

Effect of Packaging Elements on Consumer Buying Behavior: Comparative Study of Cadbury Dairy Milk and Cadbury Perk

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Abstract- Consumer Buying Behavior is the area of interest for all the companies. Not for their upcoming offerings but for their current offerings too. Its continuous analysis is required in order to fulfill the requirement of customers as well as to compete effectively with the increased degree of competition from direct competitors and indirect competition. There are several factors which can affect the consumer buying behavior but when companies want to analyze it expensive and Fast Moving Consumer Goods (FMCG), the role of packaging found to have the significant role in affecting consumer buying behavior. That's why major purpose of this paper is to analyze the impact of elements of packaging on consumer buying behavior related with the purchase of chocolates which are treated as Fast Moving Consumer Goods as well as expensive products in Pakistan and for the analysis of packaging elements on consumer buying behavior a structured close ended questionnaire was developed through the help of important variables and methodologies used in the prior research work. Though questionnaire was distributed among five hundred respondents and among these we have got back four hundred and fifty six questionnaires. Moreover analysis of reliability of questionnaire and implementation of statistical tools has been done through SPSS. However it is difficult to measure the consumer buying behavior related with the purchase of two different brands of one company. But through circulating it to larger audience this became possible to evaluate the impact of different elements on different brands of Cadbury. The major advantage of this research is that this research helps most of the marketers in using packaging in the way it can produce the desired impact of the customers of expensive as well as FMCG.

Index Terms- Packaging, Packaging Elements & Consumer Buying Behavior

I. INTRODUCTION

We are living in the age of communication. Any one of us living anywhere in the world use different terms, symbols, signs, use different tools for advertising and prefer different packaging for products in order to satisfy miscellaneous needs more appropriately. (Gilaninia, Ganjinia and Moradi, 2013)

But the advancement in technology in the age of communication affects almost all types of human activities and it is also backed by the use of communication and mass communication (Gilaninia and Sharif, 2011) and when marketers want to see their offerings from the point of view of

their consumers they found that packaging of goods is also an important tool of visual communication. (Mohammadi, 2011)

The role of packaging is almost a change phenomenon because of the competition, change in consumer's life styles and increase in the rate of self service. On the other hands producers are also taking interest in packaging not only as tool of sales promotion but also because of its impact of impulsive buying and increase in the market share of the company. (Mutil, 2012)

II. STATEMENT OF PROBLEM

It has been observed that marketers are always trying to influence consumer buying behavior by use of different marketing mix elements; each and every marketing mix element has its own impact on consumer buying behavior. Similarly packaging has its own impact on consumer buying behavior, especially on the last stage of consumer buying behavior i.e. purchase decision there is a significant impact of packaging and this impact is more significant in the purchase of fast moving consumer goods, Research Conducted in 2004 indicated that packaging is based upon some elements and each and every element associated with it has some level of influence on consumer buying behavior.

Moreover research conducted in Iran in the year 2014 by Mousavi & Jahromi indicated Packaging has significant impact on the sales of those products which are treated as expensive, and in Countries like Pakistan chocolates are treated by most of us as the fast moving as well as expensive product. Furthermore, lot of research work has been done on the effect of packaging on consumer buying behavior associated with milk brands not only by Pakistani researcher like Adam and Ali, 2014, but also by researchers of other countries.

But no one emphasizes on the point mentioned by Mousavi & Jahromi that we cannot treat packaging as the major tool to influence consumer buying behavior for inexpensive goods. But the role of packaging is more dominant when the product is treated as expensive by the customers. That's why the need of research on the effect of packaging on consumer buying behavior associated with the purchase of chocolates is required to help companies, so packaging elements can create more emphatic impact on consumers of chocolates.

III. OBJECTIVES OF THE RESEARCH

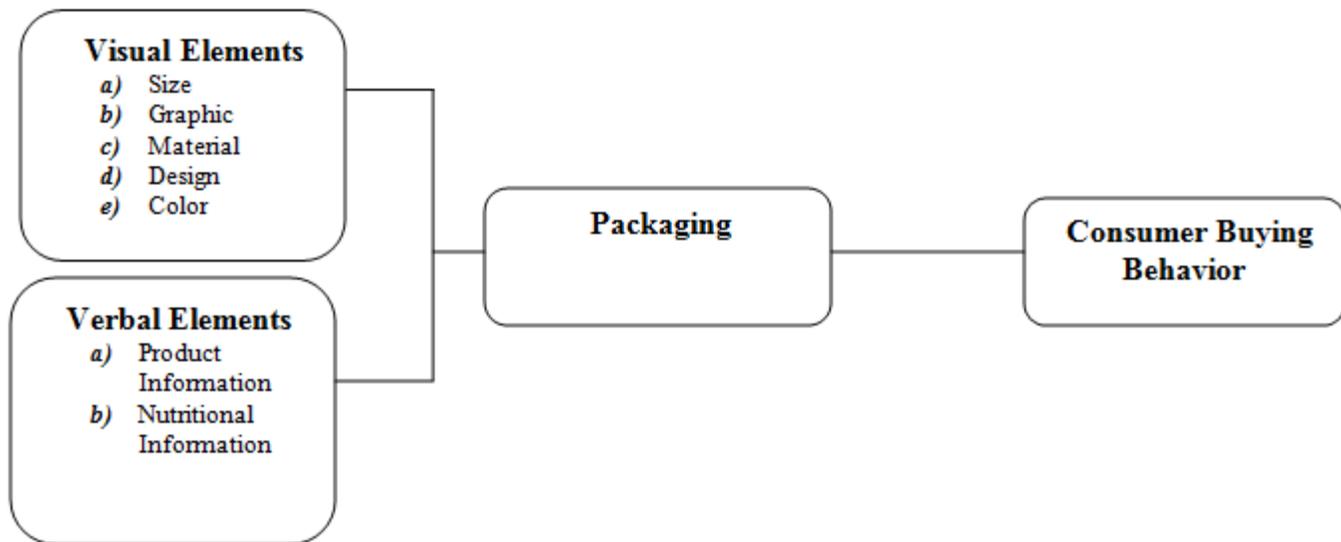
Some objectives and major objectives of this research are listed below:

1. To check the impact of packaging of chocolates on consumer purchase decision

2. To determine the effect of visual elements of packaging on consumer buying behavior associated with chocolates.
3. To check the result of verbal elements of packaging on consumer buying behavior associated with chocolates.
4. To check the upshot of demographic variables on the selection of chocolate brand.
5. To compare the importance of verbal elements of packaging on consumer buying behavior associated with two most popular chocolate brands.

6. To compare the importance of visual elements of packaging on consumer buying behavior associated with two most popular chocolate brands

Research Model: Research Model is an important tool which elaborates the relationship between various variables and the research model for this research is as under



Packaging:

Development of wrappers and covers, for company's offerings is known as Packaging. (Keller, 2009) the importance of packaging can be estimated by its use as most of marketers believes that it is a part of part of marketing mix elements and must be considered as the important element in product strategy. (Kotler, 2008) it has significant importance in the product strategy that most of the times marketers try to take competitive advantage by using these marketing mix elements over the competing brands. (Keller, 2009)

Moreover packaging is also an important tool for Brand recognition and for the development of Brand associations. (Keller, 2009) and at last it is the toll through which marketers became able to achieve marketing objectives by fulfilling the desires of consumers through packaging aesthetics in the form of packaging size, packaging shape, packaging color, text used on packaging, graphics used on packaging and by other functional elements of packaging. (Rundh, 2013)

Moreover it is proved by the research that Packaging is evaluated positively by the consumers if it became able to communicate meaning of the product comprehensively and consistently. (Hannele, Kauppinen Raisanen, 2010) When it comes to communication then packaging is also an effective tool which helps marketers in gaining the attention of their target market. Through this marketers are not only able to communicate their value properly but also became able to grab consumer attention at the point of purchase. (Robert & Julie, 1998) not only this packaging is the only tool which is help organizations

as well as consumers in fulfilling their requirements regarding product storage & product transportation. (Calver, 2007)

Components of Packaging:

Initially research identified six elements of packaging which includes size of packaging, color of packaging, Text used on packaging, Material of packaging, Graphics used on packaging and Smell. (Smith and Taylor, 2004) But research work conducted after wards indicates that packaging elements are divided into two categories which are visual elements and verbal elements (Adam and Ali, 2014)

Visual Element of Packaging:

These elements are the useful tool to influence the emotions of the target market. Marketers can use lot of visual elements of packaging when the product is associated with the category which requires low customer involvement and customer do not want to waste their efforts in searching for products (Pinya, 2004)

Size:

The research conducted in the year 2008 proves that redesigning of packaging increases the rate of consumption, especially when the product is available in larger size (Kotler, 2008) furthermore increase in size of packaging also indicates better quality (Smith, 2004) and influence the desire to consumer. (Keller, 2009)

Moreover, access of new markets can easily be done by the change of packaging. (Arun; Ankuri; Hitesh; Udit; Deepali, 2012) furthermore it has been also proved by the research that consumers having small families does not focuses on large size packs and treat them as waste of product as the amount of product will be more than their requirements (Pinya, 2004) and if does not have longer reliability then consumers will not be inclined towards the larger sizes. (Golnesa, 2013)

Graphics:

It not only helps marketers in making their product unique but also helps them in highlighting their brand name more effectively by maintaining its individuality and identity in shelves. (Smith and Taylor 2004) Use of graphics is helpful in value addition in the physical appearance of the brand and also improves the exterior by enhancing the quality of aesthetics. Not only this graphics has the ability to produce positive impact on consumer mood and sometimes graphics matches with the unseen goals or unseen determination and hence will help marketers in enhancing the recall rate of their bands as compared to the competing ones. (Pinya, 2004)

A qualitative research conducted in the year 2013 identifies that textual elements associated with graphics are more worthwhile if they are placed on the left side of the packaging and pictorial elements will be considered worthwhile when they are placed on the right side of the packaging. (Pinya, 2004)

This is an important indication for marketers that graphics can be made more attractive through the proper placement of elements which are associated with graphics. Graphics are considered important whether consumer have the brand loyalty or not. When consumer are preferring any brand then graphics helps them in eliminating the clutter and when they are not loyal to any of the brand then graphics act as an important tool which can at least grasp their attention. (Pinya, 2004) as pictorials on packaging can increases the level of interest and level of curiosity of customers. (Lynsey ; Laura; Armstrong; Heather, 2013)

Material

As other visual elements, material also communicates, most importantly material affects the perceived quality associated with the product that means consumers thinking regarding material results in change of the perceived quality. Furthermore sometimes marketers use those packaging material which can prevent the freshness of product under extremely high or extremely low temperature. (Smith and Taylor, 2004)

In another study conducted in the year 2013 three types of packaging material including glass, plastic and cardboard were discussed, and finding of research revealed different perception of consumers regarding different types of packaging material, but most of the consumers were found to be in the favor of plastic for the purpose of packaging, as its not heavy and also can retain freshness of the products and chances of leakage are also minimal. (Lynsey; Laura; Armstrong; Heather, 2013)

Design

Research reveals that consumers feeling regarding the product packaging are actually transferred into how they are treating the product, that means innovative packaging shapes can

create an iconic brand image on consumers mind, by cutting the clutter at surrounded market place. (Arun; Ankuri; Hitesh; Udit; Deepali, 2012) Moreover research also concludes that beautiful and attractive packaging styles influences the purchase decision, and results in increase purchase of the product. (Golnesa, 2013) Moreover it is a belief of most of the consumers that design of products is directly associated with the ease of use, product storage and its carry from one place to another. (Pinya, 2004)

Color:

We are living in the modem era and consumers now-a-days also possess color vocabulary and therefore they will evaluate the color of the packaging used with its link with the product, that means according to the consumers there are some colors which can be used for each product category and all the remaining colors are misfit for that particular product category, that's why color is also treated as the useful element of packaging. Moreover color can make brand distinctive as compared to all the other competing brands, if the company became able to use color which other competing brands cannot opt easily. (Keller, 2009)

Consumer perception related with color varies, with respect to difference in cultures, but as we knows that this is an era of globalization and mass competition therefore because of change in demographics and other trends there is a visible change, in the color preferences (Singh, 2006) but the element which can help marketers in selecting the color for their brands is that there are some certain colors which are treated as best suited for particular types of products, therefore marketers must use color associations while selection the color or color combination for their band instead of general consumer thinking about the color. (Randi & Joseph, 1999)

Verbal Elements of Packaging:

Information conveyed by verbal elements is helpful in initiating or boosting of consumers thought process. (Silayoi and Speece, 2004) there are several components of verbal elements of packaging and each of these components have a significant role in influencing consumer buying behavior. (Adam and Ali, 2014)

Product Information:

Increase of concerns towards health also increases the importance of labeling and now it is the duty of manufacturing company and marketers to include product information in order to ease purchase decision. (Pinya, 2004)

It is also indicated by research that if company wants to increase the credibility of the product they must jot down accurate information about the product as it will help consumers in making decision, on the other hand if the information is confusing or does not seems to be appropriate then it can create confusion and produces negative impact on the brand. Research also revealed that product information has lesser or no importance to those having low involvement in product purchase, and for those having high involvement with the product, information related with it having significant importance, and for making appropriate decision the information related with the product will also take into the account, as it has the ability to

change or alter the attitude of consumers having high involvement with the product. (Pinya, 2004)

Nutritional Information:

Diet and Life style of consumers are the potent factors due to which nutritional information is also treated as important part of verbal elements of packaging, study conducted in the year 2009 indicated that nutritional information must be properly indicated on packaging especially in the category of food related product as this type of information affect the food choices of the customers. (Josephine, 2009)

Research provides the reference of research conducted Asian Food Centre in the year 2006 at jotted down three very important findings associated with the effect of nutritional information on packaging on consumer buying behavior a) Consumer want to have nutritional information on product packaging but the level of knowledge they have about the nutritional information is very low b) Consumer prefer the nutritional information which can describe the function of nutrition's on human body c) The decision which is made by the consumers related with their diet is only for short term. (Josephine, 2009)

and its impact on consumer purchase decision and as we have found sufficient material related with our requirements. That's why the research is descriptive in nature and the type of investigation we have performed was causal as the research was based upon cause and effect relationship. As in this research we only strive to check the impact of elements of packaging by asking our respondents to fill out questionnaires. Moreover we have compiled our results through snapshot analysis that's why the time horizon for the research was cross sectional and for obtaining the result we have considered the all the respondents separately, that's why the unit of analysis was individual. Research population includes all the customers of chocolates lives in Karachi, while frame of sampling includes all the customers of chocolates lives in Federal B Area, Gulshan e Iqbal. Defence, Sindhi Muslim Housing Society and Muhammad Ali Society

Type of sampling used in this research is Non Probability sampling and the method selected to gather data is Convenience Sampling. The sampling size for the research is of 456 respondents. After collecting data the reliability of the questionnaire and sample evaluated through SPSS, and for the research Alpha, is found to be 73.8% when the data found to be reliable then we implement Chi-Square & Multiple Regression analysis t find the result of our research objectives.

IV. RESEARCH METHODOLOGY

Research is done by considering variables used by other researchers in their prior research work on the topic of packaging

Statistical Testing and Evaluation:

Effect of Living Area on Purchase of Chocolate Brands:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	185.834 ^a	4	.000
Likelihood Ratio	225.784	4	.000
Linear-by-Linear Association	92.997	1	.000
N of Valid Cases	491		

Effect of Education on Purchase of Chocolate Brands:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.337 ^a	2	.000
Likelihood Ratio	26.734	2	.000
Linear-by-Linear Association	5.488	1	.019
N of Valid Cases	491		

**Effect of Income Level on Purchase of Chocolate Brands:
Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.634 ^a	4	.000
Likelihood Ratio	38.974	4	.000
Linear-by-Linear Association	2.682	1	.101
N of Valid Cases	491		

Effect of Gender on Purchase of Chocolate Brands:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.713 ^a	1	.100		
Continuity Correction ^b	2.413	1	.120		
Likelihood Ratio	2.721	1	.099		
Fisher's Exact Test				.111	.060
Linear-by-Linear Association	2.707	1	.100		
N of Valid Cases	491				

- Table 1** indicates that there is a association between living area and preference of chocolate brands
Table 2 indicates that there is a association between level of education and preference of chocolate brands
Table 3 indicates that there is no association between level of income and preference of chocolate brands
Table 4 indicates that there is no association between gender and preference of chocolate brands

**Effect of Elements of Packaging on Consumer Buying Behavior
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.662	.658	.27344

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.717	7	13.674	182.877	.000 ^a
	Residual	48.900	654	.075		
	Total	144.617	661			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.351	.226		5.992	.000		
	Size	.592	.036	.682	16.221	.000	.293	3.418
	Graphics	.109	.040	.116	2.729	.007	.288	3.473
	Material	.107	.033	.083	3.229	.001	.780	1.283
	Design	.006	.029	.005	.214	.831	.820	1.220
	Color	-.139	.038	.097	3.618	.000	.725	1.379
	Product Info	-.070	.035	.054	2.009	.045	.717	1.394
	Nutrition Info	-.017	.043	-.010	.402	.688	.885	1.130

Table 7 indicates that among variables of visual element of packaging design of packaging of chocolate is the variable which does not have any impact on consumer buying behavior. While all the other variables like Size of packaging, Graphics on Packaging, Material of Packaging and Color of packaging are producing significant impact on consumer buying behavior. On the other hand table also indicates that between verbal element of packaging the variable which is affecting consumer buying behavior is product information while the other variable i.e. nutritional information has no impact on consumer buying behavior

Analysis for Cadbury Perk

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.499	.477	.21835

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.554	7	1.079	22.634	.000 ^a
	Residual	7.581	159	.048		
	Total	15.135	166			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.960	.690		2.841	.005		
	Size	.370	.059	.430	6.283	.000	.673	1.485
	Graphics	-.338	.089	.285	3.801	.000	.561	1.783
	Material	.450	.063	.446	7.093	.000	.797	1.254
	Design	-.053	.049	.069	1.092	.277	.792	1.263
	Color	.089	.106	.077	.841	.401	.373	2.680
	Product Info	.058	.070	.078	.840	.402	.367	2.726
	Nutrition Info	-.076	.078	.068	.975	.331	.639	1.564

Table 10 indicates that there is some difference in the findings for the Brand Perk and according to the table above it is clear that among all the variables associated with visual elements of packaging design and color are those variables which are not creating impact on consumer buying behavior. While on the other hand table also indicates that both the variables associated with verbal elements of packaging are not creating any impact on the consumer buying behavior

Analysis for Cadbury Dairy Milk

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 ^a	.379	.364	.24196

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.052	7	1.436	24.527	.000 ^a
	Residual	16.452	281	.059		
	Total	26.503	288			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	7.850	.525		14.944	.000		
	Size	.366	.054	.372	6.814	.000	.743	1.346
	Graphics	-.890	.098	.587	9.048	.000	.524	1.907
	Material	-.135	.045	.159	3.023	.003	.796	1.256
	Design	.257	.045	.343	5.691	.000	.607	1.649
	Color	-.343	.047	.425	7.236	.000	.641	1.561
	Product Info	-.309	.056	.327	5.499	.000	.625	1.600
	Nutrition Info	-.019	.085	.015	.220	.826	.453	2.206

Table 13 indicates that for brand Dairy milk results are also different in comparison to the results we have calculated for overall effect of packaging of chocolates on consumer buying behavior and also with the results of packaging of Perk on consumer buying behavior and according to the table entire range of variables which are associated with the visual elements of consumer buying behavior are creating impact on consumer buying behavior but the similarity is this nutritional information is not creating any impact on consumer buying behavior and this result is similar as the result of packaging for Cadbury Perk

V. CONCLUSION AND DISCUSSION

After detailed statistical testing it has been observed that there is a significant impact of living area and level of education on the selection of any particular brand of chocolates, while gender and level of income does not have any impact on the section of any particular brand that means people lives in different areas irrespect of their gender and level of income have their own preference of chocolate brand. Similarly level of education is also influencing the purchase of particular chocolate brand. While it has been identified that the nutritional

information which is associated with verbal elements of packaging does not have any impact on the selection of chocolate brand, and this has been found true for both the brands. Furthermore design of packaging is the only element which does not have impact on consumer buying behavior associated with the purchase of chocolates, but this is not found true when we analyze the data separately for the Dairy Milk.

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