

To Study the Influence of Product Packaging Elements on Consumer Buying Behaviour of Non-Carbonated Fruit Juices with Respect to Navi Mumbai Region

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Abstract:

This study investigates the substantial influence of packaging on consumer buying behaviour of non-carbonated fruit juices and its role in driving brand success. It explores the major factors contributing to brand success and develops the interrelationship between dependent and independent variables. Utilizing primary research methods, data were collected from 96 respondents from the Navi Mumbai region via a structured questionnaire, and the model's reliability was assessed. Statistical analysis employed the use of PSPP software. The results highlight the importance of packaging as a critical determinant in consumer decision-making. Aspects such as packaging material, image on the package, and ease of packaging emerged as major influencers. The study concludes that packaging holds considerable influence over consumers' buying decisions, understanding its crucial role for marketers.

Keywords: *buying behaviour, packaging elements, consumer behaviour, non-carbonated fruit juices.*

Introduction

A product constitutes a combination of tangible and intangible aspects presented to consumers for sale, methods, information, services, or objects created to fulfil needs or desires of the consumer. Packaging exhibits a preference for novel products and services that address their requirements, influencing their purchasing behaviour. Analysing consumer attitudes involves assessing how products attract them, determining if the product meets their demands, understanding their reactions, assessing perceptions, and evaluating product recognition and preference.

Numerous factors contribute to sharp product sales, including product quality, protectability, convenience, meeting consumer needs, and the role of packaging in elevating a product's presence and establishing a robust image in the minds of consumers. Packaging serves as a pivotal element in drawing consumers in, functioning as a promotional tool that encompasses components like colour, material, image, ease of packaging and other characteristics. It constitutes the comprehensive package offered by companies, stimulating impulse buying behaviour, captivating consumers, and subsequently increasing sales while diminishing marketing and advertising expenditures.

The study focuses on non-carbonated fruit juices as it offers a refreshing and wholesome alternative to carbonated beverages. These juices, provide a natural burst of flavour without the fizz. Known for their nutritional benefits, non-carbonated fruit juices are rich in vitamins, antioxidants, and essential nutrients. They cater to consumers seeking a healthier beverage option.

Historically, companies did not prioritise product packaging, resulting in a lack of consumer attraction and subsequent sales. However, in the present competitive environment, companies have redirected their focus to

product packaging, acknowledging its significance. Inherently consumers gravitate towards new and visually appealing packaging, impacting their purchasing decisions. This study delves into packaging elements, such as colour, material, and other characteristics, to understand their influence on consumer intentions and buying behaviour.

The research also explores packaging features and components to formulate hypotheses and reveal the authentic realities and perceptions of consumer buying behaviour toward non carbonated fruit juices .

Research Question:

The Research question is to find out the influence of non-carbonated fruit juice packaging on consumers buying behaviour.

Objectives of the study:

1. To identify how packaging influences consumer buying decisions.
2. To study the effects of various packaging elements on consumer buying behaviour.
3. To measure the significance of each packaging element on the consumers.
4. To highlight the packaging elements that draws consumer attraction.

Literature Rivew:

Packaging plays a pivotal role in the marketing mix, serving as a means to differentiate a company's product from competitors and communicate effectively with consumers. According to Ahmed, Billo, and Lakhan (2012), packaging leaves a lasting impression on consumers, influencing purchasing decisions based on brand image, values, product quality, and innovations.

Silayoi and Speece's research (2007) underscores the multifunctional nature of packaging. It not only describes the product and its features but also communicates with consumers and safeguards the product. Packaging elements such as attractive colors, pictures, and symbols enhance the overall attractiveness of a product.

In the competitive FMCG market, packaging's role as a medium for communication and branding is escalating (Neeta & Sudha, 2014). The study conducted by Saeed et al. (2013) delves into the impact of brand image, brand attachment, and environmental effects on consumer purchase decisions. It reveals that while brand image has no positive relation with consumer purchase decisions, brand attachment and environmental effects show a moderate positive relation.

Shruti (2014) emphasizes that honest and effective packaging absorbs consumers, increasing their intentions to buy products. Well-designed packaging, as noted by Deliya and Parmar (2012), influences consumers, changing their buying behavior and contributing to revenue generation.

Packaging's significance extends to the point of sale, becoming an integral part of the selling process (Silayoi & Speece, 2004). Saeed et al. (2013) further suggest that consumers purchase more quantity of a product after seeing its label, indicating the influence of labeling on consumer buying behavior.

Color emerges as a potent factor in product marketing, acting as the most powerful visual component. Researchers like Behzad (2014) and Singh (2006) highlight the significant role of colors and graphics in altering consumer intentions and behaviors.

Consumer thoughts, feelings, and behaviors are influenced by colors, prompting marketers to focus on long-employed colors as visual devices (Labrecque, Patrick, & Milne, 2013). The choice of packaging color can have a lasting impact on product perception and consumer buying behavior.

In addition to color, the packaging material and wrappers are crucial factors. Damaged or unattractive packaging material can lead to a decline in consumer trust and product abandonment (Thomas, 2011). Baik (2011) explains that companies targeting the upper class must design high-level products with superior elements to positively impact consumer buying behavior.

Producers must introduce changes in products to satisfy consumer needs and differentiate themselves from competitors. Innovation in product features, design, and even flavors plays a crucial role in increasing potency and effectiveness (Noorani & Setty, 2007).

Rundh's research (2005) delves into the multifaceted dimensions of packaging, offering valuable insights for establishing a balance between a promotional tool and a promotional supply. Borin et al.'s investigation (2011) on varied levels of environmental information on key client metrics underscores the importance of positive environmental messages for product perception and consumer intentions.

Labelling Influence on Consumer Perception, explores the nuanced impact of labelling on consumer perception and buying behaviour, emphasizing the role of information conveyed through labels in shaping purchasing decisions, by Smith and Johnson (2018)

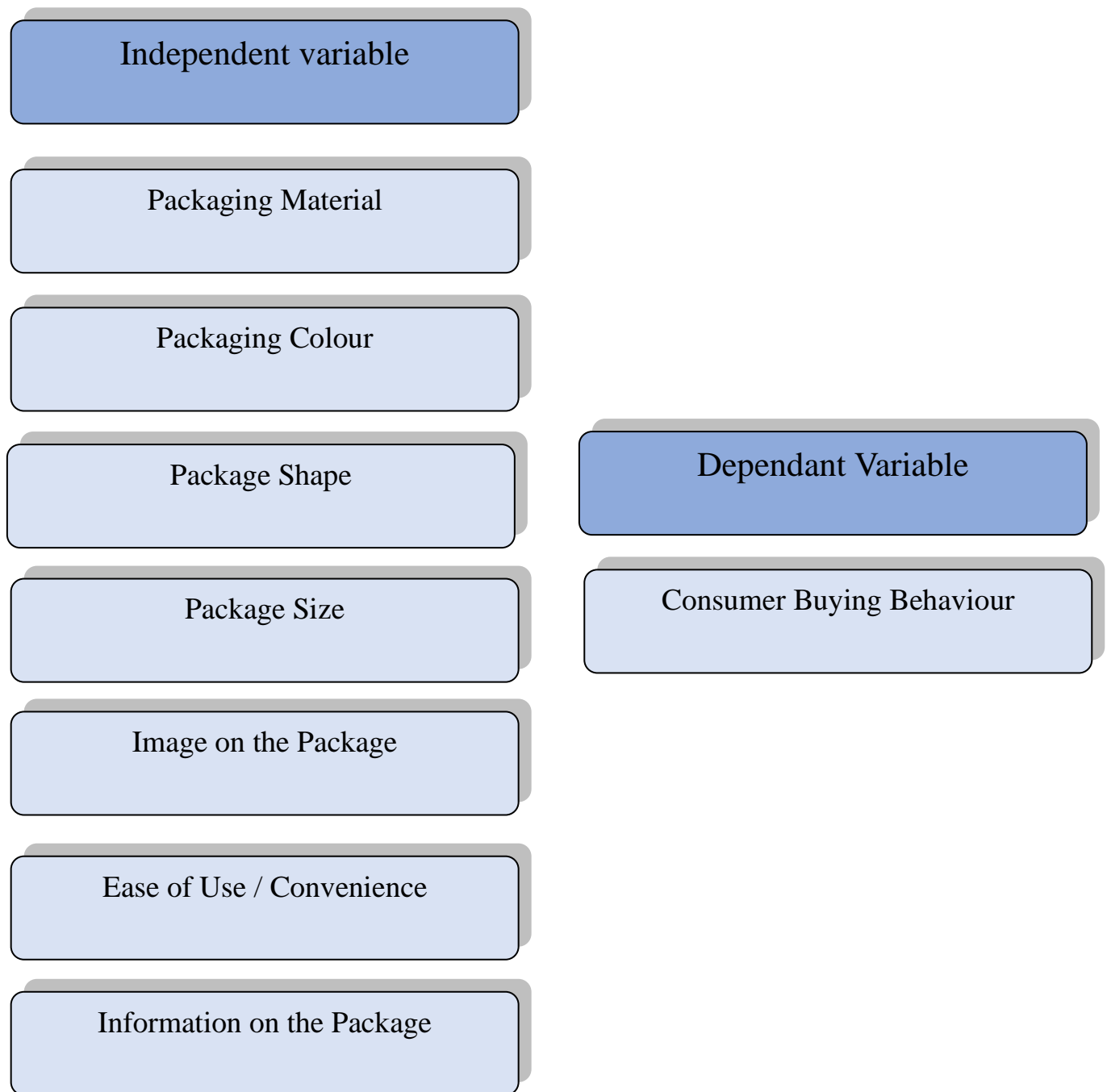
Impact of Packaging Design on Consumer Preferences, study conducted by Brown et al. (2019) the correlation between packaging design elements and consumer preferences is examined, shedding light on the specific design features that significantly influence buying behaviour

Investigating the growing trend of sustainable packaging, Green and Robinson (2020) delve into how environmentally friendly packaging influences consumer perceptions and purchasing decisions, contributing to a broader understanding of sustainable practices in the industry.

Thompson's (2019) research delves into the psychological aspects of packaging shapes, exploring how different forms and structures impact consumer perceptions and emotions, ultimately influencing purchasing decisions.

Research Methodology:

Theoretical Framework The theoretical framework of dependent and independent variable can be expressed as follows:



Independent Variable:

Packaging Colour: The significance of colours in shaping consumer decisions is paramount, as they possess the ability to draw customers towards a product. Various colours convey distinct meanings and can attract attention based on the prevailing mood of the consumer.

Packaging Material: The selection of packaging material holds considerable sway over consumer purchasing choices. Packaging of superior quality tends to allure consumers more than its lower-quality counterparts, influencing their perception of the product.

Image on the package: The Image assumes a critical role in enticing consumers. Companies employ imaginative designs to engage and captivate customers, recognizing the pivotal role of visual appeal in the overall packaging strategy.

Ease of use / Convenience: Innovations in packaging bring added value by addressing consumer needs and enhancing convenience. Features like easy opening, portability, protective measures, childproofing, recyclability, and durability contribute to the overall attractiveness of the product's packaging.

Package Shape: Different shapes can evoke specific emotions or convey practical functionality. Companies strategically design packaging shapes to stand out on shelves, facilitate storage, or enhance the product's aesthetic appeal. The ergonomic aspects of the package shape also play a role in consumer convenience, affecting how easily the product can be handled, carried, and stored.

Package Size: Package size can impact perceptions of value, as larger packaging may suggest a more substantial quantity or a better deal. Conversely, smaller packaging might convey exclusivity or convenience. The practicality of storage and transportation is also closely tied to package size, with consumers often considering the ease of fitting the product or carrying it

Information on the Package: The information on a product's package is super important because it tells people what they need to know before they decide to buy it. This info includes what the product is, how to use it, what it's made of, the nutritional contents of the juice etc.. Plus, the information on the package reveals if the product is good for the environment or how you can recycle the package. Information about the expiry date and cost. Basically, everything you need to know is right there on the package.

Dependent Variable:

Consumer's Buying Behaviour: The consumer's buying behaviour is an individuals, preferences, attitudes and decisions regarding purchase of any products or services.

Research Design:

Research can be categorized into two main types: quantitative and qualitative. Quantitative research involves systematically gathering opinions from people in a structured manner, aiming to generate concrete facts and statistics for guidance. For reliable statistical outcomes, it's crucial to survey a significant number of people and ensure they represent your target audience. The study conducted to assess how packaging influences consumer buying behaviour is specifically considered as quantitative research. This approach involves collecting numerical data, analysing patterns, and drawing statistical conclusions, providing a comprehensive understanding of the quantitative aspects related to the influence of packaging on consumers' buying behaviour .

Data Collection Tools

There are two main approaches to gather information: primary data collection and secondary data collection. Primary data collection is employed when seeking new insights, often using tools like questionnaires. On the other hand, secondary data collection involves utilizing existing sources such as books, journals, and newspapers for research. In our investigation to understand how packaging influences consumer buying behaviour, we will focus on primary and secondary data collection. This entails using questionnaires to examine the influence of seven independent variables on one dependent variable, aiming to obtain firsthand insights into the actual impact of product packaging on consumers' buying behaviour.

Sampling Technique & Size:

There are two major types of sampling techniques which are probability sampling and non-probability sampling. We are using probability sampling technique in which we use convenience sampling. The sample size of our research as we are using convenience sampling, so the size is 96 questionnaires.

Population: The population of my sample is from Navi Mumbai, Maharashtra.

Methodology for Data Analysis: To make correct analysis of the data we use SPSS software in which we make analysis in two parts:

1. Descriptive Analysis: It is the technique in which we use to generate result in descriptive statistics. It shows maximum, minimum, and mean value of data.

2. Correlation: The Pearson's correlation is used to find out the relation between at least two variables. Other factors such as group size will be determined if the correlation is significant. Generally, correlation above 0.80 is considered high.

Data Analysis & Findings:

Hypothesis

H₁: Packaging material is a significant factor in influencing consumer buying behaviour for non-carbonated fruit juices.

Table 1- Descriptive analysis of Packaging material and Consumer Buying Behaviour

Descriptive Statistics

	Mean	Std. Deviation	N
PACKAGE [MATERIAL OF THE PACKAGE]	19.96	2.768	96
Consumer Buying Behaviour	11.10	1.855	96

Table 2- Correlation between Packaging material and Consumer Buying Behaviour

Correlations

	Consumer Buying Behaviour
PACKAGE [MATERIAL OF THE PACKAGE]	Pearson Correlation .325** Sig. (2-tailed) .001 N 96

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

Graph 1 Scatterplot depicting the correlation between Packaging material and Consumer Buying Behaviour

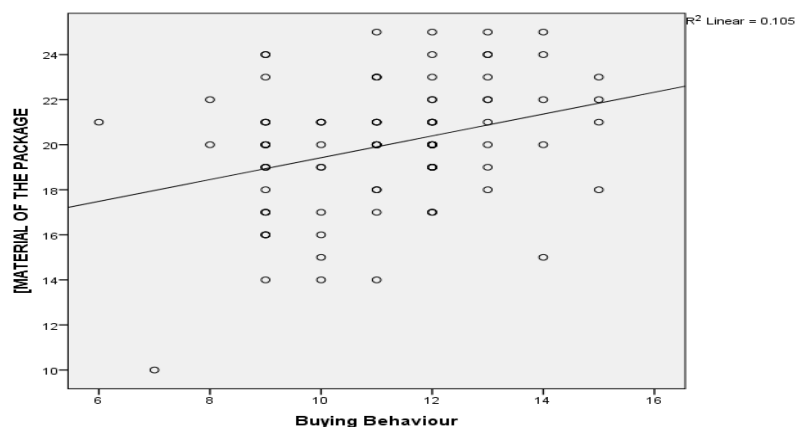


Table 2 represents correlation coefficient (Pearson) between "Package [Material Of The Package]" and "Consumer Buying Behaviour" is 0.325. This positive correlation suggests a weak to moderate positive relationship between the two variables. Suggests that as the material of the package changes, there is a tendency for buying behaviours to change in a consistent direction. The p-value of 0.001 is less than the significance level of 0.01, indicating that the correlation is statistically significant. Hence Packaging material is a significant factor in influencing consumer buying behaviour for non-carbonated fruit juices.

H₂: There is an influence of the visual element colour of product packaging on consumer buying behaviour for non carbonated fruit juices.

Table 3- Descriptive analysis of Package Colour and Consumer Buying Behaviour

Descriptive Statistics

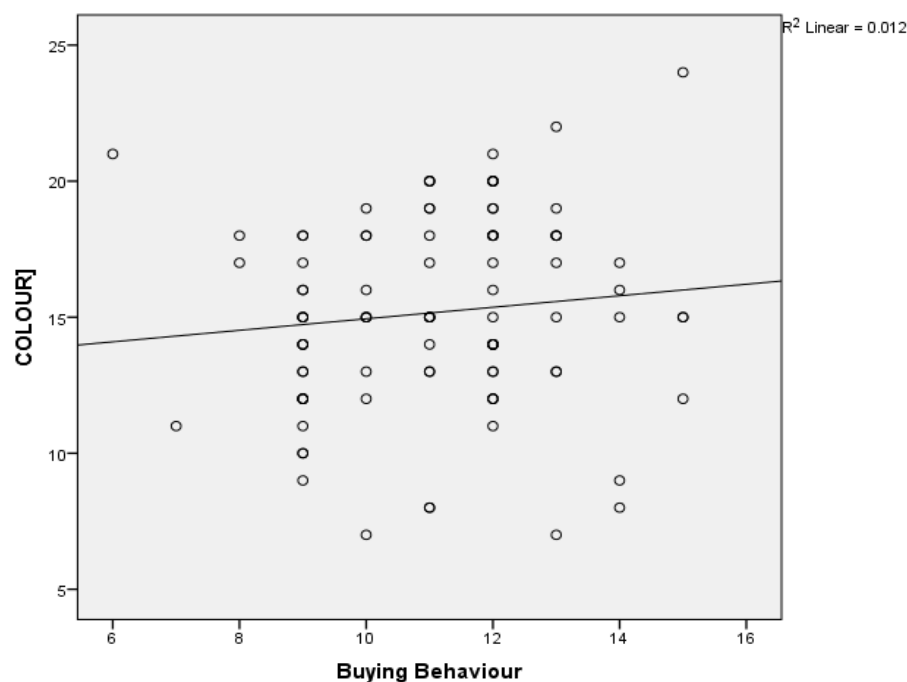
	Mean	Std. Deviation	N
Consumer Buying Behaviour	11.10	1.855	96
Package COLOUR	15.18	3.536	96

Table 4- Correlation between Package colour and Consumer Buying Behaviour

Correlations

		Package COLOUR
Consumer Buying Behaviour	Pearson Correlation	.111
	Sig. (2-tailed)	.281
	N	96

Graph 2- Scatterplot depicting the correlation between Package colour and Consumer Buying Behaviour



The above correlation coefficient (Pearson) in table 4 between "Package Colour" and "Consumer Buying Behaviour" is 0.111. This positive correlation suggests a very weak positive relationship between the colour of the package and consumer buying behaviour.

The p-value of 0.281 is greater than the conventional significance level of 0.05. This means that the correlation is not statistically significant. Hence it is accepted that there is no influence of the visual element colour of product packaging on consumer buying behaviour for non carbonated fruit juices.

H₃: There is an influence of the visual elements shape of product packaging on consumer buying behaviour for non carbonated fruit juices.

Table 5- Descriptive analysis of Package Shape and Consumer Buying Behaviour

Descriptive Statistics

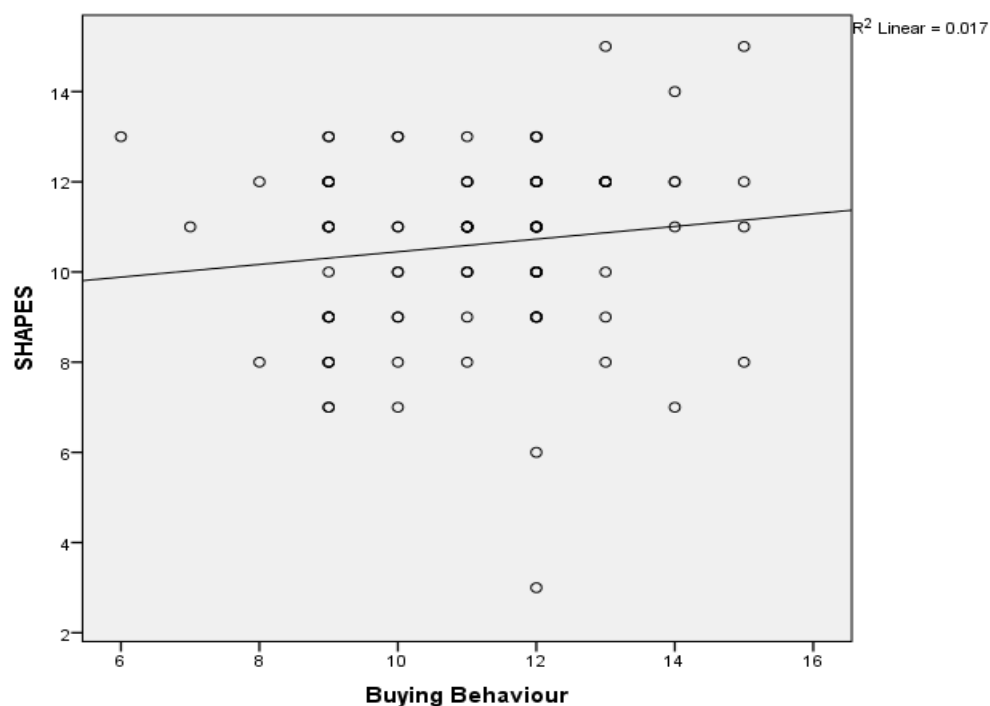
	Mean	Std. Deviation	N
Consumer Buying Behaviour	11.10	1.855	96
PACKAGE SHAPES	10.60	1.976	96

Table 6- Correlation between Package shapes and Consumer Buying Behaviour

Correlations

	PACKAGE SHAPES
Pearson Correlation	.132
Consumer Buying Behaviour Sig. (2-tailed)	.200
N	96

Graph 3- Scatterplot depicting the correlation between Package shapes and Consumer Buying Behaviour



The correlation coefficient (Pearson) in table 6 between "Package Shapes" and "Consumer Buying Behaviour" is 0.132. This positive correlation suggests a very weak positive relationship between the perceived shapes of packages and consumer buying behaviour. The p-value of 0.200 is greater than the conventional significance level of 0.05. This means that the correlation is not statistically significant. the shapes of the packages don't seem to have a meaningful influence on how people behave when buying the juices.

H4: There is an influence of the visual elements, size of product packaging on consumer buying behaviour for non carbonated fruit juices.

Table 7- Descriptive analysis of Package Size and Consumer Buying Behaviour

Descriptive Statistics

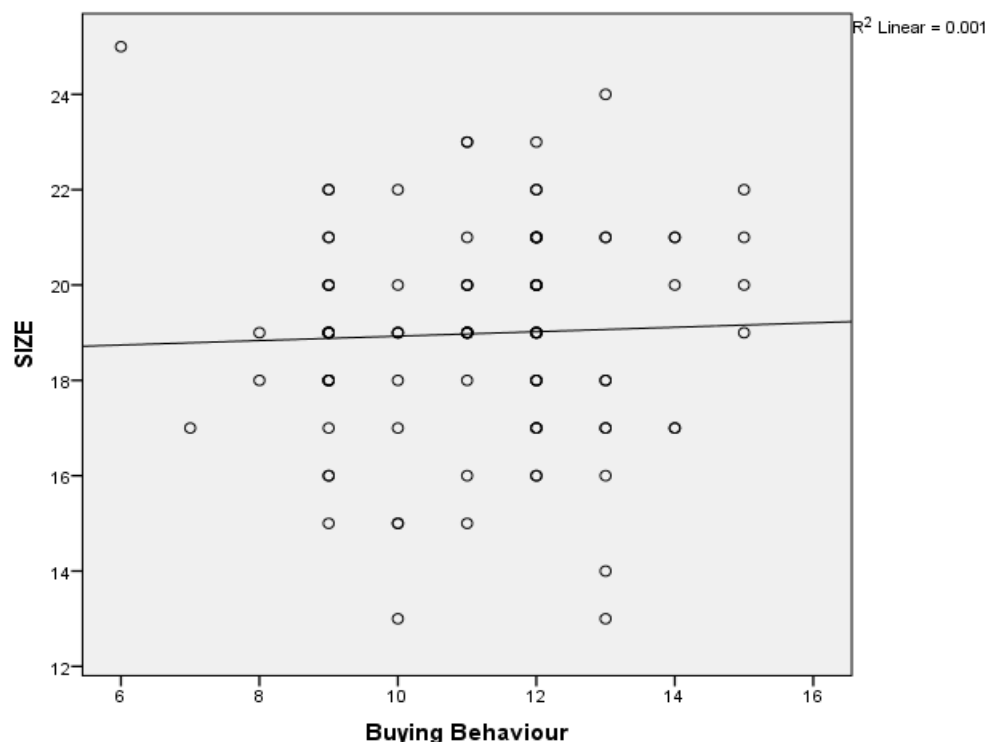
	Mean	Std. Deviation	N
Consumer Buying Behaviour	11.10	1.855	96
PACKAGE SIZE	18.98	2.285	96

Table 8- Correlation between Package size and Consumer Buying Behaviour

Correlations

		PACKAGE SIZE
Consumer Buying Behaviour	Pearson Correlation	.038
	Sig. (2-tailed)	.715
	N	96

Graph 4- Scatterplot depicting the correlation between Package size and Consumer Buying Behaviour



The correlation coefficient (Pearson) in table 8 between "Package Size" and "Consumer Buying Behaviour" is 0.038. This correlation is very close to zero, indicating an extremely weak positive relationship between the perceived size of packages and consumer buying behaviour's p-value of 0.715 is much higher than the conventional significance level of 0.05. This means that the correlation is not statistically significant. Hence we can say the size of the packages doesn't seem to have a meaningful impact on how people behave when buying the juices.

H₅: There is an influence of the visual elements image, of product packaging on consumer buying behaviour for non carbonated fruit juices.

Table 9- Descriptive analysis of Image on the package and Consumer Buying Behaviour

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Buying Behaviour	11.10	1.855	96
IMAGE	10.97	2.090	96

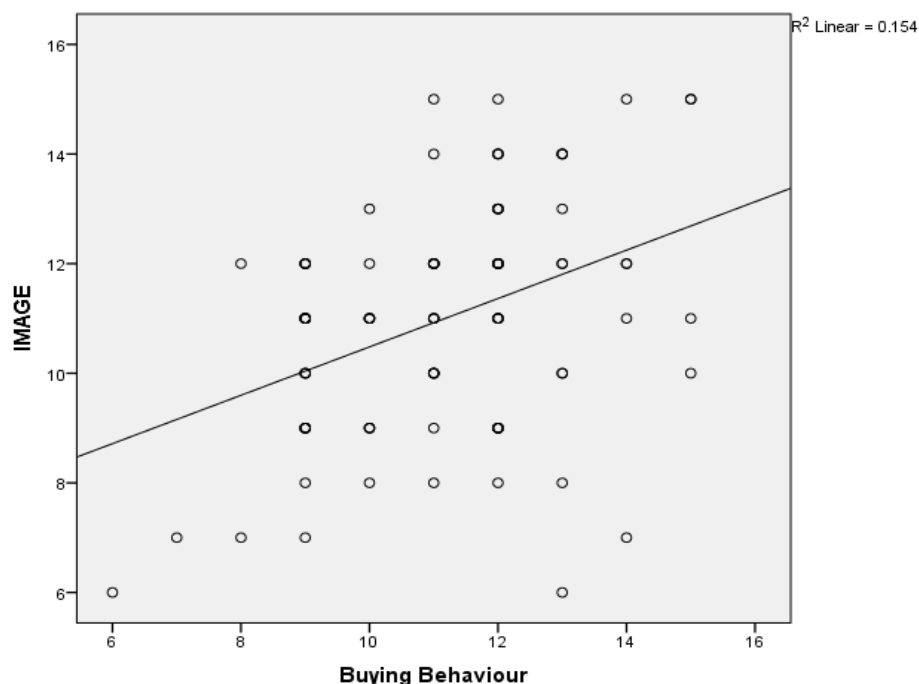
Table 10- Correlation between Image on the package and Consumer Buying Behaviour

Correlations

		IMAGE
	Pearson Correlation	.392**
Consumer Buying Behaviour	Sig. (2-tailed)	.000
	N	96

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

Graph 5- Scatterplot depicting the correlation between Image on the package and Consumer Buying Behaviour



The correlation coefficient (Pearson) between "Image" and "Consumer Buying Behaviour" is 0.392. This positive correlation indicates a moderate positive relationship between the perceived impact of the image on the package and consumer buying behaviour. The p-value of 0.000 is less than the conventional significance level of 0.05, suggesting that the correlation is statistically significant. Hence we can say image on the package appears to play a meaningful role in influencing consumer buying behaviour

H₆: There is an influence of ease of packaging on consumer buying behaviour for non carbonated fruit juices accepted

Table 11- Descriptive analysis of ease of packaging and Consumer Buying Behaviour

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Buying Behaviour	11.10	1.855	96
EASE USED IN THE PACKAGE	19.28	3.224	96

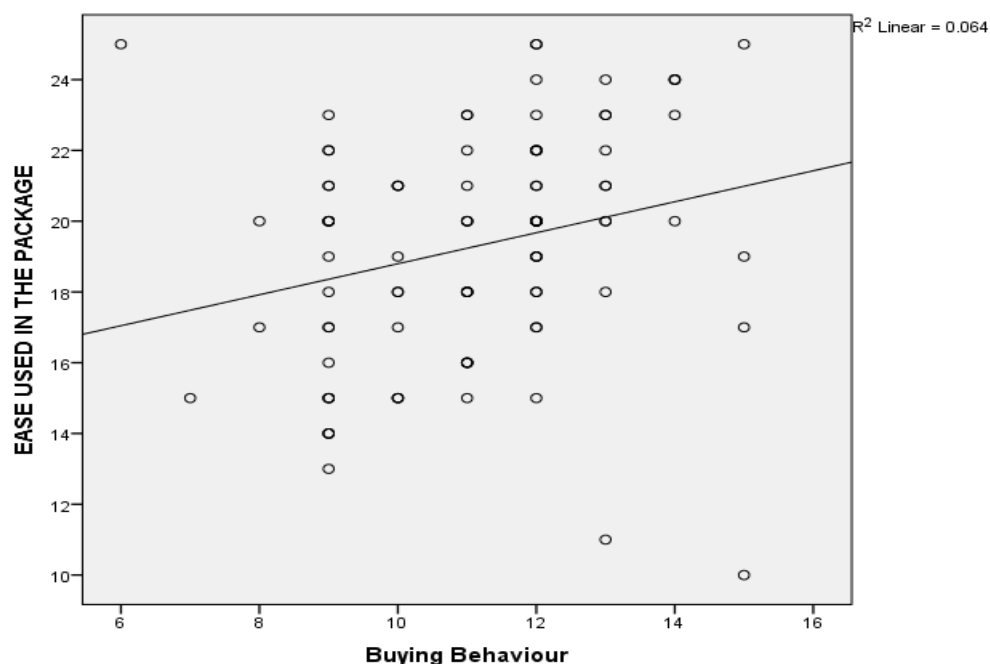
Table 12- Correlation between ease of packaging and Consumer Buying Behaviour

Correlations

		EASE USED IN THE PACKAGE
	Pearson Correlation	.252*
Consumer Buying Behaviour	Sig. (2-tailed)	.013
	N	96

*. Correlation is significant at the 0.05 level (2-tailed).

Graph 6- Scatterplot depicting the correlation between ease of packaging and Consumer Buying Behaviour



The correlation coefficient (Pearson) in table 12 between "Ease of Use in the Package" and "Consumer Buying Behaviour" is 0.252. This positive correlation suggests a moderate positive relationship between the perceived

ease of use in the package and consumer buying behaviour's, p-value of 0.013 is less than the conventional significance level of 0.05, indicating that the correlation is statistically significant, supporting the idea that the ease of use in packaging influences consumer buying decisions .

H7: There is an influence of informational elements of product packaging on consumer buying behaviour for non-carbonated fruit juices

Table 13- Descriptive analysis of information on the package and Consumer Buying Behaviour

Descriptive Statistics

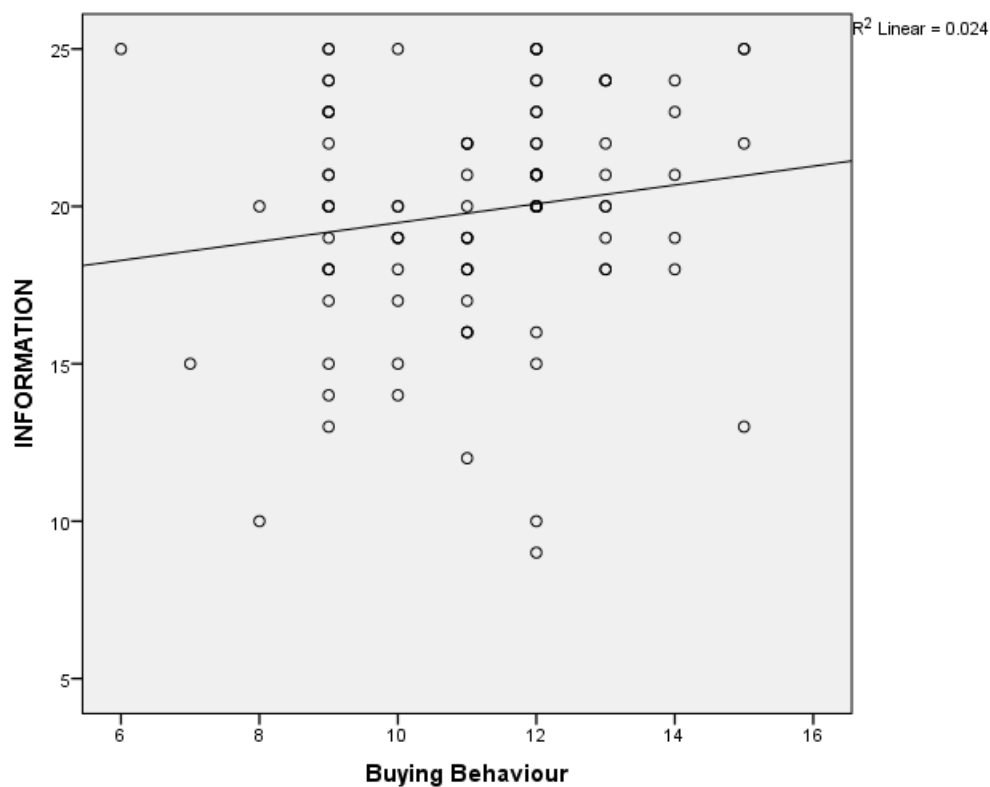
	Mean	Std. Deviation	N
Consumer Buying Behaviour	11.10	1.855	96
INFORMATION	19.81	3.614	96

Table 14- Correlation between information on the package and Consumer Buying Behaviour

Correlations

		INFORMATION
Consumer Buying Behaviour	Pearson Correlation	.154
	Sig. (2-tailed)	.135
	N	96

Graph 7- Scatterplot depicting the correlation between information on the package and Consumer Buying Behaviour



The correlation coefficient (Pearson) in table 14 between "Information on the Package" and "Consumer Buying Behaviour" is 0.154. This positive correlation suggests a weak positive relationship between the perceived amount of information on the package and consumer buying behaviour. The p-value of 0.135 is greater than the conventional significance level of 0.05. This means that the correlation is not statistically significant, supporting the idea that the information on the package does not influence consumer buying behaviour.

Regression :

Table 15- Model Summary (CB)

Table: Model Summary (CB)			
R	R Square	Adjusted R Square	Std. Error of the Estimate
0.65	0.42	0.38	0.31

1) Independent variable - ease of packaging, information, material of package, image, size, shape, colour

2) Dependent variable – consumer behaviour

From the table 15 we can express that -

R: The correlation coefficient is 0.65, indicating a moderate positive relationship between the independent variables and the dependent variable (CB).

R Square: The coefficient of determination is 0.42, suggesting that 42% of the variance in the dependent variable (CB) is explained by the independent variables.

Adjusted R Square: This accounts for the number of predictors in the model. In this case, it's 0.38.

Std. Error of the Estimate: This is the standard deviation of the residuals, measuring the accuracy of the regression predictions. It is 0.31 in this case.

ANOVA (Analysis of Variance):

Table 16

Table: ANOVA (CB)					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.12	7	0.87	9.21	0
Residual	8.35	88	0.09		
Total	14.47	95			

The ANOVA table 16 assesses the overall significance of the regression model. The regression model is significant as indicated by the small p-value (0.00). The F-statistic is 9.21, suggesting that there is a significant difference in the means of the dependent variable across the groups defined by the independent variables.

Coefficients:

Table 17

Coefficients (CB)					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	1.93	0.31	0	6.31	0
Ease Of Packaging	0.24	0.05	0.45	4.51	0
Information	0.03	0.04	0.07	0.78	0.435
Material Of Package	0	0.06	-0.01	-0.07	0.943
Image	0.11	0.04	0.25	2.65	0.01
Size	0.04	0.06	0.05	0.57	0.572
Shape	-0.01	0.04	-0.03	-0.34	0.734
Colour	0.08	0.04	0.15	1.71	0.091

Constant (intercept): The intercept is 1.93, meaning that when all independent variables are zero, the estimated value of CB is 1.93. ease_of_packaging: a one-unit increase in ease of packaging is associated with a 0.24 increase in CB. information: the coefficient is small (0.03) and statistically insignificant (p-value = 0.435), suggesting that information might not be a significant predictor of CB. Material of package: this variable seems to have no impact on CB, as the coefficient is close to zero, and the p-value is high. Image: a one-unit increase in image is associated with a 0.11 increase in CB. the effect is statistically significant (p-value = 0.01). size, shape, colour: these variables do not appear to be significant predictors of CB, as their coefficients are small and p-values are relatively high.

Conclusion -

Ease of packaging and image seem to be the most influential factors affecting CB. Information, material of package, size, shape, and colour do not seem to have a significant impact on CB in this model.

Limitations of the study

Limitations are like the conditions or situations where our research findings make sense. In this study, these limitations are connected to the specific factors we considered. It means that our research is focused on non-carbonated fruit juices and consumer buying behaviour and not other product . We focused on people from Navi Mumbai as our study group, so the information we find is most relevant to this area. The sample size is also less

Scope

The topic focuses on the way fruit juices are packaged and influences the choices people make when buying them. This includes things like the design, colours, and materials used in the packaging. The study aims to understand what people like or don't like about different packaging styles. By doing this research, we hope to give companies selling fruit juices helpful information on how to make their products more appealing to customers. We're interested in finding out what different groups of people think, and the findings could be useful for businesses in the fruit juice industry.

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