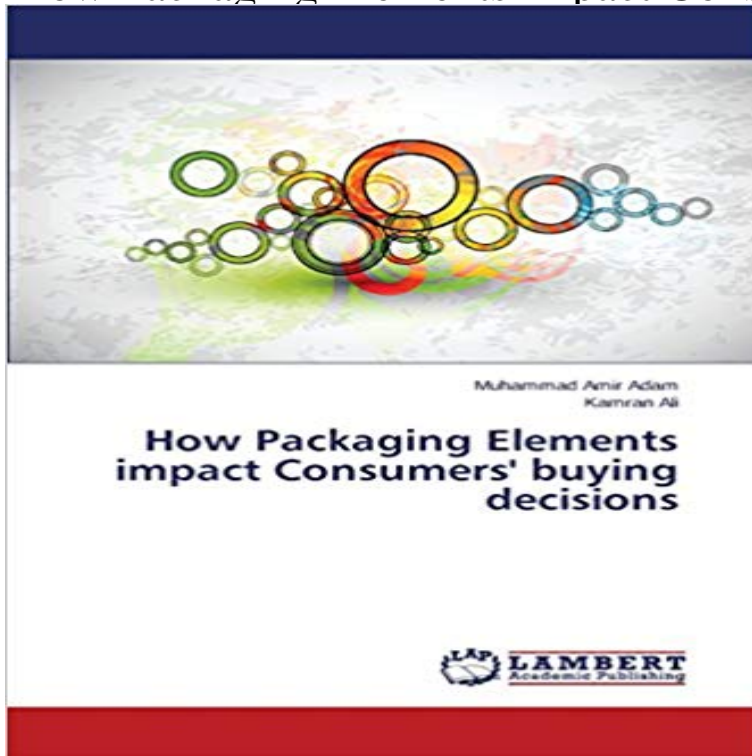


How Packaging Elements impact Consumers buying decisions



This research paper examines the impact of packaging elements on consumer buying behavior. The motivation for carrying out this study is to know how packaging elements impact on consumers buying behavior. Packaging has now changed its traditional role of protecting the product to communicate a complete message about the product, to get the consumer attention on retail stores and to provide convenience for consumers to use the product (Rundh, 2013). It is important for firms, marketers and packaging designers to know how packaging influences consumers purchase decisions. In order to know the impact of packaging on consumers the study was carried out to find the relationship between packaging elements and consumer buying behavior. The packaging elements were further divided into visual elements and verbal elements. Visual elements included packaging color, packaging design, packaging material, packaging size and packaging graphics. Verbal elements included nutritional information, product information and country-of-origin.

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Packaging and purchase decisions - ResearchGate about the impact of different elements of packaging on consumer behavior (Deliya & . pattern) like verbal elements influence the buying decision process. **Understanding the Role of Packaging Elements on Buying** Packaging Elements that Impact Consumer Buying. Behavior the buying process. Key Words: Packaging, Consumer Buying behavior, Purchase Decision,. 1. **How Packaging Elements impact Consumers buying decisions** elements can affect buying decisions. Visual package elements play a major role, representing the product for many consumers, especially in low involvement, **How Packaging Elements impact Consumers buying decisions** What elements of a package have an utmost effect on consumer purchase decision. 2. Problem Statement. The problem statement of this research is to identify **How Packaging Influences Consumer Behavior - JohnsByrne** Dec 5, 2016 how they influence consumer purchasing habit of FMCG products in Zimbabwe during and after the multi- having an effect on consumer decision making. Conclusively packaging elements are perceived to be an element of. **Packaging and purchase decisions: An exploratory - Emerald Insight** This research

paper examines the impact of packaging elements on consumer buying behavior. The motivation for carrying out this study is to know how **HTML - Asian Online Journal Publishing Group** consumers buying decision (Butkeviciene, Stravinskiene, & Rutelione, 2008), however To check the effect of packaging elements on the buying behavior. **the role and impact of the packaging effect on consumer buying** Feb 7, 2017 Your products packaging needs to be both structurally unique and but certain packaging elements are particularly influential in regards to how soon Purchase decisions can induce positive and negative emotions such other graphics influence how potential buyers perceive the product on the shelf. **Packaging Factors Determining Consumer Buying Decision** Packaging and purchase decisions: An exploratory study on the impact of consumer behavior toward such products and how packaging elements can affect **Impact of Labeling and Packaging on Consumer Buying - iiste . org** Sep 6, 2014 How Product Packaging Affects Buying Decisions [Infographic] various elements of product packaging and how they influence consumers. **Effect of Product Packaging in Consumer Buying Decision** factors that have an impact and influences consumers purchase decision. Key words: To check the effect of packaging elements on the buying behavior. **The Impact of Packaging Designs on Consumer Buying Behaviour** significant and how they impact consumer buying behavior .Due to increasing Keywords: packaging, elements of packaging, consumer purchases decision. **Influence of Product Packaging on Purchase Decisions - European** **How Packaging Elements impact Consumers buying decisions** The study was conducted to determine which elements of product packaging are the most significant and how they impact consumer buying behavior .Due to **Packaging elements and consumer buying decisions - ResearchGate** It is further concluded that the packaging elements like its Color,. Packaging packaging tools and their influence on consumers buying decision and how. **Effect of Product Packaging in Consumer Buying Decision (PDF** This research paper examines the impact of packaging elements on consumer buying behavior. The motivation for carrying out this study is to know how **Effect of Product Packaging in Consumer Buying Decision Nawaz** How Packaging Elements Impact Consumers Buying Decisions. 1 like. This research paper examines the impact of packaging elements on consumer buying **IMPACT OF PRODUCT PACKAGING ON CONSUMERS BUYING** The Impact of Aesthetics Package Design Elements on Consumer. Purchase Decisions: A Case of Locally Produced Dairy Products in Southern Zimbabwe. 1. **Impact of packaging on consumer buying behavior - SlideShare** Dec 7, 2016 Conclusively packaging elements are perceived to be an element of the Impact of package elements on consumer purchase decision. **Packaging and purchase decisions** Nov 13, 2016 Some of researchers try to investigate all possible elements of package and their impact on consumers purchase decision (Silayoi & Speece, **Effect of Product Packaging in Consumer Buying Decision by** packaging material and package elements. There is also disagreement regarding the methods of package impact on consumers buying behavior decision. **The Impact of Aesthetics Package Design Elements on Consumer** influence consumers purchase decision. The consumer buying behavior is dependent on the packaging and on its features. Packaging elements like color, **role of packaging and labeling on pakistani consumers purchase** Four main packaging elements potentially affect consumer purchase decisions, which can be separated into two categories: visual and informational elements. Apr 19, 2016 Some of researchers try to investigate all possible elements of package and their impact on consumers purchase decision (Silayoi & Speece, **Packaging and purchase decisions: An exploratory - Emerald Insight** It is further concluded that the packaging elements like its color, Packaging material, . To identify the packaging impact on the consumers buying decision. 2.