

The Influence of Packaging Attributes on Customer Buying Decision

Lim Kim Yew^{1*}, Chen FengQiao¹, Wong Chee Hoo¹, Rosmini Omar², Tan Owee Kowang²

¹Faculty of Business, Communication and Law, INTI International University,
Persiaran Perdana BBN, Putra Nilai, 71800, Nilai, Negeri Sembilan

²Azman Hashim Business School, Universiti Teknologi Malaysia, 81310 Johor Bahru, Johor,
Malaysia

*Email: kimyew.lim@newinti.edu.my

Abstract

Past studies reveal that efforts on the packaging strategies have become an increasing powerful marketing tool to attract customers. Packaging attributes such as packaging graphics, package designs, colors, shapes and pictures attracts consumers' attention to a particular brand and influences consumer's perceptions about product. However, the main objective of the present study is to examine the packaging attributes affecting the customers buying decisions. Specifically, this study focuses on the relationship between packaging color, packaging material, printed information on customers buying decision. The data of this study is collected using survey questionnaire and The Statistical Package for Social Science (SPSS) software is adopted to analyze the collected data. This study reveals that customers viewed printed information of products as the most important factor that influence buying decision. Meantime, finding from this study also reveals that packaging material is less influenced by the customer buying decision. The implication of the study is that marketers shall place printed information as the marketing focus when dealing with car marketing strategy towards potential customers.

Keywords

Customers buying decisions, packaging color, packaging material, printed information

Introduction

Numerous marketers are getting more and more interested in employing packaging attributes as a powerful marketing tool to promote products and services. Packaging attributes have a huge influence in marketing strategies and can be regarded as one of the most influential elements to affect customers buying decision (Butkeviciene et al., 2008). There is need for marketers to understand that customers want some innovative creations which attract them towards the brand and an unique packaging attribute has a greater influence on consumer buying decision (Imiru, 2017). Waheed *et al* (2018) reveals that packaging color could impact the customer buying decision of a product. The objectives of this present study are to examine; 1) The relationship



between packaging color and customers' buying; 2) The relationship between packaging material and customers' buying decision; 3) The relationship between printed information on the package and customers' buying decision and 4) The overall impact of packaging factors on customers buying decision.

Customers buying decisions refer to the probability that the customers may buy the products or services after the process evaluation. Numerous factors, such as the past experience, the image and reputation of the brand, packaging of the products may affect customers buying decision (Keller & Kotler, 2001). As such, it is crucial for marketers to pay great attention to all of those influencing factors in formulating suitable strategies to market products effectively and efficiently (Morwitz, 2014).

According to Vakratsas and Ambler (1999) the customers perceptions may vary from one person to another person based on different colors of packaging. Another study conducted by Singh (2006) revealed that the feelings and perceptions towards colors change greatly among different cultures. Keller & Kotler, (2001) suggests that color is a significant factor of packaging because a certain color can remind the customers for a particular product. Therefore, marketers should focus on packaging color to stimulate consumer purchase intentions (Waheed et al., 2018).

Charles et al. (2011) have mentioned packaging is one of the functions where it develops an image in the customer's mind about the product. There is a need to design the package attractively so that it helps in getting good sales and profit to the company. On the other hand, Smith & Taylor (2004) demonstrated that packaging material is considered as a vital factor to protect the product from damaging and attract more customers' attention. Therefore, marketers should make greater efforts to utilize the influence of packaging material on customers' buying decision (Quester & Smart, 1998). Waheed, et al. (2018) also revealed that packaging material has the strong influence on consumer purchase intentions.

Aaker (1992) suggested that the printed image on a product can add value to customers through important information provided, differentiating the product from other brands and led to positive perceptions of the product brand for larger marketplaces. On the other hand, the printed information on the package including the quality of products, the description of ingredients and instruction as well as pricing are vital develop product image and identity (Wells, et al., 2007). A recent study conducted by Imiru (2017) shown that is positive and significant relationship between printed information and consumer buying decision.

The research framework of this present study is formulated based on packaging color, packaging material, and information printed as independent variables and the customers buying decision as dependent variable. Thus, three hypotheses are formulated as below. Research framework are stated in Fig. 1.

- H1: There is a positive relationship between packaging color and customers buying decision.
- H2: There is a positive relationship between packaging material and customers buying decision.
- H3: There is a positive relationship between printed information on the package and customers buying decision.

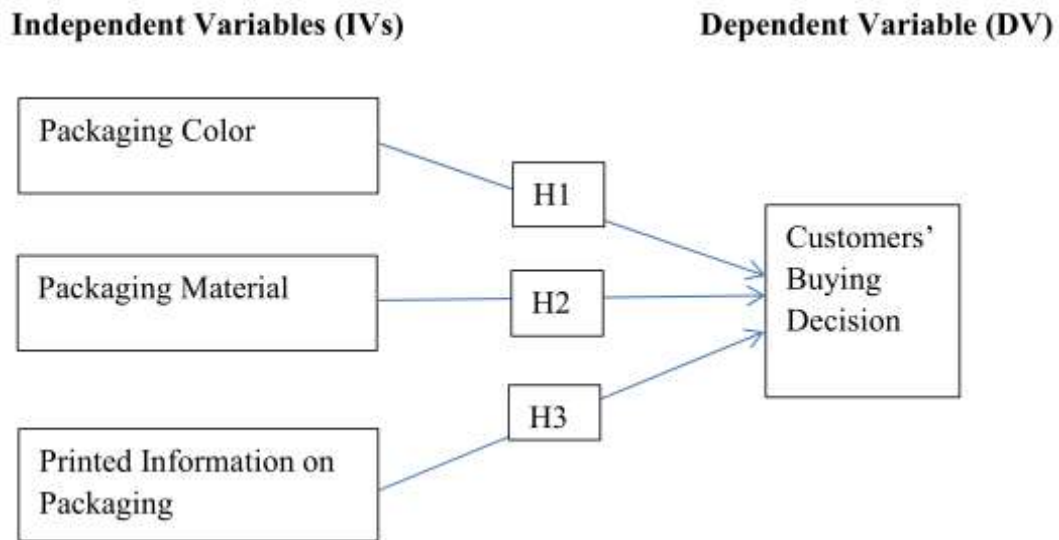


Figure 1. Research Framework

Methodology

The target population in this research is residents stay in Desa Palma Apartment, Nilai, Negeri Sembilan, Malaysia. The research instrument used in this research is self-completion survey. A total of 200 questionnaires were distributed with 170 responded which contributed a respond rate of 85%. Finding Data collected were analyzed via Statistical Package for Social Science (SPSS) Version 22.

The value of Skewness and Kurtosis of all variables are within -2 and +2 suggested that data collected is normally distributed (Hair et. al. 2010). In addition, in term of reliability test, the Cronbach's Alpha for all the variables are above 0.60 suggests that data collected can be proceed for further analysis (Hair et. al. 2010).

Results and Discussion

Multiple Regression analysis is applied to address research objectives. Based on the result of the Table 1, Table 1 summarized Multiple Regression result of analysis to address the research objective 1, 2 and 3.. Based on Table 1, the significant level (i.e. sig) for packaging color and printed information are below 0.05. This suggests that at significant level of 0.05, both predictors are explanatory to customer buying decision. In addition, the standardized beta for printed information is the highest at the level of 0.428, this reveals that printed information makes the strongest unique contribution to explaining the customer buying decision. While standardized beta for packaging material is the lowest at the level of 0.139.

Table 1. Multiple Regression Coefficient

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.821	.289		2.840	.005		
Packaging Color	.167	.058	.199	2.895	.004	.742	1.349
Packaging Material	.139	.075	.128	1.860	.065	.733	1.364
Printed Information	.428	.079	.423	5.405	.000	.570	1.755

a. Dependent Variable: BuyingDecision

Hence, based on the analysis result of test, two of the hypotheses for this study are supported, and the other one is failed to support (refer to Table 2).

Table2. Result of Hypotheses Testing

Hypotheses	Variables	Results
H1	Packaging color → Customer buying decision	Supported
H2	Packaging Material →Customer buying decision	Not supported
H3	Printed information →Customer buying decision	Supported

To address research objective 4, based on the result of the Table 3, the R square value of 0.385 suggested that 38.5% of the variation in customer buying decision among residents of Desa Palma Apartment, Nilai could be explained by the variation of the three packaging attributes, which are packaging color, packaging material; and printed information.

Table 3. Multiple Regression Model Summaries

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.621 ^a	.385	.375		.57843	2.959

a. Predictors: (Constant), PrintedInformation, PackagingColor, PackagingMaterial

b. Dependent Variable: BuyingDecision

Conclusions

The finding from this study is in line with research done by Imiru (2017) which proved that printed information and consumer buying decision has a positive and significant relationship. The finding is also in parallel with study conducted by Waheed et al., 2018 which revealed that packaging color could impact the customer buying decision of a product. Finding from this study reveals that the overall impact of the three customer buying decision factors (packaging color and printed information) toward customer buying decision are significant. In addition, finding from the study also suggests that the residents in customers viewed printed information of products as the most important factor that influence buying decision. Meantime, finding from the study also reveals that packaging material is less influenced by the customer buying decision. The implication of the study is that marketers shall place printed information as the marketing focus when dealing with car marketing strategy for consumers.

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