

IMPACT OF PACKAGING AND LABELING ON CONSUMER BUYING BEHAVIOR: A CASE STUDY OF KHAIRPUR CITY (PAKISTAN)

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ABSTRACT

The purpose of this research is to know the impact of packaging and labeling on consumer buying behavior and how such factors are behind the success of brand recognition. The research is based in Khairpur (Pakistan). The packaging is the most important tool to attract the customer towards the brand. The dependent variable is consumer buying behavior. Packaging elements like color, material, design and font style, and printed information is as predictors or independent variable. Due to increasing self-service and bring change in consumer life style the interest in package as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So package performs an important role in marketing aspects, especially in the point of sale and could be treated as one of the most important tool influencing consumer's purchase decision. A sample of 120 was taken to assess the relationship between consumer buying behavior and packaging color, material, design and font style and printed information. Result of the study shows that the impact of labeling and packaging influence on packaging color, material, design and font style and printed information.

Keywords: Consumer Behavior, Packaging color, material, design and font style and printed information.

INTRODUCTION

According to Rundh (2005) consumers attract by packaging, packaging has a great impact on their perception and make a final image of particular product in their mind. (Underwood, Klein, and Burke, 2001, Silayoi and Speece, 2004) packaging tells difference among similar products and help consumer to choose right product from wide range of similar product. (Wells, Farley, Armstrong, 2007) as packaging plays a vital role in communication and considered as one of the influencing factor on consumers purchase decisions. As per this context, knowing about to maximize the effectiveness of package in the market.

Some of the researchers try to investigate all elements of packaging impact on consumer behavior (Silayoi and Speece, 2004; Sliayoi and Speece, 2007; Butkeviciene, Stravinskiene and Rutelione, 2008), some of the researchers try to find out the

result of few packaging elements impact on consumer behavior like (Vila, and Ampuero, 2007, Madden, Hewett and Roth, 2000, Underwood et al, 2001; Bloch, 1995). Furthermore some of the researchers try to find out the impact of all packaging elements on whole consumer purchase decision (e.g. Underwood et al, 2001).

All above mentioned criteria tells about the importance to investigate this issue in more detail. As taking these problematic aspects in consideration, research problem could be formulated as following question: What elements of a package have an utmost effect on consumer purchase decision

Problem Statement

The problem statement of this research is to identify the impact of packaging and labeling on consumer behavior. These days a huge number of businesses are engaged in serious efforts to attract the customer through the attractive packaging and labeling on consumer behavior.

Significance of Study

Packaging and labeling directly affects consumer behavior and their intention to purchase. These researches plays a vital role in brand development and increase the sales and also profitability of the company. This research also helpful for the brand manager in the development and management of the brand. The purpose of this paper is based on theoretical analysis of package elements and their impact on consumer's buying decision in case of different products.

Objectives of Study

The following are the objective of the study.

- a. To find out the relationship between the color of packaging and consumer buying behavior.
- b. To find out the relationship between the material of packaging and consumer buying behavior.
- c. To find out the relationship between the design and font style of packaging and consumer buying behavior.
- d. To find out the relationship between the printed information of packaging and consumer buying behavior.

LITERATURE REVIEW

According to (Parmar) the aim of study is to point out the factors which attract consumer towards purchase. He says labeling is a tool of communication which tells the product features. Label target the consumer as demographic or economic wise. Role of labeling on consumer buying behavior is dependent (consumer buying behavior) and independent variable (color, image, material, front size) those factors are predictors to promote the sale volume and gradually increase impulse buying. Packaging is one of the most important elements that convince consumer to purchase the particular product. And on the basis of labeling consumer make buying decision. Packaging and labeling is act like a protector to the product (Wells et al, 2007).

According to (Parmar) "the purpose of study is to communicate with those factors that attract the consumer towards purchasing. He says labeling shows the product's features clearly. When a consumer buys any product they want to know about the product, if their experience is good with that product their behavior becomes positive towards that product. Labeling act as independent variable on consumer buying behavior.

Labeling of the product has a significant element to the consumer choice. It provides detail about the name, feature, quality, price, utility, nature, ingredients etc. of the product and also manufactured date, place and producer's identification. Through labeling consumer easily compare the products. The brand's packaging and labeling has a great impact on consumer's mind. Packaging drives the consumer perception towards the product and satisfies their needs and wants (Rettie&Berwer, 2000).

In today's era companies consider packaging and labeling as a root to increase its worth and grab the consumer attention and leave a deep impression on consumer's mind (Alice, 2006). According to (Ampuero and Vila 2006) packaging makes the brand recognition, position and attract the consumer. According to Kotler, "A label might contain a brand name, logo or information." Before purchasing any new product consumer seeks the information and labels one of the sources that tell about the particular product (Caswell and Badberg, 1999). (Rocchi and Stefani, 2005) Product color, style, design and other interesting material make it attractive and consumer think that he or she really need that type of product. Color plays a vital role in a consumer decision making process. Colors set different moods and can help to draw attention. Brand image also attached with product packaging and labeling. A good packaging shows the product's reliability. (Underwood, Klein and Burk, Silayo and Speece, 2004) said, Today packaging and color themes make the brand successful because there are number of brands that represent same type of product, they have minor difference in quality but do same work. Packaging make difference between them. Packaging not only distinguishes and increases the brand image but also increase the likelihood of purchase. Product packaging and product labels are the final opportunity for marketers to relay the

brand's message and visually convey that a product is a better choice than its competitors.

According to Ahmed et al (2014) packaging portrays the knowledge about the product and has great impact on consumer buying behavior. According to the (Kotler et al. 1998) in the primary objective of packaging was ignored in the past but this concept was now changing.

Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.

Packaging has become itself a sales advancement tool for the organizations. The consumer's buying behavior also encouraged by the packaging quality, color, wrapper, and other types of packaging. In the Marketing environment packaging is been used as a tools for promotional activities and attracting customers and communicating the product to the consumers, Consumers often look at the packaging of the products as an aid in the purchase decision making process According to (Ulrich R. Orth, 2009) Packaging has a confirmed and important influence on the consumer purchasing decision in a retail environment. Researchers proved that aesthetic aspects like color, brightness and typography influences where the shopper's eyes land on the shelves. The consumer takes more time to look closely at these products and the packaging, which, in turn, directly influences whether or not he buys the product or selects another brand. Packaging is the final opinion of statement between a brand and consumer in the retail environment. For this reason, the packaging is one of the most important opinions of interaction between the brand and consumer. Studies show that there is no agreement on overall classification of packaging material and package elements. There is also disagreement regarding the methods of package impact on consumer's buying behavior decision Quality of packaging material when choosing between multiple products, particularly when the consumer is more involved in the process, he will often choose the higher priced item because the higher price implies higher quality. The same is true of packaging material. High quality packaging and labels will

influence the consumer to purchase more often than low quality packaging and labels.

Now a day, packaging consider as a sales promotion tool for the organizations. The consumer's buying behavior also mold by the quality of packaging, color selection, and other features of packaging (Adelina et al, 2007). Sales and market share increase through packaging and reduces the promotional cost. McLeod in (1999) defined Consumers focus on the authenticity of the product before purchase which is defined as "the fact being authentic." Consumer behavior towards any brand reflects the image of that brand and increasing its likeability/ desirability and also makes it different from other competitors. (Blackwell et al. 2006) said, Consumer behavior includes the number of stages from which consumer travel and approach the particular product what they need or what they desire. When consumer buys any product they use it and dispose it in a different manner.

In today's market the packaging industry have a steady growth and the utilization of material. It helps the consumer what they think about the product (Madden et al, 2000). Packaging plays an important role to change today's environment because of tough competition and it isalso related with designing and producing appropriate packaging to the product (Ahmad et al, 2012). Now a day's rapidly change in packaging consider it as a fundamental tool of marketing (Barber, Almanza, and Donovan, 2006). (Garder, 2000) said packaging attracts the consumer. In (2001, underwood) said the picture on the product is very important it makes a good image of the product on consumer mind. (Ulrich R. Orth, 2009) says that packaging design to build the brand identity. Strong brand have a great influence on consumer mind that's why a company work hard to build a good image of the brand in the eyes of consumer.

Consumers shows negative attitude towards that product which contain germs or infections by appearance of the products and seeks the quality of the product before purchase that product (Grundvag&Ostli, 2009). According to (William J Stanton), label is a part of the product which conveys verbal facts about the product or may be a part of package. According to parmar, labeling highlights the product's feature and fascinates the consumer towards purchasing the product. According to

singh, it builds the connection between the consumer and the product features. According to Baik, when company targets the high class consumers, they evaluate the demographic aspects and designs a product at a high level cost because consumers want to see tremendous features of the product.

Impulse buying behavior is an unplanned purchase behavior (Rook & Hoch, 1985). According to (Calver, 2007) sporadically, the packaging of product change on the basis of factors such as demographics, technological advancement and finally storing and transporting needs of a product. According to (Keller, 2009) best packaging includes size, color, text, graphics, material, and shape known as packaging components. According to (Philip Kotler K.L. 2009) when product's packages is available in more amounts or redesign it increases the frequency use of product. According to (Keller, 2009) packaging as a part of a product strategy, it is noticed when there is a slight difference in the brands; innovative packaging may be responsible for a competitive advantage. Product packaging and product labeling are the final opportunity for marketers to relay the brand message and visually convey that a product is a better choice than its competitors.

According to (Nilson and Ostrom 2005) the product packaging design includes the brand name, color, typography and images, all of which influence how quickly and easily catches the product in the eye. Packaging has a confirmed and important influence on the consumer purchasing decision in a retail environment. Researchers proved that the aesthetic aspects like color, brightness and typography influences where the shopper's eyes land on the shelves. The consumer takes more time to look closely at these products and the packaging, which directly influence on consumer's buying decision. It is the final opinion of statement between a brand and consumer. Quality of packaging material when choosing between multiple products, particularly when the consumer is more involved in the process, he will often choose the higher priced item because the higher price implies higher quality. (Gabbot and Hogg, 1998) said as the packaging and labeling increase the brand name and also satisfy the customer wants so they are purchasing a specific brand again and again. From the above discussion

following hypothetical interaction may be influenced.

Packaging has an enormous part in positioning of products. It characterizes the majority of shopping occasions by determining the factors in making decisions for purchase. Packaging makes influential and sole tool in current marketing atmosphere. Sub elements of packaging for example price, product, place and promotion that works with tools of marketing. We can also consider packaging as the "silent salesman" because it helps to promote product, differentiates product from rivals. It is a key part of brand image's identification and recognition. It also motivate customer to buy product through shape, size and color. Labeling of the product has a significant element to the consumer choice. It provides detail about the name, feature, quality, price, utility, nature, ingredients etc. of the product and also manufactured date, place and producer's identification. Through label customer can easily compare the products. According to (Singh) it builds the connection between the customer and the product features. It includes customer's attitudes, preferences, intentions, and decisions concerning the consumer's behavior in the marketplace when purchasing a product or service.

Marketers spend a time and money discovering that what makes consumers to take decision such on-the-spot purchases. Market researchers find some of the best information through research, and they will launch new products only in selected small locations where they expect a reasonable test of the success of product can be accomplished. In this manner, they can decide whether a success of product is possible before investing too much company resources to introduce that product nationally or even internationally. Some consumers respond based on how they are feeling, emotionally, while some are focused on making the wisest economic decision. Consumers also make decisions on the basis of complete assessment of their intuition, impressions, attitude-based processing and knowledge based on past experience. According to (Schiffman and Kanuk, 2000). Study of consumer behavior in which people make their purchases decision and keeping in thought the available resources. According to (Blackwell et al., 2006) Consumer's decision based on their own preferences which may contrast from each other.

Variables Description

Color

Color is a great marketing tool that much influences consumer buying behavior. Marketers study the psychology of consumer behavior that which color mostly attracts consumer. It effects on consumer's mood and helps to draw interest. According to the study shows the responses of students to various colors. Like green color is associated with nature and elicits feelings of positivity such as calmness and relaxation. Blue is associated with water, eliciting positive responses including comfort and peace. Where as yellow is associated with happiness, cheerfulness.

PACKAGING MATERIAL

Packaging is a significantly affecting variable to the purchaser behavior. Packaging material helps in sales promotion for many companies. It influences the consumer's buying behavior decision. Consumer can attract by high quality more as compared to low quality. Firstly natural materials are used by packages which are available at that time. To form packages processed materials are used. Study shows that an old package is an important aspect of archaeology like can is made by iron and tin plated in the starting of nineteen century. Late 19th century introduces the paper board cartons etc. In early 20th century advancements of packaging started. It helps in increasing processing efficiency and improving safety of food. What is packaging?

Packaging defines as physical features of the products, and focused on more extensive interpretations. Packaging can be defined quite simple as an extrinsic element of the product (Olson and Jacoby, 1972).

Design and Font Style

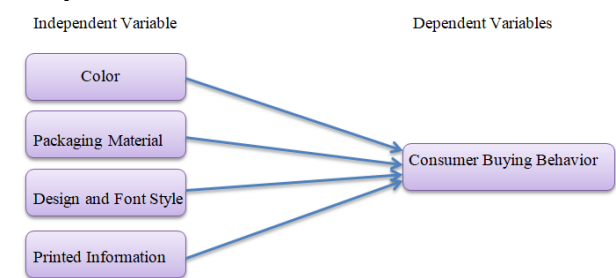
Design also plays a very important role in attracting the consumer. The organizations try their best to create attractive design of wrapping. Plain design is more effectual. The font style of Packaging grabs customer attraction. Fonts are essential and critical elements in the virtual world. The organization have best practices of font styles.

Printed Information

Printed material is one of the easiest and most effectual ways to provide information. The consumer can change his decision on the basis of information printed on the packaging. Printed information can be easily handed out and accepted away. It is significant at all levels of participation.

Conceptual Framework

It focuses on the relationship between independent and dependent variables. The difference between dependent and independent variables is important to study in research.



RESEARCH METHODOLOGY

The current study implements descriptive and an analytical research design. The study focuses on to identify and explain the existing relationship among variables.

Data Collection and Sampling Techniques

The purpose of study achieved by collecting data from university, household through Likert scale questionnaires. We distributed questionnaires to individual whom age are from eighteen to forty five or above. Their ranges of qualification are between matriculations to Post Graduate with a visual image regarding correct findings of the studies. Our sample frame is Khairpur. Sampling method of our research is convenient non random sampling. Sample size for the study is one hundred and twenty for which one hundred and twenty were distributed from which one hundred and twenty questionnaires are received back and got high response rate of hundred percent. The reason for high response rate is we tend to get questionnaires filled on the spot by respondent once complete informing. One more reason for top rate of response is interest of students as they know the value of research.

Statistical Technique

In this research we have used the test of reliability. The tests of reliability apply to check the reliability of the data and also apply the statistical technique of multiple regression. The multiple regression used to find out the relationship between dependent and independent variables and also used simple regression to test the hypothesis.

HYPOTHESIS

The following are the hypothesis developed on the basis of the above literature review.

- H1: there is a relationship between Buying Behavior and Packaging Color.
- H2: there is a relationship between Buying Behavior and Packaging Material.
- H3: there is a relationship between Buying Behavior and Design and Font Style.
- H4: there is a relationship between Buying Behavior and Printed Information.

RESULTS

Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.797	5

The above table shows the test result for the reliability analysis. The value of **Cronbach's Alpha** is given by **0.797**; the number of items in the data set is 5. The value associated with Alpha is said to be **good** and the conclusion drawn from this data is reliable to understand and forecast.

Multiple Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.521 ^a	.272	.247	.65729

a. Predictors: (Constant), Printed Information Total, Color Total, Packaging Material Total, Design and Font Style
 The table give us the R-value, which represent the correlation between the observed value and predicted value of the dependent variable. R-value is called the coefficient of determine and it gives the adequacy of the model herethe value of R-square is **0.272** that mean the independent variable in the

model can predict **27.2%** of the variance in dependent variable. Adjusted R-square gives the more accurate information about the model fitness if one can further adjust the model by his own.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	18.859	4	4.715	10.913	.000 ^b
Residual	50.547	117	.432		
Total	69.406	121			

Dependent Variable: Consumer Behavior Total
 Predictors: (Constant), Printed Information Total, Color Total, Packaging Material Total, Design and Font Style Total

The above gives the best result for the analysis of one way ANOVA the result are given in the three rows. The first row labeled Regressiosn gives the variability in the model due to know reason. The second row labeled Residual gives the variability due to random error or unknown reason. F-value in this cases is **28.395** and the p- value is given by **0.000** which is **less than 0.05**, so we can say the independent variables have significant influence on dependent variable.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.273	.336		3.787	.000
Color Total	.241	.098	.297	2.455	.016
1 Packaging Material Totals	.162	.125	.161	1.296	.197
Design and Font Style Total	.007	.116	.008	.059	.953
Printed Information Total	.168	.111	.176	1.514	.133

Dependent Variable: Consumer Behavior Total
 The above table gives the regression constant and coefficient and their significance. Regression coefficient is the measure of how strongly the independent variable predict the dependent variables and that show the strong relationship between dependent variables and independent variables.
 The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on the dependent variable. The

specified regression equation takes the following form: $S = \alpha + \beta_1(PC) + \beta_2(PM) + \beta_3(D\&FS) + \beta_4(PI)$
 Where, Packaging color=PC Packaging material=PM Design and font style=D&FS Printed information=PI

So equation comes as
 Consumer Buying Behavior= $1.273 + 0.241(PC) + 0.162(PM) + 0.007(D\&FS) + 0.168(PI)$

The significant levels of packaging color, packaging material, design and font style, and printed information are statistically significant at less than five percent level of significance. So we will accept the hypothesis.

H1: There is a relationship between Buying Behavior and Packaging Color.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 ^a	.191	.185	.68389

a. Predictors: (Constant), Color Total

This table given the R-value which is represented the correlation between the observed value and the predicted value of the dependent variable. Here the value of R-square is **0.191** that mean the independent variable of model can be predicted **19.1%** of the variance is dependent variable.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	13.281	1	13.281	28.395	.000 ^b
Residual	56.125	120	.468		
Total	69.406	121			

Dependent Variable: Consumer Behavior Total

Predictors: (Constant), Color Total

The above table gives the test result for the analysis of the analysis of one way ANOVA. The results are given in three rows. F-value in this case is 28.395 and the p-value is given by **0.000** which is **accepted**.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.158	.237		9.121	.000
1 Color Total	.355	.067	.437	5.329	.000

a. Dependent Variable: Consumer Behavior Total

The above table gives the regression constant in coefficient and their significance. Now we test hypothesis we see that the P-value for regression coefficient of consumer behavior **0.000** which is **less than 0.005 then is accepted**.

H2: There is relationship between Buying Behavior and Packaging Material.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.436 ^a	.190	.184	.68430

a. Predictors: (Constant), Packaging Material Total
 This table given the R-value which is represented the correlation between the observed value and the predicted value of the dependent variable. Here the value of R-square is **0.190** that mean the independent variable of model can be predicted **19%** of the variance is dependent variable.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	13.215	1	13.215	28.220	.000 ^b
Residual	56.192	120	.468		
Total	69.406	121			

Dependent Variable: Consumer Behavior Total

Predictors: (Constant), Packaging Material Total

The above table gives the test result for the analysis of the analysis of one way ANOVA. The results are given in three rows. F-value in this case is **28.220** and the p-value is given by **0.000** which is **accepted**.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.677	.326		5.151	.000
1 Packaging Material Total	.440	.083	.436	5.312	.000

Dependent Variable: Consumer Behavior Total

The above table gives the regression constant in coefficient and their significance. Now we test hypothesis we see that the P-value for regression coefficient of consumer behavior **0.000** which is **less than 0.005 then is accepted**.

H3: There is a relationship between Buying Behavior and Design and Font Style.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 ^a	.160	.153	.69684

Predictors: (Constant), Design and Font Style Total
 This table given the R-value which is represented the correlation between the observed value and the predicted value of the dependent variable. Here the value of R-square is **0.160** that mean the independent variable of model can be predicted **16%** of the variance is dependent variable.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	11.135	1	11.135	22.932	.000 ^b
Residual	58.271	120	.486		
Total	69.406	121			

Dependent Variable: Consumer Behavior Total
 Predictors: (Constant), Design and Font Style Total
 The above table gives the test result for the analysis of the analysis of one way ANOVA. The results are given in three rows. F-value in this case is **22.932** and the p-value is given by **0.000** which is **accepted**

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.160	.261		8.262	.000
Design and Font Style Total	.363	.076	.401	4.789	.000

a. Dependent Variable: Consumer Behavior Total
 The above table gives the regression constant in coefficient and their significance. Now we test hypothesis we see that the P-value for regression coefficient of consumer behavior **0.000** which is **less than 0.005** then is **accepted**.

H4: There is relationship between Buying Behavior and Printed Information

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390 ^a	.152	.145	.70037

Predictors: (Constant), Printed Information Total
 This table given the R-value which is represented the correlation between the observed value and the predicted value of the dependent variable. Here the value of R-square is **0.152** that mean the independent variable of model can be predicted **15.2%** of the variance is dependent variable.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	10.544	1	10.544	21.497	.000 ^b
Residual	58.862	120	.491		
Total	69.406	121			

Dependent Variable: Consumer Behavior Total
 Predictors: (Constant), Printed Information Total
 The above table gives the test result for the analysis of the analysis of one way ANOVA. The results are given in three rows. F-value in this case is **21.497** and the p-value is given by **0.000** which is **accepted**.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.986	.306		6.486	.000
Printed Information Total	.372	.080	.390	4.636	.000

Dependent Variable: Consumer Behavior Total
 The above table gives the regression constant in coefficient and their significance. Now we test hypothesis we see that the P-value for regression coefficient of consumer behavior **0.000** which is less than **0.005** then is **accepted**.

CONCLUSION

Result which is found by this research is that impact of packaging and labeling on consumer buying behavior stipulated following conclusion:
 As packaging is the most important tool in marketing or promotional strategy and also known as the most important communicative tool so it is necessary that packaging could be treated more carefully. Packaging material has a great impact on

promotional strategy because consumer makes their perception on the basis of packaging material. Packaging has a better reach than advertising does. It can set a brand apart from its competitors. It promotes and supports the purchase decision not only at the point of purchase, but also every time the product is used. Packaging in different serving sizes can easily fulfill the demands of many consumers and to overcome cost barriers. This research found out that most consumers like the product quality after they purchase their desired packaged products. Based on those facts, we cannot say there is positive thinking and trend about well- designed package shows high product quality.

RECOMMENDATION

Brand is important and its strategy is in consideration in the units. Packaging is valuable for brand equity, makes the brand different from its competitors, helps to segment the market, helps to introduce new product, pricing, promotion etc. All the marketers must pay attention for good packaging. They also accept that poor packaging causes failure of their product. New manufacturers must use label in their products, and also highlight, where it was made, when it was made, what it contains or how to use it etc. Marketers should analyze their market because every culture have different needs, different perceptions about colors, design, etc. it is important for the companies to take a consideration of culture differences when they design the product package.

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