



THE IMPACT OF PACKAGING ON CONSUMER BUYING DECISION: AN APPLICATION ON CONSUMER GOODS

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ABSTRACT

The purpose of this research was to know the impact of packaging on consumer buying decision process. Both qualitative and quantitative research approach were used to achieve the objectives of the study. Respondents were selected using convenience sampling method for collecting primary data through self administrated questionnaire. 97 completely filled up questionnaires were authentic for research study. Six factors of packaging were considered as independent variables to evaluate the respondents' opinion. The study result shows that all factors have a positive and significant relationship with buying decision of product with the highest correlation value of packaging color (.810) followed by other factors. Quality of packaging materials has highest positive impact on consumer buying decision process ($\beta=.158, t= 4.215, p=0.001 < 0.05$), followed by packaging color ($\beta=.116, t= 3.281, p=0.000 < 0.05$), followed by printed information of package ($\beta=.224, t= 3.211, p=0.000 < 0.05$) and other factors. R square value shows 58.2% variance in consumer buying decision depends on independent variables.

Keywords: Consumer buying decision, packaging color, label of package, printed information of package.

INTRODUCTION

The globalization of the world has made necessary for manufacturers to present their products in an attractive manner and differentiate their products from the competitors' products. Consumers nowadays are bombarded with too many marketing stimuli, clues in order to being attracted by different companies. Companies are more concerned on individual consumer behavior. It helps them to yield information about how the consumers think, feel and choose their products. Such a situation has increased the choice opportunities offered to consumers and engaged companies into a fierce competition race. The purchase decision is a series of choices or judgment made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The consumer must then decide where making the purchase, what brand, model, or size to purchase, when to make the purchase, how much to spend, and what method of payment will be used (Zekiri and Hasani 2015). Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company (Smith 2004). Kamal *et al.* (2012) found packaging assists as a promotional instrument besides other basic functions. Packaging is important

factor for the consumer buying decision and communication of information about the product (Rundh 2013). Firms’ interest in package as a tool of sales promotion is growing increasingly (Mutil 2012). Keller (2019) emphasis on packaging color. According to Lamb *et al.* (2011) in their book ‘Essentials of Marketing’ think that packaging has four distinct marketing functions. Again Rita (2009) explained package attracts consumer’s attention to particular brand, enhances its image, and influences consumer’s perceptions about the product. Underwood *et al.* (2009) and Silayoi & Speece (2004) found out that packaging elements act as a tool for differentiation. Ahmed *et al.* (2014) found packaging portrays the knowledge about the product and has great impact on consumer buying behavior. Most product labels provide the information via packaging (Ampuero and Vila 2006). Adam and Ali (2014) found that packaging graphics, information are largely and positively associated with customers purchasing behavior. Right packaging can help a brand carve a unique position in the marketplace and in the minds on consumers Alice Louw (2006). Packaging as a silent salesman is directed toward influencing the point of purchase buying decision. The aim of this study is to identify the influence of packaging and their impact on consumer buying decision process in the perspective of consumer goods such as detergents, soap, shampoo, food items and other consumer durables.

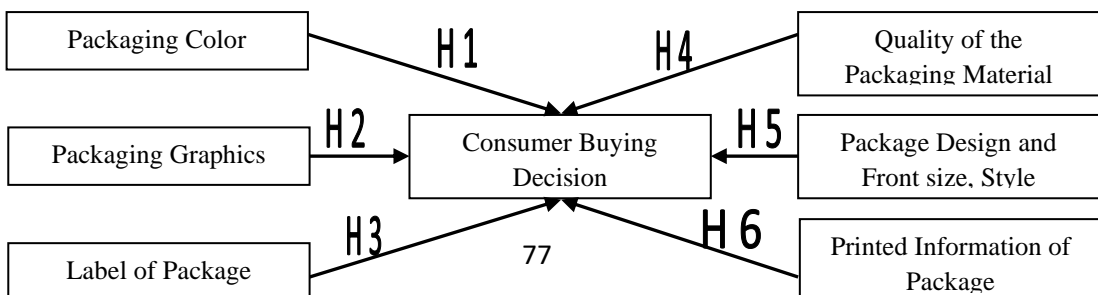
MATERIALS AND METHODS

This study was descriptive in nature. Both qualitative and quantitative research approach were used to achieve the objectives of the study. The people of Rajshahi City Corporation area were the population for this study. The convenience sampling was used and the primary data was collected from the respondents in different shopping malls in city corporation area through self administrated questionnaire. Six factors of packaging were considered as independent variables and a five-point Likert scale (Likert, 1932) (1 = strongly disagree and 5 = strongly agree) was used to evaluate the respondents opinion. Questionnaires were distributed among 113 respondents and 97 completely filled up questionnaires were authentic for research study. Besides primary data, secondary data were collected from manuscripts, various books, journals, articles, research papers, news papers, internet web site etc. Collected quantitative data from the respondents were analyzed using the Statistical Package for Social Science (SPSS) software. Descriptive statistics, Correlation and Regression analysis was used in this study. Following model was established for multiple regression analysis in this study.

$$CBD = \beta_0 + \beta_1 PC_1 + \beta_2 PG_2 + \beta_3 LP_3 + \beta_4 QPM_4 + \beta_5 PD_5 + \beta_6 PI_6 + E$$

Where, CBD = Consumer Buying Decision, PC₁= Packaging Color, PG₂= Packaging Graphics, LP₃= Label of Package, QPM₄= Quality of Packaging Materials, PD₅= Packaging Design and Front size style, PI₆= Printed Information of Package and E= Error term

The following hypothesis was developed for this study.



Hypothesis: 1 Packaging color has a positive impact on consumer buying decision process.

Hypothesis: 2 Packaging graphics has a positive impact on consumer buying decision process.

Hypothesis: 3 Label of package has a positive impact on consumer buying decision process.

Hypothesis: 4 Quality of packaging material has a positive impact on consumer buying decision process.

Hypothesis: 5 Package design, front size and style has a positive impact on consumer buying decision process.

Hypothesis: 6 Printed information has a positive impact on consumer buying decision process.

Table 1. shows the reliability of each construct. Reliability is usually measured by Cronbach's alpha, which shows internal consistency. Cuieford (1965) argues for a Cronbach value beyond ($\alpha = .7$) to be acceptable and reliable. Results are considered as reliable when its values are greater than 0.5.

Table 1. Reliability Analysis

Variables	Cronbach's Alpha
Consumer buying decision	0.731
Packaging color	0.756
Packaging graphics	0.622
Label of package	0.694
Quality of packaging materials	0.718
Packaging design and front size, style	0.712
Printed information of package	0.688

Source: Field survey data, August- October 2021

The Cronbach,s Alpha value of consumer buying decision is .731, packaging color is .756, packaging graphics is .622, label of package is .694, quality of packaging materials is .718, packaging design and front size, style is .712 and printed information of package is .688 respectively. It shows that all variables have the reliability in acceptable range.

RESULTS AND DISCUSSION

Table 2 portrays the descriptive statistics results (i.e. mean and standard deviation) results of the six independent variables.

Table 2. Mean and Standard Deviation Results of Independent Variables

Variables	Frequency	Mean	Std. Deviation
Packaging color	97	4.1842	.82160
Packaging graphics	97	3.7460	.72318
Label of package	97	3.8734	.93513
Quality of packaging materials	97	4.3251	.81354
Packaging design and front size, style	97	3.2156	.74351
Printed information of package	97	4.2389	.82473

Source: Field survey data, August- October 2021

The above table shows, the prime factor with the highest mean value is quality of packaging materials (mean = 4.32 and SD = 0.81), followed by printed information of package (mean = 4.23 and SD = 0.82), packaging color (mean = 4.18 SD = 0.82), label of package (mean = 3.87 SD = 0.93) and packaging graphics (mean = 3.74 SD = 0.72) respectively. One independent variable the least mean score is packaging design and front size, style (mean = 3.21 SD = 0.74).

Table 3. Pearson Correlation Result of the Variable

Variables		Decision to Buy
Packaging color	Pearson Correlation	.810**
	Sig. (2-tailed)	.000
	N	97
Packaging graphics	Pearson Correlation	.421**
	Sig. (2-tailed)	.000
	N	97
Label of package	Pearson Correlation	.689**
	Sig. (2-tailed)	.000
	N	97
Quality of packaging materials	Pearson Correlation	.784**
	Sig. (2-tailed)	.000
	N	97
Packaging design and front size, style	Pearson Correlation	.253**
	Sig. (2-tailed)	.000
	N	97
Printed information of package	Pearson Correlation	.594**
	Sig. (2-tailed)	.000
	N	97

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

Table 3 shows the correlation between six factors i.e. packaging color, packaging graphics, label of package, quality of packaging materials, packaging design and front size, style, printed information of package with consumer buying decision. Accordingly, all factors have a positive and significant relationship with buying decision of product. However, the degree of correlation among the factors is different with the highest correlation value of packaging color (.810) followed by quality of packaging materials (.784), label of package (.689), printed information of package (.594) and packaging graphics (.421). In contrary the least correlated factor is packaging design and front size, style (.253).

The regression equation on the above model can be presented in following way $CBD = \beta_0 + \beta_1 PC_1 + \beta_2 PG_2 + \beta_3 LP_3 + \beta_4 QPM_4 + \beta_5 PD_5 + \beta_6 PI_6 + E$. From table 4 it is found that, $F = 11.23$ and $p = .000 < 0.05$. The R Square value = .582, expressed as a percentage, it is found that 58.2% variance in consumer buying decision depends on independent variables. The regression analysis result also shows that quality of packaging materials has highest positive impact on consumer buying decision process ($\beta = .158, t = 4.215, p = 0.001 < 0.05$), followed by packaging color ($\beta = .116, t = 3.281, p = 0.000 < 0.05$), followed by printed information of package ($\beta = .224, t =$

Uddin *et al.* / the impact of packaging on consumer buying decision

3.211, $p=0.000 < 0.05$), followed by packaging design and front size, style ($\beta=.231$, $t= 1.633$, $p=0.011 < 0.05$), followed by label of package ($\beta=.069$, $t= 1.338$, $p=0.003 < 0.05$). Except packaging graphics all the factors have positive and significant impact on consumer buying decision process and the hypothesis is accepted.

Table 4. Coefficient of the multiple regression analysis

		Standardized Coefficients			
		Beta	t	Sig.	Result
	1(Constant)		5.239	.000	
Hypothesis 1	Packaging color	.116	3.281	.000	Accepted
Hypothesis 2	Packaging graphics	.214	0.210	.164	Rejected
Hypothesis 3	Label of package	.069	1.338	.003	Accepted
Hypothesis 4	Quality of packaging materials	.158	4.215	.001	Accepted
Hypothesis 5	Packaging design and front size, style	.231	1.633	.011	Accepted
Hypothesis 6	Printed information of package	.224	3.211	.000	Accepted
	R Square	.582			
	Adjusted R Square	.494			
	F	11.23		.000	

Dependent variable: Consumer buying decision

CONCLUSION

The present study is related to find out the impact of packaging on consumer buying decision of consumer products. In our study we have used six influential packaging factors as independent variables. According to the study results, prime factor with the highest mean value is quality of packaging materials (mean = 4.32 and SD = 0.81), followed by printed information of package and the least mean score is packaging design and front size, style (mean = 3.21 SD = 0.74). The regression analysis result also shows that quality of packaging materials has highest positive impact on consumer buying decision process ($\beta=.158$, $t= 4.215$, $p=0.001 < 0.05$), followed by packaging color, followed by printed information of package. All the factors have a positive and significant relationship with buying decision of product and the highest correlation value of packaging color (.810) followed by quality of packaging materials and other factors. So, it can be conclude that the product package is an instrument for the organizations to penetrate new and existing markets. Since packaging has become a primary vehicle for communication and branding of any product, so marketers should analyze the different needs and wants of customer and also consider the cultural differences to design the product package. However, this study opens up new horizons over potential fields of investigation which could be the subject of future research.

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