

Impact of Product Packaging Elements on Consumer Purchase Notation: A Study FMCG Items

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Abstract: The main intention of this paper is to investigate the impact of products packaging elements on the purchase behaviour of consumers and then analysis the consumers purchasing capability. The aim of this research is to study the elements of product packaging. This research paper seeks to examine the need to understand consumer purchase notion in order to correctly design product packing elements and to achieve the desired position in the minds of consumers. Companies in order to create the right packaging for their products, they must understand the consumer buying process and understand the impact of packaging elements as a variable that can influence the purchase decision of consumers. The prevailing research paper examine focuses on the impact of packaging elements on buy notion of customers with regard FMCG items, in which in the scope of study changed into limited to Hyderabad town. A shape questionnaire was used to degree the effect of packaging elements. With pattern size 825 respondents and examined thru descriptive information, chances, ANOVA, correlation and multiple regression analysis by means of the usage of SPSS 20.0 version. The end result of the look at showed that media Vehicles like TV, newspaper and magazine and net statistically considerable on purchasing patron in the direction of FMCG packaging. Followed by the product packaging elements have statistical significant on the purchase notion of consumers, but element like back ground of packaging is not statistically significant on the purchase notion.

Keywords: Packaging elements, Consumers, FMCG, Purchase notion, Background colour.

1. Introduction

Now, packaging has turn out to be itself a sales merchandising device for the corporations. The client's shopping for conduct additionally inspired by means of the packaging satisfactory, colour, wrapper, and other characteristics of packaging. Packaging is an entire bundle that will become a remaining promoting proposition, which stimulates impulse buying behaviour. Packaging will increase income and marketplace percentage and decreases marketplace and promotional fees. Consistent with (Rundh, 2005) package deal appeals patron's attentiveness toward a positive brand, will increase its photograph, and stimulates purchaser's perceptions about product. Moreover, packaging conveys exceptional price to merchandise (Underwood, 2003; Silayoi, & Speece, 2007),

packaging works as an instrument for differentiation, and allows clients to decide the product from huge range of parallel products, packaging also stimulates patron's shopping for behaviour (Wells, Farley & Armstrong, 2007). Preceding researches show that there's no settlement on overall category of packaging cloth and bundle elements. There is also disagreement concerning the techniques of package impact on consumer's shopping for behaviour choice. Several researchers try to have a look at all capacity factors of packaging and their impact on purchaser's buying selection (Butkeviciene, Stravinskiene, & Rutelione, 2008), but others attention on distinct elements of packaging and their influence on client shopping conduct (Ampuero & Vila, 2006; Madden, Hewett, & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995). Moreover, a few researchers discover the impact of packaging and its features on purchaser's entire purchase selection (Underwood, Klein, & Burke, 2001), while, a few others – on every step of client's selection-making technique (Butkeviciene, Stravinskiene, & Rutelione, 2008). Brand photo and advertisement have sturdy an impact on and big dating with patron's buying conduct. Human beings perceive the brand photo with high quality mindset. Look at depicted that teens in Gujranwala are extra conscious about their social repute, so that they choose branded merchandise and commercial impacts on their customer buying Behaviour definitely (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, and Ahmed, 2013).

2. Literature review

Packaging acts multidimensional capabilities. It offers expertise about the product and company, a technique to speak with customers and safeguard to the pleasant of product (Silayoi & Speece, 2007). In line with (Rita Kuvykaite, 2009) to have a look at reveals the self-carrier and changing clients' way of life having the last impact on purchaser choice. Increase in impulse shopping for conduct labelling is also speaking to the purchaser (Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad 2013), combine the logo photo, brand attachment and environmental consequences and their impact on purchaser purchase selection. Elaborates that emblem photo don't have a effective relation

with buy decision, emblem attachment has a moderate superb relation with buy selection and environmental consequences but don't have a positive relation with buy selection (Ahmed & Kazim, 2011).

The purchasers buy extra quantity of the products, after looking a nicely-classified product. Therefore, labelling impacts the patron shopping for behaviour, however there are some different elements additionally, which affect the patron shopping for conduct (Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013). In recent times, humans have become extra worried in the direction of green shopping because of a grown cognizance for environmental protection. Inexperienced buying is basically the act of buying environmental friendly products. The research model in this take a look at examines the effects of predictor variables (environmental situation, organizational green image and environmental expertise) upon criterion variable (inexperienced buy goal) with the moderating impact of perceived product rate and first-class (Underwood, 2003; Rettie & Brewer, 2000; Barber, Almanza, & Donovan, 2006). (Adelina & Morgan, 2007) conclude that Packaging can be treated as one of the most valuable tools in this day's advertising communications; Packaging has a vital effect on customers shopping for conduct. The effect of packaging and its elements can impact the patron's buy selection (Ahmed et.al, 2014).

In keeping with (Karbasivar & Yarahmadi, 2011), greater clothing impulse shopping for and promotional methods (cash cut-price) utilization among sample, in addition to in-save shape show (window display) has important function to encourage purchasers to shop for impulse. They can present complementary products to encourage patron to buy impulse. Also, sealers can boom clothing impulse shopping for with redecorating their stores in modern-day fashion and use appealing lights and colourings. The end result of the take a look at proves that there's a pivotal courting between window display, credit score card, promotional sports (discount, unfastened product) and customer impulse buying behaviour (Alice, 2006). In line with (Erzsebet & Zoltan, 2007) each the qualitative and quantitative studies confirmed that respondents adopted similar threat reduction strategies of their purchase of infant care products. These studies investigated consumer perceptions and buying behaviour of baby care products. The consequences of the number one research showed those consumers' needs glad about the product in phrases of reliability and performance and packaging.

In keeping with (Butkeviciene, Stravinskiene and A. Rutelione, 2008), impulse buying is indeed an applicable component in CE retailing, for this reason justifying using sales packaging. But, optimization is still important. From a cheap and environmental attitude, it is very steeply-priced to apply income packaging (with additional fabric use and transport extent) to products that don't want them, or to use them in an useless way. (Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad, 2011), combine the emblem picture, brand attachment

and environmental outcomes and their impact on client buy decision. Elaborates that emblem image don't have an effective relation with purchase selection, brand attachment has a moderate superb relation with purchase decision and environmental consequences however don't have a high quality relation with purchase choice (Ahmed, Arif & Meenai, 2012).

3. Objectives of the study

Following are the primary objective of the study

- To study the types of Media vehicles that influence consumer purchase behaviour towards the packaging of FMCG products.
- To examine the impact of product packaging elements influence on consumer purchase behaviour towards FMCG products.

4. Hypothesis of the study

Following are the hypothesis of the study

- HO1: There is no significant influence of media vehicles on consumer purchase behaviour towards packaging of FMCG products.
- HO2: There is no significant impact of Product Packaging Elements on Consumer Purchase behaviour.

5. Scope of the study

From the scene various investigations of the literature review and framed conceptualization created by the scholars. They are focusing mainly on the bundling terms and their performance. Just a few studies were done on bundling in the Indian context with the FMCG sector. Only some of the studies said about the spirited strategies on the role of the bundling in the changed competitive situation of the market in the Indian markets. The present study is mainly focusing on the impact of product packaging, strategies of packaging which have been implemented by the FMCG sector. And what are the strategies applied by the Marketer to influence of the consumer purchase behaviour with the product packaging.

6. Methodology

- *Research Design:* Descriptive research
- *Sources of data:* The study is concerned with the consumer perception and product packaging strategies, based on that source of the data collected from Primary source of data is collected from the respondents through structured questionnaire and interviews. It was in order to collect data on the product packaging strategies which affect on consumer purchase perception. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites.
- *Sample Size:* 825 Respondents from Hyderabad City Base on the Cochran's formula (infinity population), the sample size selected is 825. The sample size selected from the

sample area i.e Hyderabad city, Telangana state. For mountain accuracy, reliability and validity of the data very small and large size samples are avoided. Because of the very small size sample having an inappropriate representation of the total sample area and large size sample have very difficult to handling all the process and managing data in a proper way.

- *Data collections methods:* Data has been collected using structure questionnaire through customer survey method and personal interview of consumers with help of Convenience sampling method, Statistical tools like ANOVAs, Correlation and Multiple Regression using SPSS 20.0 has been used.

General profile of Respondents: The frequency distribution of demographic variables is presented in the following table.

Table 1
Profile of Respondents

Particulars	Classification	No. of. Responses	Percentage
Age	Below 20 Years	180	21.8
	21-30 Years	234	28.4
	31-40 Years	228	27.6
	41-50 Years	137	16.6
	51 and Above	46	5.6
Gender	Male	582	70.5
	Female	243	29.5
Education	SSC	77	9.3
	Intermediate	100	12.1
	Degree	234	28.4
	pg degree	273	33.1
	PG and above	141	17.1
Occupation	Govt. Employee	252	30.5
	Private Employee	299	36.2
	Business	98	11.9
	Home Maker	84	10.2
	Student	92	11.2
Monthly income (in rupees)	below 20,000	86	10.4
	20,001-30,000	125	15.2
	30,001 - 40,000	318	38.5
	40,001-50,000	203	24.6
	50,001 and above	93	11.3
Total		n = 825	100%

- *Age:* More than 28.4% candidates belongs the age group of 21-30 years and above, and 27.6%, 21.8%, 16.6% and 5.6% by the age of 31-40 years, below 20 years, 41-50 years and 51 and above years respectively.
- *Gender:* From the above desk it is evident that 70.5% of the whole respondents belong to male accompanied by 29.5% through female respective.
- *Education:* It is found from above table, that extra than 33.1% of the respondents belongs to pg, and followed with 28.4%, 17.1%, 12.1%, and 9.3% belongs to degree, pg and above, intermediate and SSC respectively.
- *Occupation:* It is evident from above table, that more than 36.2% of the respondents working as private employee,

and it are observed that 30.5%, 11.9%, 11.2% and 10.2% working as govt employee, Business, Student and Homemaker respectively.

- *Income in rupees:* 38.5% of family have an income between 30,001-40,000 followed by 24.6%, 15.2%, 11.3% and 10.4% with the income of 40,001-50,000, 20,001-30,000, and 50,001 and above and below 20,000 have family income level of respondents.

7. Conceptual framework

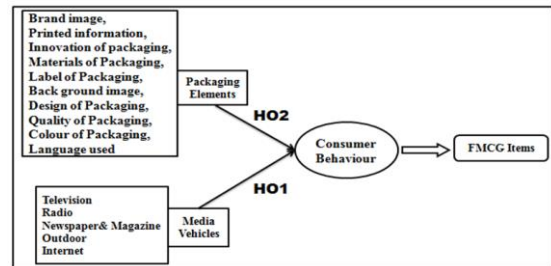


Fig. 1. Conceptual framework

8. Consequences and discussions

Table 2
Scale construction

Questionnaire	Items	Alpha
Media vehicles influence	4 Items	0.761
Packaging elements	10 Items	0.883

This confirms the validity and reliability of present studies paper. Major variables: Media vehicles and product packaging elements on client notion are considered. Alpha values were calculated one after the other for each the variables to test for the reliability and validity of the destiny take a look at. The Cronbach's alpha values for Media exposure and product packaging strategies are observed to be 0.761 and 0.883.

H01: There is no significant influence of media exposure on consumer purchase behaviour towards packaging of FMCG products.

The table 3 reveals that any mean difference between the two sets of variables like media exposure and consumer purchase behaviour, and it indicated that 764.381 is the between-group variation in the group of TV as a source of information and consumer purchase behaviour and 764.381 is the within-group variation of TV and Purchase behaviour of consumers. The box also reveals that F-distribution .858, Followed by, the level of significance is .05 is less than 0.05. Through this, the Alternative hypothesis accepted and the null hypothesis is rejected. The result shows that there is a significant influence of TV exposure on consumer purchasing FMCG products. And followed with media exposure channels like Radio, Newspaper, and Magazine, Outdoor, and Internet of between groups variations are 20.409, 17.800, 17.117, 16.293 and their variance in Within group value is 759.113, 379.380, 585.126, 789.424. F-Statistic values are 1.276, 2.227, 1.389 and .980 followed with significant level are 0.200, 0.003, 0.004 and 0.009, all are less than 0.05 except 0.200. Finally, the results indicate that the

Table 3
ANOVAs

		Sum of squares	Df	Mean Square	F	Sig.
TV	Between Groups	13.817	17	.813	.858	.005
	Within Groups	764.381	807	.947		
	Total	778.199	824			
Radio	Between Groups	20.409	17	1.201	1c.276	.200
	Within Groups	759.113	807	.941		
	Total	779.522	824			
Newspaper and Magazine	Between Groups	17.800	17	1.047	2.227	.003
	Within Groups	379.380	807	.470		
	Total	397.181	824			
Outdoor	Between Groups	17.117	17	1.007	1.389	.004
	Within Groups	585.126	807	.725		
	Total	602.242	824			
Internet	Between Groups	16.293	17	.958	.980	.009
	Within Groups	789.424	807	.978		
	Total	805.716	824			

Table 4
ANOVAs

		Sum of Squares	df	Mean Square	F	Sig.
Colour of Packaging (E1)	Between Groups	2.934	4	.733	11.945	.000
	Within Groups	50.353	820	.061		
	Total	53.287	824			
Back ground image of Packaging(E2)	Between Groups	27.922	17	1.642	1.610	.056
	Within Groups	823.525	807	1.020		
	Total	851.447	824			
Materials of Packaging(E3)	Between Groups	17.052	17	1.003	1.763	.009
	Within Groups	459.049	807	.569		
	Total	476.102	824			
Printed information (E4)	Between Groups	8.680	17	.511	.623	.000
	Within Groups	660.957	807	.819		
	Total	669.636	824			
Innovation of packaging(E5)	Between Groups	9.279	17	.546	.455	.001
	Within Groups	968.170	807	1.200		
	Total	977.450	824			
Label of Packaging(E6)	Between Groups	23.390	17	1.376	1.376	.001
	Within Groups	806.930	807	1.000		
	Total	830.320	824			
Quality of Packaging(E7)	Between Groups	12.640	17	.744	.447	.002
	Within Groups	1341.825	807	1.663		
	Total	1354.465	824			
Design of Packaging(E8)	Between Groups	16.380	17	.964	1.153	.005
	Within Groups	674.536	807	.836		
	Total	690.916	824			
Language used on Packaging(E9)	Between Groups	26.080	17	1.534	1.263	.000
	Within Groups	980.461	807	1.215		
	Total	1006.541	824			
Brand image on the Packaging (E10)	Between Groups	21.348	17	1.256	1.425	.000
	Within Groups	710.975	807	.881		
	Total	732.322	824			

Alternative hypothesis of a statement accepted while rejected the Null hypothesis. So the media exposure channels like newspaper and magazine, Outdoor and internet significantly impact on the consumer purchase behaviour, but radio (0.200) does not significantly impact on consumer purchase behaviour with respect of Packaging of FMCG products.

H02: There is no significant impact of Product Packaging Elements on Consumer Purchase behaviour.

In order to understand whether there is any significant impact

of Packaging elements of products with respect to consumer purchase Behaviour. It is observed that from the above table, packaging element like Colour of packaging (E1) and consumer purchase behaviour difference in the sum of the squares and 21.344 is the variation in the between the group and, this value is small because of the mean values are closed in between the groups. 876.251 is the variation within the group and the value of F-distribution is 1.156. Finally, the level of significance value is 0.002, which is smaller than 0.05. So the results

indicate that the null hypothesis can be rejected. So Colour of Packaging (E1) impacts on Consumer purchase behaviour with respect to FMCG products. And followed with packaging elements like Background image of Packaging (E2), Materials of Packaging (E3), Printed information (E4), Innovation of packaging (E5), Label of Packaging (E6), Quality of Packaging (E7), Design of Packaging (E8), Language used on Packaging (E9), Brand image on the Packaging (E10) of between groups variations are 27.922, 17.052, 8.680, 9.279, 23.390, 12.640, 16.380, 26.080 and 21.348, their Within group variations are 823.525, 459.049, 660.957, 968.170, 806.930, 1341.825, 674.536, 980.461, 710.975. F-Statistic values are 1.610, 1.763, .623, .455, 1.376, .447, 1.153, 1.263 and 1.425. Followed with significant level are 0.56, 0.009, 0.000, 0.001, 0.001, 0.002, 0.005, 0.000, and 0.000. These respected significance values are smaller than 0.05. Finally, table values indicate that the alternative hypothesis accepted and the null hypothesis rejected on the bases of the results. The Packaging elements dimensions are impacted on consumer purchase behaviour towards FMCG products, but packaging element like Background image of Packaging (E2) is not a significant impact on consumer purchase behaviour, because of its significance level is 0.056 and it is more than 0.05.

Correlations between Packaging Elements variable with Purchase behaviour of the Final consumers:

Table 5
Descriptive Statistics

	Mean	Std. Deviation	N
Colour of Packaging (E1)	3.12	1.044	825
Back ground image of Packaging (E2)	3.26	1.017	825
Materials of Packaging(E3)	2.57	.760	825
Printed information (E4)	3.33	.901	825
Innovation of packaging (E5)	3.70	1.089	825
Label of Packaging (E6)	3.72	1.004	825
Quality of Packaging (E7)	2.97	1.282	825
Design of Packaging (E8)	2.71	.916	825
Language used on Packaging (E9)	3.09	1.105	825
Brand image on the Packaging (E10)	3.66	.943	825
Consumer Purchase Behaviour	3.7671	.35144	825

The mean values of Packaging elements variables like Colour of Packaging(E1) , Back ground image of Packaging (E2), Materials of Packaging (E3), Printed information (E4), Innovation of packaging(E5), Label of Packaging (E6), Quality of Packaging (E7), Design of Packaging (E8), Language used on Packaging (E9), Brand image on the Packaging (E10) and consumer purchase behaviour are found to be 3.12, 3.26, 2.57, 3.33, 3.70, 3.72, 2.97, 2.71, 3.09,3.66 and 3.7671 with standard deviations of 1.044, 1.017, .760, .901, 1.089, 1.004, 1.282, .916, 1.105, .943, and .35144 respectively.

The Elements of the packaging like Colour of Packaging (r=.542**), Printed information (r=.612**) and Quality of Packaging (r=.513**) are having strongly correlations with the Consumer purchase behaviour. Whereas, elements like Label of Packaging (r=.311**), Language used on Packaging (r=.312**) having weak correlation with consumer purchase behaviour.

having weak correlation with consumer purchase behaviour.

Table 6
Correlations between the packaging elements and consumer purchase behaviour

S. No.	Packaging elements	Pearson Correlations
1	Colour of Packaging	.542**
2	Back ground image of Packaging	.405**
3	Materials of Packaging	.357**
4	Printed information	.612**
5	Innovation of packaging	.384**
6	Label of Packaging	.311**
7	Quality of Packaging	.513**
8	Design of Packaging	.473**
9	Language used on Packaging	.312**
10	Brand image on the Packaging	.443**

** Correlation is significant at the 0.001level (2-tailed)

Multiple regressions between Product Packaging Elements with purchase behaviour of Consumers:

Table 7
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492 ^a	.242	.233	.22277

a. Predictors: (Constant), Brand image on the Packaging, Printed information, Innovation of packaging, Materials of Packaging, Label of Packaging, Back ground image of Packaging, Design of Packaging, Quality of Packaging, Colour of Packaging, Language used on Packaging

R² value reveals that the amount of difference in the dependent variables, and it is explained by the independent variables like Brand image on the Packaging, Printed information, Innovation of packaging, Materials of Packaging, Label of Packaging, Back ground image of Packaging, Design of Packaging, Quality of Packaging, Colour of Packaging, Language used on Packaging. Followed by the R² value is the found that 0.242, it implies the meaning by 24.2% variation of difference explained by the predictors / independent variables. This is the total strength of association between dependent variables and independent / predictors.

Table 8
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.892	10	1.289	25.980	.000 ^b
	Residual	40.394	814	.050		
	Total	53.287	824			

a. Dependent Variable: Consumer purchase behaviour
b. Predictors: (Constant), Brand image on the Packaging, Printed information, Innovation of packaging, Materials of Packaging, Label of Packaging, Back ground image of Packaging, Design of Packaging, Quality of Packaging, Colour of Packaging, Language used on Packaging

Ho: There is no significant variation caused by predictors on Consumer Purchase Behavior.

The above box reveal that the value of F-distribution is statistically significant, therefore the following statement i.e. the null hypothesis rejected and the alternative hypothesis. So the result implies that there is a variation of difference of variation caused by the independent variables on the dependent variables.

Table 9
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.895	.119		27.301	.000
	Colour of Packaging	.079	.023	.224	6.238	.000
	Back ground image of Packaging	-.097	.033	-.101	-2.852	.104
	Materials of Packaging	-.076	.027	-.053	-1.520	.009
	Printed information	-.087	.035	-.067	-1.802	.002
	Innovation of packaging	-.047	.021	-.019	-.601	.548
	Label of Packaging	.072	.032	.115	3.438	.001
	Quality of Packaging	-.084	.022	-.083	-2.066	.009
	Design of Packaging	.140	.048	.347	8.008	.000
	Language used on Packaging	-.059	.034	-.026	-1.609	.003
	Brand image on the Packaging	.083	.015	.058	1.568	.007

a. Dependent Variable: Consumer purchase behaviour

The above table reveal that results of t-statistics values at the 2 tailed p-values with testing statistically significant with Zero, by the help of Alpha with 0.05 values: Followed with the table indicates that the results of t- values and p-values. The value of 't' for all the predictors like Colour of Packaging (6.238), Back ground image of Packaging (-2.852), Materials of Packaging (-1.520), Printed information (-1.802), Innovation of packaging (-.601), Label of Packaging (3.438), Quality of Packaging (-2.066), Design of Packaging (8.008), Language used on Packaging (-1.609) and Brand image on the Packaging (1.568) and p-values of the respected predictors are 0.000, .009, .009, .001, .009, 000, .003 and .007 values are statistically significant and because of these values are smaller than the alpha value (0.005). Whereas Back ground image of Packaging (0.104) and Innovation of packaging (0.548) p-values are more than 0.005, these are not statistically significant because their values are more than alpha value.

9. Managerial implications

The entrepreneurs ought to come with modern and precise packaging while they may be launching new merchandise in the market. Mass Media play an important function to persuade more on clients purchase behaviour. So this main factor, marketers preserve excessive great of video, audio, clarity of message about product packaging. If the commercial enterprise or manufactures are retaining proper elements of packaging with cautious examination, it facilitates to construct and generate the extra effective income the best one way is there to get greater proper results in a powerful manner, it occurs by way of constructing the powerful techniques planning of packaging of their respective product segments.

10. Limitations of the research

No research is without certain limitation specifically in the case of surveys conducted through structured questionnaires or personal interviews. So, the outcomes of the present study are limited or geographically responses may vary. By giving attention to these apparent reasons, we can see the following limitations: The sample is drawn from Hyderabad city; therefore, the sample may not represent the whole population.

Hence, the limitation of generalization will be there. A sample size of 825 respondents has been selected in and around Hyderabad city as related to the universe, bias respondent's responses, deficiency of published / unpublished literature on Product packaging strategies and time restriction could be some limitations. This study is not considering total FMCG product packaging, since few categories in FMCG products are considered, like Personal care products (Cosmetics), Dairy products (Milk, Ghee, Ice cream), Food products (Biscuits, Bread, Cakes) and Beverages (Soft drinks & Energy drinks) and only to evaluate the packaging strategies impact on the purchase behaviour of final selected respondents. Personal bias of respondents while answering the question may have skewed the results slightly, although an effort has been made to verify the results through all sorts of quantitative and qualitative.

11. Conclusions

This study attempted to explore the Impact of product packaging elements on consumer purchasing behaviour and try to comprehend its influence in their decision making by attempting to consolidate the various viewpoints to reach at a conclusion which can better explain the notion of rationality and at the same time the act of consumption. For the past days, packaging was viewed just as a box/container or outer covering, but packaging has various tasks to playing at this point. As for the consequences confirmed that media exposure like TV, radio, newspaper and magazine and internet statistically sizable on patron belief in the direction of FMCG packaging, besides Radio. And packaging elements have advantageous effect at the patron towards purchase belief. But back ground of the packaging not influence on buying of behaviour of consumers. Ultimately, the researcher concluded that the entrepreneurs observed greater effective product packaging elements and techniques in market for attracting and rendering new and existed customers for increasing enterprise and product marketplace proportion.

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