

ROLE OF PACKAGING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR

By

**TOUQEER AHMED SHAIKH
23022**

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Progress Report & Thesis Approval Statement

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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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APPROVAL FOR EXAMINATION

Candidate's Name: Touqeer Ahmed Registration No. 23022
 Thesis Title: Role of Packaging & its impact on Consumer Buying Behavior

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Abstract

This thesis aims to study the role of packaging on consumer buying behavior. The basic purpose behind this study is to find out how much factors are behind to success the packaging. According to this research I shall try to find out the positive relationship between the dependent and independent variable. For collecting the data I will use the questionnaire, while for the analysis I will use SPSS 16. 100 samples of consumers will be selected for the test reliable model. The significance of the study is delimitation and limitations are discussed. The research is conducted in Pakistan. The Consumer buying behavior is dependent variable. The packaging is the most important factor which attracts the consumer like packaging color, background image, packaging material, font Style, design of wrapper, printed information and innovation is taken as predictors. As the increasing self service and changing consumers' Life style the interest of package is a tool for the sales promotion and stimulator of impulsive buying behavior is growing increasingly. So in the marketing communication the packaging perform an important role especially in the point view of sales. Analysis of questions under investigation has shown that there is no agreement on the classification of package elements as these research methods of package impact on consumer's decision of purchase. This article seeks us to the reveal elements of package having the primary effect on buyer choice. Taking the consideration of package could be treated as a set of various elements communicating different type of messages to a consumer; the research model was developed and tested in order to reveal the strong effect of physical visual and also verbal package elements on consumer's purchase decision.