

**THE ROLE OF PACKAGING ON CONSUMER BUYING BEHAVIOUR: A  
CASE STUDY OF PEPSI INDUSTRY  
TANZANIA**

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## TABLE OF CONTENTS


TABLE OF CONTENTS .....	i
DECLARATION .....	iii
APPROVAL .....	iv
DEDICATION .....	v
ACKNOWLEDGEMENT .....	vi
LIST OF TABLES .....	vii
LIST OF FIGURES .....	viii
ABSTRACT .....	ix
<b>CHAPTER ONE</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Background to the Study .....	1
1.2 Statement of the Problem .....	2
1.3 Objectives of the study .....	3
1.3.1 General Objective .....	3
1.3.2 Specific Objectives .....	3
1.4 Research Questions .....	3
1.5 Scope of the Study .....	3
1.6 Significance of the Study .....	4
1.7 Justification of the study .....	4
1.8 Conceptual Framework .....	5
<b>CHAPTER TWO</b> .....	<b>6</b>
<b>LITERATURE REVIEW</b> .....	<b>6</b>
2.0 Introduction .....	6
2.1 What is packaging? .....	6
2.1.1 Objectives of packaging .....	7
2.1.2 The Relevance of Packaging as a Marketing Tool .....	8
2.1.2.1 Reaching the target market .....	8
2.2 Consumer Buying Behavior .....	9
2.3 Types of Consumer Behaviour .....	11
2.3.1 Planned Buying Behaviour .....	14
2.3.2 Unplanned Buying Behaviour .....	15
2.4 Packing on consumer buying behaviour .....	16
<b>CHAPTER THREE</b> .....	<b>27</b>
<b>RESEARCH METHODOLOGY</b> .....	<b>27</b>
3.0. Introduction .....	27
3.1 Study Area .....	27
3.2 Research Design .....	27
3.3 Sample Size .....	27
3.3. Sampling Procedure .....	27
3.4 Methods of Data Collection .....	28

## APPROVAL

This is to acknowledge that this research report has been under my supervision as a university supervisor and is now ready for submission.

**Signature**

**Date**

  
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13/06/2011  
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**HAJI ALLY KIBIRIGE**

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## LIST OF FIGURES

Figure 1: Opinion of respondents on whether they find Packing is attractive .....	33
Figure 2: Opinion of respondents on whether they think the products offered by leading brand are always better .....	35
Figure 3: Opinion on whether they like the color of packing .....	36
Figure 4: Opinion on whether they prefer the products packaging having attractive background .....	38

### **1.3 Objectives of the study**

The objectives of the study included both general and specific

#### **1.3.1 General Objective**

The general objective of this study was to determine the role of packing on consumer buying behaviour.

#### **1.3.2 Specific Objectives**

- To establish the effect of packaging on the buying behavior in Pepsi Cola Company, Tanzania
- To measure the relative impact of each packaging element on the consumers in Pepsi Cola Company, Tanzania
- To establish some of the measures that can be taken to identify the right packaging for Pepsi Cola Company, Tanzania

### **1.4 Research Questions**

- What is the effect of packaging on the buying behavior in Pepsi Cola Company, Tanzania?
- What is the relative impact of each packaging element on the consumer in Pepsi Cola Company, Tanzania?
- What are some of the measures that can be taken to identify the right packaging for Pepsi Cola Company, Tanzania?

### **1.5 Scope of the Study**

The study was carried out in Pepsi Cola Company, Pepsi Cola Company is a private Beverage company based in Dar es Salaam Tanzania that has branches all over Tanzania including the Dar es Salaam branch. The study was carried out for a period of four months from January 2011 to April 2011.

## **1.6 Significance of the Study**

The study was beneficial to the following people;

Companies: Beverage companies especially Pepsi Cola Company which is the case study for this study will be able to understand the importance of packaging and will particularly learn how best to improve their performance services by attracting more customers to buy the product.

Employees of Companies: the employees of different companies will be able to learn the importance of packing in order to sell their products better

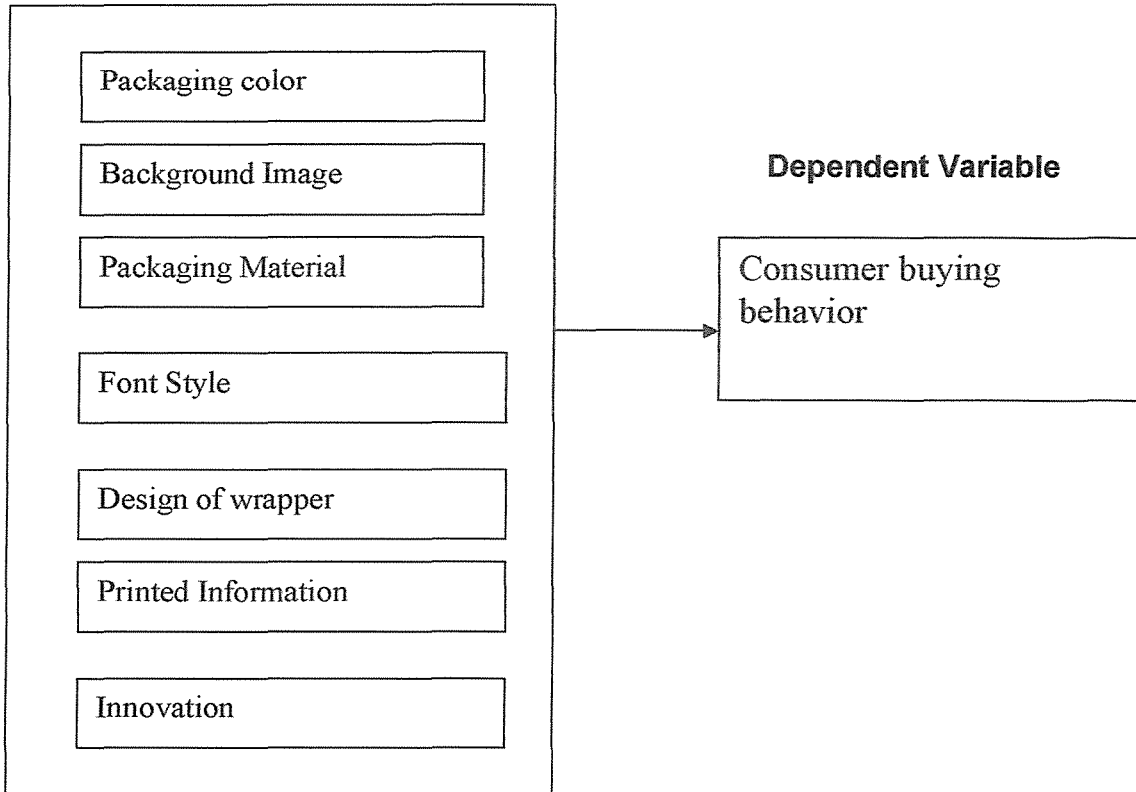
Academicians: these will be able to research more on the impact of packaging using the findings in this study.

## **1.7 Justification of the study**

Packing of products has always been known to influence the way customers buy products but this has never been the case with cola drinks. This study therefore investigated where there is need for Pepsi Cola Company to take on packaging as a way of boosting its sales in the way of attracting more customers by taking on some of the most attractive packing.

## 1.8 Conceptual Framework

### Independent Variable



The conceptual frame work explains the packaging variables that influence consumer buying behavior. They include packing color, background image, packaging material, font style, design of wrapper, printed information and innovation.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter discusses the literature related to the effects of customer care on the consumer buying behavior. It particularly focuses on the effects of service providers' integrity, service providers' passion and the after sales service on consumer buying behavior.

#### 2.1 What is packaging?

The definitions of 'packaging' vary and range from being simple and functionally- focused to more extensive, holistic interpretations. Packaging can be defined quite simply as an extrinsic element of the product (Olson and Jacoby (1972)) - an attribute that is related to the product but does not form part of the physical product itself.

*"Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used"* (Arens,1996).

Most marketing textbooks consider packaging to be an integral part of the "product" component of the 4 P's of marketing: product, price, place and promotion (Cateora and Graham, 2002, pg 358-360).

Some argue that that packaging serves as a *promotional* tool rather than merely an extension of the product: Keller (1998) considers packaging to be an attribute that is not related to the product. For him it is one of the five elements of the brand – together with the name, the logo and/or graphic symbol, the personality and the slogans.

While the main use for packaging can be considered to be protection of the goods inside, packaging also fulfils a key role in that it provides us with a



## **2.1.2 The Relevance of Packaging as a Marketing Tool**

“Never underestimate the importance of packaging. Marketers often measure consumer brand perceptions and ignore the pack. Yet we know from the way that consumers react to unbranded products that packaging plays a huge role in reinforcing consumer perceptions. Packaging helps to drive the way consumers experience a product. Yet, we spend little time researching the connections between packaging and the direct experience of the product” (Rice and Hofmeyr, 2000, Commitment-led Marketing, pg 216).

### **2.1.2.1 Reaching the target market**

In recent years the marketing environment has become increasingly complex and competitive. Although advertising can be a highly effective means of communication for those consumers who *are* exposed to it, reaching the entire target market for most products is generally not a feasible prospect. Media fragmentation has meant that it is becoming increasingly difficult (and expensive) to reach and communicate with customers and potential customers, forcing marketers to adopt more innovative means of reaching their target market (Hill and Tilley, 2002).

In contrast to advertising, which has limited reach, a product’s packaging is something which all buyers experience and which has strong potential to engage the majority of the target market. This makes it an extremely powerful and unique tool in the modern marketing environment.

In addition to its benefits in terms of reach, some marketers believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive and experience the product.

*“In most cases, our experience has been that pack designs are more likely*

interdependent combination of customers' buying consciousness and external stimuli (Dawson et al., 2006).

Analyzing consumer behaviour is perceived as cornerstone of a successful marketing strategy (Papers4you.com, 2006). Consumer behaviour is 'the mental and emotional processes and the observable behaviour of consumers during searching purchasing and post consumption of a product and service (Batra & Kazmi, 2004) . Similarly Engel (et al, 1990) refers consumer behaviour as the action and decision process of people who purchase goods and services for personal consumption.

Now if these defining criteria are closely observed, it is evident that analyzing consumer's decision making process is the foundation of entire notion of consumer behaviour.

There are four different views related to consumer decision making process and behaviour (Schiffman & Kanuk, 2004). It is argued that first of them is 'economic view' that consumers are primarily facing imperfect competition and they are always expected to make rational decision on the basis of assumptions that they are aware of all product alternatives, they can rank benefits and limitation of each alternative and are able to identify one best alternative. Second 'Passive View' is absolutely opposite to economic view and suggests that consumers are irrational and impulsive as they are submissive to self-centered interests of marketers and got influenced by marketing tools. Similarly third, ' Emotional View' is related to perceive consumer's decision making based on their emotional association or feeling about some products and services. For instance, a person loosing red colour specific pen neither go for rational decision by evaluating alternatives ( economic view) nor will the person get influenced by marketers ( passive view). Rather the person will try to purchase any pen closely resembled with his favourite possession. Fourth and arguably most acknowledged view is 'Cognitive View' where consumers are considered as "thinking problem solver" which are

receptive as well as actively searching for the products and services that can fulfil their need. Consumer's behaviour under this view is based on information seeking and processing attributes usually directed by a goal. For instance, buying a tooth paste from shop can have a certain goal of choosing product that can taste good (Papers4you.com, 2006).

Despite of critiques for each viewpoint, it can be considered a valid argument, that all four types of decision making behaviour exist and provide marketer guidelines to analyze consumer accordingly.

Based on general perception about most acknowledged and common 'cognitive view', Batra & Kazmi (2004) asserts broader stages of a consumer's decision making process that includes problem identification (feeling need of a new car), information search (on internet and showrooms), evaluation of alternatives (comparing brands, for instance' on basis of reputed and features), outlet selection and purchase (purchasing selected item) and post-purchase action (satisfaction or dissonance).

### **2.3 Types of Consumer Behaviour**

The literature recognizes four distinctive types of consumer buying behaviour. They differ with respect to the frequency of occurrence, emotional involvement, decision-making complexity and risk. In this context there are four distinctive buying behaviour patterns which can be outlined, such as: programmed behaviour; limited decision-making buying behaviour; extensive decision-making buying behaviour and impulsive buying (Arnould et al., 2002).

Programmed behaviour, also known as habitual buying behaviour, is the buying pattern which can be characterised as the routine purchasing of low cost items, such as: coffee; daily newspaper; tickets, etc. It is a process that involves little search for information and low complexity of decision-making (Learn Marketing, 2008).

Limited decision-making buying behaviour can be characterised as a buying pattern that involves moderate levels of decision-making and comparatively low amounts of required information to trigger purchasing. It is a buying behaviour, which can be related to the purchasing of clothes – the consumer can easily obtain information on the quality of the product and often spends short time on selecting and securing the purchase (East, 1997).

In contrast to the limited decision-making buying pattern and the programmed purchasing behaviour, the literature identifies extensive decision-making buying behaviour (Foxall and Goldsmith, 1994). This type of behaviour is characterised with complex decision-making, where the buyer needs a comparatively longer period to make a decision and greater amounts of information gathering. It is buying behaviour usually provoked by expensive and infrequent purchases, which involve higher levels of economic and psychological risk (Peter and Olson, 2007).

The fourth type of buying behaviour, which is observed in the literature, is the impulsive buying. Impulsive buying is characterised as a buying process that does not involve any conscious planning. It is a short-term phenomenon, which is usually provoked by an external stimuli and irritation, making particular products irresistible to consumers at a given short period of time (Wells and Prenskey, 1997).

As it can be observed in the literature on the different types of buying behaviour, a significant determinant, which accompanies each of the described behavioural choices, is the consumer's emotion. The consumer's emotion as suggested by Hansen et al. (2004) is a fundamental determinant of buying behaviour. It is a component of the purchasing decision-making, which can be recognised to be both influential to, and influenced by, a number of internal and external factors (Chaudhuri, 2006; Laros and Steenkamp, 2005).

Deriving from the significant importance of consumer emotion in purchasing and the great determining value it possess, the research would suggest a new framework of buying behaviour in order for the researcher to address the initial research question adequately.

The framework is adopted from the phenomenological literature and theoretical concepts, which were identified during the research process. In this respect the continuum proposed encompasses all of the buying behaviour types and the consumer's emotion as their most significant determinant. At each extreme of the continuum, there can be recognised two distinctive types of buying behaviour – planned and unplanned - which are to be researched and discussed in the succeeding section of the present literature review.

Although emotion is a subjective phenomenon, which significantly varies according to individual traits and situational particularities, the researcher suggests that emotion is the most essential determinant of planned and unplanned buying behaviour (Havlena and Holbrook, 1986). In other words, as unplanned buying behaviour is the attribute of impulsive buying, it can be suggested that unplanned buying behaviour is greatly affected by greater emotional drives.

On the other hand, as planned behaviour usually involves complex decision-making, greater information gathering and a longer time period for selection, it can be concluded that planned buying behaviour is rather resulted by rationality than emotionality. Although it is a fair clarification that many complex decision-making processes may initially occur through emotional attraction and impulse, the particular features of the buying process are the variables which are evaluated in the present research and therefore, it can be suggested that planned buying behaviour is less emotional than unplanned.

### **2.3.1 Planned Buying Behaviour**

Planned consumer buying behaviour is best described by the theories of planned behaviour (TBA) and reasoned action (TRA) (Hansen, 2006). The theories reveal that planned behaviour can be determined by the consumer's perceptions of complexity or in other words how difficult it is for the consumer to select and secure a particular product (Ajzen, 1991). The concept of perceived complexity is described by Keen et al. (2004), to comprise of the situational variables of channel tradeoffs and transaction costs. In other words, the level of complexity of a particular transaction, it is suggested, is determined by the opportunity cost of the alternative channels that exist and transaction costs, such as time, money and effort.

Furthermore, the theory of planned behaviour specifically introduces the concept of 'perceived behavioural control' as an essential determinant of the process of planned behavioural intention (Posthuma and Dworkin, 2000). In this respect, the TBA not only does explain the importance of the consumer's perception of the levels of complexity with which a particular purchase can be associated, but also outlines the essential role of the buying risk which consumers are likely to bear during purchases.

The perceived risk perspective can be recognised as a multidimensional construct. High perceived risk can result from the consumer's expectation of experiencing a negative outcome from a buying interaction (Lim, 2003). In this respect if any situational determinants of the process of purchasing reveal a possibility of negative outcome, it can be suggested that this is likely to increase the levels of consumers' perceived risk. In this context, situational determinants of these types can be recognised to be the transactional costs, which are associated with every purchase consumers make. In other words, the higher the transactional costs (i.e. money, time, effort, etc.) the greater the likelihood of higher levels of perceived risk (Hansen, 2006).

On the other hand, perceived risk is not only determined by the transactional costs, which consumers identify. Contrary, perceived risk is often influenced by situational variables and outcomes, which the consumer fails to recognise. In other words, if a consumer is unable to clearly identify the possible outcome of a particular buying transaction, the consumer would be less inclined to purchase. In this respect, it can be concluded that another significant determinant of buying risk is uncertainty (Shim et al., 2001). This is why planned behaviour is associated with complex decision-making processes, which is characterised by extensive information gathering (Peter and Olson, 2007).

### **2.3.2 Unplanned Buying Behaviour**

As it was already identified, there are four distinctive types of buying behaviour, which can be recognised in the literature and which can be categorised in two distinctive categories of planned and unplanned buying behaviour. Each of the categories can be identified as encompassing different decision-making processes, characteristics, complexity and length (Armould et al., 2002). Moreover, consumers' decision-making goes through a number of transformations at different stages in the buying process: problem recognition; information search; evaluation of alternatives; and purchase decision (Peter and Olson, 2007). In this respect, it can be suggested that the purchasing determinants vary according to the stage at which the particular consumer is situated in the buying process at a given time.

There are two distinctive but highly interdependent sources that can be identified as influencing the buying behaviour of consumers. They can be recognised as internal and external buying behaviour factors (Brassington and Pettit, 2007).

The internal factors that determine consumer buying behaviour can be divided into the categories of: personal (i.e. age, life style, occupation); psychological (i.e. wants, motivation, perceptions); social (i.e. needs, social class, group and family influence); and cultural (i.e. common sense, background, beliefs, knowledge) (Groucutt et al., 2004; Iacobucci and Calder, 2003).

On the other hand, the external buying behaviour factors can be identified as the marketing approaches of companies to attract consumers by advertising and promotions. Another external factor that may be recognised as highly influential to the purchasing behaviour of consumers is the micro and macro-economic stability within the particular market environment (Churchill and Peter, 1998).

As it can be observed, purchasing behaviour is mainly determined by internal factors (i.e. economic principles – disposable income, status, social class) and external stimuli (i.e. marketing – promotions and advertising; economic environment) (Dawson et al., 2006).

Moreover, it can be proposed that these factors are highly interdependent as, for example, the economic stability within a market environment can be suggested to be significantly influential on the internal purchasing determinants of lifestyle, occupation and disposable income, which is likely to have subsequent effect on wants, motivation and perceptions.

## **2.4 Packing on consumer buying behaviour**

Rita Kuvykaite (2009) has descriptive research. According to Rita packaging attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also packaging imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Wells, Farley & Armstrong, 2007). Thus packaging performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of packaging, its elements and their impact on consumer's buying behavior became a relevant issue. He basing on theoretical analysis of packaging elements and their impact on consumer's



purchase decision empirically reveal the elements having the ultimate effect on consumer choice.

Research methods that Rita used is systematic and comparative analysis of scientific literature; empirical research There are six variables that must be taken into Consideration by producer and designers when creating efficient packaging: form, size, color, graphics, Material and flavor. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, color, text and brand. The research result of Rita shows the impact of packaging elements on consumers purchase decisions can be stronger. He conclude that Packaging could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior.

The impact of packaging and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice.

Bed Nath Sharma Dec. 2008 studied New Consumer Products Branding, Packaging and Labeling in Nepal. This paper focuses on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different section of consumer new products (soap, biscuit, noodles, cigarettes and The study further investigates the new consumer product packaging and labeling status in manufacturing units. They are aware about the value of packaging and labeling. Majority of the consumer products 84.37% (27 out of 32 responses) are using

Renaud LUNARDO 2007 has a great research on the influence of label on wine consumption. its effects on young consumers' perception of authenticity and purchasing behavior The main objective of the paper is to identify the effects of authenticity on purchase behavior. They used a repertory grid (RG) approach as a methodological framework in order to know which pattern of features is better at inducing purchase. All the relationships between authenticity provided by the label of bottles and consumer behavior attributes (performance risk, perceived price and purchase intentions) have all been tested by using linear regressions. This study was intended to provide a more complete understanding of the influence of the authenticity perceive from the label of bottled wine. As an attempt to extend the research on the influence label of bottled wine can have on consumers' decisions of buying, the current it is clear from these findings is the major role played by labels.

L Renaud 2007 worked on The Influence of Eco-Labeling on Consumer Behavior. The main objective of this study was to assess the relative importance of the labeling in Packaging compared to other product attributes (like brand, price, etc.) for consumers' buying decisions. The methodological approach that they chose was discrete choice analysis, which is particularly powerful for this kind of analysis. Further this study attempts to analyze if the importance of the labeling and packaging differs between product groups. They surveyed a total of 302 customers; Two thirds of the interviews were conducted in the German-speaking. The Variables chose within this study are , present mood, time, buying purpose With regard to sustainability marketing, Time. The most important result of analysis is the significant willingness to pay for Packaging energy efficient products.

Adelina Broadbridge & Henry Morgan (2007), consumer buying behavior and perception toward retail and brand baby products. A two-stage research methodology consisting of both qualitative and quantitative research techniques

was adopted. The population was defined as 'parents of children under the age of five who use baby care products'.

Both the qualitative and quantitative research showed that respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigated consumer perceptions and buying behavior of baby care products. The results of the primary research indicated that consumers need to feel confident with the product in terms of reliability and performance and packaging.

Bytyqi Hysen, Vegara Mensur (2008) have research on analysis of consumer buying behavior in regard to dairy products in Kosovo. This survey was carried out by the Department of Livestock and Veterinary Sciences, Agriculture Faculty of Prishtina, Kosovo during 2007. Interviews of 304 respondents were conducted in super-markets (677) and mini-markets (397) and later 23 interviews were completed in green market mainly for Sharri cheese and curd. To study the reasons for choosing milk products upon supply, a coding approach from 1- 5 was used (1 = very important; 2 = highly important; 3 = average; 4 = less important; 5 = not important). Perception of consumers about dairy products was assessed using different variables i.e. habits, trust, price, quality, packaging, age of consumer, origin of product, type of shop, brand and gender of consumer. It was conclusion after analysis that the packaging has great effect on the purchase of dairy products.

Rita Kuvykaite<sup>1</sup>, Aistė Dovaliene<sup>2</sup>, Laura Navickiene<sup>3</sup> (2009) worked on impact of packaging elements on consumer purchase decision economics & management. Material are the most important visual elements for purchasing both milk (size and material 3.80) and washing-powder (resp.: 3.87 and 3.41); whereas, in this case form, color and graphic could be treated as unimportant

elements of packaging. When analyzing importance of verbal elements, it could be stated that product information (4.24 for milk and 4.00 for washing-powder) and country-of-origin (resp.: 4.22 and 3.88) are the most important elements. Furthermore its worth to add, that producer and brand couldn't be underestimated too, because the importance of both of these elements is treated by customers above the average. Comparing the impact of visual and verbal elements of packaging on consumer's purchase decision it could be stated that verbal elements are more important than visual ones, when purchasing both milk and washing-powder. According to the research model developed the impact of packaging's elements on consumer's purchase decision depending on time pressure, consumer's involvement level and individual characteristics were analyzed.

H Ahasanul ,(K Ali 2009) measured the Factors Influencing Buying Behavior of Piracy Impact to Malaysian. A structured questionnaire was used to collect data whereby it was served as primary data to answer the research questions and objectives planning to find out the factors that plays a vital role about consumers perception towards pirated products. It can be identified that the dependent variable is consumer perception on piracy. Where else the independent variables would be divided to social influence, personality/believe, culture, and the economy. These are the factors that could influence consumers' perception on piracy thereby supporting out dependent variable. Social influence would include susceptibility, which means an individual might purchase a pirated product merely because his/ her friend or family members bought the product and introduced it to them.

Ulrich R. Orth (2009) worked on Packaging Design as resource for the construction of Brand Identity. A thorough review of the literature on packaging design reveals that there are no meaningful guidelines for developing holistic

packaging design, Shapes, Finishes, Sizes, Images, Typography, Colors, Impressions, Purchase Intention, and Brand. This research was conducted by collecting information and data in four stages. First, a review of the branding literature determined a list of strategically relevant brand impressions for wine. Second, appropriate wine packaging design elements were identified and a sample of real and representative designs was selected. Third, professionals in the design and advertising industry rated wine packaging designs on the previously identified design elements. This research aimed at generating guidelines for managing strategic brand impressions, namely brand identity created by the wine packaging design.

Kriti Bardhan Gupta (2009) has study on Consumer Behavior for Food Products in India. primary data was collected from 326 respondents in Uttar Pradesh and National Capital Region The relative importance of various food purchasing criteria was estimated for four different food categories, food and vegetables; milk and milk products; food grains and pulses; and processed foods on 1-5 scale, The present study explored the consumer behavior for food products in India from different perspectives. People accepted the fact that their food habits get affected with the shifting to a new region but many basic buying and consumption behavior do not change. Some of the changes in buying and consumption behavior of relocated people, which were observed after their settlement to a new region, were not significantly different from the level of changes in behavior of non-moving people. However, compared to the last 10 years, people have started preferring more healthy foods and are willing to try out new dishes. They tend to learn cooking and eating new food items after relocation without discontinuing their traditional food items. There is also influence of children on the type of food items that they eat.

This research has shown that impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective it is very costly to

apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way. Economical costs and environmental impact can be expressed in a single score, indicating the packs performance. To allow proper management of the pack design the sales performance should be expressed in as simple a way as possible, preferably also a single score. As calculating the sales performance is impossible a test will need to be used. The pressure from time-to-market in the CE industry, demands that the test be relatively simple.

Nuntasaree and Dr. E Barry (2008) published a paper with subject of a model of male and consumer behavior in buying skin care products in Thailand.. The conceptual model of male consumer behavior in buying skin care products beliefs in product attributes Quality, Price, Brand, Packaging, Advertising, Promotion, Salesperson, Distribution. This study used a quantitative research method. A convenience sample with a shopping mall- intercept technique was employed for the sampling method. The closed-ended questionnaire developed from standard questions of relevant literature was chosen as a research instrument. The Statistical Packaging for the Social Sciences program (SPSS) version 15.0 was used in this study with a 0.05 level of significance for all of the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality and outliers.

Several studies have investigated issues such as packagings as a means of attracting the attention of consumers (Underwood et al., 2001; Garber et al., 2000; Goldberg et al, 1999; Schoormans & Robben, 1997). Other studies researched packagings as a means of communication as well as a means of communicating brand and product meaning (Underwood & Klein, 2002; Garber et al., 2000, Schoormans & Robben, 1997; Gordonet al., 1994; Homer & Gauntt, 1992; Rigaux-Bricmont, 1981; McDaniel & Baker, 1977).

Packagings are found to attract attention (Underwood et al., 2001; Garber et al., 2000; Goldberg et al., 1999; Schoormans & Robben, 1997). In fact, Goldberg et al. (1999) found that by dismissing such non-verbal signs as colors, the attention to verbal signs can be increased. Pictures on packagings are emphasized to attract attention, particularly when consumers are not very familiar with the brands (Underwood et al., 2001).

Furthermore, packagings are claimed to attract attention when their appearances are not typical within a product class (Garber et al., 2000; Schoormans & Robben 1997). In other words, past research has discovered that deviating packagings attract attention. Other studies show that deviating packaging colors and shapes attract attention (Garber et al., 2000; Schoormans & Robben 1997). Underwood et al. (2001), on the other hand, found that pictures on packagings attract attention particularly in cases when consumers are less familiar with a brand. Studies that have focused on other single signs than pictures on packagings have found that such single packaging signs as colors (Gordon et al., 1994), brand names (Rigaux-Bricmont, 1981), and materials (McDaniel & Baker, 1977) convey brand meaning.

Pires Gonçalves, Ricardo (2008) worked on Product Characteristics and Quality Perception, according to him When they choose among competing products consumers are faced with quality and product performance uncertainty, hence, they rely on cues as extrinsic attributes, for instance brand, price, packaging and warranty, as signals of perceived quality. Little research has been done on packagings as extrinsic attributes used by consumers as signs of perceived quality, thus this study is a small contribution to that lack of scholarly research on packagings. Colors and shapes are important elements of marketing strategies, and they are both essential features of packagings, especially in product labels. Labels are one of the most important features of product packaging, and they are designed to communicate a message. The model proposed in this study builds

on previous models of consumer quality perception and signals of quality from product cues

In this research, colors and shapes combinations in labels are considered as the extrinsic attributes used as signals of quality by consumers.

Liang Lu (2008) worked on a paper :Packaging as a strategic tool University of Halmstad school of Business and Engineering. Packaging is an important part of the product that not only serves a functional purpose, but also acts as a mean of communicative information of the products and brand character. Packaging must be functional; it must protect the products in good storage, in shipment and often in use. Besides, it has also the function that can give customers the ease of access and use on the purpose of convenience. After looking at Kolter theory about packaging, we will turn to different theory relating to packaging design and its important elements in order to help us to solve the first research question.

Judy Rex, Stuart Wai and Antonio Lobo (2003), it is An Exploratory Study into the Impact of Color And Packaging as Stimuli in the Decision Making Process for a Low Involvement Non-Durable Product The consumers and the manager agreed that important factors when deciding which packet of potato crisps to purchase were the quality, the brand and the price of the product, with flavor also being an important factor for the consumers. The consumers used a constant sum scale (out of 100) to rate the six attributes of flavor, quality, brand, price, size and shape, and the color of the packaging. Overall, the consumers indicated that the flavor of the product was easily the most important stimulus when selecting potato crisps with an average rating of 38 points. This was about twice as important as the quality (21 points), which was more important than the brand (14 points) and the price (13 points). While brand and price were of about equal importance, P.H.K.Prathiraja and A.Ariyawardana (2003) has a great study in the impact of lutritional labeling on Consumer Buying Behavior. This study shows that consumers use nutritional labeling when making a purchasing decision and that it is especially because of health consciousness. A majority of the respondents



revealed that they are willing to pay something additional for the nutritional information provided on food items. Of those who are willing to pay something additional, a greater proportion was in the age category 36 to 50 years, have had tertiary education and the households had less than 4 members.

K Sony (2008) studied the consumer responses toward attribute framing in product packaging. The main purpose of this study is to investigate the impact of message framing, level of involvement, and numerical difference on consumer response. Fresh- milk product was chosen as the object for experiment. This study has the following suggestion for packaging design based on the findings. Fresh milk is commonly considered as health-related product. The study is advantageous in giving marketers a more thorough picture of how message framing affects consumer response in various numerical alternatives and level of involvement. It will also be helpful in developing successful packaging strategy. For future study, different types of products can be investigated further.

Assoc. Professor Jane (2005), Consumer Response to Sponsorship Leveraged Packaging (SLP). Structural equation modeling (SEM) was used to analyse the data from the experiment. This program of research aims to test a model that examines the structural relationships between SLP and consumer attitudes and purchase intentions toward the sponsors' products as well as the factors that impact this relationship. Research suggests sponsorship leverage packaging may act in a similarly way to celebrity endorsement on product packaging, implying that FMCG brands may benefit from marketing strategies that communicate the sponsorship relationship on packaging. It is critical that brand managers identify the affect SLP has on consumer behavior and evaluate the degree to which it can enhance communication of the sponsorship relationship in the marketplace. This paper outlines a framework of consumer response to SLP, proposing a three step process of exploratory and experimental methodologies. The outcomes from the research will contribute to a better understanding of sponsorship effects on consumer behavior and provide managers with the means to develop more effective branding strategies and promotions

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0. Introduction

This chapter discusses the methods the researcher used to collect data. It focuses on the Research design, organization of the study, data collection, and data collection procedure and data analysis.

#### 3.1 Study Area

The study was carried out in Pepsi Cola Company Ltd, Tanzania. This is because Pepsi Cola Company Ltd is a registered company in Tanzania and has branches all over the country. In addition to that it has a big client base. This gave the study a broad coverage and made it representative enough.

#### 3.2 Research Design

The study used a case study design, where both qualitative and quantitative techniques of data collection were employed. Questionnaires and interviews were used to collect data from a cross section of respondents.

#### 3.3 Sample Size

The sample size of the study was got from 150 employees of the company according to the table below;

Respondents	Total size	Sample size
Administrators	10	2
Workers	140	38
Total	150	40

#### 3.3. Sampling Procedure

The researcher employed purposive sampling on the customers and staff members of Pepsi Cola Company Ltd, Tanzania. Pepsi Cola Company Ltd, Tanzania administrators helped the researcher identify customers and staff members who were relevant to the study.

### **3.4 Methods of Data Collection**

#### **(i) Instruments**

##### **Questionnaire**

The researcher used self-administered questionnaires. This was applied while collecting data from key customers involved in the study. Interviews were conducted among the top management.

##### **Interview guide**

The researcher conducted key informant interviews with the members of the management teams who play a key role in Pepsi Cola Company Ltd, Tanzania. The interviews are intended to generate information on policy and challenges faced in the process of doing their job.

#### **(ii) Documentation**

The researcher carried out documentary review. The documents included; policy, strategic plans, budgets and work plans.

### **3.5 Data Analysis**

The researcher carried out quantitative analysis, where data was converted into numerical codes. The researcher prepared the code sheet specifically for items which are open ended. While for the close ended items, data was entered straight into the computer. The data was analyzed using a statistical software packaging known as Excel.

### **3.6 Validity and reliability**

In order to reduce the possibility of getting incorrect answers, attention needs to be paid to validity and reliability (Saunders et al., 2003).

#### **3.6.1 Validity**

Validity is concerned with whether the findings are really about what they appear to be about (Saunders et al., 2003). Validity defined as the extent to which data

collection method or methods accurately measure what they were intended to measure (Saunders et al., 2003). Yin (1994) states, "no single source has a complete advantage over all others" (P.85). The different sources are highly complementary, and a good case study should use as many sources as possible. The validity of a scientific study increases by using various sources of evidence (Yin, 1994).

The following steps were taken to ensure the validity of this research:

The needed data was collected in the format of a structured questionnaire that had been designed based on the literature related to adoption of innovation.

After translating the questionnaire into the local language for the customers who was not so familiar with English, in order to make sure that the measurement scales were adapted appropriately, company administration and experts had given their views about Internet banking services.

### **3.6.2 Reliability**

According to Saunders et al. (2003), reliability refers to the degree to which data collection method or methods will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from the raw data.

Numbers of different steps were taken to ensure the reliability of the study:

- Case studies will be used during the data collection.
- The same type of questions were asked from company's respondent and customers in order to increase the reliability

### **3.7 Ethical consideration**

The researcher ensured that the names of respondents do not appear on the questionnaire to ensure confidentiality of the respondents as it is part of the ethical procedure to ensure that respondents are protected.

The researcher assured respondents that the information given by them was purposely for the reasons of this study and was not used for any other purpose. This was done to ensure that they confidently answer all the necessary questions for this research with out fear of using it for other purposes other than that of academic research.

The permission to conduct the research was got from the relevant institutions, which include, Kampala International University and heads of the company where data collection took place.

The researcher then went ahead to administer questionnaires to the customers and employees and conduct interviews with the top management in order to obtain information relevant to this study.

### **3.8 Limitations of the Study**

The researcher encountered the followings problems:-

The bureaucracy within some industries since the study at certain point required review of company documents. To minimize this problem, the researcher sought permission from the authority of the organizations and also explained to the relevant officers the purpose of the research.

Since top management staff, with busy schedules were part of the respondents, the researcher did not get as much time from them as anticipated. Seeking appointments solved this challenge with them at their convenient places and time

## CHAPTER FOUR

### PRESENTATION, INTERPRETATION AND DISCUSSION OF THE FINDINGS

#### 4.0 Introduction

This chapter is a presentation, interpretation and discussion of the field results. The objectives of the study were to establish the effect of packaging on the buying behavior, to measure the relative impact of each packaging element on the consumers and to establish some of the measures that can be taken to identify the right packaging for Pepsi Cola Company. The results are presented in tables and in form of frequency counts and percentages.

#### 4.1 Demographic Characteristics of Respondents

This includes the sex or gender of the respondents, age of the respondents and the academic level.

**Table 1: Response on profile of the respondents**

<b>Respondents</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
<b>Sex</b>		
Male	30	60
Female	20	40
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Age</b>		
30yrs and below	8	16
31-40yrs	22	44
41 and above	10	20
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Years spent at Pepsi cola industry</b>		
1 – 2 Years	15	30
3 - 5 years	15	30
6 – 7 years	10	20
8 – 10 years	<b>10</b>	<b>20</b>
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: field data**

Sixty (60) questionnaires were distributed to respondents and 50 were filled and returned this therefore represents 83.3 % of the total number of questionnaires that were distributed.

The study covered 50 randomly selected Pepsi company employees of whom 30(60%) were male and 20(40%) were female

The age category of the respondents were divided into three groups that are 30 yrs and below were 8 (16%), 31-40 yrs were 22 (44%) and 41yrs and above were 10 representing (20%) of the total number of the respondents.

The numbers of years respondents had spent on their job was divided into three categories that are three years and below, between 4 and five years and above five years. 15 (30%) of the respondents had worked for below three years, 25 [50%] had worked for more than three years but less than six years and 10 (20%) of the respondents had worked for more than five years.

#### **4.2 The effect of packaging on the buying behavior in Pepsi Cola Company**

The first objective of the study was to investigate the effect of packaging on the buying behavior. To achieve this, respondents were asked on whether they like the packaging of any product/brand; whether they find Packing is attractive; whether they purchase goods as advised by family or friends and whether they think the products offered by leading brand are always better. The results are presented in the subsections illustrated below;

##### **4.2.1 The packaging of any product/brand**

Respondents were asked if they like the packaging of any product/brand. Their responses are summarized in Table. 2;

**Table 2: Opinion on whether they like the packaging of any product/brand**

Response	Number	Percentage (%)
Agree	25	50
Not sure	12	24
Disagree	13	26
<b>Total</b>	<b>50</b>	<b>100</b>

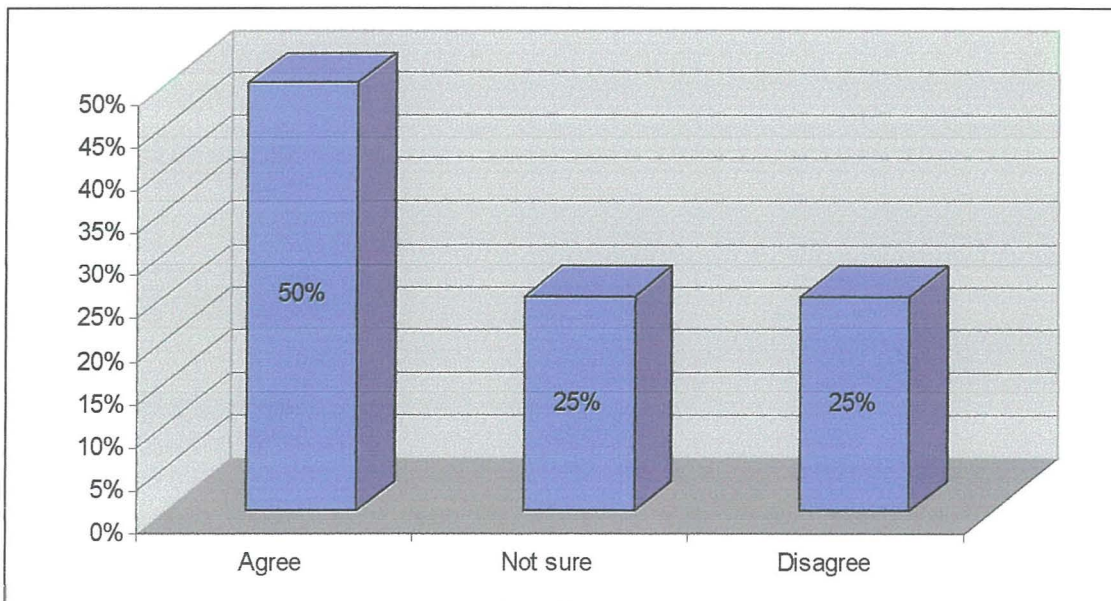
**Source: Primary Data**

The results in Table 2 shows that 25(50%) of respondents agreed with the statement that they like the packaging of any product/brand. 13(26%) were not sure and 12(24%) disagreed that they like the packaging of any product/brand.

#### **4.2. 2 Attractive packaging**

Respondents were asked if they find Packing is attractive. Their responses are summarized in Figure 1.

**Figure 1: Opinion of respondents on whether they find Packing is attractive**





The results in Figure 1 showed that 20 (50%) of respondents agreed that they find Packing is attractive. 10 (25%) were not sure and 10 (25%) disagreed that they find Packing is attractive.

#### 4.2.3 Purchasing goods as advised by family or friends

Respondents were asked if they purchase goods as advised by family or friends. Their responses are summarized in Table 3;

**Table 3: Opinion of respondents on whether they purchase goods as advised by family or friends**

Response	Number	Percentage (%)
Agree	25	50
Not sure	10	12.5
Disagree	20	37.5
<b>Total</b>	<b>50</b>	<b>100</b>

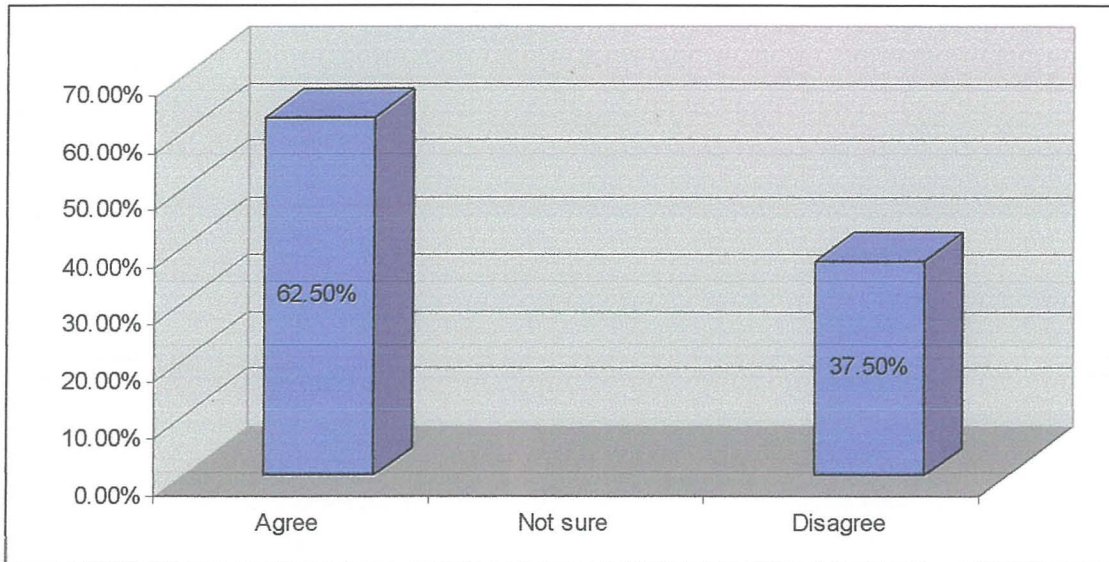
**Source: Primary Data**

The results in Table 3 showed that 20(50%) of respondents agreed that they purchase goods as advised by family or friends. 5 (12.5%) were not sure and 15(37.5%) disagreed that they purchase goods as advised by family or friends.

#### 4.2.4 The products offered by leading brand are always better

Respondents were asked if they think the products offered by leading brand are always better. Hence, their responses are summarized in Figure 2;

**Figure 2: Opinion of respondents on whether they think the products offered by leading brand are always better**



The results in Figure 2 showed that 25(62.5%) of respondents agreed they think the products offered by leading brand are always better and 15(37.5%) disagreed that they think the products offered by leading brand are always better.

#### 4.2.5 Selecting a products according to your life style

Respondents were asked if they select products according to your life style. Their responses are summarized in Table 4;

**Table 4: Opinion on whether they select products according to your life style**

Response	Number	Percentage (%)
Agree	35	87.5
Not sure	-	-
Disagree	5	12.5
<b>Total</b>	<b>40</b>	<b>100</b>

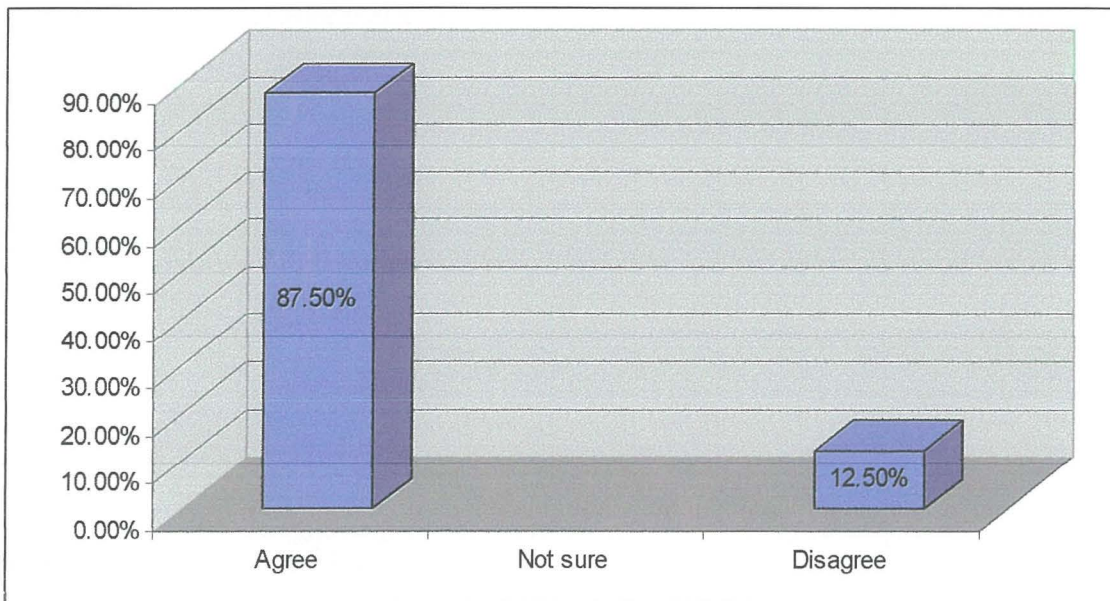
**Source: Primary Data**

The results in Table 4 showed that 35(87.5%) of respondents agreed that they select products according to your life style and 5(12.5%) disagreed that they select products according to your life style.

#### 4.2.6 The color of packing

Respondents were asked if like the color of packing. Their responses are summarized in Figure 3;

**Figure 3: Opinion on whether they like the color of packing**



The results in Figure 3 showed that 35 (87.5%) of respondents agreed they like the color of packing and only 5 (12.5%) disagreed that they like the color of packing.

According to Barber et al (2003), Color choices can affect people's moods and attitudes. Studies have shown that every color has emotional implications, and many businesses use color to influence people's buying behavior. Retail product companies, for instance, may test dozens of different packaging colors in stores before selecting the one that elicits the best response from consumers. To further complicate the picture, different cultures react to the colors in different ways—which may require color testing in each major market.

In the world of professional service branding, however, color choice is less a psychological issue than a strategic one. Because most services are not reflexive purchases, the psychology of color plays a diminished role in the professional service buyer's decision-making. You would be far better served choosing a color that strongly differentiates your firm from the competition than spinning your color wheels trying to select a color with optimal emotional and symbolic characteristics. That is not to say that specific hues are irrelevant; but their psychological importance is subordinate to color's role as a differentiator.

Color plays an enormous role in brand recognition. But to have an appreciable impact, colors must be chosen for the right reasons and with eyes open to the marketplace. This means removing your own biases from the process and making choices that will provide sufficient differentiation for your business.

#### **4.3 The relative impact of each packaging element on the consumers**

Respondents were asked the relative impact of each packaging element on the consumers. Below was their response;

##### **4.3.1 The creative Font Style in Packaging of any product**

Respondents were asked if they like creative Font Style in Packaging of any product. Their responses are summarized in Table 5;

**Table 5: Opinion of respondents on whether they like creative Font Style in Packaging of any product**

<b>Response</b>	<b>Number</b>	<b>Percentage (%)</b>
Agree	25	50
Not sure	10	12.5
Disagree	20	37.5
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

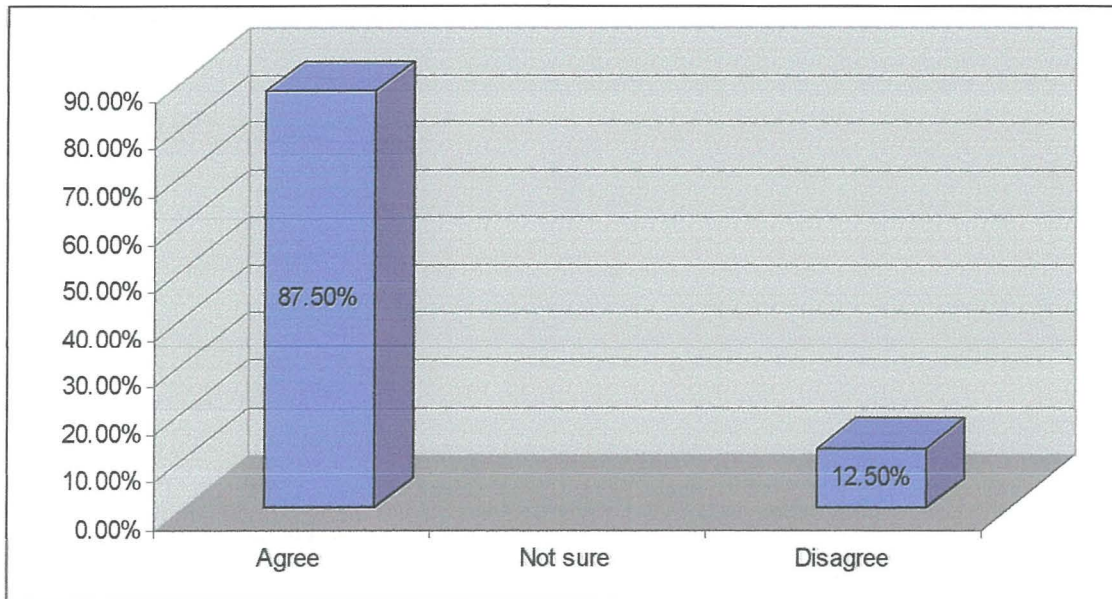


Results from Table 5 show that 20(50%) of respondents agreed that they like creative Font Style in Packaging of any product. 15(37.5%) of the respondents did not agree that they like creative Font Style in Packaging of any product while 5(12.5%) of the respondents were not sure.

#### 4.3.2 The products packaging having attractive background

Respondents were asked if prefer the products packaging having attractive background. Their responses are summarized in Figure 4;

**Figure 4: Opinion on whether they prefer the products packaging having attractive background**



The results in Figure 4 showed that 35(87.5%) of respondents agreed that prefer the products packaging having attractive background and 5(12.5%) disagreed that they prefer the products packaging having attractive background.

#### 4.3.3 Design of product wrapper inspire in purchasing

Respondents were asked if the design of product wrapper inspire them in purchasing. Their responses are summarized in Table 6;

**Table 6: Opinion on whether the design of product wrapper inspire them in purchasing**

<b>Response</b>	<b>Number</b>	<b>Percentage (%)</b>
Agree	25	50
Not sure	15	25
Disagree	15	25
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

The results in Table 6 showed that 20(50%) of respondents agreed that design of product wrapper inspire them in purchasing. 10(25%) were not sure and 10(25%) disagreed that the design of product wrapper inspire them in purchasing

## **CHAPTER FIVE**

### **SUMMARY OF THE MAJOR FINDINGS, RECOMMENDATIONS AND CONCLUSIONS**

#### **5.0 Introduction**

In this chapter, the conclusions from the study and the recommendations made are presented. The study used both qualitative and quantitative methods of analysis.

#### **5.1. Summary and Discussions**

The primary purpose of the present study is to investigate the role of packaging on consumer buying behavior. Past research has been focused on the impact of packaging on consumer buying behavior. (Rundh (2005) packaging attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also packaging imparts unique value to products). Through an extensive literature review on initial model is proposed which encompass that how packaging elements mediates the relationship with packaging color, background, packaging material, font style, printed information, wrapper design and innovation in packaging.

Packaging could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior

Appropriate and vivid picture or packaging color which delivers them a happy feeling, or an easy handle/open/dose/dispose packaging shape. All these elements contribute each important effort to catch consumers' attention and interest. Besides each element's single function, we think that a good combination of those elements may let the product more eye-catching and attractive.

The impact of packaging and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice. For this purpose main packaging's elements could be identified: graphic, color, size, form, and material of packaging are considered, wrapper design, printed information, innovation while product information, producer, country-of-origin and brand are considered as important ones. Moreover, the impact of packaging elements on consumers purchase decisions should be evaluated depending on the consumer's involvement level, time pressure or individual characteristics of consumers.

Research into packaging has found that different packaging cues impact how a product is perceived. Often the packaging is perceived to be part of the product and it can be difficult for consumers to separate the two (the concept of gestalt). Aspects such as packaging color, typography, illustrations and graphics can influence how a product is perceived.

In summary, it could be stated that detail evaluation of packaging elements and their impact on consumer's purchase decision, taking into consideration involvement level, individual characteristics of consumers, is necessary in order to implement efficient packaging decisions.

## **5.2. Conclusion**

The primary purpose of the present study was to investigate the role of packaging on consumer buying behavior. Past research has been focused on the impact of packaging on consumer buying behavior. (Rundh (2005) packaging attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also packaging imparts unique value to products). Through an extensive literature review on initial model is proposed which encompass that how packaging elements mediates the relationship with packaging color, background, packaging material, font style, printed information, wrapper design and innovation in packaging. According to



my research, I found out that most consumers like the product quality after they purchased their desired packaged products. Based on those facts, we can not say there is a 100% equal relationship between good packaging and good product quality, but there is a positive thinking and trend about well designed packaging shows high product quality. As a matter of fact, people are becoming more and more demanding; packaging has been gradually shown his important role in a way to serving consumer by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of packaging as a strategic tool to attract consumers' attention and their perception on the product quality

### **5.3. Recommendations**

Brand is important and its strategy is in consideration in the units. Product packaging is valuable for brand equity, product differentiation, market segmentation, new product introduction, pricing, promotion etc. Brand name using plan implementation must be effective in the units.

All the marketing units pay attention for good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement accordingly for better protection and promotion of a product.

Consumer new product manufacturers mostly use the label in their products. Basically they describe that made it, where it was made, when it was made, what it contains, how to use it etc. Further more they believe that the consumers are properly guided by label to use the products. The information given in the label and its value have to be highlighted while promoting the product in the market. It must also be more useful technically.

I do believe that culture difference does have an impact on companies' initiatives to design the product packaging, for instance, during our research; the choices of packaging colors are quite different between the West and Far East. Thus, we think that it is important for international companies to take a consideration of culture differences when they design the product packaging

#### **5.4. Suggestions for Further Research**

Suggested areas for future research include a more in-depth analysis into the relationship between product attributes and total product assessment – how exactly the research does.

Process influence overall opinions, what is the best way to gain insight into preference without biasing the results? Is this possible? More research into the elements of pack design and how it influences consumer perceptions – are there universal rules or do they differ by product category, culture, etc?

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## APPENDICES

### Appendix (i): Research Instruments

#### QUESTIONNAIRE FOR PEPSI COLA EMPLOYEES

##### Dear respondent

I am a student of Kampala International University carrying out an academic research on the topic "The role of packing on consumer buying behaviour." You have been randomly selected to participate in the study and are therefore kindly requested to provide an appropriate answer by either ticking the best option or give explanation where applicable. The answers provided will only be used for academic purposes and will be treated with utmost confidentiality.

NB: Do not write your name anywhere on this paper.

##### Personal information

Where options have been provided only tick the number of the box with the appropriate answer

##### 1. Age

1.	24 years & below	2.	25-34 years	3.	35-44 years	4.	45-54 years	5.	55-64 years
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##### 2. Gender

1.	Male	2.	Female
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##### 3. Highest level of education

1.	A' level	2.	Diploma	3.	Degree	4.	Other
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##### 4. How many years have you worked in this organization?

1.	1-3 years	2.	4-6 years	3.	7-9 years	4.	10-12 years
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Evaluate the following statements using the following;

strongly Agree	Agree	Undecided	Strongly disagree	Disagree
5	4	3	2	1

Q	Question	1	2	3	4	5
1	Do you like the packaging of any product/brand?					
2	Packing is attractive					
3	Do you purchase goods as advised by your family or friends?					
4	Do you think the products offered by leading brand are always better?					
5	Do you select products according to your life style?					
6	Do you like the color of packing?					
7	Does you like creative Font Style in Packaging of any product?					
8	Do you like beautiful background					
9	Did design of product wrapper inspire you in purchasing					
10	The quality of packaging can save a product better?					
11	The product packaging in high quality material is more preferable?					
12	Do you prefer a product with better handling and transportation?					

**Appendix (ii): Time Frame**

Activity	Time in Months			
	1	2	3	4
Proposal writing	■			
Data collection		■		
Data analysis			■	
Submission				■