

INFLUENCE OF TETRA PACKING ON CONSUMER BUYING BEHAVIOUR: A CASE STUDY ON MILK INDUSTRY IN PAKISTAN

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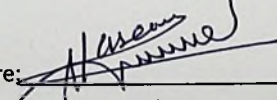
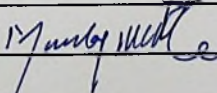
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	05 th September 2015	Cubicle	CH 1 (Introduction)	Zahid 05/09/15
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APPROVAL FOR EXAMINATION

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Supervisor's Signature:  Date: 16-2-16
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Abstract

Purpose-The main aim of this research is to conduct a study to analyze the effect of marketing strategy over consumer behavior of tetra pack milk in Pakistan.

Methodology/sample- The study involved use of questionnaires filled by 350 respondents and is taken for analysis. To analyze the data, Regression, ANOVA and Correlation tests were applied. The data is collected from primary source that is questionnaire.

Findings- The findings from the research suggest that, Awareness marketing has a significant kind of impact on the consumer behavior of tetra pack milk in Pakistan.. As soon as the consumers are becoming aware of the usage of tetra pack and how it saves them from various diseases, the awareness strategy works as best marketing stunt.

Practical Implications- The outcomes of the research might help the strategy markers in order to study the impact and behavior of customers and to how market their product through awareness campaign. This kind of marketing has much more and long lasting impact on buying behavior of consumers.

Keywords: Awareness Strategy, Marketing strategy, Tetra Pack Packaging

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