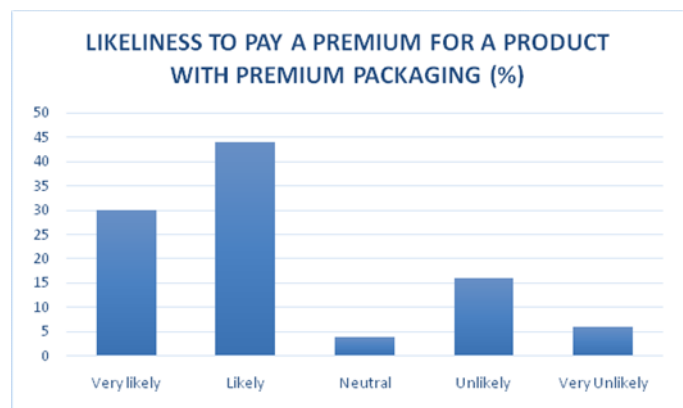


Figure 9. Likeliness to pay a premium for a product with premium packaging

Shows graphically how likely respondents are to pay a premium for a product with aesthetically pleasing packaging. Clearly a majority (74%) believe that they would be willing to pay extra for a product with premium packaging. A small share of people (22%) would be unlikely to pay a premium (as per Figure 9).

**Inference:** The respondents' propensity to pay more for a product with attractive packaging, which was combined at 74% (Very likely and likely), supports the idea that attractive packaging can significantly increase both the order volume and the prices paid for a product.

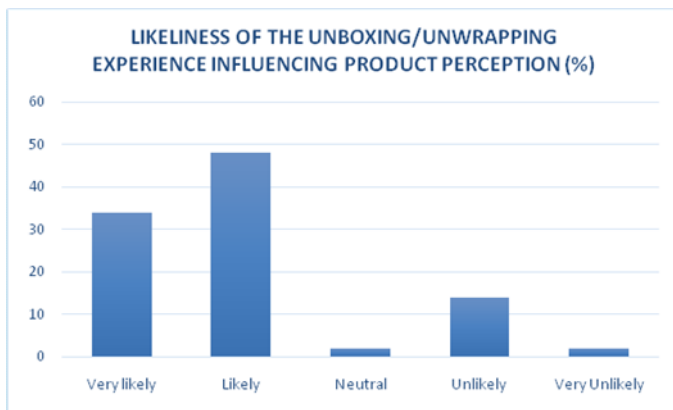
**Question 5: How likely is the unboxing/ unwrapping experience for a product likely to influence your overall product perception?**

The responses to question 5 were as follows –

Table 5. Responses recorded when asked how likely is it that the product unboxing/unwrapping experience influences their overall product perception

OPTIONS	No. of respondents	Percentage (%)
Very likely	51	34
Likely	72	48
Neutral	3	2
Unlikely	21	14
Very Unlikely	3	2

Table shows that a combined 82% of the people feel that a product with a pleasing unboxing/ unwrapping experience would lead them to believe that the product is high quality and made up of premium/ safe materials. Only 18% believe either that there is no correlation or it does not matter to them influence their product perception (as per Table 5).



**Figure 10. Likeliness of the unboxing/unwrapping experience influencing product perception (%)**

Shows pictorially that a big majority (82%)of respondents think that a pleasant product unboxing/ unwrapping experience will influence their product quality perception usually because a premium experience filled with anticipation increases the perceived value of the product within (as per Figure 10).

**Inference:** According to data, a sizeable percentage of consumers think that their overall opinion of the product is influenced by the unboxing or unwrapping experience. Businesses that concentrate on producing a satisfying and memorable unboxing experience may improve customer satisfaction, brand loyalty, and favorable word-of-mouth advertising. But in addition to offering a satisfying unboxing experience, businesses must take into account the varied preferences of their customers and make sure that the product itself meets or exceeds their expectations.

*For instance, Apple's boxes typically have a lower base that fits snugly over it and an upper lid, providing an almost seamless unboxing experience. Durability is guaranteed by the premium, rigid cardboard, and the white, simple design says a lot about the contents inside. The packaging is seen as an extension of the product experience and the Apple brand, rather than just a simple protective shell.*

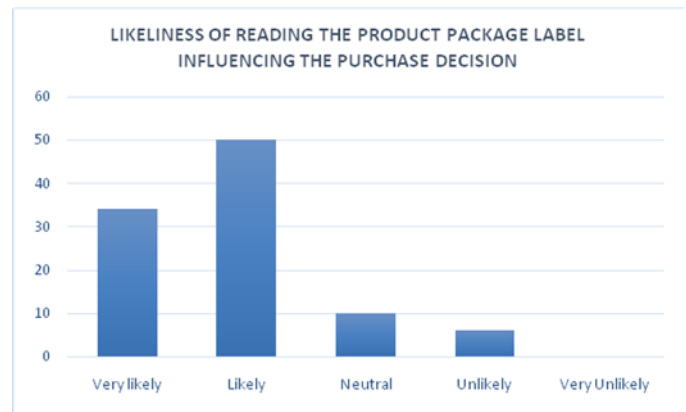
**Question 6: How likely are you to read to the product package label before making a purchase decision?**

The responses to question 6 were as follows –

**Table 6. Responses recorded when asked how likely are they to read the product package label before making a purchase decision**

OPTIONS	No. of respondents	Percentage (%)
Very likely	51	34
Likely	75	50
Neutral	15	10
Unlikely	9	6
Very Unlikely	0	0

Table shows that 126 (84%) of the respondents read labels before most of the products they buy, with the majority reading food labels, this shows that consumers today are more aware and informed. Surprisingly, none of the respondents marked very unlikely further highlighting the importance of packaging information in general for influencing consumer decisions (as per Table 6).



**Figure 11. Likeliness of reading the product package label influencing the purchase decision**

Shows pictorially the distribution of respondents across the Likert scale when asked if they refer to the product packaging information before making a purchase decision. 126 (84%) of the respondents read labels before most of the products they buy, none of the respondents marked very unlikely further highlighting the importance of packaging information in general for influencing consumer decisions (as per Figure 11).

**Inference:** The research team conclude from the information given that 84% of respondents, a sizeable majority, are likely to consult the printed information on the package prior to making a purchase. This shows that consumers generally value the details printed on product packaging as a crucial source of information to help them make decisions. The 10% of respondents who checked the "neutral" box may indicate that they occasionally consult the packaging information but may not do so exclusively. None of the respondents indicated that they were "very unlikely" to refer to the printed information, highlighting the importance of packaging information in general for influencing consumer decisions. From this data, it is evident that providing clear and informative packaging content can play a crucial role in engaging potential buyers and facilitating more informed purchasing decisions.

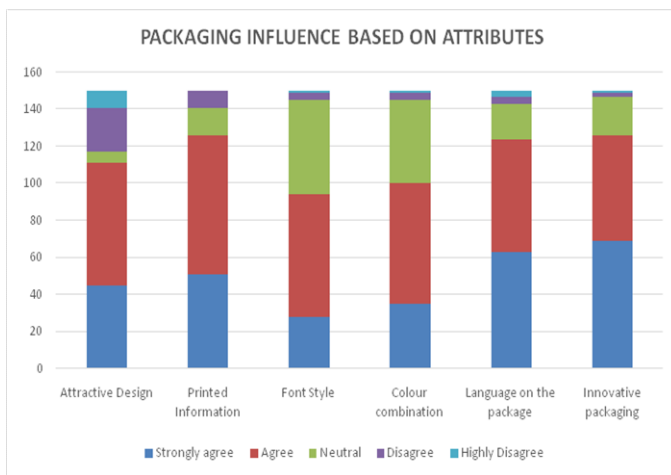
**Question 7: How likely are the following attributes to influence your buying behaviour towards different products?**

The responses to question 7 were as follows –

**Table 7. Responses recorded when asked how strongly do they agree or disagree that their buying behaviour gets influenced by certain attributes of a product**

Particulars	Strongly agree	Agree	Neutral	Disagree	Highly Disagree
Attractive Design	45	66	6	24	9
Printed Information	51	75	15	9	0
Font Style	28	66	51	4	1
Colour combination	35	65	45	4	1
Language on the package	63	61	19	4	3
Innovative packaging	69	57	21	2	1

Table shows that printed information, language on the package, and innovative packaging were the most influential attributes on buying behaviour, with over 120 respondents strongly agreeing or agreeing that these attributes would influence their purchase decisions. Font style and colour combination were attributes that received a substantial number of neutral responses. Attractive design was the least influential attribute, with the majority of respondents disagreeing or strongly disagreeing that this attribute would influence their purchase decisions (As per Table 7).



**Figure 12. Packaging influence based on attributes**

Shows pictorially that Printed information, language on the package, and innovative packaging were the most influential attributes on buying behaviour, with over 120 respondents strongly agreeing or agreeing that these attributes would influence their purchase decisions. Font style and colour combination were attributes that received a substantial number of neutral responses. Attractive design was the least influential attribute, with the majority of respondents disagreeing or strongly disagreeing that this attribute would influence their purchase decisions (As per Figure 12).

#### Inferences:

- The most significant aspect influencing purchasing behaviour is attractive design. More than 80% of respondents, including 45% who strongly agreed and 66% who agreed, felt that appealing design would affect their purchasing decisions. This shows that consumers are visual learners and are more likely to be lured to goods with attractive packaging.
- Printed information is also a significant aspect. With 51% strongly agreeing and 75% agreeing, more than 70% of respondents claimed that printed information will affect their purchasing decisions. This shows that buyers want to learn more about a product before making a purchase, and they turn to the packaging for details like components, nutritional information, and usage guidelines.
- Font design and colour scheme are secondary considerations. Both font style and colour scheme were judged as being less significant than appealing design and written information. Over 50% of respondents indicated that they would be influenced by either factor, hence they continued to play a role in determining purchasing behaviour.
- Language on the packaging is crucial for export markets. For international markets, language on the package was deemed to be more crucial, with 63% of respondents stating that it would affect their purchasing decisions. This implies that customers in global marketplaces want to be able to comprehend the information on the packaging, and they are more likely to purchase a product if they can read the language.
- A developing trend in packaging is inventiveness. Younger consumers evaluated innovative packaging as the most crucial aspect, with 69% of those surveyed who were under the age of 30 stating that it would affect their purchasing decisions. This shows that products with distinctive and appealing packaging are more likely to pull in younger customers.

According to the study, people are more likely to purchase goods with appealing design, printed instructions, and creative packaging. Although font choice and colour scheme are also significant elements, they are not as significant as the others. For international markets, the language on the product is crucial, and it is also becoming more crucial for younger consumers.

#### Recommendations & Novelties

- Companies ought to take colour of their product packaging seriously, because it may significantly affect consumers' purchasing choices. Utilize colours that fit with the brand identity and are appealing to the target market.
- They must make sure the packaging is nice and appealing to the eye. Products with well-designed and visually appealing packaging are more likely to draw consumers' attention. They should build a design that is both appealing and educational, using high-quality graphics and resources.
- On the box, provide concise and clear information about the product. Make sure the packaging offers simple and clear information about the product, such as components, nutritional data, and usage directions, as customers want to know what they are purchasing.
- When feasible, make use of repurposed or sustainable resources. Utilizing recycled or sustainable materials in the packaging might be a strategy to appeal to environmentally conscious customers, since consumer concern for the environment is growing.
- Make the packaging distinct from those of the rivals. Since there are many items available, businesses must ensure that their packaging stands out from the competitors. Use distinctive hues, forms, or patterns to make the packaging stand out.
- Make the unwrapping experience enjoyable and memorable. A wonderful approach to make a good first impression of your company and products is through the unboxing process. Make sure the product inside your package is well-protected and that the packaging is simple to open. To make the unwrapping experience even more memorable, organizations can also add tidbits like coupons or samples.

#### Future Directions and Limitations

##### Future Directions

- Researchers can use historical data to identify if there has been a shift in consumer buying behaviour in when it comes to the overall packaging.
- Researchers can use company product case studies to find out about products that might have succeeded/ failed due to poor packaging
- Researchers can study how consumers' perception and response to packaging can vary from culture to culture
- Researchers can study how packaging influences the decision of a consumer purchasing a product online?
- Researchers can study what are the ethical implications of using fancy packaging?

##### Limitations

- The study was conducted in a limited setting. The study was conducted with a small sample of participants in a single location. This means that the findings may not be generalizable to other populations or settings.
- The study did not control for other factors that may influence consumer buying behaviour. The study did not control for factors such as price, brand name, or product features. This means that it is difficult to isolate the effect of packaging from other factors.
- The study used a self-report survey. The study relied on participants to report their own buying behaviour. This is subject to recall bias and social desirability bias.
- The study could have used a better model to measure the effect of packaging. A complex model, such as a neural network, may have been able to better capture the nonlinear relationship between packaging and consumer buying behaviour.
- The study was limited by the availability of funds. A larger budget would have allowed the researchers to collect more data and conduct a more comprehensive study.

## CONCLUSIONS

According to the evidence, product packaging significantly affects consumer behaviour. The majority of respondents think that the appearance of a product's packaging does affect their decision to purchase it, and they are likely to pay more for one. The experience of opening a box or unwrapping a package might affect how a buyer feels about a product in general. Before making a purchasing choice, the majority of respondents also consult the printed information on the package. Here are a few details from the statistics that stand out:

**Colour:** Consumer choice can be significantly influenced by the colour of product packaging. The majority of respondents (76%) think that the colour of the packaging affects their purchasing decisions. The most frequently used hues for product packaging are red, green, and blue.

**Design:** Consumers place a lot of value on appealing product packaging. The majority of respondents (46%) choose packaging improvements that are attractive and visually appealing.

**Information:** Engaging potential customers and promoting more informed purchasing decisions require clear and informative packaging content. Before making a purchasing decision, almost all respondents (84%) are likely to consult the printed information on the package.

**The unboxing procedure:** A memorable and satisfying unboxing experience can increase brand loyalty, customer satisfaction, and effective word-of-mouth advertising. The majority of respondents (48%) think that their view of the goods will likely be influenced by the unboxing or unwrapping process.

Overall, companies should pay particular attention to the layout, colour, content, and unboxing experience of their product packaging. Businesses may influence consumer behaviour and increase sales by producing packaging that is aesthetically pleasing, educational, and engaging.

### Acknowledgements

I would like to express my sincere gratitude to all the people who have helped me in the completion of this research paper. First and foremost, I would like to thank my parents and sister for their constant encouragement and support. They have always believed in me and my abilities, and they have never wavered in their support, even when I wanted to give up. I am truly grateful for their love and guidance. I also want to express my gratitude to the Almighty for providing me with the strength and determination to finish this study project. I know that this would not have been possible without the blessing. Lastly, I want to thank my college lecturers for giving me the time I needed to complete this research assignment. They have been very encouraging, and have assisted me in developing my research methodology. Finally, I want to express my gratitude to my friends for their help. They have supported me throughout this research effort and have given me the encouragement I needed. In addition to the individuals already mentioned, I am also grateful to the study participants who generously gave their time to share their inputs, opinions and experiences with me, as well as the libraries and archives I used for my research because they gave me access to valuable resources.

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## ANNEXURES

### (A) ADDITIONAL READINGS:

- Role of Packaging on Consumer Buying Behavior-Patan District - [https://globaljournals.org/GJMBR\\_Volume12/8-Role-of-Packaging-on-Consumer-Buying.pdf](https://globaljournals.org/GJMBR_Volume12/8-Role-of-Packaging-on-Consumer-Buying.pdf)
- Impact of Product Packaging on Consumers Buying Behavior: Evidence from Karachi - [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2910712](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2910712)
- The Positive Effect of Packaging on Consumer Behavior- <https://www.arka.com/blogs/news/effects-packaging-consumers-buying-decisions>
- Relationship between Packaging and Consumers buying behaviour - <https://www.ijirmf.com/wp-content/uploads/2016/11/201605004.pdf>
- What Is Packaging's Role In Consumer Behavior?- <https://pioneerphoenix.com/packagings-role-in-consumer-behavior/>

### (B) KEY TERMS AND DEFINITIONS

- Brand Storytelling:** Brand storytelling is the art of using narrative techniques to connect with an audience and shape a brand's identity beyond traditional marketing approaches. It is a powerful way to build relationships with customers, create emotional connections, and drive sales. A good brand story will:
  - Be authentic and relatable.
  - Connect with the audience's emotions.
  - Show the brand's values and beliefs.
  - Be memorable and shareable.
- Packaging Functionality:** Packaging functionality refers to the set of attributes that determine how well a package performs its intended functions. These functions can include:
  - Protection
  - Containment
  - Information
  - Convenience
  - Marketing
- Brand Personality:** Brand personality is the set of human characteristics that are attributed to a brand. It is the way a brand is personified, the sum of its emotional, psychological and behavioral patterns that remain unique over the course of its

- lifespan. They are the human characteristics and traits that consumers relate to.
- d. **Eco-Friendly Packaging:** Eco-friendly packaging is packaging that is designed to have a minimal impact on the environment. This can be achieved by using materials that are renewable, biodegradable, or recyclable, or by designing packaging that is lightweight and compact, reducing the amount of material needed.
- e. **Propensity to Pay:** Propensity to pay is a measure of the likelihood that a customer will pay their bill. It is based on a variety of factors, including the customer's financial situation, payment history, and demographic data. Propensity to pay analysis can be used to identify customers who are more likely to pay their bills, and to target them with specific collection strategies.

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