

Brand Packaging and Consumer Buying Behavior: A Case of FMCG Products

Misbah Ehsan, Samreenlodhi

Jinnah University for Women

Abstract- Packaging performs a central role as a medium in the marketing mix, in specifying the character of new products, in promotional campaigns, as a pricing pattern, and as a tool to create shelf impact. Packaging is usually considered as the most utmost form of advertising at the very crucial point of entire in the journey of purchasing: the point of purchase." It reflects the level of creativity, innovation, modernism, cutting-edge qualities the brand might possess. The place of packaging in marketing has become entirely significant since it is one of the channel companies can capture consumers to take notice of products.

The intention of this study is to determine that how does the package characteristics(color , size shape and labeling) influence on the consumer buying behavior in perspective of FMCG (Detergents, soap, shampoo, milk and soft drinks).Research is conducted in Karachi; Pakistan. This research is aimed to find out that how much the independent variables (packaging characteristics) influence the dependent variable (consumer buying behavior). There is a huge effect of packaging and its elements on consumer buying behavior. The theoretical framework was established on the secondary data (books and articles). A structured questionnaire with likert scale is used to collect primary data. The data collected through survey was analyzed by using SPSS. Reliability test is carried out for questionnaire's compatibility and then to compose the connection in between dependent variable and independent variables linear regression analysis is performed.

It has been revealed that Packaging is the essential and significant factor which largely persuades the consumer buying behavior. It can be considered as one of most valued tool in today's marketing communications, acquiring additional detail analysis of its elements and an influence of such elements on consumers buying behavior. Package executes a critical function in marketing communications, mainly during the moment of sale. If packaging has attractive and right tone of colors that delivers clearly the message of your product then it will influence consumer buying behavior and consumer will purchase that product. Moreover Attractive packaging shape can make a brand unique, can create an iconic brand image, supports in affirming brand name, retain its distinctiveness, and stands out on the shelf. Package size, that is one of the utmost accessible and easy-to-process product cues to which customer are exposed, can have a significant impact on consumer buying pattern. It has also found that Labeling on the product could help consumers to make choices on the product to purchase and also teach them in what way to use product, its name, and price, content and appropriate information. Minor packaging material or dimension changes to the FMCG item do not significantly affect the buying pattern of consumer for FMCG products on the retail shelf .It deems that

there is a 100% equal connection amongst consumer buying behavior and good quality of material used

Index Terms- Consumer buying behavior, packaging elements, marketing mix

I. INTRODUCTION

Packaging can be described as all the acts of designing and. The place of packaging in marketing has become entirely significant since it is one of the channel companies can capture consumers to take notice of products. For this reason, it is necessary to understand various packaging factors which prompts and attracts customer to buy certain product.

This research consists of various different factors of packaging characteristics i.e. color of packaging sizes of Package, different shapes of Package and labeling of packaging. The reason behind my research and choosing such factors is due to change in consumer lifestyles, increasing self-service and the use of internet has changed the marketing world broadly, so this research will help and give better insight and provide information for companies about generating effective packaging strategies and selecting the right packaging design elements and attributes for their product package and to permit companies to be distinct from each other and to have more priorities among competitors.

PROBLEM STATEMENT:

The aim of the study is to determine how brand packaging influence on consumer buying behavior in perspective of FMCG (Detergents, soap, shampoo, milk and soft drinks), to identify the most importance aesthetic element of brand packaging that are most appealing to consumer in the sale of product and to identify whether any change in product packaging changes consumer buying pattern. Research is conducted in Karachi; Pakistan.

SIGNIFICANCE OF STUDY:

The Research will provide companies with new and updated information because review of the literature shows the previous researches done on packaging was scattered, which included limited information about packaging. In past research have been made on narrowed and common factors of packaging but in this research also determine how the changes in product packaging can change the consumer buying behavior and tells what are the most important aesthetic elements of packaging that prompts and attract the buyers to purchase the product at the point of purchase. Therefore this research will help marketers to consider these findings also discovered in research and implement in their plan in creating and selecting the appropriate

design elements and attributes for their product package and will allow companies to be different from each other and to have more priorities among competitors.

II. OBJECTIVES

Objective of my research is:

- To determine how of packaging influence on the consumer buying behavior.
- To find out whether packaging elements effect on the consumer buying behavior. Namely, to check how consumer perceives and values colors, shape, size and labeling of the package.
- To know how color of packaging matters consumer in purchase of product.
- To estimate the preference of consumer for the product packaging having attractive shape.
- To assess how adequate size of product attract consumer.
- To measure the relative importance of packaging labeling for the consumers.
- To know whether the consumer change the FMCG product they purchase as the packaging changes.
- To find out which of the aesthetic elements of packaging are most appealing to customer to whom they attract towards the purchase of product.

SCOPE:

In this research paper data have been gathered about how brand packaging elements influence on consumer buying behavior in perspective of FMCG in detail. This research has filled the gap by encompassing all the possible and generally accepted packaging elements which includes the variables of packaging. Previous researches focused on visual elements of packaging only. This therefore, is a comprehensive report, which determine also that how change in product packaging change consumer buying pattern and their preference, so that the results could be made useful.

LIMITATIONS:

Although this research was prepared carefully, the period of time is not sufficient for the researcher to observe large respondents from different areas of city; research can be further conducted in other cities of Pakistan also but it only focused mainly on one city. It would be best if it was done in a longer period of time on large geographical area and with fewer burdens of other subject's projects. Some other limitations to research also include:

- 1) Lack of cooperation by some respondents to the questionnaire
- 2) Lack of knowledge of some respondents to the questionnaire

LITERATURE REVIEW

(Mr. Mitul M. Deliya, 2012) Considered the "Role of Packaging on Consumer Buying Behavior – Patan District India" using a sample size of 150 and SPSS for analysis. According to the study the packaging is largely a pivotal aspect. The end users buying activities is ancillary to the packaging and its features. Packaging elements like size, color, background Image, Style,

design of wrapper, imprinted Information and innovation is assumed as prior. So package executes a critical function in marketing communications, mainly during the moment of sale and as well as treated like whole of the highest primary factors persuading consumer's purchase choice. Product packaging builds the end of the 'promotion-chain' and is finish Interval to the real purchase and hence perform a major function in predicting consumer buying decision.

Another research conducted in Karachi, Pakistan, with sample size of 50 and questionnaire concluded that due to growing and emerging self-service and modifying consumer style of living, the internet in packaging as a mean of marketing, promotion and encourager of impulsive buying behavior is flourishing more and more. Research found that packaging plays major function in marketing and encouraging or even sometimes discouraging the consumer from purchasing a product, particularly at the moment of purchase or at the moment whenever a buyer is selecting between various brands of similar products class. It was concluded that females in common are fully aware of the consequences of packaging. (Ahmad & Lakhani, 2012)

(Agariya, Johari, Sharma, Chandraul, & Singh, 2012) Conducted their research in India taking a sample size 103 responders for questionnaire and 15 responders for pulse rate. Research says that packaging is studied as fundamental component of the 'Product' of marketing mix. This paper is aimed to measure the role of packaging in brand awareness and considering the factors of packaging to deliver the brand importance to final users. Packaging assists as a promotional instrument besides other basic functions. Through suitable and correct packaging can benefit a brand to shape a particular place in minds of consumer as well as in market place that's why companies nowadays are creating new tactics and techniques to acquire and retain customers by its unique packaging strategies.

The objective of the research was to explore the consumer insight on different design elements of a milk package. (Ksenia, 2013) Identifies that the packaging design elements have various influences on the consumer. Some of them capture the consumer attention; some of them stay ignored. People perceive and assess package and its design in different manner: where somebody likes the image and color, some other would not even give attention to it. The outcome indicates that two milk package designs are perceived distinctly and attraction factors are valued in accordance with the particular milk package design.

By this article (Kuvykaite, Dovaliene, & Navickiene, 2009) aimed to reveal that the elements of package possess the basic effect on consumer preference. The research model was prepared and tested in order to exhibit impact of verbal and visual package elements on consumer's buying decisions. The analysis disclosed that when consumers are subjected to time pressure the verbal elements are still more notable than visual ones. Hence it has been found that visual elements of package comparatively have powerful influence on consumer's purchasing when they are in the "low level of involvement", in contrary to those anyone are in the of "high level involvement".

Another research conducted in Karachi. Consumers prefer the product quality after they purchased their desirable packaged product. Placed on those facts, it cannot be stated that there is a 100% equal connection amongst good packaging and good

product quality, still there is a positive opinion and trend about well-designed package presents high product quality.(Stravinskienė, Jurgita, Rūtelionė, Aušra, Butkevičienė, & Vitalija, 2008)

This research was restricted to Karachi only and the information has been collected from major areas of the city comprising Gulshan-e-Iqbal, PECHS, Gulistan-e-JauharMalir, Defence and North Nazimabad. The aim of this study was to examine the influence of packaging elements on consumer buying behavior. Results of the research says that variables like packaging graphics, nutritional information and place of origin are largely and positively associated with customers purchasing behavior and marketers should concentrate on these factors of packaging. In contrast packaging size, packaging material, packaging design, color and product information have a weaker positive association with customers buying behavior and thus marketers should particularly concentrate on these aspects so that positive association could be increased with consumer buying behavior.(Adam & Ali, 2014)

Packaging is a significant element of modern style of living and techniques of branding. (Shekhar & T., 2013)In research it was discovered chocolate packaging cues influencing buying decisions of young customers in Kannur District, Kerala State, India. Many cross sectional descriptive research with suitable sampling technique derived data from 240 students. Inferential statistics revealed that chocolate packaging acquired major influence in purchase pattern of students. Males and females varied greatly with respect to variables named Manufacturing and Ingredients unit's addresses. Material, Quality, Ingredients & Manufacturing unit's addresses were meaning full across specific age class of the respondents. Material, brand name and Ingredients varied significantly across qualifications. Although, it was assumed that the informational elements on packages truly influenced buying decisions than visual elements as long as low involvement purchase categories (chocolates) were interested.

This study was designed to determine the properties which influence on consumer buying preference and their behavior in Iranian FMCG market. (Miremadi & Faghani, 2012)Discovered that antidandruff, attractive packaging, reinforcement, and shiny are most important characters to influence on consumer buying behavior in Iranian market. Moreover the durability, quality and price are considered as the major cause to purchase branded shampoo and it should calculated as major unique selling point strategy for branded shampoo. Marketing manager need to improve the quality of their product to retain consumers and prevent them changing brand to their competitor brand.

(Jyoti & Dibyojyoti, 2010)Deems that customer of backward areas see packaging as value addition. Majority of people considered that packaging is a fundamental element of the product and in addition is important to boost the sale after all it is a cost element. It can be assumed that in a remote urban area where products acquire a long time to reach the market, people are aware of the significance of the packaging. They desire that it should be differentiable and hygienic from fake and counterfeit products and that the packages should be utilized for additional use. Labeling is also assumed to be a principal legal document because it conveys the durability and reliability of the product.

(Dhurup, Mafini, & Dumasi, 2014)Conducted a research in South Africa and structured questionnaire were used for data collection. Study acknowledges that Price, packaging, and brand awareness demonstrated weighty positive relationships with brand loyalty, which hinted their significant powerful influence on brand loyalty. Outcomes imply that marketer should, initiate, inter alia, and implement compelling pricing, packaging and brand awareness in order to heighten consumers' brand loyalty to the company's products. Future studies should be expanded to other new selling environments and product class.

In this publication, the methods 'categorizing' and 'perceptual mapping' have been compared as approaches for the recognition of definite and explicit cues that affect consumer perception of dairy products on the basis of design of packaging . Both perceptual mapping and categorizing have been determined to be simple, useful, and user-friendly methods to specify the packaging design cues that persuade the perception of dairy products. It has been founded that a large extent of everyday routine decision making is built without intended awareness, particularly for fast-moving consumer goods, where the level of product involvement is very small.(Gelici-Zeko, Lutters, Klooster, & Weijzen, 2013)

The packaging ensures the people that the product is original and genuine means that the product is new and unused. Although producer used the packaging as an objective for the convenient delivery, for the safety purposes and also used as a medium of sale promotion. Packaging define information about product like when it was made, where it was made, , what it contains, and how it to use etc. another important factor is value which highly influence the consumer purchasing decisions. Packaging boost the value of the product or double the value of the product e: g the people pay extra for packed product rather than for unpacked product.(SHAH, AHMAD, & AHMAD, 2013)

(RUNDH, 2013)Worked on the different aspect of consumer buying behavior on the different place of Pakistani market. They found that packaging is important factor for the consumer buying decision and communication of information about the product. Packaging displays whole of the information regarding any product like where they are manufactured, who are the manufacturer, what are ingredient, what are their weight, when was made, types etc. The packaging elements like (color, size, design, labeling, material,) are extremely important for product, keep customer satisfied and for the manufacturer who used printed information in packaging as a product promotion compared with that of very expensive advertisement.

METHODOLOGY:

In the current study I have collected data through primary sources. Self-structured questionnaire is used to collect data and questionnaire was distributed to all users, buyers and deciders of FMCG having different education level and age. Sample size is 250. To make analysis of data I have used SPSS software to find the influence of brand packaging elements on consumer buying behavior and to determine whether any change in packaging changes the consumer buying behavior or not.

RESEARCH MODEL:



DATA SOURCE:

Data used in this research paper is based on primary sources only.

DATA TYPE:

The data used in this research paper quantitative in nature. Self-designed closed ended questionnaires were administered to gauge the preferences of respondents. The questionnaires were rated on the 5 point likert scales with 1 for definitely not and 5 for definitely yes. The questionnaires were administered online as well as offline to seek responses.

TARGET POPULATION:

Target population involves the users, deciders and buyers of FMCG products. The users include the old and the young population. The deciders and the buyers mostly include the house wives who are the major buyers of FMCG products.

SAMPLLE SIZE:

DATA ANALYSIS:

Sample size of my research is 250 .120 was distributed online, out of which 99 was received back. 130 were distributed manually to different respondents at different location, out of which 118 were received back. Accordingly, out of 250, 217 questionnaires were authentic for research study.

SAMPLING TECHNIQUE:

The Simple random sampling technique is used in this study in which all types of users of FMCG products were freely choose to fill questionnaire.

BAR CHARTS

Bar charts are a type of graph that is used to show and evaluate the number, frequency or other measure (e.g. mean) for various discrete categories of data.

COLOR OF PACKAGING MATTERS CUSTOMER IN PURCHASE OF PRODUCT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	19	8.7	8.8	8.8
	probably not	37	17.0	17.1	25.8
	possibly	63	28.9	29.0	54.8
	probably yes	51	23.4	23.5	78.3
	definitely yes	47	21.6	21.7	100.0
	Total	217	99.5	100.0	
Missing	System	1	.5		

COLOR OF PACKAGING MATTERS CUSTOMER IN PURCHASE OF PRODUCT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	19	8.7	8.8	8.8
	probably not	37	17.0	17.1	25.8
	possibly	63	28.9	29.0	54.8
	probably yes	51	23.4	23.5	78.3
	definitely yes	47	21.6	21.7	100.0
	Total	217	99.5	100.0	
Missing	System	1	.5		
Total		218	100.0		



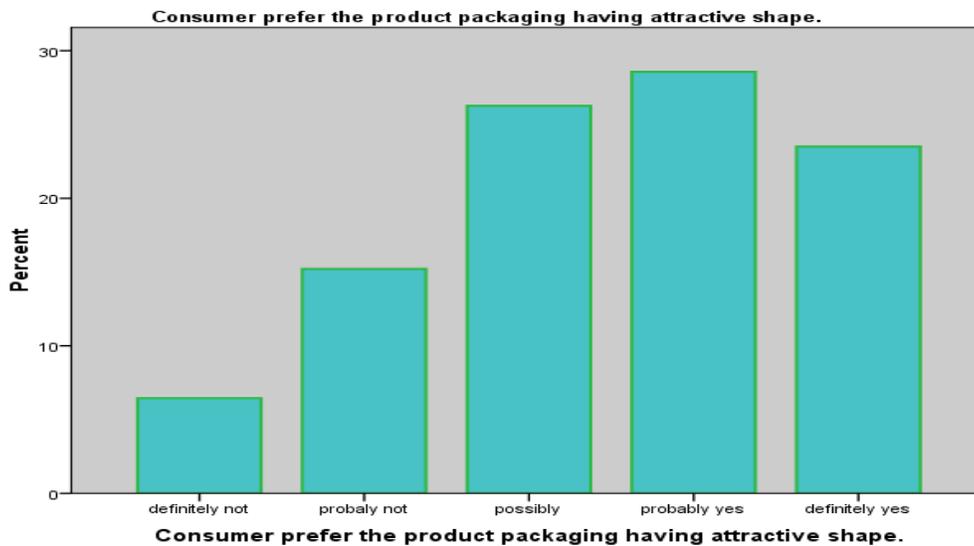
According to the bar chart out of 100%,28.9% respondents says that color of packaging possibly influence on consumer buying behavior , 23.4% says probably yes , 21.6 % says definitely yes, 17 % says probably not and only 8.7% says definitely not.

This shows that if the packaging has attractive, right tone of colors that delivers clearly the message of your product then it

will influence consumer buying behavior and consumer will purchase that product. Furthermore color encompasses us and influences us every day of purchasing; it can strike consumers economically and psychologically. Color acts on human mind, bodies, and emotions. So using color smartly can visually set manufacturers apart from competitors.

CONSUMER PREFERS THE PRODUCT HAVING ATTRACTIVE SHAPE.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	14	6.4	6.5	6.5
	probably not	33	15.1	15.2	21.7
	possibly	57	26.1	26.3	47.9
	probably yes	62	28.4	28.6	76.5
	definitely yes	51	23.4	23.5	100.0
	Total		217	99.5	100.0
Missing	System	1	.5		
Total		218	100.0		



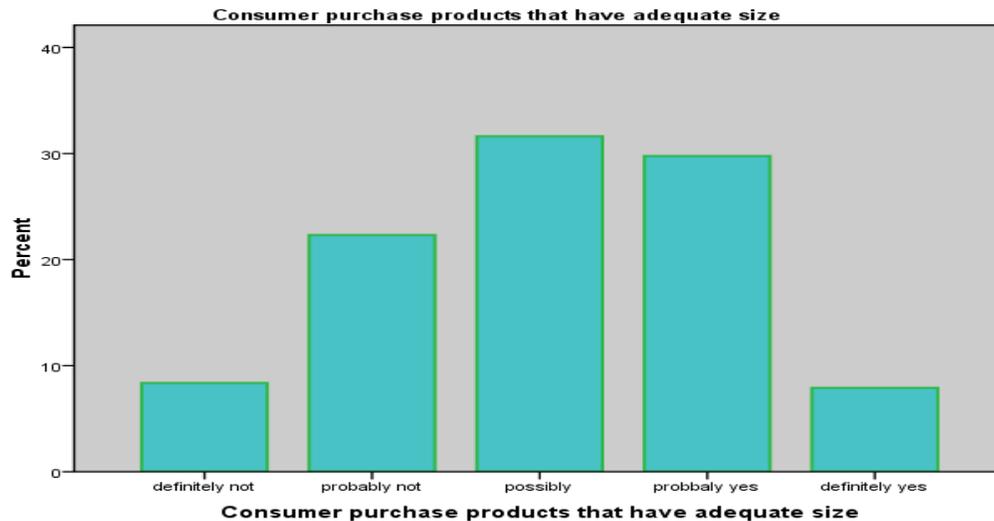
According to the bar chart 28.4% people says probably yes, 26.1% says possibly, 23.4% says definitely yes, 15.1% says probably not and 6.4% says definitely not.

Trend in the charts reflects the idea that mostly consumer want a product that have attractive shape and which are easy to use and carry. It also implies that using attractive packaging

shape can capture customer attention. So attractive packaging shape can make a brand unique, can create an iconic brand image, supports in affirming brand name, retain its distinctiveness, and stands out on the shelf. Shape increases the value of physical appearance of a brand and intensifies its aesthetics components.

CONSUMER PURCHASE PRODUCTS THAT HAVE ADEQUATE SIZE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	18	8.3	8.4	8.4
	probably not	48	22.0	22.3	30.7
	possibly	68	31.2	31.6	62.3
	probably yes	64	29.4	29.8	92.1
	definitely yes	17	7.8	7.9	100.0
	Total	215	98.6	100.0	
Missing	System	3	1.4		
Total		218	100.0		



According to the bar chart 31% people says that they possibly purchase, 29% people definitely purchase, 22% people probably not purchase, 8.3% people definitely not purchase and 7.8% people purchase the product that have adequate size.

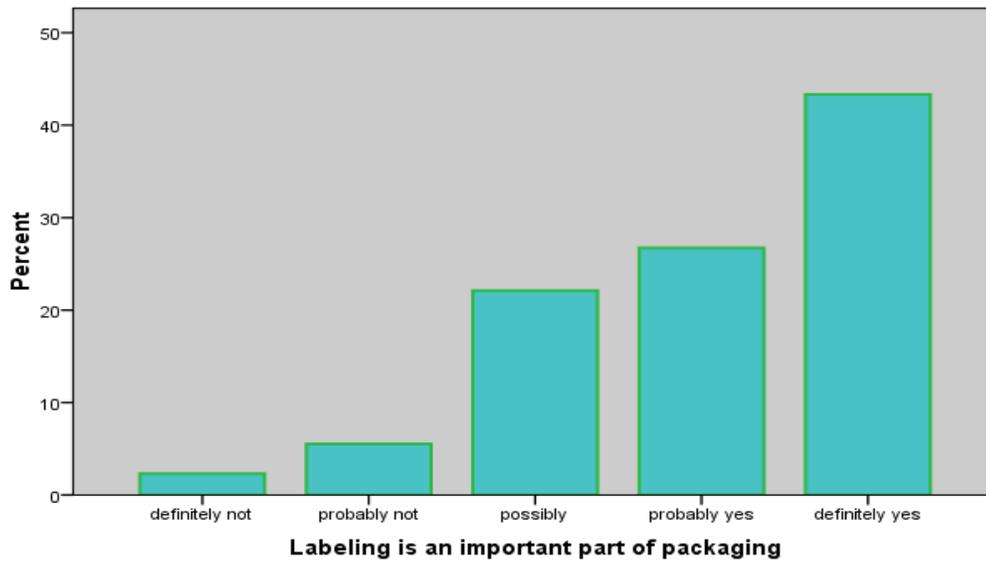
This result shows that package size, that is one of the utmost accessible and easy-to-process product cues to which customer are exposed, can have a significant impact on consumer buying pattern. Increase in size increases the sales volume by increasing the number of consumers who purchases a product.

LABELING IS AN IMPORTANT PART OF PACKAGING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	5	2.3	2.3	2.3
	probably not	12	5.5	5.5	7.8
	possibly	48	22.0	22.1	30.0
	probably yes	58	26.6	26.7	56.7
	definitely yes	94	43.1	43.3	100.0
	Total	217	99.5	100.0	

Missing System	1	.5		
Total	218	100.0		

Labeling is an important part of packaging



According to the chart 43.1% says definitely yes, 26.6% says probably yes, 22% people say possibly, 5.5% people says possible not and only 2.3% people says definitely not.

This shows that the information which is properly delivered can hold powerful influence on consumer buying preference

which in result boosts the reliability of a product. Labeling on the product could help consumers to make choices on the product to purchase and also teach them in what way to use product, its name, and price, content and appropriate information

CONSUMER CHANGE THE FMCG PRODUCT THEY PURCHASE AS THE PACKAGING CHANGES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	35	16.1	16.2	16.2
	probably not	56	25.7	25.9	42.1
	possibly	66	30.3	30.6	72.7
	probably yes	33	15.1	15.3	88.0
	definitely yes	26	11.9	12.0	100.0
	Total	216	99.1	100.0	
Missing System		2	.9		
Total		218	100.0		



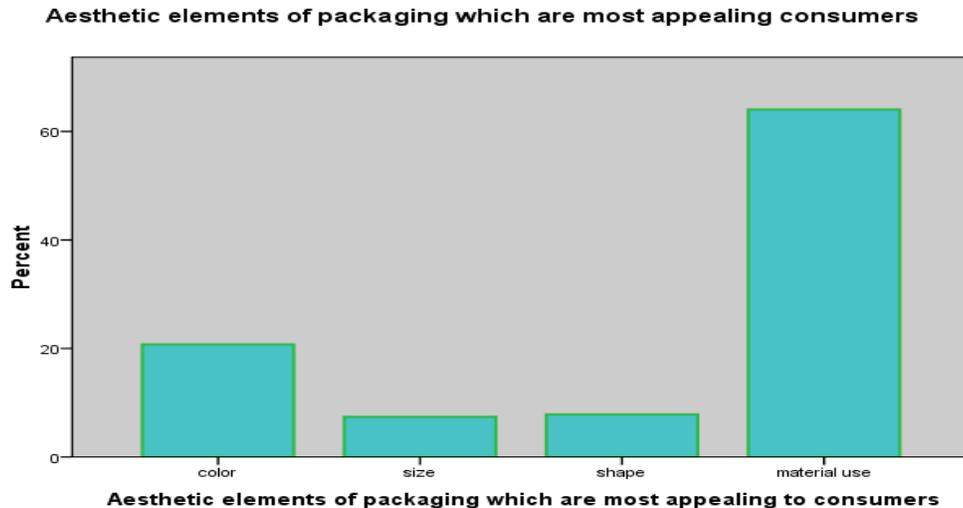
According to the bar chart 30.3% people say possible, 25.7 says probably not, 16.1% definitely not, 15.1% probably yes and 11.9% says definitely yes they will change the FMCG product as the packaging change.

Results show that most of the people will not change the product as the packaging changes they will continue to buy the

same product. Minor packaging material or dimension changes to the FMCG item do not significantly affect the buying pattern of consumer for FMCG products on the retail shelf. But an enchanting and good quality change in a packaging of a product significantly improves the sales volume.

AESTHETIC ELEMENTS OF PACKAGING WHICH ARE MOST APPEALING TO CONSUMERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	color	45	20.6	20.7	20.7
	size	16	7.3	7.4	28.1
	shape	17	7.8	7.8	35.9
	material use	139	63.8	64.1	100.0
	Total	217	99.5	100.0	
Missing	System	1	.5		
Total		218	100.0		



According to the bar chart 63.8% people chooses material, 20.6% color, 7.8% shape, and 7.3% size.

This shows that material of packaging is most important for consumer if the good quality is used in packaging material then it will attract consumer. Material can change the overall perception of consumer regarding to the product quality. Then second most important and appealing element for consumer is color of packaging because color is a most powerful element of packaging that can attract massive customer to the product. If packaging possesses attractive and right tone of colors that delivers clearly the message of product can persuade consumer behavior. A color delivers consumers a happy feeling. Packaging that has attractive and appealing colors bring a point of difference to a product and the brand can have certain color ownership

III. CONCLUSION

In this research influence of brand packaging elements on consumer buying behavior have examined. The data used in this research paper quantitative in nature. The independent variables include packaging color, size, shape and labeling.

The research work has been completed successfully and it has allowed me to learn about the mindset of the consumers relating to the packaging of product. The result of research reveals following findings.

- Packaging is the essential and significant factor which largely persuades the consumer buying behavior. It can be considered as one of most valued tool in today's marketing communications, acquiring additional detail analysis of its elements and an influence of such elements on consumers buying behavior. The influence of package and its elements on consumer's buying decision can be demonstrated by evaluating an importance of its separate elements for consumer's preference. For this objective main package's elements determines are: color, size, shape and material of packaging are considered most important.

- Package executes a critical function in marketing communications, mainly during the moment of sale.
- Through suitable and correct packaging can benefit a brand to shape a particular place in minds of consumer as well as in market place
- If packaging has attractive and right tone of colors that delivers clearly the message of your product then it will influence consumer buying behavior and consumer will purchase that product. Furthermore color encompasses us and influences us in every day of purchasing; it can strike consumers economically and psychologically. Color acts on human mind, bodies, and emotions. So using color smartly can visually set manufacturers apart from competitors.
- Mostly consumer wants products that have attractive shape and which are easy to use and carry. It also implies that using attractive packaging shape can capture customer attention. So attractive packaging shape can make a brand unique, can create an iconic brand image, supports in affirming brand name, retain its distinctiveness, and stands out on the shelf. Shape adds value in the physical appearance of a brand and intensifies its aesthetics components.
- Package size, that is one of the utmost accessible and easy-to-process product cues to which customer are exposed, can have a significant impact on consumer buying pattern. Increase in size can increase the sales volume by increasing the number of consumer who purchases a product.
- The information which is properly delivered can hold powerful influence on consumer buying preference which in result boosts the reliability of a product. Labeling on the product could help consumers to make choices on the product to purchase and also teach them in what way to use product, its name, and price, content and appropriate information

- Results shows that most of the people will not change the product as the packaging changes they will continue to buy the same product. Minor packaging material or dimension changes to the FMCG item do not significantly affect the buying pattern of consumer for FMCG products on the retail shelf. But an enchanting and good quality change in a packaging of a product significantly improves the sales volume.
- This shows that there is a 100% equal connection amongst consumer buying behavior and good quality of material used, if the good quality is used in packaging material then it will attract consumer. Since material can change the overall perception of consumer regarding to the product quality. Then second most important aesthetic element for consumer is color of packaging because color is a most powerful element of packaging that can attract massive customer to the product. If packaging possesses attractive and right tone of colors that delivers clearly the message of product can persuade consumer behavior. A color delivers consumers a happy feeling. Packaging that has attractive and appealing colors bring a point of difference to a product and the brand can have certain color ownership.

REFERENCES

- [1] Adam, M. A., & Ali, K. (2014). Impact of Packaging Elements of Packaged Milk on Consumer Buying Behaviour. 1- 45.
- [2] Agariya, A. K., Johari, A., Sharma, H. K., Chandraul, U. N., & Singh, D. (2012). The Role of Packaging in Brand Communication. International Journal of Scientific & Engineering Research .
- [3] Ahmad, N., & Lakhan, M. &. (2012). Effect of Product Packaging in Consumer Buying Decision. Journal of Business Strategies , 1-10.
- [4] Deliya, & Mitul. (2012). CONSUMER BEHAVIOR TOWARDS THE NEW. NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE & MANAGEMENT , 199-211.

- [5] Dhurup, M., Mafini, C., & Dumasi, T. (2014). The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry. 1 -9.
- [6] Gelici-Zeko, M. M., Lutters, D., Klooster, R. t., & Weijzen, P. L. (2013). Studying the Influence of Packaging Design on Consumer Perceptions (of Dairy Products) Using Categorizing and Perceptual Mapping. PACKAGING TECHNOLOGY AND SCIENCES , 215-228.
- [7] Jyoti, B., & Dibyojyoti. (2010). Impact of Packaging on the Buying Behaviour of Consumers in a Communicationally Remote Urban Area. Research Bulletin of the Institute of Cost and Works , 1 - 11.
- [8] Ksenia, P. (2013). Packaging design as a Marketing tool and Desire to. 1- 72.
- [9] Kuvykaite, R., Dovaliene, A., & Navickiene, L. (2009). IMPACT OF PACKAGE ELEMENTS ON CONSUMER'S PURCHASE DECISION. ECONIMICS AND MANAGEMENT , 441- 447.
- [10] Miremadi, A., & Faghani, E. (2012). An Empirical Study of Consumer Buying Behavior and Its Influence on Consumer Preference in Iranian FMCG Market: A Case Study. INTERNATIONAL BUSINESS MANAGEMENT , 146 - 152.
- [11] Mr. Mitul M. Deliya, M. B. (2012). Role of Packaging on Consumer Buying Behavior–Patan. Global Journal of Management and Business Research , 48-68.
- [12] RUNDH, B. (2013). Linking packaging to marketing: how packaging is influencing the marketing strateg. BRITISH FOOD JOURNAL , 1547- 1563.
- [13] SHAH, S., AHMAD, A., & AHMAD, N. (2013). Role of Packaging in Consumer Buying Behavior A study of University Students of Peshawar Region KPK Pakistan. International Review of Basic and Applied Sciences , 35 - 41.
- [14] Shekhar, S. K., & T., R. P. (2013). ROLE OF PACKAGING CUES ON CONSUMER BUYING BEHAVIOUR. INTERNATIONAL JOURNAL OF ENGINEERING AND MANAGEMENT SCIENCES , 61-69.
- [15] Stravinskienė, Jurgita, Rūteliūnė, Aušra, Butkevičienė, & Vitalija. (2008). Impact of Consumer Package Communication on Consumer Decision Making Process. ECONOMIC BUSINESS MANAGEMENT , 1-9.

AUTHORS

First Author – Misbah Ehsan, Jinnah University for Women
Second Author – Samreenlodhi, Jinnah University for Women

APPENDIX:

QUESTIONNAIRE

Your age group:

I am a student of BUSINESS ADMINISTRATION, am conducting a survey on the impact of brand packaging on consumer buying behavior in perspective of FMCG I request you to kindly spare a few minutes and help us in the survey. Your co-operation will be highly obliged. This questionnaire is particularly for the completion of research.

- Below 18
- 18-25
- 26-30
- 31- 35
- Over 35

Your Monthly income:

- RS 5,000- 10,000
- RS 11,000- 20,000
- RS 20,000- 30,000
- RS 30,000 or Above

Using the scale below, please indicate your responses to each of the item that follows, by marking (✓) against the number that best describe your answers.

S.NO		DEFINITEL Y NOT	PROBABL Y NOT	POSSIBL Y	PROBABL Y YES	DEFINITEL Y YES
1.	Packaging is a necessary part of product					
2.	Packaging helps in identifying the product					
3.	You buy product as advice by your family or friend.					
4.	You select product according to your age.					
5.	You like packaging of any product/brand.					
6.	Color of packaging matters you in purchasing of product					
7.	You prefer the product packaging having attractive shape.					
S.NO		DEFINITEL Y NOT	PROBABL Y NOT	POSSIBL Y	PROBABL Y YES	DEFINITEL Y YES
8.	You purchase products that have adequate size					
9.	Labeling is an important part of packaging.					
10.	Modification of packaging is necessary time to time.					

11.	Package sometimes mislead buyer.					
12.	Packaging helps in avoiding impurity.					
13.	Packaging of a new product prompts the buyer to buy the product.					
14.	Strong brand should be a well packed product					
15.	Packages should be made such that they can be used as containers later.					
16.	You change the FMCG product you purchase as the packaging changes.					

17. Choose the aesthetic elements of packaging which are most appealing to you due to whom you attract towards the purchase of product?

- Color
- Size
- Shape
- Material use