

Major Research Report on

Study on Product Packaging and Influence on

Customers

Submitted By

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Certificate

This is to certify that Shubhangi Sharma, 2K21/DMBA/123 has submitted the report titled “**A study on product packaging and its influence on customers**”, under the guidance of Mr. Dhiraj Kumar Pal, as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi, during the Academic year 2022-2023.

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DECLARATION

I, Shubhangi Sharma, student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project Study on “Product Packaging and its Influence on Customers submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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EXECUTIVE SUMMARY

In the context of marketing, a product refers to a tangible or intangible item, service, or system that is designed to meet the needs or wants of consumers and is offered in the market for their use or purchase. It can be anything that has value and can satisfy a customer's demand or desire. Packaging is the practice of utilizing scientific, artistic, and technological knowledge to create containers that safeguard products during transportation, storage, purchase, and usage. Packaging also encompasses the activities of developing, assessing, and manufacturing packaging materials and structures.

In the domains of sales, commerce, and economics, a customer is an individual or entity that acquires a product, service, good, or idea from a supplier, seller, or vendor in exchange for monetary compensation or other valuable consideration. The customer is the recipient of the item or service and is the key participant in the financial transaction.

The aim of this study is to get to know the role of packaging in consumer behavior. The basic purpose is to find out the factors behind the success of packaging.

In this research, I try to find out the positive relationship between dependent and independent variables.

For collecting the data, I used a questionnaire, while for analysis I used SPSS.

A sample of 100 consumers is selected to test the reliability of the model.

Consumer buying behavior is a dependent variable.

Consumer behavior is an area of research that examines the actions of individuals, groups, or organizations involved in the acquisition, utilization, and disposal of products and services. It encompasses the full range of activities related to consumption, including the psychological and behavioral factors that influence purchasing decisions. Consumer behavior analysis investigates how emotions, attitudes, and preferences impact the buying behavior of consumers.

Packaging plays a very vital role in consumer behavior.

Packaging elements like packaging color, background image, packaging material, printed information, and innovation are taken as predictors.

Due to increasing self-service and changing consumers' lifestyles the interest in packages as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly.

So package performs an

an important role in marketing communications, especially at the point of sale, and could be treated as one of the most important factors influencing consumers' purchase decisions.

Literature analysis on the question under investigation has shown that there is no agreement on the classification of package elements as well as on research methods of package impact on consumer's purchase decision. Through this study, we seek to reveal elements of the package have the ultimate effect on consumer choice. Taking into consideration that the package could be treated as a set of various elements communicating different messages to a consumer; the research model was developed and tested in order to reveal the impact of visual and verbal package elements on consumers' purchase decisions.

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1. INTRODUCTION

1.1 Background

In a nowadays competitive environment the role of packages has changed due to increasing self-service and changing consumers' lifestyles. Firms' interest in packages as a sales promotion tool is growing increasingly. The package becomes an ultimate selling proposition stimulating impulsive buying behavior, increasing market share, and reducing promotional costs.

According to Rundh , a package attracts consumers' attention to a particular brand, enhances its image, and influences consumers' perceptions of the product. Also, the package imparts unique value to products, works as a tool for differentiation, i.e. helps consumers to choose the product from a wide range of similar products stimulates customers- buying behavior.

Thus, a package performs an important role in marketing communications and could be treated as one of the most important factors influencing a consumer's purchase decisions. In this context, seeking to maximize the effectiveness of a package in a buying place, the research of packages, their elements, and their impact on consumer buying behavior became a relevant issue.

Literature analysis on the question under investigation has shown that there is no agreement on the classification of package elements as well as on research methods of package impact on consumer's purchase decision. Some researchers try to investigate all possible elements of the package and their impact on consumer's purchase decisions, while others concentrate on separate elements of the package and their impact on consumer buying behavior.

Moreover, some researchers investigate the impact of the package and its elements on the consumer's overall purchase decision, while others — on every stage of the consumer's decision-making process .

Furthermore, the abundance of scientific literature on this issue does not provide a unanimous answer concerning the impact of package elements on consumer buying behavior: diversity of the results in this area depends not only on research models constructed and methods employed

but on the context of the research too. All above mentioned confirms the necessity to investigate this issue in more detail. In light of these problematic aspects, the research problem could be formulated as the following question: what elements of a package have an ultimate effect on consumer purchase decision?

The aim of this paper — based on theoretical analysis of package elements and their impact on consumer purchase decision empirically reveals the elements having the ultimate effect on consumer choice in the case of different products.

Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of designing, evaluating, and producing packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end-use. Packaging contains, protects, preserves, transports, informs and sells. In many countries, it is fully integrated into government, business, institutional, industrial, and personal use.

1.1.1 Eras

a) Ancient Era

The first packages used the natural materials available at the time: baskets of reeds, wineskins (bota bags), wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. Processed materials were used to form packages as they were developed: for example, early glass and bronze vessels. The study of old packages is an important aspect of archaeology.

The earliest recorded use of paper for packaging dates back to 1035, when a Persian traveler visiting markets in Cairo noted that vegetables, spices, and hardware were wrapped in paper for the customers after they were sold.

b) Modern Era

The use of tinplate for packaging dates back to the 18th century. The manufacture of tinplate was long a monopoly of Bohemia; in 1667 Andrew Yarranton, an English engineer and

Ambrose Crowley brought the method to England where it was improved by ironmasters including Philip Foley. By 1697, John Hanbury had a rolling mill at Pontypool for making "Pontypool Plates". The method pioneered there of rolling iron plates by means of cylinders enabled more uniform black plates to be produced than was possible with the former practice of hammering.

Tinplate boxes first began to be sold from ports in the Bristol Channel in 1725. The tinplate was shipped from Newport, Monmouthshire. By 1805, 80,000 boxes were made and 50,000 exported. Tobacconists in London began packaging snuff in metal-plated canisters from the 1760s onwards.

With the discovery of the importance of airtight containers for food preservation by French inventor Nicholas Appert, the tin canning process was patented by British merchant Peter Durand in 1810. After receiving the patent, Durand did not follow up with canning food. He sold his patent in 1812 to two other Englishmen, Bryan Donkin, and John Hall, who refined the process and product and set up the world's first commercial canning factory on Southwark Park Road, London. By 1813, they were producing the first canned goods.

Set-up boxes were first used in the 16th century and modern folding cartons date back to 1839. The first corrugated was produced commercially in 1817 in England. Corrugated (also called pleated) paper received a British patent in 1856 and was used as a liner for tall hats. Scottish-born Robert Gair invented the pre-cut paperboard box in 1890—flat pieces manufactured in bulk that folded into boxes. Gair's invention came about as a result of an accident: as a Brooklyn printer and paper-bag maker during the 1870s, he was once printing an order of seed bags, and the metal ruler, normally used to crease bags, shifted in position and cut them.

Gair discovered that by cutting and creasing in one operation he could make prefabricated paperboard boxes.

Commercial paper bags were first manufactured in Bristol, England, in 1844, and the American Francis Wolle patented a machine for automated bag-making in 1852.

Packaging advancements in the early 20th century included Bakelite closures on bottles, transparent cellophane overwraps, and panels on cartons. These innovations increased

processing efficiency and improved food safety. Additional materials such as aluminum and several types of plastic were developed, and they were incorporated into packages to improve performance and functionality.

In-plant recycling has long been common for producing packaging materials. Post-consumer recycling of aluminum and paper-based products has been economical for many years: since the 1980s, post-consumer recycling increased due to curbside recycling, consumer awareness, and regulatory pressure.

Many prominent innovations in the packaging industry were developed first for military use. Some military supplies are packaged in the same commercial packaging used for general industry. Another military packaging must transport materiel, supplies, foods, etc. under severe distribution and storage conditions. Packaging problems encountered in World War II led to Military Standard or "mil spec" regulations being applied to packaging, which were then designated "military specification packaging". As a prominent concept in the military, Mil-Spec packaging officially came to being around 1941, due to the US Navy experiencing critical losses, ultimately attributed to bad packaging. In most cases, mil spec packaging solutions (such as barrier materials, field rations, antistatic bags, and various shipping crates) are similar to commercial-grade packaging materials but subject to more stringent performance and quality requirements.

As of 2003, the packaging sector accounted for about two percent of the gross national product in developed countries. About half of this market was related to food packaging.

Packaging has begun with natural materials such as leaves. Serial production was later done with products such as weaved materials and pots. It is estimated that glass and wood packaging are being used for around 5000 years. In 1823 Englishman Peter Durand obtained the patent for the first metal packaging made from sheet metal "canister". Double stitched three piece can began to be used in 1900. Paper and cardboard have become important packaging materials in 1900s. With the invention of plastic, it started replacing paper as a packaging material.

General use of plastics in packaging applications has started after World War 2. Polyethylene was produced in abundance during the war years and became an easily found material in the market right after the war. In the beginning it replaced the wax paper used in bread packaging. The growth in plastic packaging has sped up since 1970s. With today's technology and conditions, these previous materials have been replaced by more suitable and economic materials such as glass, metal, plastic, paper and cardboard. During those years packaging was used only for transport and storage, but with these new materials it has also begun to advertise the product. So now packaging is part of marketing policy.

Around 1200 B.C pots and mugs started to be made from molded glass. After the invention of the blow pipe in 300 B.C by the Phoenicians, the production of completely transparent glass was during the times after A.C. During the thousand years that followed glass production technique has improved and expanded.

The development that affected glass packaging the most was the patenting of the "automated rotary glass manufacture machine" in 1889. After the 1970s glass packaging begun to be used in high value products' protection and has a wide range of usages today.

c) Plastic Era

First artificial plastic was prepared by Alexander Parkes in 1838 and was displayed at the Grand International Fair in London in 1862. This plastic was intended to replace natural materials such as ivory and was dubbed "parkesine". In 1849 Charles Goodyear and Thomas Hancock developed a procedure that destroyed the sticky property and added elasticity to natural rubber. In 1851 hard rubber or "ebonite" has become commercial.

In 1870 New Yorker John Wesley Hyatt was given a patent for "celluloid" produced in high temperatures and pressure and has low nitrate content. This invention is the first commercialized plastic and has remained as the only plastic until 1907 when Leo Hendrik Baekeland produced "Bakelite".

1.1.2 Types of Packaging

a) Plastic

This is the most common packaging material and, at the same time, one of the most difficult to dispose of. The factors common to all plastics are that they are light, strong cheap to manufacture. It is for these reasons that they are used so much, as an alternative to cardboard glass packaging materials.

Almost 10% of our rubbish consists of different types of plastic.

b) Metal

Appropriate for packaging foods (canned foods). For drinks, such as soft drinks beers, aluminium is often used. A tin plate is a solid, heavy steel covered with tin to protect it against rust. It is used to package canned foods. It can be separated by magnets should be recycled in all cases.

c) Cardboard

Appropriate for packaging materials wrapping, preferable to "white cork". Its use may prove to be unnecessary when used for products that are already packaged sufficiently. In all cases, this packaging material is easy to recycle and reuse. It is used in the form of boxes, and sheets of corrugated cardboard.

d) Glass

Ideal material for foods, especially liquids. It is inalterable, strong easy to recycle.

It is the traditional vessel in the home (jars, glasses, jugs, etc.). Its weight shape may involve some difficulties for transport storage.

1.1.3 Packaging Trends

Research firms is predicting a greater amount of personalization to go with enhanced mobile capability, more concise on-pack information, and further refinement of "green" products as part of its six global packaging trends.

1. THE DIGITAL EVOLUTION

Mintel predicted the "tipping point" for digital package printing, as brands move beyond using digital only for limited editions and personalization and begin capitalizing on its economic and speed-to-market advantages.

The success of Coca-Cola's "Share a Coke" initiative — which helped reverse a decade-plus decline in sales — provides a window into the potential for digital printing, says Mintel, creating opportunities for brands to engage consumers on a local, personal or even emotional level.

According to Mintel, one-fifth of U.S. millennials are seeking custom or personalized packaging, while nearly one-quarter of Chinese consumers indicate a willingness to pay more for personalized soft drink packaging.

Digital printing currently accounts for an estimated 10% of packaging decoration around the world, with Mintel saying it is positioned to grow "well beyond" industry estimates.

2. GREATER FLEXIBILITY

Once regarded as a compromise, the use of flexible packaging (specifically pouches) increased 56% in the consumer packaged goods category between 2010 and 2014, according to Mintel's Global New Product Database.

Nearly one-third of consumers (32%) associate flexible packaging with being modern, while Mintel says it offers brands "nearly unparalleled" decoration and marketing opportunities. The company says brands will continue looking to pouches to capture consumers' attention in 2016, with "truly innovative" brands looking at the next generation of rigid/flexible hybrids, which combine functionality and environmental benefits with great shelf presence.

3. SHOW ME...BUT NOT TOO MUCH

While the packaging is a great way to convey key brand information, consumers are also wary of an abundance of on-pack messaging that confuses their purchase decisions.

"Clear and concise information about ingredients, functional product attributes, or even convenience and safety must be communicated with total transparency — a key responsibility brands and consumers are placing squarely on the packaging," said Mintel.

The company predicts a convergence of clean labeling and clear on-pack communication.

4. THE EVOLUTION OF GREEN

Package recycling is currently “well below” its potential according to Mintel, with most consumers do not have a real understanding of what to do with compostable packaging, for example.

According to Mintel, two key initiatives are beginning to resonate: A focus on alternative package material sources, and catering to the two-thirds (63%) of American consumers who believe that reusable/repurposable packaging is a “key” purchasing driver.

“When product price and perceived product quality are equal, consumers will be increasingly turning to these eco- and alternative-use attributes as the deciding purchasing factor” says Mintel.

5. SIZE MATTERS

Brands must offer packaging — both larger and smaller — that consumers see as “right-sized” for themselves, their families and shifting use occasions, says Mintel.

While 39% of U.K. consumers would like to see a wider range of smaller bottles for alcohol, for example, families around the world are seeing value in larger milk containers, and 50% of health-conscious snackers say they would be willing to try a new product if it was available in a smaller trial-sized pack.

“As brands’ product portfolios grow, the ability to reach consumers in unique and time-shifting use occasions means brand-owners must offer a greater range of pack sizes,” says Mintel.

6. GOING MOBILE

Mobile is set to become the new “front line” in the battle to win over consumers, says Mintel, noting mobile interactions will account for 64 cents of every \$1 spent in retail stores by the end of 2015.

Unlike the previous generation of mobile-friendly packaging, with its “clunky” QR and text codes and less-than-stellar augmented reality experiences, the next generation of mobile engagement will be built around near-field communication (NFC) and Bluetooth low-energy that will deliver on the promise of mobile engagement, says Mintel.

1.1.4 Functions of Packaging

Billions of pounds are spent on packaging food and other items each year. Sixty percent of all packaging is for food products. At the beginning of the 20th century most food was sold loose. It was weighed and measured out and placed in bags or directly into the shopper's bag to carry home.

Packaging and advertising were virtually unknown. Today packaging is a massive, lucrative industry and often it is the way the packaging looks that persuades the shopper to buy the product inside it.

1. To protect a product from damage or contamination by micro-organisms and air, moisture and toxins: The product must be protected against being dropped, crushed, and the vibration it suffers during transport. Delicate products such as fruits need to be protected by a rigid package such as a laminated container.

2. The product must also be protected against the climate including high temperatures, humidity, Light and gases in the air. It must also be protected against micro-organisms, chemicals, soil and insects.

3. To keep the product together, to contain it (i.e. So that it does not spill): Some shapes cannot be easily packaged, for example, certain vegetables. However, there are methods of getting around this problem. Suppliers of canned vegetables such as carrots have developed a particular type of plant that yields carrots that are straight and smaller than the normal variety. These fit into cans. Some products such as fruit juices and sausages need to be contained in packages that hold them together and are sealed to prevent spillage and loss.

To identify the product: Packaging is the main way products are advertised and identified. To the manufacturer the package clearly identifies the product inside and it is usually the package that the customer recognises when shopping. Advertising is very important when a manufacturer launches a new or existing product. The package, through its colour scheme or logo, is what is normally identified by the customer.

The package will also contain important information including ingredients and 'sell by date'.

4. Protection during Transport and Ease of Transport: A package should be designed to make it easy to transport, move and lift. A regular shaped package (such as a cuboid) can be stacked without too much space between each package being wasted. This means that more packages can be transported in a container of a lorry. Unusually shaped packages can lead to space being wasted and this can be costly if thousands of the same package are been transported.

5. Stacking and storage: In supermarkets and shops it must be possible to stack packages so that space is not wasted on the shelves. Lost space on shelves is looked up on a lost opportunity to sell to a customer. Also, the package must be designed in such a way that all the important information can be seen by a potential buyer, especially the product name. The next time you visit the supermarket look carefully at the shape of the packages. They are usually the same rectangular / cuboid shape. It is the selection of colours and shades that determine whether the product inside is regarded as a quality, sophisticated or cheap item. Often packages are stacked on top and alongside each other to reduce wasted space. The shape and form of the package determines how efficiently they can be stacked or stored.

6. Printed Information: Information that is useful to consumers and companies such as Supermarkets, is printed on packaging. This includes, ingredients, sell by dates, price, special offers, manufacturers address, contact information, product title, barcode and more.

The bar code is extremely useful to the shop selling the product. When the barcode is scanned, the computer system automatically determines if the product needs reordering. Also, the price of the product appears at the till.

1.2 Problem Statement

There is a basic need to understand consumer behavior towards packaging and whether it is necessary or not to enhance consumer satisfaction.

1.3 Objectives of the study

- To analyze what is Packaging and how is it necessary for products
- To check the effect of packaging elements such as packaging color, packaging material, Packaging innovation on the buying behavior.
- To measure the relative impact of each packaging element on the consumer.
- To identify the elements which should be highlight while design the packaging.

1.4 Scope of the study

The aim of this research is to conduct a hypothetical analysis of packaging components and their impact on consumer purchasing behavior. Through this empirical study, the various features that have a significant influence on a consumer's decision-making process when presented with multiple options will be uncovered. The research seeks to identify the packaging elements that are most important to consumers and how they affect their decision to purchase a product. The study aims to provide valuable insights into the role that packaging plays in shaping consumer behavior and preferences. It is important to note that the research is original and has not been plagiarized from any other source.

2. LITERATURE REVIEW

2.1 Purchase Intention

An attention capturing color helps to consumer to visually see and differentiate the competitive brand consumer is experiencing a lot of products when he visits the supermarket but he only purchases those products whose colors attract his attention. Color of packaging has different meaning such as a green color show the natural, secure relaxed or easy going. Red colors indicate the human excitement, hot, passionate and strong. Orange colors represent the power, affordable and informal. Brown colors show the informal and relaxed masculine nature whereas white color indicates goodness, purity, cleanliness, refinement and formality. Black color power authority and mystery. Consumer often perceived the quality by using or relating the color . Consumer take different meanings of different color and it relate the color with their beliefs and preference. A color becomes cause to effect the consumer perception toward the price. For instance an orange color is perceived more incorrect twice than blue color of cloths in shop. Different studies by Rouillet shows the effect of different color over consumer perception towards the quality, price and consumer attraction. His major studies were over medicines products, the use of brown, red or orange color require special safety guidelines on the opposite side. The former represent the treatment of sophisticated diseases, quickly in action and high price than blue, green and yellow. A picture folder /icon, exercise lesson and symbols over the packaging which induce the appetite of food like products. All that material which are often used in package design and structure have effect on the consumer emotions, perception to quality and buying behavior while Consumer like the material of package which is environment friendly. Information about benefits,key inputs used in product and its effects over health and environment is also printed over packaging. It helps to create the trust and build the relationship among the consumers.In the marketing packing is most important thing for any product because some time only packaging attract the consumer and they purchase product due to attractive packaging argue that packaging shape of the product make image of product Underwood et al noted that packaging picture is important as compare to the verbal communication.

2.2 Element of packaging

Packaging includes the sub elements such as price, product, place and promotion which work with marketing tools . In early days the value of packaging was 10% then it reached to 50% of items. Now a day it is about 70% of items values. A good packaging material help to protect the product form external damaging factors, store, introduced and sale of new product. The color, font style on label and packaging structure enhance convince the user to create the positive image of brand. A study of consumer behavior become too important because social and psychological trait stimuli the person what is purchase and why. A good design meets the modern requirement of customers which lead to the more satisfaction. The intention to packaging is also influenced by the other packaging related variables like color, image, designs, size and shape .The mediating role of perceived value and purchase intention is how customer perceived value of product. If a customer perceived high value then it affect purchase intention. Perceiving value has significant effect over consumer purchase intention. According to a consumer know how about product lead to consumer decision (purchase intention). The packaging design customer knowledge and celebrity endorsement is also influence the purchase intention . In buying decision there are five step w which consumer pass away to within given product from problem recognition to after purchase behavior. At problem recognition the learned about what he really need and why good effective marketing communication channels also help. The consumer to reorganize his basic need and next steps involve information gathering to satisfy his requirement The second last decision is also purchase decision or final selection of available alternative. The final stage of decision making process is after purchase behaviors which help the marketer to know about whether customer is satisfied or dissatisfied with product to overcome the next problems arrived in future. In past time the boxes; wrappers are used as packaging material . Packaging is used as to increase the competitive advantage and increase the market share suggest that the picture on packaging must be related to the brand or product due to this we also attract the consumers suggest that graphical component of the packaging make or change the belief of the consumer even on product label verbal information communicate more information as compare to the visual. Attractive packaging is necessarily for gaining the competitive edge on the competitors because now a day's time is very shorter and very person is busy in their work so that the visual packaging is most important as compare to the verbal . Graphics and color are also very important in packaging because they build in the mind of customer. Some time the consumer makes decision of purchase on the base of purchase on the base of some

particular color because people or some person associated some particular color and they prefer that color. If the packaging of product is large but in the original product that in the pack is small first time the customer purchase but next time they not purchase that product again.

2.3 Consumer Perception

A consumer in American supermarket typical faces the 20,000 product choice before to practice the final decision. So, attractive product design can also help to differentiate the competitive brand and to make final decision based on product design. A study indicates that 60% to 70% decision of final purchase is also made on the basis of product package. Mostly consumers face the meeting point, so packaging play their role as meeting point, so packaging play their role as meeting point. Simply packaging work as communication tool to deliver the product related message. Product helps to make identification of brand and help to highlighting and promoting the products. Packaging design refers to as final advertisement tool to inform, persuade and convince the consumer before final purchase decision. A study indicates that 2/3 purchases are also held spontaneous (Impulsive) which is based on product design. Mostly new product is purchased based on un-planned decision (Impulsive buying). The product packaging and product design are positively correlated.

3. RESEARCH METHODOLOGY

3.1 Theoretical framework

The theoretical framework between independent and dependent variables can be expressed as follows:

- a) Independent Variables: Packaging color, packaging Material, Innovation
- b) Dependent Variables: Consumer Buying Behaviour

The color and material of packaging are both crucial factors in a consumer's decision-making process. Different colors can create different moods and grab attention, influencing the potential customer's purchasing decision. The use of high-quality packaging materials can attract consumers and positively impact their buying behavior, while low-quality packaging can have the opposite effect. Therefore, companies must carefully consider both the color and material of their packaging in order to appeal to their target audience and maximize sales.

Innovative packaging has the potential to add value to a product by meeting specific consumer needs such as portion control, recyclability, tamper-proofing, child-proofing, easy-open, easy-store, and easy-carry features. This type of packaging can provide solutions to consumer problems and help to differentiate the product from competitors. The ability to offer unique and useful features can impact consumer buying behavior positively, making innovative packaging an essential consideration for businesses looking to attract and retain customers.

3.2 Descriptive Analysis

Descriptive analysis is a common technique used to generate results in research. By using descriptive statistics, researchers can summarize their data by presenting minimum, maximum, and mean values, among others.

3.3 Correlation

Pearson's correlation is a statistical method used to measure the correlation between two or more continuous variables. The value obtained from this method can range between 0.00 (which indicates no correlation) to 1.00 (which indicates perfect correlation). The significance of the correlation is also determined by other factors like the size of the group being studied. Generally, a correlation value of above 0.80 is considered high.

3.4 Methodology for Analysis of Data

To analyze the data, the SPSS software will be utilized, which will be divided into two parts. The first part will involve descriptive statistics to summarize and describe the data, which will include measures of central tendency, such as the average, and dispersion, which refers to how close the data is to the measure of central tendency. This approach will help provide a comprehensive understanding of the data and facilitate further analysis.

The decision-making process for customers in Indian supermarkets, where they are presented with an overwhelming quantity of product options, heavily depends on consumer perception. Attractive product design and packaging can help set a brand apart from its rivals and affect the customer's ultimate choice. Studies show that 60% to 70% of final purchase decisions are influenced by product packaging, which acts as a medium for communicating messages about the product.

Product design and packaging serve as key advertising tools to educate, persuade, and convince customers before they make a purchase. They also aid in brand recognition and marketing. Graphic design, structure design, and product information are the three dimensions of packaging design, according to studies. Brand name, font, picture, and color are all part of graphic design.

The aim of this research is to examine various aspects of consumer buying behavior in different locations within the Indian market. A sample size of 100 participants, including students, professionals, businessmen, and others, was selected for this study. However, only 100 questionnaires were returned, and these were used to obtain responses and input data into SPSS software. Descriptive statistics were used to summarize and describe the data, including gender, age, occupation, and education with mean and percentage values. The first technique for descriptive statistics provided the minimum, maximum, and mean values of the data. The second technique involved correlation and regression analysis of the dependent and independent variables.

4. ANALYSIS

4.1 Introduction to the Case

In today's competitive business environment, many companies offer similar products, and consumers are faced with a vast array of choices when shopping. Therefore, packaging has become an effective tool to capture consumers' purchase intentions.

According to Belch and Belch, an American consumer is exposed to around 20,000 products during a 30-minute shopping session at a supermarket. In such a competitive environment, packaging can help to differentiate a product and give a company a competitive edge.

According to Nilsson and Ostrom, the graphic design of packaging, including the name, typography, and structure design, such as the size of the packaging or products, has a positive effect on consumer brand experience and purchase decisions, leading to brand loyalty. Packaging becomes a useful tool for marketers to capture customer attraction and gain a competitive advantage over their competitors. The color of the packaging is particularly important, as it can help to differentiate a product from those of other companies. The packaging color can attract the customers' attention and remind them of the product in a crowded market. The packaging material is also an essential factor as it can prevent losses. If the material used is of sufficient quality, it can attract customers to the product.

The font style used on the packaging should be chosen according to customers' perceptions, as those companies that use the best font style can successfully capture the market. There are three types of perception: (i) Somaesthetic or Hearing visual, (ii) Gustative, and (iii) Kinesthetic perception.

In summary, packaging has become a critical element in the marketing strategy of companies in today's competitive business environment. It can help to differentiate a product from those of competitors and capture the customer's attention and attraction, leading to increased brand loyalty and a competitive advantage. Companies should carefully consider the design, color,

material, and font style used in their packaging to ensure it aligns with their marketing goals and resonates with their target audience.

The article titled "Impact of Product Packaging on Consumer's Buying Behavior" by Ahmed Rizwan Raheem, Parmar Vishnu, and Amin Muhammad Ahmed, published in the European Journal of Scientific Research in April 2014, discusses the role of packaging on consumer behavior and the essential factors that drive the success of a brand. The study aims to identify the relationship between the dependent and independent variables and collect primary data through a questionnaire and analyze it using SPSS software.

The study collected samples of 150 respondents and tested the reliability of the model. The findings of the research suggest that packaging is the most important factor that influences consumer purchase decisions. The study also concludes that packaging elements such as color, packaging material, design of wrapper, and innovation are crucial factors when consumers make any buying decision.

The article highlights that packaging has become a sales promotion tool for organizations and stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. The packaging appeals to the consumer's attentiveness towards a particular brand, increases its image, and stimulates consumer perceptions about the product. Furthermore, packaging conveys distinctive value to products and works as an instrument for differentiation and helps consumers decide on a product from a wide range of parallel products.

The article acknowledges that there is no agreement on the overall classification of packaging material and package elements, and researchers disagree on the methods of package impact on consumer buying behavior decision. Some researchers attempt to examine all potential elements of packaging and their effect on consumer buying decisions, while others focus on distinct elements of packaging and their influence on consumer purchasing behavior.

In conclusion, the study highlights that packaging is one of the most crucial and powerful factors that influence consumer purchase decisions. The study identifies the packaging elements that are most important to consumers and recommends that organizations pay attention to these factors while designing their products.

4.2 Data Collection

Data Collection The population of the study consists individuals who are availing banking facilities through public or private banks in India. Data was collected using structured questionnaires to collect relevant data pertaining to the said research and were personally administered. The data was collected through a questionnaire of 17 questions. The questionnaire was on Likert scale and was coded as follows: Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5 In surveys, Likert scale questions are frequently used to collect data for social science research. It enables researchers to gauge participants' attitudes, beliefs, and perceptions towards a specific subject. It is simpler to examine the data and make useful inferences thanks to the number codes supplied to each response. An Excel file including a Google Form was made to make it easier to collect the data. For the quantitative analysis in this study, convenience sampling was used. The potential to reach a huge number of responders, convenience of use, and minimal cost are just a few benefits of using a Google Form to gather data.

4.3 Data Analysis

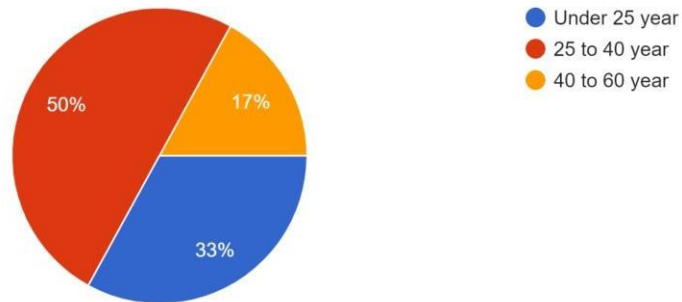
Data analysis is a “process of organizing and synthesizing data in such a way that research questions can be answered and hypothesis tested”. The term analysis refers to the computation of certain resources along with searching for patterns of relationship that exists among data groups. The data collected was systematically processed, tabulated and made suitable for analysis and interpretation. It was a study on consumer perception towards banking sector- a study with reference to public and private sectors through data collected by questionnaire. The results obtained were classified, tabulated and various tests were performed to check the reliability and validity of data collected

A synopsis of the responses collected through questionnaire along with the analysis is as follows

4.3.1 Synopsis of responses

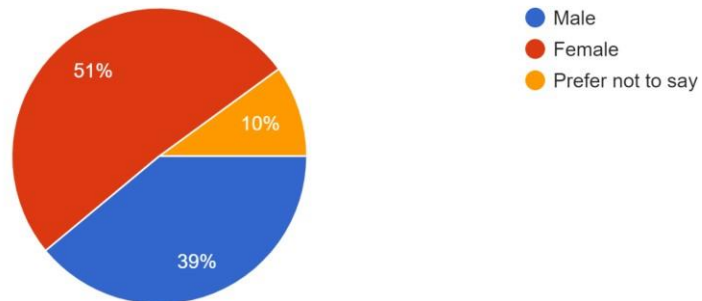
Age

100 responses



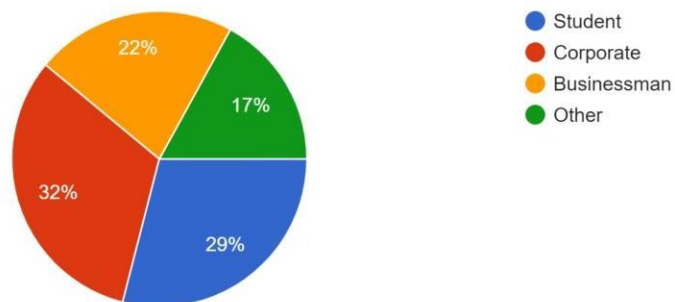
Gender

100 responses



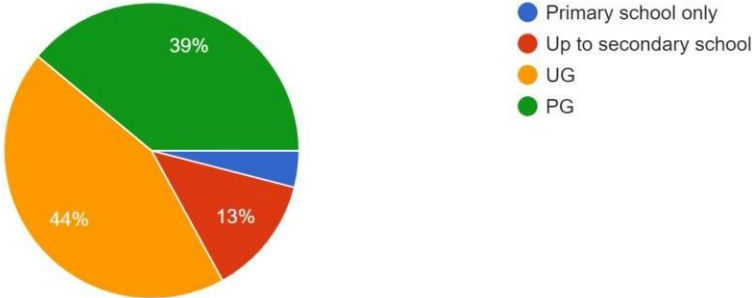
Profession

100 responses



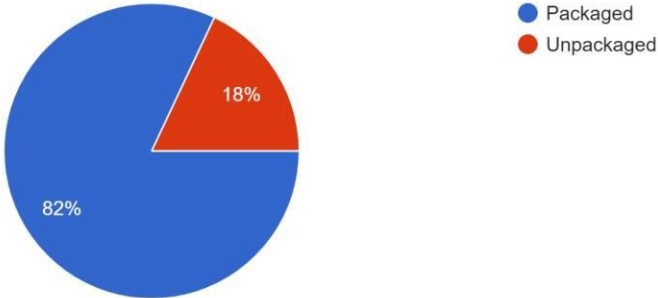
Education

100 responses



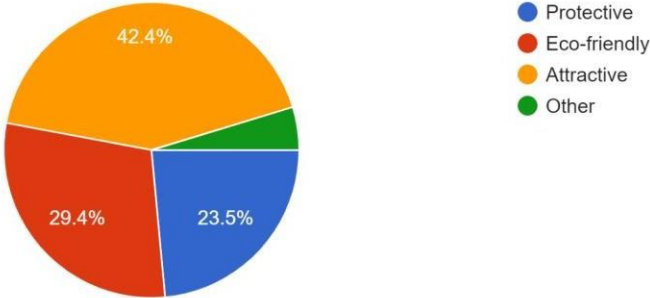
Do you prefer packaged or unpackaged goods?

100 responses



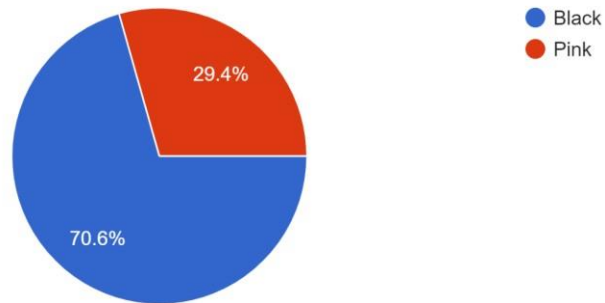
What is your priority towards packaging ?

85 responses



A perfume business selected two colours for its packaging. Which colour will you choose?

85 responses



4.3.2 Frequency

Table 1: Frequency Statistics

MEASURE	ITEM	FREQUENCY	PERCENTAGE,
Gender	Male	51	51%
	Female	39	39%
	Prefer Not to say	10	10
Age	Under 25	33	33%
	25-40	50	50%
	40-60	17	17%
Profession	Student	29	29%
	Corporate	32	32%
	Businessman	22	22%
	Other	17	17%
Education	Primary School	0	0%
	Secondary school	13	13%
	UG	44	44%
	PG	39	39

Preferred Goods	Packaged	86	86%
	Unpackaged	14	14%

In the above table genders there are 100 respondents response in which 51% of male and 39% were female respondents and 10% of people who preferred not to say.

The given above table show the age of participant. The age row shows that in the age of less than 25 year there are 33% respondents. While 50% respondents in the range of 25 to 40 years and 17% respondents are 40 to 60 year range.

According to the given above table the occupation show that 29% respondent are student while 32% respondent are in Corporate. In the above table 22% respondent are the businessman and the 17% respondent are found on the different types of activity for generating of income.

The given above the table show the education level of the participant there are 4% respondent found in the primary school only while the 13% respondent are found up to secondary school. And the 44% respondents are in UG and 39% are the PG graduates.

We can also see that 82% of the respondents prefer Packaged goods and only 18% prefer Unpackaged goods.

4.3.3 Descriptive statistics

Table 2: Descriptive statistics (Buying Behaviour)

	N	Minimum	Maximum	Mean	Std. deviation
Buying Behaviour	86	1	5	3.41	0.53

In the above table 2, the minimum value is 1, maximum value is 5, and the mean value is 3.32 whereas the standard deviation is 0.54. Mean value provides the idea about the central tendency of the values of the variable. Number of observations of each variable is 86.

Table 3: Descriptive statistics (Packaging Colour)

	N	Minimum	Maximum	Mean	Std. deviation
Packing Colour	86	1	5	3.32	0.54

In the above table 3, the minimum value is 1, maximum value is 5, and the mean value is 3.32 whereas the standard deviation is 0.54. Mean value provides the idea about the central tendency of the values of the variable. Number of observations of each variable is 86.

Table 4: Descriptive statistics (Packaging Material)

	N	Minimum	Maximum	Mean	Std. deviation
Packing Material	86	1	5	3.34	0.52

In the above table 4, the minimum value is 1, and the maximum value is 5. The values can be deviated by 0.52.

Table 5: Descriptive statistics (Innovation)

	N	Minimum	Maximum	Mean	Std. deviation
Innovation	86	1	5	3.5	0.54

In the above table 5, the minimum value is 1, maximum value is 5, and the mean value is 3.5 whereas the standard deviation is 0.54. Mean value provides the idea about the central tendency of the values of the variable. Number of observations of each variable is 86.

4.3.4 Pearson's Correlation

Hypothesis 1

H1: there is relationship between Buying Behavior and Packing color

Table 6: Correlation b/w Buying Behavior & Packing Color

	N	Buying Behavior	Packing Color
Buying Behavior	Pearson Correlation	1	0.289
	Sig. (2-tailed)	86	0.000129
Packing Color	Pearson Correlation	0.289	1
	Sig. (2-tailed)	0.000129	86

Table 7: Regression Analysis Model Summary Table of the Relationship Between Consumers' "Buying behavior" and "Packing Color"

<i>Regression Statistics</i>	
Multiple R	0.263604
R Square	0.069487
Adjusted R	0.059992
Standard E	0.883669
Observations	100

Table 8: Regression Analysis ANOVA Table of the Relationship Between Consumers' "Buying Behavior" and "Packaging color"

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	5.714618	5.714618	7.318258	0.008051
Residual	98	76.52538	0.780871		
Total	99	82.24			

Table 9: “Standard Error, t, p” Value Results as a result of the Regression Analysis of the Relationship Between Consumers’ “Buying Behavior” and “Packaging color”

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.011127	0.290587	6.920922	4.68E-10	1.434467	2.587786	1.434467	2.587786
The colour of a product's packaging influence your mental process?	0.222879	0.082388	2.705228	0.008051	0.059382	0.386376	0.059382	0.386376

Table 6 represents the table of correlations. Where two variables – buying behavior and Packing color– are positively correlated ($r= 0.289$, $p = 0.000129$).

There is moderate relation between these two variables, which is significant.

In Table 7 , Regression analysis is applied to this model and statistically relevant ($F = 7.31$ and $p=0.008$),

as seen. . F value is smaller than ($p<0.05$), 0.05. This mean statistically relevant.

Regression analysis was applied to hypothesis H1 hypothesis. There is a significant relationship between “Perceptions Towards Packaging” and “Purchase Frequency”. As a result of the regression analysis, only two variable (“Creation of Brand Image-CBI and Comparison and Promotion – CP”) of the five factor group forming the independent variables, were found to have a suggestive effect on “Purchase Frequency”. H

Hypothesis 2

H2: there is relationship between Buying Behavior and Material of Packing

Table 10: Correlation b/w Buying Behavior & Material of Packing

	N	Buying Behavior	Packing Color
Buying Behavior	Pearson Correlation	1	0.239
	Sig. (2-tailed)	86	0.000125
Quality of Packing	Pearson Correlation	0.239	1
	Sig. (2-tailed)	0.000125	86

Table 11: Regression Analysis Model Summary Table of the Relationship Between Consumers' "Buying behavior" and "Packing Material"

<i>Regression Statistics</i>	
Multiple R	0.093931
R Square	0.008823
Adjusted R	-0.00129
Standard E	0.916169
Observations	100

Table 12: Regression Analysis ANOVA Table of the Relationship Between Consumers' "Buying Behavior" and "Packaging color"

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0.732218	0.732218	0.872347	0.352601908
Residual	98	82.25778	0.839365		
Total	99	82.99			

Table 13: "Standard Error, t, p" Value Results as a result of the Regression Analysis of the Relationship Between Consumers' "Buying Behavior" and "Packing Material"

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3.229572	0.293498	11.00373	8.14E-19	2.647134774	3.812009	2.647135	3.812009
How much	0.094358	0.101026	0.933995	0.352602	-0.106125179	0.294841	-0.10613	0.294841

Table 10 represents the table of correlations. Where two variables buying behavior and Quality of Packing are positively correlated ($r = 0.239$, $p = 0.000125$). There is moderate relation between these two variables, which is significant.

So, H2 cannot reject. The result is clear that the consumer also evaluates the products on the behalf of its packaging quality. Customer proffers the better quality of package.

Regression analysis is applied to this model and statistically relevant ($F = 0.87$) and $p = 0.35$), as seen above Table 12 . F value is smaller than ($p < 0.05$), 0.05. This mean statistically relevant.

Hypothesis 3

H3: there is relationship between Buying Behavior and Packing Innovation

Table 14: Correlation b/w Buying Behavior & Quality of Packing

	N	Buying Behavior	Packing Color
Buying Behavior	Pearson Correlation	1	0.224
	Sig. (2-tailed)	86	0.000135
Packing Innovation	Pearson Correlation	0.224	1
	Sig. (2-tailed)	0.000135	86

Table 15: Regression Analysis Model Summary Table of the Relationship Between Consumers' "Buying behavior" and "Packing Innovation"

<i>Regression Statistics</i>	
Multiple R	0.093931
R Square	0.008823
Adjusted R Square	-0.00129
Standard Error	0.916169
Observations	100

Table 16: Regression Analysis ANOVA Table of the Relationship Between Consumers' "Buying Behavior" and "Packaging Innovation"

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0.732218	0.732218	0.872347	0.352601908
Residual	98	82.25778	0.839365		
Total	99	82.99			

Table 17: "Standard Error, t, p" Value Results as a result of the Regression Analysis of the Relationship Between Consumers' "Buying Behavior" and "Packing Innovation"

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3.229572	0.293498	11.00373	8.14E-19	2.647134774	3.812009	2.647135	3.812009
How much do you	0.094358	0.101026	0.933995	0.352602	-0.106125179	0.294841	-0.10613	0.294841

Table 14 represents the table of correlations between two variables buying behavior and Innovation, which is positively correlated ($r = 0.224$, $p = 0.000135$). There is moderate relation between these two variables, which is significant. So, there is a significant relationship between Buying Behavior and Packing Innovation.

Regression analysis is applied to this model and statistically relevant ($F = 0.87$) and $p = 0.35$, as seen above Table 16. F value is smaller than ($p < 0.05$), 0.05. This mean statistically relevant.

4.4 Findings and Recommendations

4.4.1 Findings

It has revealed that elements of package are the most important for consumer's purchase decision.

For a major part of consumers' material is the main visual elements like color.

Most of the respondent while purchase a product they more focus on quality of packaging more than the color of the packaging of the product.

In our research most of respondent says that packaging of product influence while purchasing of the product.

Most of people says that eco-friendly packaging is preferred. .

4.4.2 Recommendations

Proper attention to good packaging is highly recommended for marketing and business units. Introducing poor packaging could lead to product failure in the market, which is why it is necessary to set packaging standards and implement strategies accordingly to ensure better protection and promotion of the product.

Research has shown that cultural differences can have an impact on companies' initiatives to design the product package. For example, during our research, we found that the choices of packaging colors differ significantly between the West and Far East. Therefore, it is important for international companies to consider cultural differences when designing product packages in different parts of the world.

It should be noted that packaging is not the sole factor for the success of any product. Marketers in the industry should also take into account other important factors of marketing while launching new products or revitalizing old ones.

For other researchers interested in packaging, it is recommended that they consider other factors and dimensions of marketing as well. By doing so, they can gain a more holistic understanding of the impact of packaging on a product's success in the market.

4.5 Limitations of the Study

1. **Sample size:** A study with a sample size of 100 may not be representative of the larger population as only 86 among 100 chose packaged products. The sample size may be too small to draw conclusive results and generalize the findings to a larger population.
2. **Sampling bias:** There may be biases in the sampling method used to select the 100 consumers. For example, if the sample is selected from a specific location, the results may not represent the behavior of consumers from other regions.
3. **Self-reporting bias:** The study may rely on self-reporting by consumers, which can be subject to biases. Consumers may not provide accurate or truthful responses to the questions asked.
4. **Limited scope:** The study may only focus on a limited number of variables related to consumer behavior on product packaging. This may limit the depth of understanding of the factors that influence consumer behavior.
5. **Lack of control:** The study may not have control over extraneous variables that could influence consumer behavior. For example, consumer behavior may be influenced by factors such as mood, time of day, or the presence of other people.
6. **Limited generalizability:** The study's findings may not be generalizable to other products or industries. The behavior of consumers may differ depending on the type of product or industry.
7. **Data analysis limitations:** The study's findings may be limited by the analytical methods used to analyze the data. The statistical techniques used may not be appropriate for the data collected or may not provide a comprehensive understanding of the results.

5. Conclusion

Throughout project we came to know that packaging really influence the consumer while purchasing a product. Package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior.

According to my research, I found out that most consumers like the product quality after they purchased their desired packaged products. Based on those facts, we cannot say there is a 100% equal relationship between good package and good product quality, but there is a positive thinking and trend about well-designed package shows high product quality. As a matter of fact, people are becoming more and more demanding; packaging has been gradually shown his important role in a way to serving consumer by providing information and delivering functions.

The results of the research study on the role of packaging on consumer buying behavior indicate the following conclusions:

Firstly, packaging is one of the most valuable tools in today's marketing communication. Therefore, it is necessary to conduct more detailed analysis of its elements and their impact on consumer buying behavior.

Secondly, an appropriate and vivid picture or packaging color that delivers a happy feeling, or an easy handle/open/dose/dispose package shape are essential elements that contribute significantly to catching consumers' attention and interest. Additionally, a good combination of these elements can make the product more eye-catching and attractive.

Thirdly, analyzing the importance of the separate elements of packaging for consumers' choice reveals the impact of packaging and its elements on their purchase decision. The study has identified the main package elements that are considered important: graphic, color, size, form, and material of packaging.

Overall, the study highlights the significance of packaging in shaping consumer buying behavior. It emphasizes the importance of various elements of packaging and the need to analyze them to create a more effective packaging design that can attract and retain consumers.

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ANNEXURE

Consumer Perception towards Product Packaging

Dear Respondent,
Greetings!

The following questionnaire is intended to study the "**Consumer perception towards Product Packaging**".

This survey is a part of my MBA Dissertation research work.

The data collected for this study is exclusively for academic and research purposes.

Please take a moment to fill out the questionnaire.

I sincerely thank you for your valuable time in responding to this survey.

Regards,
Shubhangi Sharma
DSM, DTU

** Indicates required question*

1. Age *

Mark only one oval.

- Under 25 year
 25 to 40 year
 40 to 60 year

2. Gender *

Mark only one oval.

- Male
 Female
 Prefer not to say

3. Profession *

Mark only one oval.

- Student
- Corporate
- Businessman
- Other

4. Education *

Mark only one oval.

- Primary school only
- Up to secondary school
- UG
- PG

5. Do you prefer packaged or unpackaged goods? *

Mark only one oval.

- Packaged
- Unpackaged

7. How much do you prefer packaged goods?

Mark only one oval.

Never

1

2

3

Always

8. What is your priority towards packaging ?

Mark only one oval.

Protective

Eco-friendly

Attractive

Other

9. Do you switch your brand due to change in packaging of existing brand?

Mark only one oval.

Yes

No

Sometimes

10. The colour of a product's packaging influence your mental process?

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

11. A perfume business selected two colours for its packaging. Which colour will you choose?

Mark only one oval.

Black

Pink

12. The material of packaging affects your decision making process ?

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

13. What packaging material do you prefer?

Mark only one oval.

Biodegradable

Plastic

14. You prefer buying Product Samples ?

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

15. Innovation is Important for packaging .

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

16. The printed information on the package influence your buying decision.

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

17. The language used on the package influence your buying decision.

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

● 7% Overall Similarity

Top sources found in the following databases:

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	Submitted works	
31	Pan-Atlantic University on 2022-11-13	<1%
	Submitted works	
32	Liverpool John Moores University on 2022-10-21	<1%
	Submitted works	