



**A STUDY OF PRODUCT PACKAGING IN  
CONSUMER PURCHASING DECISIONS**

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# CONTENTS

	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
<b>1.0 INTRODUCTION</b>	<b>1</b>
1.1 Research Background	1
1.2 Problem Statement	3
1.3 Objective of the Research	3
1.4 Research Questions	4
1.5 Significance of the Study	4
1.6 Definition of Terms	5
1.7 Limitations	6
<b>2.0 LITERATURE REVIEW</b>	<b>7</b>
2.1 Introduction	7
2.2 Factors Influencing Consumers Purchase Decision	8
2.3 Theoretical Framework	15
<b>3.0 RESEARCH METHODOLOGY</b>	<b>16</b>
3.1 Research Design	16
3.2 Target Population and Sample Size	17
3.3 Methods for Data Collection	18
3.4 Data Analysis and Interpretation	18

## **4.0 ANALYSIS AND INTERPRETATION OF DATA**

4.1	Reliability Test	19
4.2	Respondents' Gender	20
4.3	Respondents' Age	21
4.4	Respondents' Level of Education	22
4.5	Respondents' Occupation	23
4.6	Respondents' Income Level	25
4.7	Respondents' View on the Role of Packaging	27
4.8	Respondents' Experiences of Buying Poor Packaging Product	28
4.9	Quality of Packaging Against Materials Used for Packaging	29
4.10	High Quality Product Packaging Against Packaging as Protection	31
4.11	Informative Label Against The Importance of Label Info	33
4.12	Information on Package Against Packaging and Content	35
4.13	Packaging Enhances Promotion Against Consumers' Experiences	37
4.14	Attractive Packaging Against Influence to Purchase	39
4.15	Colors as an Important Element in Packaging Against Consumers' Preferences with Less Combination of Colors	41
4.16	Colors as an Important Element in Packaging Against Packaging and Content	43
4.17	Materials Used in Packaging Against Good Quality of Packaging as a Protection of Its Content	45

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## **Abstract**

Consumers, impulsive purchasers especially are tend to be attracted to the extrinsic cues and other factors with low-involvement situations in in-store purchasing decisions. It is believed that product with package standing out of the shelf affects the consumer decision process that sells the product into the consumer's trolley. Consumers generally choose to buy from the image they perceive that a product has, and what they perceive is heavily influenced by the cues given on the product's packaging which are the brand name, color and display. Packaging, the 'silent salesman' and it is the final interface between a company and its consumers but do marketers fully understand the role that packaging plays in a marketing environment? This paper will investigate the attributes of packaging and how consumers purchasing decisions are affected through packaging.