

INFLUENCE OF PRODUCT PACKAGING ON CONSUMER PURCHASE INTENTIONS

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Abstract

Purpose of this study is to check the influence of product packaging on consumer purchase intentions. Today consumer choice is very important for marketers. Studies suggest that package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. There so many thing which can effect consumer purchase decision one of them is packaging and its elements. The increasing interest to consumers ' changing lifestyles and self – service as a stimulator for sales support and increase the effective purchasing behavior of the package more. For this reason, we conducted a research to know views of our respondents about how packaging impact on their purchase decisions. For this, survey was conducted to collect primary data. The data was analyzed using SPSS. Findings suggested that all four elements of the packaging (design, graphics, color and material) have significant positive association with purchase intention.

Keywords: *Packaging, Packaging Element, Purchase Intentions, Consumer Behavior*

INTRODUCTION

In today world there are plenty of organizations working in the market to provide the product according to customer need and to compete with each other. Companies are adopting different techniques to compete with each other and to capture the customer in market. One of the most popular techniques is packaging. Most of the customers are attracted by product packaging.

Ranjbarian, 2009, stated in his research that packaging is becoming effective tool to capture the consumer purchase intention. Rundh (2005), describes that packaging can attract consumer attention towards the product and it can influence the consumer perception about that particular product. Once a consumer is attracted towards your products there are many possibilities that he may purchase your product. According to Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004, Packaging is unique image of your product which helps consumer to identify your products in hundreds of other brands. According to (Schoell, 1985) Packaging has both positive and negative impact on your product either it can improve your product image or it can be a cause of your product failure.(Ferrell, 1987; Frontiers, 1996), describes in their researches that when consumer are going to purchase product most of the decisions are made at the spot.

According to Walter et al. (2013) a consumer brand experience impacts customer satisfaction and brand loyalty. Nancarrow et al., (1998), stated in their research that manufacturer must understand responses of consumer packages of company. According to the Silayoi and Speece (2007), packaging has these following elements which should be kept in mind, shape, color, symbol, graphics patterns, pictures, size.

All dimensions of packaging have a positive impact on the experience of the brand and the consumer when making purchasing decisions, lead to brand loyalty. Packaging become a useful tool for marketing of comfort for capture interest customers and gains a competitive or competitive advantage.

Research Objectives

- To Find Out the effect of packaging on the buying behavior decision.
- To check the effect of packaging elements on the buying behavior.
- To measure the relative impact of each packaging element on the consumer.

LITERATURE REVIEW

Packaging

Orth and Malkewitz. (2006) stated that design of packaging is the resource of building brand identity. According to (Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013), Looking for a

good product marker, the number of customers to buy more labeled products. Therefore, the label will influence consumer purchasing behavior, but also to influence consumer purchasing behavior and other factors. Adelina & Morgan (2007), also mentioned in their study that Packaging is one of the most valuable technique for the marketer's to capture customers, packaging and elements can have an impact on consumer purchasing decisions. According to Topoyan and Bulut (2008), packaging has positive effect on brand experience. Better packaging of brand can positively influences customer satisfaction. According to Kuvykaite (2009), packaging also has positive impact on consumer purchase intentions. We used questionnaire method to collect data from respondents. Our Sample size of research is 250 respondents and data was collected from the people of multan region specially form the people of Layyah, Karor, Bhakkar, and Dera Ghazi Khan

Elements of Packaging

Graphics

According to P R Smith, (2004) the graphics on the packaging, the brand unique, retain their identity, help in weight to the brand and standing on the shelf. To P R Smith, (2004) also discusses that Graphics Value Added in brand looks and increases its aesthetic quality. Furthermore, in many cases it's create a positive feeling and match graphics or meet lifelong secret desires of the consumer. Graphics of products helps a consumer to find its desired product in many different products, if consumer don't have strong preferences towards your brand at least graphics will grab the attention of consumers (Pinya Silayoi M. S., 2004). Same author also discussed that Visual elements affect consumers make their choice to buy a particular product. According to Lynsey Hollywood, 2013, if product packaging has different images then it can create interest of consumer for that product.

Color

Keller, (2009) discussed in his study , color is the scope of the packaging, a designer and a certain kind of color, the color of the product of the visual elements is a particularly important part of the vocabulary is to be expected. Keller also discussed that color of packaging and information is an important element of visual design and what it means to be consistent with other marketers are trying to provide. According to Hannele Kauppinen-Raisanen (2010), similar colors of common products are generally accepted, especially when the product range is common.

Design

According to Arun Kumar Agariya, (2012) feelings about the packaging of consumer products and retail consumers actually transferred innovative forms of packaging how you feel about the explosion of complexity and packaging to create an iconic brand image through various forms.

Golnesa Ahmadi, (2013), mentioned in his study design of packaging of any product attract consumers and persuades them to purchase that product. Wang (2013), mentions in his study that consumer perception of product quality is directed effected by product packaging.

Material

According to P R Smith, (2004), like other visual elements of the packaging, material communicate consumer value towards specific product. Material can also affect the perceived quality of product some products are to be made with the material which can bear the lowest temperature below zero or it can also bear high temperature like microwave, it's all depends on product functionality (P R Smith, 2004).The packaging material is an important element that prevents product from losses.

Purchase Intentions

Morgan and Rego (2006), discussed in their study “repurchase intentions are the most widely used indicator of customer loyalty in firms’ customer feedback systems” According to (Chandon Morwitz, and Reinartz 2004 & 2005), Consumer purchasing decisions are often very complex, it is very important for managers to measure customer satisfaction and repurchase intention .Sharp and Sharp (1997), discussed in their research that “a quasi-experimental methodology based on using the established empirical generalizations (captured via the Dirichlet model) of repeat buying behavior to provide a natural benchmark, against which changes in repeat purchase loyalty could be assessed, brand by brand” According to Ghosh (1990), Purchase intention is used to be like most effective tool when we we are trying to predict purchase process.

Hypotheses

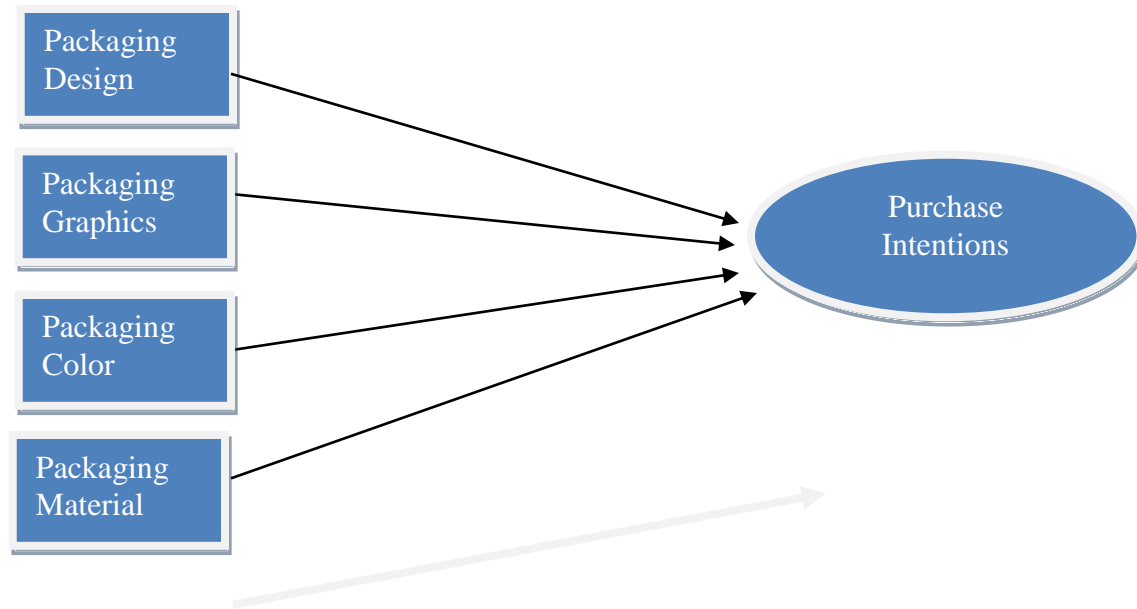
H₁: Is there relationship between Purchase intentions and packaging design.

H₂: Is there relationship between Purchase intentions and packaging color.

H₃: Is there relationship between Purchase intentions and packaging material.

H₄: Is there relationship between Purchase intentions and packaging Graphic.

Figure 1: Theoretical Framework



Research methodology

This study adopted a descriptive research design.

Sampling

We used probability sampling design to select sample from population. Our Sample size of research is 161 respondents from which we collect data.

Data collection instrument

We use questionnaire which consists of 17-Questions of seven variables of packaging.

Data analysis approach

Data collected from respondents put into SPSS 20 and it was analyzed by using different analysis tools.

ANALYSIS AND FINDINGS

Descriptive Statistics

Table 1: Packaging Design

	N	Minimum	Maximum	Mean	Std. Deviation
Packaging_Design	161	3.33	11.67	8.2961	2.05885
Valid N (listwise)	161				

In the above table 1 the minimum values, maximum values, mean values and the values of standard deviation of dependent Variable have been shown. Mean value provides the idea about the central tendency of the values of a variable. Number of observations of each variable is 161. Standard deviation and the extreme values (minimum in comparison to Maximum value) give the idea about the dispersion of the values of a variable from its mean value. The Minimum value is 3.33 while Maximum value is 11.67. The Mean value is 8.2961 with standard deviation of 2.05885.

Table 2: Packaging Color

	N	Minimum	Maximum	Mean	Std. Deviation
Packaging_Color	156	4.25	16.00	11.5064	2.65062
Valid N (listwise)	156				

In the above table 2 the minimum values is 4.25, maximum values 16, and mean values 11,50 while the values of standard deviation is 2.65062. Mean value provides the idea about the central tendency of the values of a variable. Number of observations of each variable is 156.

Table 3: Packaging Graphics

	N	Minimum	Maximum	Mean	Std. Deviation
Packaging_Geaphics	159	1.25	5.63	3.9159	1.25714
Valid N (listwise)	159				

In the above table 3 the minimum values is 1.25, maximum values 5.63, and mean values 3.91 while the values of standard deviation is 1.257. Mean value provides the idea about the central tendency of the values of a variable. Number of observations of each variable is 159.

Table 4: Packaging Material

	N	Minimum	Maximum	Mean	Std. Deviation
Packaging_Material	157	2.67	11.67	8.4565	2.32578
Valid N (listwise)	157				

In the above table 4 the minimum values is 2.67, maximum values 11.67, and mean values 8.45 while the values of standard deviation is 2.32. Mean value provides the idea about the central tendency of the values of a variable. Number of observations of each variable is 157.

Table 5: Repurchase Intentions

	N	Minimum	Maximum	Mean	Std. Deviation
Repurchase_Intentions	146	22.14	58.36	45.2710	7.88661
Valid N (listwise)	146				

In the above table 5 the minimum values is 22.14, maximum values 58.36, and mean values 45.27 while the values of standard deviation is 7.88. Mean value provides the idea about the central tendency of the values of a variable. Number of observations of each variable is 146.

Correlation Analysis

Table 6: Correlation b/w Packaging Design & Repurchase Intentions

		Packaging_ Design	Repurchase _Intentions
Packaging_Design	Pearson Correlation	1	.691**
	Sig. (2-tailed)		.000
	N	161	146
Repurchase_Intention s	Pearson Correlation	.691**	1
	Sig. (2-tailed)	.000	
	N	146	146
**. Correlation is significant at the 0.01 level (2-tailed).			

In this table, two variables – Packaging Design and Repurchase Intentions– are positively correlated ($r = 0.691$, $p = 0.000$). So Hypothesis is accepted. So we can say that the attractive packaging design can attract consumer.

Table 7: Correlation b/w Packaging Color & Repurchase Intentions

		Repurchase _Intentions	Packaging_ Color
Repurchase_Intention s	Pearson Correlation	1	.812**
	Sig. (2-tailed)		.000
	N	146	146
Packaging_Color	Pearson Correlation	.812**	1
	Sig. (2-tailed)	.000	
	N	146	156
**. Correlation is significant at the 0.01 level (2-tailed).			

In this table, two variables – Packaging Color and Repurchase Intentions– are positively correlated ($r = 0.812$, $p = 0.000$). So Hypothesis is accepted. So we can say that the attractive packaging color can attract consumer.

Table 8: Correlation b/w Packaging Graphics & Repurchase Intentions

		Repurchase_ Intentions	Packaging_ Geaphics
Repurchase_Intentions	Pearson	1	.597**
	Correlation		
	Sig. (2-tailed)		.000
	N	146	146
Packaging_Graphics	Pearson	.597**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	146	159

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

In this table, two variables – Packaging Color and Repurchase Intentions– are positively correlated ($r = 0.597$, $p = 0.000$). So Hypothesis is accepted. So we can say that the attractive packaging Graphic can attract consumer.

Table 9: Correlation b/w Packaging Material & Repurchase Intentions

		Repurchase_ Intentions	Packaging_ Material
Repurchase_Intentions	Pearson	1	.742**
	Correlation		
	Sig. (2-tailed)		.000
	N	146	146
Packaging_Material	Pearson	.742**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	146	157

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

In this table, two variables – Packaging Color and Repurchase Intentions– are positively correlated ($r = 0.742$, $p = 0.000$). So Hypothesis is accepted. So we can say that the attractive packaging Material can attract consumer.

CONCLUSION

Packaging could be considered one of the most valuable tools in marketing communications, requiring a more detailed analysis of its components and impact of these elements on the

consumer buying behavior. It has been also verified that proposed research model, package elements, are having the ultimate effect on consumer choice as analysis suggested that all four elements of the packaging (design, graphics, color and material) have significant positive association with purchase intention.

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