



# **THE INFLUENTIAL FACTORS OF PACKAGING, PRICE SENSITIVITY AND BRAND IMAGE ON WASHING DETERGENT B29 SOFTENER PINK CONSUMER BUYING BEHAVIOR IN JAKARTA AND TANGERANG, INDONESIA**

**Dameria Frida** 

University Of Esa Unggul, Indonesia

dameria415167@gmail.com

**Tantri Yanuar Rahmat Syah**

University Of Esa Unggul, Indonesia

**Dimas Angga Negoro**

University Of Esa Unggul, Indonesia

## **Abstract**

*Packaging has been gradually taking on an important role as a way to serve consumers by providing information and delivering functions. The role of packaging is observed as a strategic tool to influence consumer buying behavior. The main purpose of this research was to identify the influences of the visual elements of packaging in terms of graphics and size/shape and the informational elements of packaging in terms of product information and technology, brand image, price sensitivity on consumer buying behavior of Washing detergent B29 Softener Pink in Jabodetabek, Indonesia. This study exclusively made use of survey methods to collect the data from 148 respondents. Descriptive statistics were used in describing parameters of the respondents and inferential statistics was used to test the hypotheses. The results of the Structural Equation Model that is processed using SPSS and Lisrel version 8.80 showed that the independent variables, such as the visual elements of packaging in terms of graphics and size/shape was significantly influenced on consumer buying behavior while the result on brand image was not significantly influenced, the result of the informational elements of packaging in*

*terms of product information and technology was significantly influenced on brand image, while the result on consumer buying behavior was not significantly influenced . In addition, brand image was significantly influenced on consumer buying behavior. However, price sensitivity was not influenced on brand image. While the result price sensitivity had a significant influence on consumer buying behavior. Based on the results of the study, it is supposed to be beneficial to the Washing detergent businesses in order to improve their packaging design in terms of graphics as well as their brand image. Packaging can make a product stand out, and can be a silent sale man on a shelf because it is growing in a competitive market and has become an important tool for communication with consumers.*

*Keywords: Consumer buying behavior, packaging, price sensitivity, brand image*

## **INTRODUCTION**

Washing detergent packaging is likely to grow in competitive market conditions, as packages turn into a tool for communication and branding, and there are many factors affecting the consumer buying behavior process through washing detergent packaging, therefore the communication functions of the package, such as the graphics of the packaging, the size and shape of the packaging, the information on the package, and innovative packaging must inform and assist consumers in making their purchase decision carefully (Ahmed et al, 2014).

Consumers are becoming more and more demanding and packaging has been gradually taking on an important role as a way to serve consumers by providing information and delivering functions to communicate with consumers. It is no wonder that the important role of packaging is observed as a strategic tool to influence consumer buying behavior. Likewise, in Jakarta and Tangerang, Indonesia, currently, the lifestyle of people is being rushed. Packaging concepts, such as graphics, size/shape, information, technology definitely could give consumers more convenience (Ahmed et al, 2014). For example, graphics on the packages, such as their color and design, trend to have an impact on consumer buying behavior because graphics are necessary when consumers do not have time for much consideration and decision making; therefore, graphics could draw their attention to the product (Ahmed et al, 2014).

Moreover, according to Jinkarn and Suwannaporn (2015), the size and shape of packaging is more likely to play an important role in consumer buying behavior because the proper size and shape of the package could offer convenience to the consumers for storing and preparing or grabbing and holding. In addition, information on the packaging could also have an impact on consumer buying behavior because it can connect consumers with the product and it

is very important for the consumers to consider information on a package in order to compare quality and value (Deliya and Parmar, 2012). Similarly, some consumers might pay more attention to the information on the package, especially the consumers who are concerned about health (Silayoi and Speece, 2004). In addition, consumer buying behavior is also likely to be influenced by the technology of packaging, such as its recyclability, easy-to-open, easy-to-store, easy-to-carry, and preventing breakages (Silayoi and Speece, 2007). However, in this case, the consumer buying behavior is influenced not only by the convenience of the washing detergent packaging. Price and brand of the washing detergent could have an impact on consumer buying behavior as well. For example, price could refer to the perceived value of goods and service, and the different perception of the goods or service leads to a difference in identifying the price, especially the importance of food price often has its effect on consumer's income (Walters and Bergiel, 1989). On the other hand, brand names could create important information and key benefits of the product, and help consumers remember it (Parry, 2001).

## LITERATURE REVIEW

**Consumer buying behavior:** Consumer buying behavior involves the selection, purchase and consumption of goods and services in order to satisfy their needs and wants. Basically, there are different processes involved in consumer buying behavior. Firstly, the consumers would try to find what product and service they would like to consume, then they choose only those products or services that give them greater benefits, and after selecting the product and service, the consumer tends to make an estimate of the available money which they can spend. Lastly, the consumers tend to identify the price of the product and make a decision (Kotler and Keller, 2011). Moreover, there are other factors influencing buying behavior of the consumer such as social class, culture, personal aspect and psychological factors. For example, firstly, culture is critical when it comes to understanding the needs, wants and behaviors of an individual. Basically, culture is part of society and the influence of culture on buying behavior varies from country to country. Therefore, analyzing the culture of different groups is very important in terms of consumer buying behavior (Schiffman and Kanuk, 2007). Visual elements of packaging in terms of graphics: Nancarrow et al (1998) stated that graphics is the methodology of visual communication and a combination of visual arts and typography. Mostly, the graphics is developed by marketers.

Basically, graphics contain image, layout, color and the total presentation of image communicated to consumers. However, different consumers may observe different packaging in different ways because when consumers learn graphics associations, it could lead the consumers to prefer a certain graphic for certain product categories. In addition, according to

Herrington & Capella (1995), when consumers examine packages in the supermarket, the differential perception and the positioning of the graphics can be the difference between identifying and missing the product because eye-catching graphics could make the product stand out on the shelf and attract the consumers. Therefore, graphics can affect through the colors and printed lines on the package on which different signs and symbols are located. Moreover, in many situations graphics could create a positive mood and also an important role of packaging graphics is that they could gain the attention of consumers to the product (Silayoi & Speece, 2004).

Visual elements of packaging in terms of size/shape: Raghurir and Krishna (1999) conceptualized that size and shape combined with a dimension and consumers trends to use it to make judgments about volume. Basically, consumers could respond to different sizes and shapes in different ways because the effect of packaging size and shape is stronger when product quality is hard to be clarified. Silayoi and Speece (2007) also stated that different packaging sizes attract consumers from different involvement. For example, some consumers find products in larger packaging as a good offer with great value for money and this indicates that when the quality of the product is difficult to judge, the impact of packaging size is greater because bigger packages of Washing detergent products are more likely to be chosen. For example, if consumers are not familiar with the brand of the product, the larger packaging size and shape could be also noticed easily. Informational elements of packaging in terms of product information: Coulson (2000) mentioned that one of the functions of packaging is to communicate product information to consumers, which can help them in their purchase decisions carefully because communication of information is one of the important functions of packaging. For example, it could help consumers to make the right decision in the purchasing process and also provide the consumer the opportunity to consider alternative products and make a choice by reading the information on the package or product. Moreover, Ahmed and Salman (2005) conceptualized that in the washing detergent industry, packaging is considered as a communication tool providing information on the product about ingredients, contents, price, washing directions and the expiry date. Basically, the objective of the information functions of packaging is to inform consumers about the product's contents and help the consumers in making their decisions carefully.

Informational elements of packaging in terms of technology: McIlveen (1994) stated that the informational elements of packaging in terms of technology is a combination between research development and innovation that are more effectively packaged for the product. Basically, the development of packaging technologies is concerned with food safety, and these technologies

could be related to improving the quality, expiration date, safety, and components of the package. Silayoi and Speece (2004) also mentioned that the technology developed for packaging comes from consumer behaviors.

**Price sensitivity:** Kim et al. (1999) mentioned that price is the value of purchasing goods or services and might be involved in consumer buying behavior and price could be an important factor for some consumers because they are more likely to feel price sensitivity when purchasing the product at a lower or higher price. Monroe (1971) also stated that price sensitivity is an individual difference variable describing how individual consumers show their reactions to changes in price levels. In addition, Kanghyun and Thanh (2011) conceptualized that price sensitivity occurs when each consumer shows their reactions to changes in price levels. Basically, it is the awareness of the consumers to what they observe about the cost when purchasing a particular product or service. Normally, each customer will have a certain price acceptability range in their mind. When customers are satisfied with the products or services, they are more likely to buy the product again.

**Brand image:** Keller (2008) stated that a brand may include a symbol, name, design, or experience that help consumers identify products and services, in addition branding could also help consumers to reduce risk by ensuring a certain level of product quality and brand image could create values for the product in many ways, such as by helping consumers to process information, differentiate brands, generate reasons to buy, give positive feelings, and increase the reliability of the product. Keller and Lehman (2006) also mentioned that a good brand image provides important benefits to the product and company. For example, a good brand image could help the company to reduce the costs of advertising and help the company to be ahead of the competitors in terms of recognition. Lassar et al. (1995) also mentioned that consumer confidence could occur with a good brand image because loyalty and trust of the consumers are more likely to be developed through a good brand image and these lead to confidence in the consumers and the greater the confidence they have in the brand, the more likely they are willing to pay a high price for it. Therefore, a good brand image may give buyers confidence that it performs better than a brand which is unknown and the feeling of confidence communicated by the brand can be an important additional benefit to the buyer.

### **Visual elements of packaging in terms of graphics, size/shape and consumer buying behavior**

Ahmed et al. (2014) conceptualized that graphics on the package, such as color and design play an important role in consumer buying behavior because graphics are necessary when

consumers do not have time for much consideration and the decision making process for a product. Abdullah et al. (2013) concluded that there is a significant positive relationship between the graphics on packaging and consumer buying behavior. Moreover, Adam and Ali (2014) stated that consumer consumption trends increased when packages are available in larger sizes. For example, a larger package is considered by consumers of larger families, and a smaller package for them could be considered as a waste. Jinkarn and Suwannaporn (2015) also revealed there is a positive relationship between the size and shape of packaging and consumer buying behavior.

### **Visual elements of packaging in terms of graphics, size/shape and brand image**

Underwood et al. (2001) stated graphics could help consumers find the brand of their choice and if they do not have any strong preference for a brand then graphics at least gain their attention to consider a particular product for evaluation. Edward (2013) summarized that graphics used in packaging have a significant relationship with brand image. According to Agariya et al. (2013), a proper size and shape packaging can help brands in a good position in the market place and set a brand apart from its competitors in order to get consumers' attention easier and also can represent an image of the brand. Orth and Malkewitz (2006) also concluded that there is a significant positive relationship between size and shape of packaging, and brand image.

### **Informational elements of packaging in terms of product information, technology and brand image**

Sial et al. (2011) stated that packaging information, such as labeling which is written on the package or a product could contain the brand name of the product as well as the ingredients. Moreover, a company uses packaging and labeling as a tool to attract consumers because the consumers tend to pay more for the product which has a good brand name, compared to those products which do not have a good brand image. Machado et al. (2012) concluded that there is statistically significant relationship between product information and brand image. In addition, Danaei et al. (2014) conceptualized that companies tend to create a strong brand image by improving the quality of products as well as establishing strong brands through the packaging technology of the product, such as ease of use, ease of handling and safety. Mahajan et al. (2013) also mentioned that there is a significant relationship between packaging technology and brand image.

### **Informational elements of packaging in terms of product information, technology and consumer buying behavior**

According to Deliya and Parmar (2012), the information elements on packaging include the label indicating the brand name of the product, and information could connect consumers with the product because the consumers feel that it is very important to consider information on a package in order to compare quality and value. Mutsikiwa et al. (2013) concluded that there is a significant relationship between the information on the package and consumer buying behavior. Mahajan et al. (2013) conceptualized that packaging technology, such as innovative packaging could add value to the product in the eyes of consumers, such as portion control, recyclability, child-proofing, easy-open, easy-store, easy-to-carry, and non-breakability. Silayoi and Speece (2007) also stated that there is a positive relationship between the technology of packaging and consumer buying behavior.

### **Price sensitivity and brand image**

Soba and Aydin (2012) stated that when consumers have a high income level, it means that price sensitivity of the consumers is low because consumers with a higher income prefer to buy products at higher prices and they also think that a higher price means higher quality. Moreover, price sensitivity of the consumers also has an impact on brand image. For example, the consumer with a high income is more likely to purchase any product which has a good brand image. Dhurup et al. (2013) studied about price sensitivity and brand image and found that there is an impact of price sensitivity on brand image.

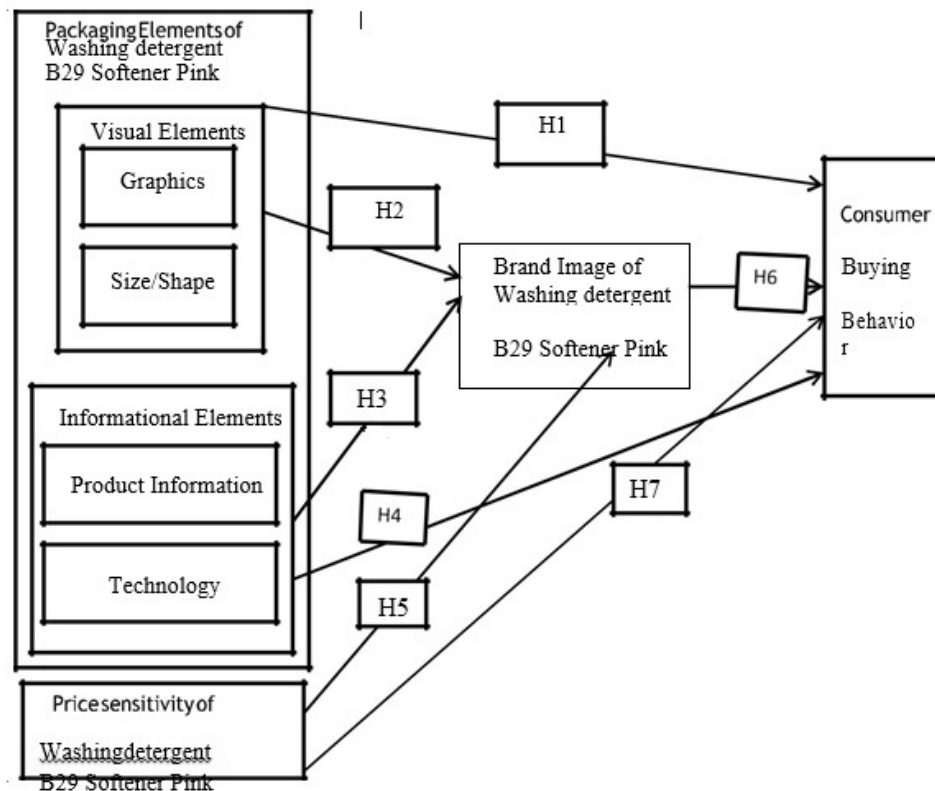
### **Price sensitivity, brand image and consumer buying behavior**

Diaz (2003) conceptualized that consumers' knowledge of prices was found to be dependent on how much importance they placed on price. For example, if the consumer comes from lower-income households, they tend to spend less because their sensitivity to price is influenced by their income level. Kanghyun and Thanh (2011) also mentioned that when consumers do an evaluation on the price of the product, price sensitivity will occur. Brucks et al. (2000) summarized that there is a relationship between price and consumer buying behavior. Sial et al. (2011) mentioned that a good brand image enhances the value of the brand in the consumer's mind because a good image could increase the likeability and desirability of the product. Fianto et al. (2014) also concluded that that brand image has a positive and significant influence on consumer buying behavior.

## Research Framework

Based on three previous studies conducted by Sial et al. (2011), Karampour and Ahmadinejad (2014) and Silayoi and Speece (2004), the researcher developed a conceptual framework consisting of six independent variables which are the visual elements of Washing detergent B29 Softener Pink packaging in terms of graphics, the visual elements of Washing detergent B29 Softener Pink packaging in terms of size/shape, the informational elements of Washing detergent B29 Softener Pink packaging in terms of product information, the informational elements of Washing detergent B29 Softener Pink packaging in terms of technology, price sensitivity of Washing detergent B29 Softener Pink , brand image of Washing detergent B29 Softener Pink and consumer buying behavior as dependent variable. The conceptual framework is shown in Figure.1.

Figure: 1 Conceptual framework



## Research Hypotheses

H1: Visual elements of Washing detergent B29 Softener Pink packaging in terms of graphics and size/shape are significantly influenced on consumer buying behavior.

H2: Visual elements of Washing detergent B29 Softener Pink packaging in terms of graphic and size/shape are significantly influenced on brand image.



H3: Informational elements of Washing detergent B29 Softener Pink packaging in terms of product information and technology are significantly influenced on brand image.

H4: Informational elements of Washing detergent B29 Softener Pink packaging in terms of product information and technology are significantly influenced on consumer buying behavior.

H5: Price sensitivity of Washing detergent B29 Softener Pink is significantly influenced on brand image.

H6: Brand Image of Washing detergent B29 Softener Pink is significantly influenced on consumer buying behavior.

H7: Price sensitivity of Washing detergent B29 Softener Pink is significantly influenced on consumer buying behavior.

## RESEARCH METHODOLOGY

This research was conducted at Jakarta and Tangerang, Indonesia. The population we examined was a citizen of the age of 22 years to 45 years in Jakarta and Tangerang, Indonesia. The study was conducted in January to February 2019 by interviewing using a questionnaire. This study uses data processing techniques with the Structural Equation Model that is processed using SPSS and Lisrel software. Hair, Anderson, Tatham and Black (2008) stated that respondents must be at least 5 times the questionnaire so that the number of operational questionnaires used was twenty-seven, so the samples taken in this study were 135 (27 x 5) respondents with the sampling method using random samples and then added by 10% to anticipate dropouts, with five variables of Visual elements of Packaging, informational elements of Packaging, Price sensitivity, brand image, and consumer buying behavior. Data has been collected and then experienced Likert scale measurements on a scale of one to five (Sugiyono, 2012). The results of the analysis are interpreted and the final step is to conclude and give suggestions.

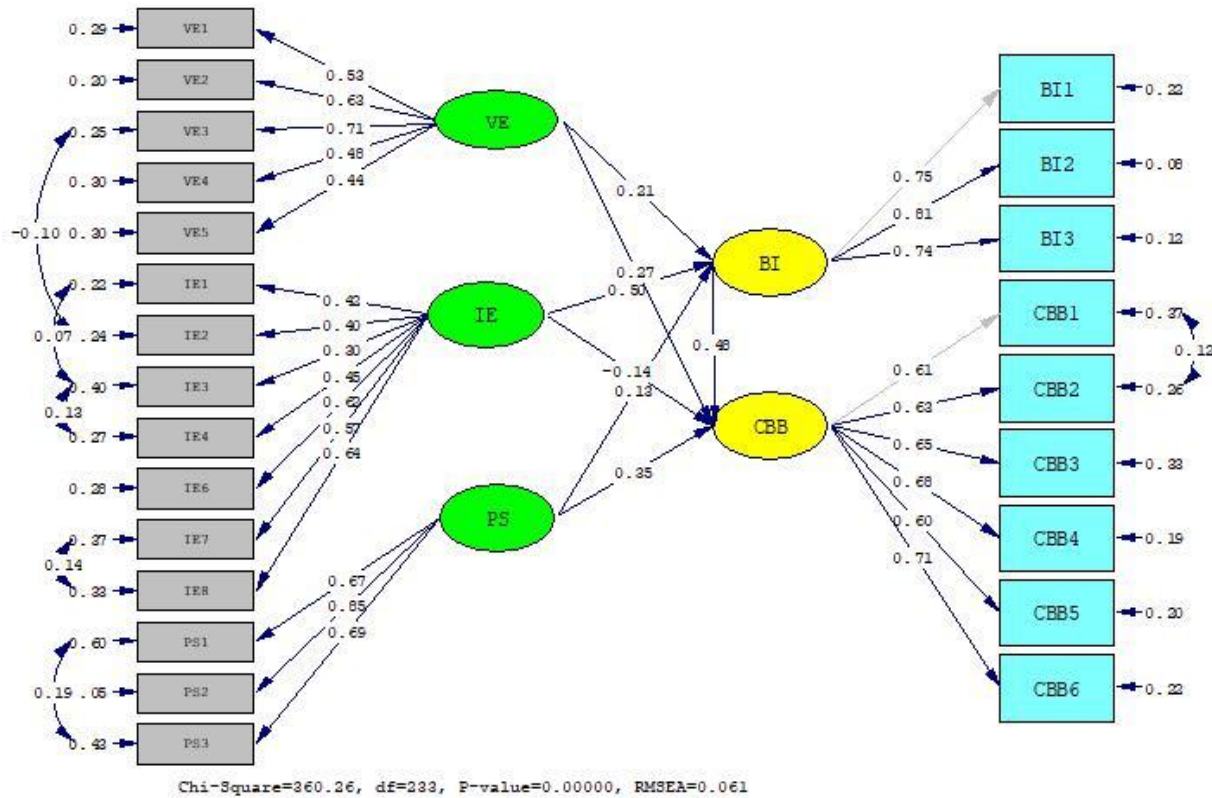
## RESEARCH FINDINGS

According to the descriptive analysis of the demographic factors among 148 respondents, it showed that a majority of respondents were mostly female, which is equal to 65.1% . The highest percentage of respondents' age mostly is between 21 to 26 years old which is equal to 30.2%. Most of respondents are the employee which is equal to 66.7%. The highest education level of the respondents is a Bachelor's Degree which is equal to 64.3%, and the highest percentage of respondents' monthly income is the range of 3.000.000-5.000.000 Rupiahs which represents 53.2%. Moreover, the result of descriptive analysis of the variables revealed that the informational elements of packaging Washing detergent B29 Softener Pink has the lowest mean

which is equal to -0.14. It means that the informational elements of packaging of Washing detergent B29 Softener Pink does not have much influence on the consumers buying behavior, and it means that the consumers are not concerned with the informational elements of packaging Washing detergent B29 Softener Pink. On the other hand, the highest mean belongs to the informational elements of Washing detergent B29 Softener Pink packaging which is equal to 0.50, and it means which means consumers are more likely to consider an information on a package in order to compare quality and the value of the products

Analysis of all tests almost showed a good match, including: Chi Square, RMSEA, ECVI, AIC, CAIC, and Fit Index. There was a result of marginal fit in Critical N and Goodness of Fit. Furthermore, this study produced the path diagram as follows:

Figure 2 Path Diagram t-value



Based on Figure 2 Path Diagram T-Value is a hypothesis in this study, presented in the hypothesis testing table as follows:

Table 1 Research Hypothesis Testing

Hypothesis	Path	T-Value	Results
H1	There is a positive effect of visual elements of washing detergent B29 Softener Pink packaging in term of graphics and size/shape on consumer buying behavior.	2.15	Supported
H2	There is a negative effect of of visual elements of washing detergent B29 Softener Pink packaging on brand image.	1.61	Not Supported
H3	There is positive effect of informational elements of washing detergent B29 Softener pink packaging on brand image	2.97	Supported
H4	There is a negative effect of informational elements of washing detergent B29 Softener pink packaging on consumer buying behavior	-0.80	Not Supported
H5	There is a negative effect of price sensitivity of washing detergent B29 Softener Pink on brand image	1.27	Not Supported
H6	There is positive effect of price sensitivity of Washing detergent B29 Softener Pink on consumer buying behavior.	3.35	Supported
H7	There is positive effect of brand image of Washing detergent B29 Softener Pink on consumer buying behavior	4.30	Supported

As stated in Table 1, the brand image of Washing detergent B29 Softener Pink had the strongest supported on consumer buying behavior at 4,3 of t-value, followed by the price sensitivity of Washing detergent B29 Softener Pink which is supported on consumer buying behavior with at 3.35 of t-value. followed by the informational elements of Washing detergent B29 Softener Pink packaging in terms of technology which is supported on brand image at 2.97 of t-value, followed by the visual elements of Washing detergent B29 Softener Pink packaging in terms of size/shape which is supported on consumer buying behavior at 2.15 of t value. However, the informational elements of Washing detergent B29 Softener Pink packaging in terms of product information and technology is not supported on consumer buying behavior at - 0.80 of t-value, followed the price sensitivity of Washing detergent B29 Softener Pink is not supported on brand image at 1.27 of t-value, followed the visual elements of Washing detergent B29 Softener Pink packaging in terms of size/shape which is not supported on brand image at 1.61 of t value. Therefore, it implies the visual elements of Washing detergent B29 Softener Pink packaging in terms of graphics had a stronger influence on consumer buying behavior than the other variables.

## CONCLUSIONS

The purpose of this study is to identify the factors of Washing detergent B29 Softener Pink packaging on consumer buying behavior toward stores, in Jakarta and Tangerang, Indonesia. There are four independent variables which are the visual elements of packaging information and technology, price sensitivity and brand image, and one dependent variable to study is consumer buying behavior.

The data was collected from 148 questionnaires that were distributed to the respondents who used washing detergent B29 Softener Pink at Jakarta and Tangerang starting from 26 January 2019 to 6 February 2019. Basically, a majority of the respondents were females aged between 22 to 45 years, with a bachelor's degree, having a monthly salary in the range of 3.000.000-5.000.000 IDR, and they were employee. For hypothesis testing, all of the four hypotheses were analyzed by SPSS and Lisrel version 8.80, and all of null hypotheses were rejected.

As stated in Table 1, the brand image of Washing detergent B29 Softener Pink had the strongest supported on consumer buying behavior at 4,3 of t-value, followed by the price sensitivity of Washing detergent B29 Softener Pink which is supported on consumer buying behavior with at 3.35 of t-value. Followed by the informational elements of Washing detergent B29 Softener Pink packaging in terms of technology which is supported on brand image at 2.97 of t-value, followed by the visual elements of Washing detergent B29 Softener Pink packaging in

terms of size/shape which is supported on consumer buying behavior at 2.15 of t value. However, the informational elements of Washing detergent B29 Softener Pink packaging in terms of product information and technology is not supported on consumer buying behavior at -0.80 of t-value, followed the price sensitivity of Washing detergent B29 Softener Pink is not supported on brand image at 1.27 of t-value, followed the visual elements of Washing detergent B29 Softener Pink packaging in terms of size/shape which is not supported on brand image at 1.61 of t value. Therefore, it implies the visual elements of Washing detergent B29 Softener Pink packaging in terms of graphics had a stronger influence on consumer buying behavior than the other variables. Empirical results support all the research hypotheses put forward in a significant way except H2, H4 and H5.

## RECOMMENDATIONS

The researcher found that the brand image of Washing detergent B29 Softener Pink packaging in terms of graphics had the strongest influence on consumer buying behavior at 4.30 of t-value which means brand image that plays an important role on buying behavior of the consumers. Therefore, the researcher would like to suggest the marketing teams of a Washing detergent B29 Softener Pink companies to focus on the graphics of the package, such as color and design. The marketing teams may compare what some of the competitors have done with their packaging in terms of graphics, which means the part of the consumers of the Washing detergent packaging caught consumers' attention effectively. A good brand image will help the consumers understand what the companies' product or service is all about, and what they can expect from the product or service. The good brand image could get the business perceived as reliable, and this will engage the consumers with the product. Therefore, the Washing detergent B29 Softener Pink companies need to make sure that their products have the good brand image. The informational elements of Washing detergent B29 Softener Pink packaging in terms of product information which is also influenced on consumer buying behavior at 2.97 of T-value which means consumers are more likely to consider an information on a package in order to compare quality and the value of the products. Therefore, the companies are supposed to come up with a clear information, and not giving too much information on the package because it is necessary for consumers to consider nice and clear information on the package.

The researcher also found that the visual elements of Washing detergent B29 Softener Pink packaging in terms of size/shape is influenced on consumer buying behavior at 2.15 of t-value which means that the consumers are concerned with the size and shape of the package. The researcher would like to suggest that the Washing detergent companies also need to create a proper size and shape packaging for consumers when grabbing or holding because they are

more likely to take this function to the evaluation of the brand of the product. Therefore, a proper size and shape of the package can help brands in a good position in the market and set a brand apart from its competitors. Lastly, the technology of packaging is not influenced on consumer buying behavior at -0.80 of t-value which means the technology of packaging can be ignored. The researcher would like to suggest that the companies also need to focus on research and development of packaging because innovative packaging with recyclability, un-breakability, handy and so on could add value to Washing detergent B29 Softener Pink and result in companies brand to have a good image.

### LIMITATIONS OF RESEARCH

The limitations of the study refer to several weaknesses in this study. Some of the limitations found in this study are: (1) this research was only conducted on respondents in the cities of Jakarta and Tangerang; (2) The variables examined in this study only discuss consumer buying behavior, packaging, price sensitivity and brand image; (3) There is a possibility that the respondents did not fill out the truth or only filled in based on the ideal conditions expected and not the actual conditions that were happening.

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