

Impact of Packaging Factors on Consumer Behaviour: A Study on FMCG stock

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Abstract: Product Packaging is assumed a crucial job in the manufacture an appropriate affordable favourable position and it is one of the significant devices for advertising to impart the intended interest group by best bundling variables. The point of paper is to examine the variables of FMCG item bundling. The motivation behind this paper is to assess the effect of packaging factors on buy conduct of buyers towards chose FMCG stocks. In the extent of study was restricted to Hyderabad city. A structure poll was utilized to gauge the effect of bundling factors on buy conduct of shoppers and each age of the individual was focused in this examination consider for to get the buy conduct of purchaser towards FMCG with chose items, with test measure 825 respondents and tried through expressive insights, rates, ANOVA, connection and different relapse investigation by utilizing SPSS 20.0 Version. The consequence of the examination demonstrated that, H01 reveals that there is a measurable hugeness of item related factors on the statistic elements of customers and pursued. With H02, there are an essentials effect of FMCG Packaging factors on the buyer purchasing conduct and connection results demonstrates that their solid connection between the education and Income in rupees with the packaging variables, and packaging factors like Product Safety, eco-friendly packaging, quality bundling having great relationship with the buy conduct of the buyers.

Keywords: Packaging, Product, Product Safety, Eco-friendly packaging, quality packaging, consumer behaviour.

I. INTRODUCTION

Now, packaging has turn out to be itself a sales merchandising device for the corporations. The client's shopping for conduct additionally inspired by means of the packaging satisfactory, colour, wrapper, and other characteristics of packaging. Packaging is an entire bundle that will become a remaining promoting proposition, which stimulates impulse buying behaviour. Packaging will increase income and marketplace percentage and decreases marketplace and promotional fees. Consistent with (Rundh, 2005) package deal appeals patron's attentiveness toward a positive brand, will increase its photograph, and stimulates purchaser's perceptions about product. Moreover, packaging conveys exceptional price to merchandise (Underwood, 2003; Silayoi, & Speece, 2007), packaging works as an instrument for differentiation, and allows clients to decide the product from huge range of parallel products, packaging also stimulates patron's shopping for behaviour (Wells, Farley & Armstrong, 2007). Preceding researches show that there's no settlement on overall category of packaging cloth and bundle elements. There is also disagreement concerning the

techniques of package impact on consumer's shopping for behaviour choice. Several researchers try to have a look at all capacity factors of packaging and their impact on purchaser's buying selection (Butkeviciene, Stravinskaiene, & Rutelione, 2008), but others attention on distinct elements of packaging and their influence on client shopping conduct (Ampuero & Vila, 2006; Madden, Hewett, & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995). Moreover, a few researchers discover the impact of packaging and its features on purchaser's entire purchase selection (Underwood, Klein, & Burke, 2001), while, a few others – on every step of client's selection-making technique (Butkeviciene, Stravinskaiene, & Rutelione, 2008). Brand photo and advertisement have sturdy an impact on and big dating with patron's buying conduct. Human beings perceive the brand photo with high quality mindset. Look at depicted that teens in Gujranwala are extra conscious about their social repute, so that they choose branded merchandise and commercial impacts on their customer buying Behaviour definitely (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, and Ahmed, 2013).

II. LITERATURE REVIEW

Packaging acts multidimensional capabilities. It offers expertise about the product and company, a technique to speak with customers and safeguard to the pleasant of product (Silayoi & Speece, 2007). In line with (Rita Kuvykaite, 2009) to have a look at reveals the self-carrier and changing clients' way of life having the last impact on purchaser choice. Increase in impulse shopping for conduct labelling is also speaking to the purchaser (Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad 2013), combine the logo photo, brand attachment and environmental consequences and their impact on purchaser purchase selection. Elaborates that emblem photo don't have an effective relation with buy decision, emblem attachment has a moderate superb relation with buy selection and environmental consequences but don't have a positive relation with buy selection (Ahmed & Kazim, 2011). The purchasers buy extra quantity of the products, after looking a nicely-classified product. Therefore, labelling impacts the patron shopping for behaviour, however there are some different elements additionally, which affect the patron shopping for conduct (Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013). In recent times, humans have become extra worried in the direction of green shopping because of a grown cognizance for environmental protection. Inexperienced buying is basically the act of buying environmental friendly products. The research model in this take a look at examines the effects of predictor variables (environmental situation, organizational green image and environmental expertise) upon criterion variable (inexperienced buy goal) with the moderating impact of perceived product rate and first-class (Underwood, 2003; Rettie & Brewer, 2000; Barber, Almanza, & Donovan, 2006). (Adelina & Morgan, 2007) conclude that Packaging can be treated as one of the most valuable tools in this day's advertising communications; Packaging has a vital effect on customers shopping for conduct. The effect of packaging and its elements can impact the patron's buy selection (Ahmed et.al, 2014). In keeping with (Karbasiavar & Yarahmadi, 2011), greater clothing impulse shopping for and promotional methods (cash cut-price) utilization among sample, in addition to in-save shape show (window display) has important

function to encourage purchasers to shop for impulse. They can present complementary products to encourage patron to buy impulse. Also, sealers can boom clothing impulse shopping for with redecorating their stores in modern-day fashion and use appealing lights and colourings. The end result of the take a look at proves that there's a pivotal courting between window display, credit score card, promotional sports (discount, unfastened product) and customer impulse buying behaviour (Alice, 2006). In line with (Erzsebet & Zoltan, 2007) each the qualitative and quantitative studies confirmed that respondents adopted similar threat reduction strategies of their purchase of infant care products. These studies investigated consumer perceptions and buying behaviour of baby care products. The consequences of the number one research showed those consumers' needs glad about the product in phrases of reliability and performance and packaging. In keeping with (Butkeviciene, Stravinskiene and A. Rutelione, 2008), impulse buying is indeed an applicable component in CE retailing, for this reason justifying using sales packaging. But, optimization is still important. From a cheap and environmental attitude it is very steeply-priced to apply income packaging (with additional fabric use and transport extent) to products that don't want them, or to use them in a useless way. (Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad, 2011), combine the emblem picture, brand attachment and environmental outcomes and their impact on client buy decision. Elaborates that emblem image don't have an effective relation with purchase selection, brand attachment has a moderate superb relation with purchase decision and environmental consequences however don't have a high quality relation with purchase choice (Ahmed, Arif & Meenai, 2012).

Muhammad Amir Adam and Kamran Ali (2014) found of their studies that the consumers like to buy properly packaged merchandise. It is also depends at the credibility of the brand of that product. So it is very critical for neighbourhood manufacturers to beautify their packaging fashion for which they can without difficulty compete with the massive businesses. Because if international manufacturers comes into the marketplace to avail this possibility then truly the income of nearby emblem decreases. To overcome this hassle neighbourhood logo must use patriotic colors in packaging in addition to show acquainted subculture of their packaging to get fulfilment within the market. The function of packaging as a medium for communication and branding is growing in competitive markets for fmcg products. Packaging is the jar or a field or a safety for a product. Packaging consists of the names and the brand names, emblem emblems, snap shots of the product, exclusive forms of labels such as ingredients, manufacturing and expiry date, warnings, price, the use of method of the product, agency call, organisation area and so forth. And the principle characteristic of the packaging is to effortlessly and thoroughly distribute the goods. (Neeta & Sudha, 2014). The research conducted by using Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2013), include the effect of brand image, brand attachment and environmental effects on consumers purchase decision and the examiner well-known shows that logo photograph haven't any fantastic relation with the purchaser purchase choice and brand attachment and environment effects have moderate high quality relation but no high quality relation with the patron buy decision. Packaging is one of the main components of promoting, designing and plays a n crucial position in advertising and marketing. Behzad (2014) describe in his research that colours and pictures play essential key roles in promoting product sales. Color is an outstanding supply of records to speak with the customers either negatively or positively and its miles predicted that sixty two-90% of human beings evaluation and assessment is primarily based on shades on my own. (Singh, 2006). Hues have many consequences on

purchaser's mind, emotions and behaviours; so marketer have to cognizance at the long hired of colors as a visible device to help cognition and mind and grasp client's interest towards the product. (Labrecque, Patrick,& Milne,2013). As it is said that green colour draws the human beings as it is part of nature so it attracts people towards itself. like this, a enterprise must be greater cantered even as choosing a packaging shade as a way to impact on product for a long term and will also have an impact on at the shopping for behaviour of the purchasers. The packaging cloth and wrappers are also very essential elements in product packaging; as maximum of the purchaser's didn't buy the products due to creepy packaging material and wrappers. The study famous that consumers consider in a product or brand declines regularly while its packaging is broken-as much as 55% of buyers left the emblem, and 36% move toward any other brand. The cloth and wrappers also are affect the income as if the product is of true nice however it has no powerful and properly material of packaging the clients will see and circulate in the direction of any other product which has of nice fabric and thrilling wrapper designs. There may be no enormous distinction among product worried clients and uninvolved ones in terms of package design alternatives for the future health expectations that it generates. (Thomas, 2011). Any other studies of (Baik, 2011) explained that whenever a company design a excessive degree product having advanced factors and to appearance a excellent effect of labelling on clients shopping for behaviour so they may goal the top magnificence. Because top elegance people are those cantered market which might be greater acutely aware of their self picture within the society and for this reason they want to be more regular cautious whilst selecting any emblem or product. By and large they show themselves as a totally elegant group of the society so if the packaging of any product could be designed according to thoughts set and demands of the humans so it adjustments the behaviour or buying and increase the revenue. Producers need to build the applicable changes in product to satisfy the consumers need and differentiate them with their competition. Innovation in a product measures some vital elements for growing potency and effectiveness. (Noorani & Setty, 2007). due to the fact all and sundry need something new after a certain time period and for this a company usually preserve changes its strategies and product designs , capabilities , colourings and someday they add greater flavours to that product line to have interaction the customers toward that specific emblem. Another studies carried out with the aid of (Rundh, 2005) he similarly explains the multifaceted dimensions and try to supply or offer clever tips for organising a variety between selling device & promoting supply. a examine performed by means of (Borin et al. ,2011) achieved an investigation wherein he take out the result of numerous degrees of environmental data on key purchaser metrics& also evaluated environmentally benign products as opposed to those peoples who've bad environmental impacts. Those client notion of product high-quality, price have been reportable by them and also they get intentions didn't disagree substantially between product and fantastic messages from the surroundings and those and not using a message. They discover that product with poor environmental messages had been all through lower than products with superb environmental messages.

III. OBJECTIVES

Following are the primary objective of the study

- To determine whether factors related to product packaging are affected by the demographic of the consumers.
- To examine the effect of FMCG packaging factors on the consumer buying behaviours.

IV. HYPOTHESIS

Following are the hypothesis of the study

- **HO₂:** There is no significant impact of factors related to the product packaging are affected by the demographic of the consumers
- **HO₂:** There is no significant impact of packaging factors on consumer buying behaviour towards packaging of FMCG packaging.

V. SIGNIFICANCE OF THE STUDY

With the end goal of the present examination, bundling is conceptualized as "Bundling includes advancing, securing and upgrading the item". Bundling advances the items by pulling into consideration. The principal limited time assignment of the bundle is to pull in consideration. Since discernment is particular, the bundle ought to be intended to draw in consideration in an outwardly jumbled condition. It ought to likewise educate the purchaser about the item. Bundles add to moment acknowledgment of organization or brand and induce the purchaser to get it. The bundle imparts more to the buyer than the real item, at the purpose of procurement where the customer chooses. The bundle must pass on the privilege of enthusiastic characteristics about the item that it fills the customer's need. Packaging having a greater role to influence the consumers by the greater image, it contains the ideal information, characteristics, and advantages of the product. Product packaging is one of the strategies of every organization, it is the internal strategy that increasing sales flow by attracting more customers.

VI. METHODOLOGY

- **Research Design:** Descriptive research
- **Sources of data:** The study is concerned with the consumer perception and product packaging strategies, based on that source of the data collected from Primary source of data is collected from the respondents through structured questionnaire and interviews. It was in order to collect data on the product packaging strategies which affect on consumer purchase perception. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites.
- **Sample Size:** 825 Respondents From Hyderabad City
Base on the Cochran's formula (infinity population), the sample size selected is 825. The sample size selected from the sample area i.e Hyderabad city, Telangana state. For mountain accuracy, reliability and validity of the data very small and large size samples are avoided. Because of the very small size sample having an inappropriate representation of the total sample area and large size sample have very difficult to handling all the process and managing data in a proper way.
- **Data collections methods:** Data has been collected using structure questionnaire through customer survey method and personal interview of consumers *with help of* Convenience sampling method, **Statistical tools** like ANOVAs, Correlation and Multiple Regression using SPSS 20.0 has been used.

VII. CONCEPTUAL FRAME WORK

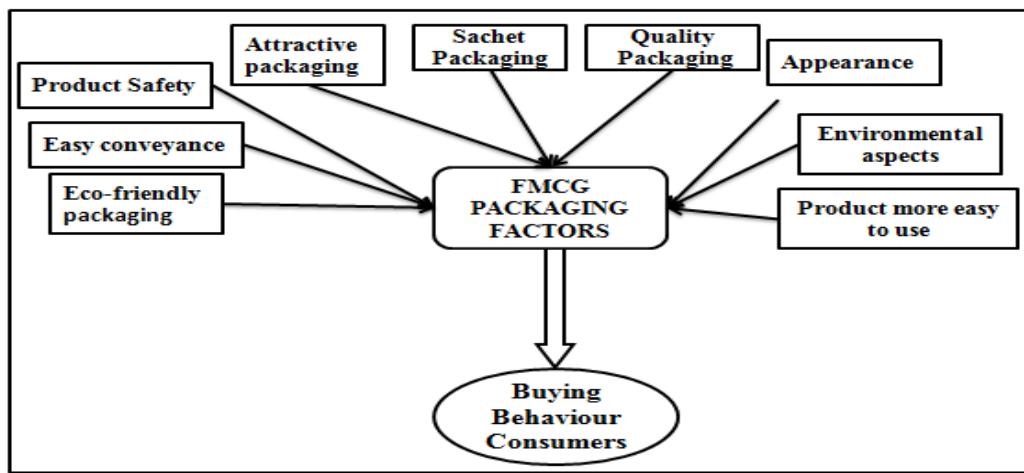


Figure: 1 Conceptual frame work

VIII. DATA ANALYSIS AND RESULTS

a. *General profile of Respondents:* The frequency distribution of demographic variables is presented in the following table.

TABLE I
PROFILE OF RESPONDENTS

Particulars	Classification	No of Responses	Percentage
Age	Below 20 Years	180	21.8
	21-30 Years	234	28.4
	31-40 Years	228	27.6
	41-50 Years	137	16.6
	51 and Above	46	5.6
Gender	Male	582	70.5
	Female	243	29.5
Education	SSC	77	9.3
	Intermediate	100	12.1
	Degree	234	28.4
	pg degree	273	33.1
	PG and above	141	17.1
Occupation	Govt Employee	252	30.5
	Private Employee	299	36.2
	Business	98	11.9
	Home Maker	84	10.2
	Student	92	11.2
Monthly income (in rupees)	below 20,000	86	10.4
	20,001-30,000	125	15.2
	30,001 - 40,000	318	38.5
	40,001-50,000	203	24.6

	50,001 and above	93	11.3
Total		n = 825	100%

Age: More than 28.4% candidates belongs the age group of 21-30 years and above, and 27.6%, 21.8%, 16.6% and 5.6% by the age of 31-40 years, below 20 years, 41-50 years and 51 and above years respectively.

Gender: From the above desk it is evident that 70.5% of the whole respondents belong to male accompanied by 29.5% through female respective.

Education: It is found from above table, that extra than 33.1% of the respondents belongs to pg, and followed with 28.4%, 17.1%, 12.1%, and 9.3% belongs to degree, pg and above, intermediate and SSC respectively.

Occupation: It is evident from above table, that more than 36.2% of the respondents working as private employee, and it is observed that 30.5%, 11.9%, 11.2% and 10.2% working as govt employee, Business, Student and Homemaker respectively.

Income in rupees: 38.5% of family have an income between 30,001-40,000 followed by 24.6%, 15.2%, 11.3% and 10.4% with the income of 40,001-50,000, 20,001-30,000, and 50,001 and above and below 20,000 have family income level of respondents.

Table II
Scale construction

Questionnaire	Items	Alpha
Media exposure	4 Items	0.761
Packaging Factors	9 Items	0.768

This confirms the validity and reliability of present studies paper. Major variables: Media exposure and product packaging Factors on client notion are considered. Alpha values were calculated one after the other for each the variables to test for the reliability and validity of the destiny take a look at. The Cronbach's alpha values for Media exposure and product packaging strategies are observed to be 0.761 and 0.768.

b. ANOVAs

HO₁: There is no significant impact of Factor related to Product Packaging is affected by the demographic of consumers.

Table III
ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Age in years	Between Groups	108.779	10	10.878	8.813	.000
	Within Groups	1004.736	814	1.234		
	Total	1113.515	824			
Gender	Between Groups	9.965	14	.712	3.493	.000
	Within Groups	165.060	810	.204		
	Total	175.025	824			
Education	Between Groups	77.069	14	5.505	4.395	.000
	Within Groups	1014.526	810	1.253		
	Total	1091.595	824			
Occupation	Between Groups	112.448	14	8.032	5.006	.000
	Within Groups	1299.612	810	1.604		
	Total	1412.061	824			

Income in rupees	Between Groups	65.685	14	4.692	4.166	.000
	Within Groups	912.150	810	1.126		
	Total	977.835	824			

The above disk reveals the opinion of the respondents towards Product Packaging Factors, with respect to the socioeconomically factors i.e. Age, Gender, Education, Occupation and Income in rupees. It reveals that, the mean difference of the respected respondents from the population and their sum of the square difference between the groups. Followed by, Age group in years shows that 108.779 is the between-group variation the population. If the value is very small it indicates that the mean of the sample is very close to each other in the between groups. 1004.736 is the variation of within groups of age group respondents. The disk also shows that F-distribution and its value 8.813. Finally, the age group significance value 0.000 is less than 0.05. Which is indicating that the null hypothesis can be rejected? So age is influenced by the Product Packaging Factors. And followed with Socioeconomic factors like Gender, Education, Occupation and income in rupees of between groups variations are 9.965, 77.069, 112.448, 65.685 and they're Within group variations are 165.060, 1014.526, 1299.612, 912.150. F-Statistic values are 3.493, 4.395, 5.006 and 4.166 followed with a significant level are 0.00, 0.00, 0.000 and 0.000, all significance values of socio-economical factors of respondents are less than 0.05. So it's indicating that the alternative hypothesis accepted due to the null hypothesis can be rejected. Therefore all Product Packaging is affected by the demographics of consumers.

HO₂: There is no significant impact of packaging factors on consumer buying behaviour towards packaging of FMCG packaging.

Table - IV
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Product Safety (PF1)	Between Groups	38.961	7	5.566	4.722	.000
	Within Groups	962.917	817	1.179		
	Total	1001.879	824			
Appearance (PF2)	Between Groups	108.836	7	15.548	16.154	.000
	Within Groups	786.371	817	.963		
	Total	895.207	824			
Easy conveyance (PF3)	Between Groups	75.816	7	10.831	14.465	.000
	Within Groups	611.743	817	.749		
	Total	687.559	824			
Environmental aspects (PF4)	Between Groups	57.365	7	8.195	6.679	.000
	Within Groups	1002.514	817	1.227		
	Total	1059.879	824			
Packaging is making the product more easy to use. (PF5)	Between Groups	37.030	7	5.290	5.485	.000
	Within Groups	787.887	817	.964		
	Total	824.916	824			
Sachet motivates a consumer to try various products. (PF6)	Between Groups	72.750	7	10.393	7.537	.000
	Within Groups	1126.567	817	1.379		
	Total	1199.316	824			
More attractive packaging is displayed in the main areas of the shops. (PF7)	Between Groups	98.924	7	14.132	22.013	.000
	Within Groups	524.511	817	.642		
	Total	623.435	824			
Good packaging is taken as symbol of better	Between Groups	15.088	7	2.155	3.006	.004
	Within Groups	585.814	817	.717		

quality product. (PF8)	Total	600.902	824			
More eco-friendly packaging is available in the market. (PF9)	Between Groups	178.495	7	25.499	24.749	.000
	Within Groups	841.767	817	1.030		
	Total	1020.262	824			

The disk indicated that 38.961 is the between-group variation in the group of PF1 and consumer purchase behaviour and 962.917 is the within-group variation. The box also reveals that F-distribution 4.722, Followed by, the level of significance is .05 is less than 0.05. Through this, the Alternative hypothesis accepted and the null hypothesis is rejected. And followed with Product Packaging Factors like PF2, PF3, PF4, PF5, PF6, PF7, PF8 and PF9 between groups variations are 108.836, 75.816, 57.365, 37.030, 72.750, 98.924, 15.088 and 178.495. Their variance in within group value is 786.371, 611.743, 1002.514, 787.887, 1126.567, 524.511, 585.814 and 841.767. F-Statistic values are 16.154, 14.465, 6.679, 5.485, 7.537, 22.013, 3.006 and 24.749 followed with significant level are 0.000, 0.000, .000, .000, .000, 0.004 and 0.000, all are less than 0.05 except 0.200. Finally, the results indicate that the Alternative hypothesis of a statement accepted while rejected the Null hypothesis. So the product packaging factors are significantly impact on the consumer purchase behaviour.

C. Correlations:

Correlation is applied for the finding the degree of relationship between two selected variables and it also help identify the strength of association between the selected variables followed by it is describing linear relationship between two variables.

Table V
Correlations between the demographic of consumers and Packaging factors

S.No	Demographic factors of consumers	Pearson Correlations (r)
1	Age in years	-.319**
2	Genders	-.402**
3	Education	.558**
4	Occupation	-.413**
5	Income in rupees	.421*

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

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

Table V
Correlations between the Packaging factors and Consumer purchase behaviour

S.No	Packaging factors	r
1	Product Safety (PF1)	.686*
2	Appearance (PF2)	.421**
3	Easy conveyance (PF3)	-.353**
4	Environmental aspects (PF4)	.411*
5	Packaging is making the product more easy to use. (PF5)	-.378**
6	Sachet motivates a consumer to try various products. (PF6)	.342**
7	More attractive packaging is displayed in the main areas of the shops. (PF7)	-.279*
8	Good packaging is taken as symbol of better quality product. (PF8)	.447*
9	More eco-friendly packaging is available in the market. (PF9)	.472**

The demographic factors like education ($r=.558^{**}$) and Income in rupees ($r=.421^*$) are having strongly correlations with the Packaging factors at the 0.01 and 0.05 level significant level of FMCG items and age in years ($-.319^{**}$), gender($-.402^{**}$), and Occupation ($-.413^{**}$) are having negative correlation with the Packaging factors of FMCG products. Whereas, packaging factors like Product Safety ($r=.686^*$), More eco-friendly packaging is available in the market ($r=.472^{**}$) and Good packaging is taken as symbol of better quality product. ($r=.447^*$) are having strong association between the product packaging factors and consumer buying behaviour at the 0.01 and 0.05 level significant level and factors like Easy conveyance ($r=.353^{**}$) and More attractive packaging is displayed in the main areas of the shops ($r=.279^*$) are having negative linear ship with buying behaviour of the consumers.

IX. LIMITATIONS OF THE RESEARCH

No research is without certain limitation specifically in the case of surveys conducted through structured questionnaires or personal interviews. So, the outcomes of the present study are limited or geographically responses may vary. By giving attention to these apparent reasons, we can see the following limitations: The sample is drawn from Hyderabad city; therefore, the sample may not represent the whole population. Hence, the limitation of generalization will be there. A sample size of 825 respondents has been selected in and around Hyderabad city as related to the universe, bias respondents responses, deficiency of published / unpublished literature on Product packaging strategies and time restriction could be some limitations. This study is not consider total FMCG product packaging, Since few categories in FMCG products are considered, like Personal care products (Cosmetics), Dairy products (Milk, Ghee, Ice cream), Food products (Biscuits, Bread, Cakes) and Beverages (Soft drinks & Energy drinks) and only to evaluate the packaging strategies impact on the purchase behaviour of final selected respondents. Personal bias of respondents while answering the question may have skewed the results slightly, although an effort has been made to verify the results through all sorts of quantitative and qualitative.

X. CONCLUSIONS

This has a look at attempted to explore the impact of FMCG packaging factors on consumer buying behaviour and try to realize its impact within the selection-making by trying to consolidate the various view points to reach at an end that can better give an explanation for the notion of rationality and on the equal time the act of intake Ultimately, the researcher concluded that The entrepreneurs observed that factors product packaging factors influence the consumer purchase notion. As for the results of profile of the respondents showed that 28% of respondents belonged to the group of 21-30 years and those belonging 31-40 years of the age accounted for 27%, and followed with gender profile, male respondents accounted for a higher percentage 70%, when compared to female respondents 29%, With respect to the educational status, 63% of the respondents had secure Post-Graduation, 28% of the respondents were graduation, The majority of the respondents working as a employees 36%, 30% of the respondents ware govt employee, The income of the respondents in the case of 38% of the respondents ranged from Rs.30,001-40,000; while 24% reported to have a

monthly income Rs.40,001-50,000; According through respected hypothesis, *H01* reveals there is a statistical significance of product related factors on the demographic factors of consumers and followed with *H02*, there is a significance impact of FMCG packaging factors on the consumer buying behaviour.

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