
The Impact of Packaging Quality on the Buying Behavior of Consumer: An Empirical study of Unilever Products

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Abstract:

Packaging plays out central role as medium in marketing mix, to defining the newly products character, in special crusades, as an estimating design, and as an instrument to make shelf impact. Packaging is typically considered the most extreme type of publicizing at very important point of whole in the adventure of buying: the purpose of buying. It reflects the level of innovativeness, advancement and front line qualities the brand may have.

The purpose of this research is to find that how packaging attributes (color, labelling, size and shape) impact on the buying behavior of consumer in context of Unilever (Dalda cooking oil, Lipton tea and Knorr tomato ketchup). Research is held in Multan; Pakistan. This exploration is intended to discover that how independent variable (Packaging quality) create influence on dependent variable (consumer buying behavior). The conceptual framework was built up on the basis

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of secondary source (books and articles). A closed ended designed questionnaire with five point likert scale is used to gather primary data. The data was collected by survey and analyzed using SPSS software. Pearson chi- square test was carried for data analysis and then compose the link between dependent and independent variables. Sample size that used in this research is 200. Non-Probability convenient sampling technique was used in this study. Youngster, teenagers and aged house wives were targeted at Chase up Multan. Results reveals that little packaging material and dimension change to the Unilever products and don't significantly influence the purchasing pattern of customers for Unilever products on retail shelf.

Key words: Packaging quality, Consumer buying behavior, Marketing mix, purchasing pattern.

1. INTRODUCTION

1.1 Background of Study

Over the last years, packaging is regarded as a most essential part of product. Marketers analyze that in the previous time period packaging main purpose was considered to hold the product merely. With the passage of time according to marketing environment packaging is used as a tool for increasing the sales. Now a days packaging purpose has changed with the increasing change in consumers wants and many organizations want to compete their competitors by identifying the desires of customers and supply their products in a superior way. Companies adopt different techniques for competition, one of them is packaging and they use effective strategies to attract the customer by introducing different packaging elements (size, shapes, color and labelling). Packaging is most important, majorities of marketers believe that as a fifth P it is a part of marketing mix with remaining four P's of product, price, place and promotion and it regarded

to be a significant factor in the product strategy. (Philip Kotler, 2008).

1.2 Packaging Quality

Packaging has turned into a basic piece of advanced society and is a standout amongst the most imperative components affecting clients' psyche at the season of procurement. Bundling goes about as the dialect of item and gives vital data in regards to the item to clients. At the end of the day packaging quality is the essential method for recognizing an item and demonstrates the predominance of an item in market. Packaging is a critical part of the showcasing arrangement of item either at residential or outside level which has an extremely dynamic part in expanding deals, stock turnover in the organization's distribution center and is likewise in charge of augmenting the income of makers. Makers dynamic in this field have long had an exceptional take a gander at this idea with a specific end goal to build their intensity in national and global markets and venture throughout expanding their piece of the pie by the guide of elements, for example, visual computerization and the utilization of value crude material.

1.2.1 Color:

Color is an indispensable constituent of packaging. Some designers have their views that consumer own color identification that which eccentric of color they expected in a particular product. Colors could take a difference towards brands because each brand processes precious color attributes that cannot be copied by other brands and it is difficult to hold same look (Keller, 2009).Packaging color has high intensity level to arouse purchasing intention in consumer.(Munyarazdi Mutsikiwa,2013) However, it should note that all products have various color of packaging and it would be helpful to identify product category in edict to create the effect of color on

consumers & to trigger purchasing intention. (Munyarazdi Mutsikiwa, 2013). Packaging color creates attention towards consumers the more color is attractive the more consumers willing to purchase the product. Different competitors are using different colors for increasing the sales like red color use for energy, white and black colors are for power, blue color for trust, green color for balance, and the meaning of purple, orange, yellow are according to consumers perception.

1.2.2 Size:

Size of packaging effects the marketing strategies because if the customer requirement changes due to change in the size of household its impact on product size also. Consumption of product should be increased when packaging are redesigned and available in large sizes. Packaging size based on products lineament and target market. Large pack sizes express better quality product and increase impulse consumption. Another research on size of packaging which shows that small packaging size is regarded by consumers of small family and large packaging size of communication is completely dissipation of products for them. Test study on the impacts of bundle and bit estimate on utilization for the most part predicts that bigger bundle or segment sizes prompt to expanded nourishment utilization, along these lines expanding caloric admission. An essential motivation behind why vast sizes prompt to expanded sustenance utilization is that customers' size discernments are one-sided. (Chan, Narasimhan, & Zhang, 2008; Neslin & Van Heerde, 2008).

1.2.3 Shape:

According to (Golnesa Ahmadi, 2013) the shapes prospects of packaging shows that beautiful packaging of shapes increase the appetency of consumer and convince consumers to purchase the products. Majority of consumers conceive that the shape of

packaging associate to used conveniently and to carry the product easily. An investigation on packaging shape was done by (Arun Kumar Agariya, 2012) shows that feelings of consumers about packaging is readily shifted into how they feel about product & innovative shapes of packaging cut through clutter in stores & this type of packaging has been created an iconic image through its various shapes.

1.2.4 Labelling:

Labelling includes various information of products and it help consumers in purchasing decision. Labelling consists of variety of characteristics like recipes and suggestion, ingredients and nutritional information, care and use of products, manufacturer name and address, weight statements, expiration dates and warnings. Labelling are fundamental, since they pass on vital data like showcasing informing and additionally fixings or materials that used to manufacture the item. The marks additionally set up brand character and upgrade name acknowledgment.

For purchasers displaying routine reaction conduct, the names permit customers to rapidly find the items they decide to buy. For shoppers who are acquiring interestingly, they help build up brand personality and name acknowledgment. They give an item depiction and in addition fixings, data which is particularly imperative for customers who maintain a strategic distance from particular elements for wellbeing reasons. The data imprinted on names and bundling can without much of a stretch impact the buy choice finally, convincing him buy an item or passed it for another.(Shah et al,2013)

1.3 Problem Statement:

The intention of this research is to ascertain how packaging quality effects on the buying behavior of consumer in the perspective of Unilever (Dalda cooking oil, Lipton tea, Knorr

ketchup) and to identify most important aesthetical factor of packaging quality that is most likeable to consumer in the sales of products and identify if any changes in packaging of products could also change consumer purchasing pattern. This research is held in Multan; Pakistan at this time.

1.4 Significance of Study:

This Empirical study will provide newly updated information to companies because literature review shows the past researches that was done on the packaging was expand, which include bounded information related to packaging. In past study that have made on specified and common elements of packaging but in that research also ascertain how changes in the packaging of product can also change the buying behavior of consumer and also identify most important aesthetical factors of packaging that attracts the consumers to purchase the particular product. Therefore this empirical study will be helpful for marketers to regard these findings and also revealed in research then implementation this plan, creating and choosing appropriate design factors and characteristics for their packaging of product.

1.5 Research Objectives

- To find how packaging impact on the buying behavior of consumer.
- To know how convenient use of new packaging effects on the buying behavior of consumer.
- To determine whether packaging factors influence on the buying behavior of consumer and to ascertain how customer perceives color, size, shape and label of packaging.

2. LITERATURE REVIEW

2.1 Consumer buying behavior:

Consumer intention is basically involves of buying different types of goods, utilize those items and then transfer or resale the merchandize, the intention of consumer also relates to perception or thoughts about particular unit. Berkman and Gilson (1981) conduct as exercise in which many people participate in genuine or potential utilization of different results about including perception, nature of stores and merchandize. Salmon (1999) consider himself as a buyer and held an exercise which indicates that when consumer picking, obtaining, utilizing and arranging the products according to their requirements and yearnings. Hawkins (1992) characterize the purchaser who try to gather data related to product at current circumstances and who do something for their needs and wants and change of his life pattern.

2.2 Packaging Quality:

Packaging is designed or create for holding or wrapping the items (Kotler & Armstrong, 2005) According to Ampuero and Vila, Packaging are indirectly related with goods, packaging used to keep the products from destruction, it is very useful while carrying out the item, it also protects the products from damages. Product packaging helps to recognize or identified the product and encourage its vehicle notwithstanding giving business viewpoints to the items (Ampuero & Vila, 2006). Lee and Lye (2003) have defined packaging as the science and innovation of hold goods and to transport & store them & also to show data. As Kotler and Armstrong (2008) packaging of products incorporates all points and assembling exercise of wrapper for an item, having three noteworthy obligations: protecting the element of packaging, provide information and separating the products and goods from various brands.

Packaging as science and industry of get prepare merchandise for transport and deals, and as an instrument for item advancement is an essential segment of goods which affects its more adaptability and convenience.

2.3 Packaging color:

Packaging color is a necessary and separated component of the organization product. Packaging color creates perceptions in the mind of buyer that the more color looking bright the more the customers attract or like the product. There are various marketers who develop different strategies by using distinctive colors like white, dark use for power, blue for trust, red for vitality, green for adjust, orange, yellow, purple they have different values as per the seller recognition (Shah et al, 2013). Investigation of color gives carefull point of views in showcasing (Labrecque, Patrick, and Milne, 2013) and effects of various colors on customers' decisions making. Marketers are well know how about the purchasing pattern of the consumer that majority of purchasers make their decision to buy the product on the basis of color alone (Funk and Ndubisi, 2006; Singh, 2006). Borgogno et al. (2015), in their review describe that color is the inherent quality of product that are directly connected with the customers desires while shopping. Skorinko, Kemmer, Hebl, and Lane (2006) in their review describe that the name of brand also influenced or effected by color means color shows the look of brand that are really necessary to recognize the brand. Candid et al. (2001) in their examination including a medication's hues demonstrated that shading was around three circumstances more essential than retail cost in forming buyers' buy choices.

2.4 Packaging size:

Experimental study on impact of packaging size which shows the utilization of item size of packaging also predict that bigger

size shows the higher consumption level on the other hand small size tells the lower consumption level, (Rolls et al., 2004; Rolls, Morris and Roe, 2002; Wansink 1996; Wansink, Painter and North, 2005). A critical motivation behind why extensive sizes prompt to expanded nourishment utilization is that purchasers' size discernments are one-sided. Chandon and Wansink (2007b) found that customers think little of genuine dinner estimate as the extent of the supper increments. Essentially, some observed that shoppers' size discernments are not receptive to size and shape changes and they think little of size changes of items (Krishna, 2006; Raghubir and Krishna, 1999).

2.5 Packaging Labeling:

Estiri M. et al (2010) place that enlightening bundling components are a basic consider the buyer basic leadership prepare exclusively on the grounds that they convey particular messages and transfer certain data about the item, the producer and to the purchasers. Instructive components, for example, nourishing data and sustenance mark are progressively getting to be distinctly critical in affecting customers' buy conduct (Ares&Deliza a, b 2010). The Label might be a basic label which is connected to the item or the great. It is a realistic which is extravagantly outlined and is a part of the bundle (Jalali&Modrek 2012; Fasiakhan A. &Fasiakhan M. 2013).

2.6 Packaging shape:

Ben Paul B. Gutierrez (2001) directed a review on imparting to the customer through packaging shape. This paper concentrates on the correspondence work as opposed to the customary assurance capacity of bundling. It gives an exhaustive bundling outline diagram to the plan expert and item director. It examines the bundle configuration investigate

instruments, characterized into visual and verbal tests, important to unmistakably comprehend buyer needs and needs. Therefore, the paper expounds on the components of a decent bundle configuration, investigates some outline issues, and gives delineations. Orth and Malkewitz (2008) highlight that packaging shape is viewed as different mixed components that are intended to accomplish a specific tangible impact. Bruce and Daly (2007) express that plan expands items esteem and their associations. The previously mentioned analysts express that packaging shape add to the imagination, licensed innovation and fitness of the organization. Orth and Malkewitz (2008) contend that shapes of packaging is a fantastically noteworthy medium since it has such an enormous effect on a customer's basic leadership. The bundle is the thing that the purchaser sees and makes his/her choice to buy. Advertisers and planners can incite diverse practices from purchasers in view of the outlines of their bundles. The last point of packaging is to get the buyer purchasing the product.

3. THEORETICAL FRAMEWORK

3.1 Theoretical Background

The purpose of this research is to prosecute the significance of visual elements of packaging for consumer's purchase decisions that was surveyed from past literature. When all the functions & environments are regarded simultaneously, product packaging becomes socio-scientific endeavor. The meaning of packaging not only to protect or carry the product but has potential to influence the purchasing behavior of consumers. Packaging quality contains various visual elements that are color, size, shape and labeling each element put greater effect on consumer's mind at the time of purchasing.

3.2 Independent variable:

3.2.1 Packaging Quality

- Packaging shapes
- Packaging color
- Packaging labeling
- Packaging Size

3.3 Dependent Variable:-

3.3.1 Consumer buying behavior

3.4 Conceptual Model:



3.5 Operationalization of Variables

3.5.1 Packaging Quality

Packaging is an art and science of preparing commodities for selling and transport. Packaging quality includes visual elements like color, shapes, size and labeling that influence on the purchasing intention of consumers.

➤ Packaging Shapes:

Shapes are significant visual stimulus factor in marketing strategies that effect on the purchasing intention of consumer. They are also an essential part of the marketing strategies because it shows the attractiveness of a product, good design creates likeable image in consumer mind and attracts many customers, due to this sales of a particular product increases. Many researchers have views that packaging shape is an important criteria for customer assessment and the influence on consumer purchase decision.

➤ **Packaging Color:**

Packaging color perform a vital role in communication with potential customer's. Colors can bring up the interest and persuade the customer's towards buying a particular product. Marketers have some views about coloring of a product that bright colors consociated with positive emotions like happiness, delight and hope. Marketers also proposed that bright colors are evaluate as being beautiful, more cultured, friendlier and pleasant. On the other hand dark colors arouse negative feelings like sadness.

➤ **Packaging labeling:**

Labeling is a crucial factor of packaging which gives information about ingredients of a products, quality of a product, it also shows the expiry date, sales tax, contact number of customer care and provides company profile. Labeling is in the form of any written, or graphic communications that are placed on packaging of a product. Basically labeling is a way to introduce the product for marketing by rending comprehensive information that are related about a product.

➤ **Packaging Size:**

Size is one of the major part of packaging that influence on the buying behavior of consumer. Larger size of packaging of a particular product accelerates the consumers consumption level. Marketing researchers assume that large size of packaging encourage consumers to increase their usage volume more than small size of packaging.

3.5.2 Consumer buying behavior:

Consumer buying behavior is a combination of decisions, preferences and attitudes regarding purchasing of a product and services. Marketers specifies consumer buying behavior as 'mental, emotional and physical actions that people pursued with it.

3.6 Hypothesis:

H 1:- There is a relationship between consumer buying behavior and packaging shapes.

H 2:- There is association between consumer buying behavior and packaging color.

H 3:- There is association between consumer buying behavior and packaging labeling.

H 4:- There is a relationship between consumer buying behavior and packaging size.

4. METHODOLOGY

4.1 Research Design:-

Quantitative data was used in this empirical research. For the collection of data closed- ended questionnaire was administrated. A descriptive research was design in this study.

4.2 Target Population:-

The buyers and users of Unilever products are chosen as a target population. Both old and young population of chase up are included in users and buyers mostly house wives and teen age girls are included who have different qualification and age (18-47).

4.3 Sampling size:-

Sampling size of this research is 200 all of 200 questionnaire were manually distributed among different respondents but 152 respondents willing to share their experience in this survey.

4.4 Sampling techniques:-

Non- probability (convenient sampling) used in this research. On the basis of this sampling techniques all the customers of Unilever products were conveniently chosen for filling the questionnaire.

4.5 Data source:-

Primary sources are used in this study. While secondary sources were used to evaluate past researches.

4.6 Data collection:-

4.6.1 Data collection instrument:-

As an instrument closed-ended questionnaire was selected for data collection. Collected data was used to measure the predilection of respondents. This questionnaire having five-point scales ranges from “Definitely yes” to Definitely Not”. This closed-ended questionnaire includes some elements that are size, shape, color and label.

4.6.2 Data collection procedure:-

Questionnaires were manually distributed by researcher among different respondents having different age and education.

5. DATA ANALYSIS:

Table1: Frequency Distribution

	Color			Size			Shape			Labeling		
	Freq.	Valid%	Cum%	Freq.	Valid%	Cum%	Freq.	Valid%	Cum%	Freq.	Valid%	Cum%
Definitely Not	6	3.9	3.9	2	1.3	1.3	4	2.6	2.6	11	7.2	7.2
Probably Not	7	4.6	8.6	8	5.3	6.6	13	8.6	11.2	21	13.8	21.1
Probably	30	19.7	28.3	21	13.8	20.4	37	24.3	35.5	37	24.3	45.4
Probably Yes	39	25.7	53.9	61	40.1	60.5	60	39.5	75.0	34	22.4	67.8
Definitely Yes	70	46.1	100.0	60	39.5	100.0	38	25.0	100.0	49	32.2	100.0
Total	152	100.0		152	100.0		152	100.0		152	100.0	

6. INTERPRETATION:

The contingency table shows the purchasing intention of different type of aged females related to different important constituents of products. Many females have their preferences that whether color is essential part of product or not. 6 (3.9%) Females says that color is not necessary part of product while 30 (19.7%) females says that color may or may not important for choosing a product but 39 & 70 (25.7 & 46.1%) respondents respond to probably yes and definitely yes which shows that

they are in the favor of color. Many females also have different perceptions about size, 2 & 8 (1.3% & 5.3%) respondents respond to definitely not and probably not 21 (13.8%) females say probably but 61 & 60 (40.1 & 39.5 %) respondent respond to probably yes & definitely yes. In the contingency table 4 & 13 (2.6 & 8.6%) females think that shape of product is not necessary during purchasing but 37 (24.3%) respondent respond to probably which means they think that shape may or may not essential part of product while 60 & 38 (39.5 & 25.0%) have strong opinions about shape of product. On the other hand many respondents also have their views that labelling is essential or not, 11 & 21 (7.2 & 13.8 %) females have opinions that labelling does not matter during purchasing, 37 (24.3 %) respondents respond to probably while 34 & 49 (22.4 & 32.2 %) females think that labelling is very important factor of product.

7. DISCUSSION:

Most of the consumer prefers shapes than other quality of product, according to the contingency table 60 people respond to probably yes and 38 people respond to definitely yes out of 152 respondents which shows that majority of consumers have their opinion to look the shape of product during purchasing so H1 is accepted. H2 the relationship between buying behavior and packaging size is accepted because mostly consumer thought that an adequate size is necessary for product the contingency table shows that 61 people respond to probably yes and 60 people respond to definitely yes out of 152 respondent which shows the positive relation between buying behavior and packaging size so H2 is accepted. H3 the relation of labeling is positively impact on buying behavior because majority of consumer prefers labeling ay the time of purchasing in the contingency table 34 people say labeling is very essential and 49 people respond to definitely yes that's why H3 is accepted.

The last hypothesis is the relationship between buying behavior and packaging color the relationship is positive and accepted because many consumer prefers color in all four elements of product consumers first option about quality is size the second is color third is shape and the last one is labeling.

8. CONCLUSION:

In that research the impact of packaging quality on the buying behavior of consumer have examined. The quantitative sources are used in that research paper. Independent variable includes packaging size, shape, color and labeling.

The research has completed successfully and it had permitted me to find out about the attitude of consumers identifying with the product packaging. The consequences of this research shows following findings.

- Through appropriate and right packaging can give benefit to a brand to shape the specific place in the minds of users and also in market environment as well.
- If the packaging have attractive and correct tone of color that clearly delivers products message and then it impact on consumer purchasing behavior and finally the customer will buy that product.
- Majority of consumers have preference on attractive shape of products which are convenient to use and hold. It also means that by using attractive shapes of products packaging the marketers can catch the attention of customers. So attractive shape of packaging make the brand unique, it also create strong brand image in the market and in the minds of customers and it also support in sustaining brand name. Shape has value added in physical look of brand & intensify its aesthetics factors.

- Size of Packaging is the most accessible product discriminative stimulus to which consumers are disclosed, can have significant effect on consumer purchasing pattern. Adding in the size can also increases sales intensity by increasing number of customers who buy a product.
- Information which are proper delivered can keeping powerful impact on consumers purchasing preference which boost up the products reliability. Labeling on product help the customers to make decision on product to buy and teach them in any way to utilize the product, its price, name, content and suitable information.
- The results demonstrate that according to different educational level majority of people will not change the product as packaging changes and they will continue to purchase the same item. Small changes of packaging material and dimensions to Unilever item does not significantly affect the purchasing pattern of customers for Unilever Products on retail shelf.

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