

Impact of Verbal Elements of Packaging of Packaged Milk on Consumer Buying Behaviour

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Abstract

This research paper examines the impact of packaging elements on consumer buying behaviour. The motivation for carrying out this study is to know how packaging elements impact on consumers buying behaviour. In order to know the impact of packaging on consumers the study was carried out to find the relationship between verbal elements of packaging and consumer buying behaviour. Verbal elements included nutritional information, product information and country-of-origin. In this study verbal elements of packaging are independent variables and consumer buying behaviour is the dependent variable. The findings of the research have revealed that varieties of milk ($r = -.070$) has a negative correlation with consumer buying behavior in product information, however, expiry date mentioned on the product ($r = .033$) and manufacturer's name ($r = .061$) are positively correlated. Nutritional information ($r = .655$) is highly and positively correlated with consumer buying behavior, which is significant. Country of origin ($r = .619$), is also highly and positively correlated with consumer buying behavior, which is significant.

Keywords: Varieties of milk, Nutritional Information, Consumer Buying Behaviour

1.0 Introduction

In contemporary terms packaging is about producing as well as designing wrappers and containers for a product (Keller, 2009). It has three basic functions which are protecting a product, ease of use and communicating the message of a product (Smith & Taylor, 2004). Besides protecting a product, packaging has a commercial function in which it is used for marketing communications and a way to communicate the product usage and consumption and other necessary information of the product for consumer convenience (Rundh, 2013). In today's competitive market packaging does not only work as protecting a product rather it has become an essential marketing tool (Kotler et al., 2009). Research has also proven that packaging has various functions and even low investment in it if compared with advertising and other promotional activities can increase product sales and create a point of difference thus gaining the competitive advantage (Rundh, 2005).

Because packaging is the first thing that a consumer encounters at a retail store, therefore if appropriately designed it could boost up sales and build brand equity. Marketers should therefore choose the aesthetic and functional elements of packaging in order to fulfill the marketing objective and build stronger and positive relationship of brand with consumers while keeping consumers' desires and considerations as well (Kotler & Keller, 2008). More than two elements are needed in packaging in order for a product to deliver its message to consumers (Wang & Chou, 2010). Design elements of packaging which include brand name, product image, and the shape of its packaging and color associations all help consumers in making their buying decisions (Wang & Chou, 2010). Packaging is considered to be the less expensive and an effective tool in marketing communications (Keller, 2009). A study done by (Butkeviciene et al., 2008) on the effects of packaging communications on the decision making process of consumers illustrates that packaging has become the last and an important tool which can transfer the information to consumer as well as strengthen the positioning of product in consumer's mind and also influence his/her process of decision making. Verbal elements of packaging affect cognition which then affects consumers' purchase decision (Butkeviciene et al., 2008).

Packaging is important in strengthening the identity of a brand and symbolic qualities that are attached with a brand via packaging (Underwood & Ozanne, 1998). If packaging does not communicate properly and appropriately the information or particularly the nutrient information, then the consumers trust would be broken and consumers would feel deceived (Underwood & Ozanne, 1998). Research has shown that consumers positively evaluate product's packaging if it consistently and coherently conveys the meaning of that product through its packaging elements (Kauppinen-Raisanen & Luomala, 2010). At the point of sale, if consumers are in hurry they often prefer visual elements of packaging in their purchase decision and if there is no time pressure then they may prefer verbal elements of packaging (Silayoi & Speece, 2004). In addition, if the product is of high involvement and needs much information then verbal elements of packaging are necessary in influencing the consumer to buy a product and if the product is of low involvement then aesthetic and visual elements of packaging are necessary to influence the decision of consumer in buying a product (Silayoi & Speece, 2004). In order for packaging to create a competitive advantage firms should include it as a creative marketing tool and not just a product strategy (Rundh, 2013).

2.0 Literature Review

2.1 Verbal Elements of Packaging

Silayoi & Speece (2004) states that the verbal elements of packaging transmits information which triggers the thought process and is related to cognitive orientation of a consumer as summarized by (Kuvykaite et al., 2009).

2.1.1 Product Information

As consumers' health concerns and healthy diet are increasing a product should include information, in order to make it easy for consumers to make purchase decisions, which in effect has increased the importance of labeling (Silayoi & Speece, 2007). Labeling definitions differ and labeling may include a simple brand name, graphic or detailed product information (Kotler & Keller, 2008). Packaging layout is very important consideration in providing product information because consumers get confused with the information overload and inaccurate information (Silayoi & Speece, 2007). Product information is relatively less important to the consumers with their low involvement with the products. On the other hand, consumers with their high involvement with the products tend to look at product information and make appropriate decisions accordingly and the product information could change their attitude of buying the product (Silayoi & Speece, 2004).

Research has shown that there is a significant relationship between consumer purchase decision and the information on packaging (Karimi et al., 2013). A qualitative research has shown that participants in that study tended to judge the performance of food product while reading the label when the products were considered by them carefully (Silayoi & Speece, 2004). This study further suggested that the information which is appropriately delivered can have strong impact on consumer buying behaviour which in effect enhances the credibility of a product. Information on the product could help consumers in making their decisions about product choice. Nonetheless, it could also create confusion for them if the information is not accurate or if it is misleading (Silayoi & Speece, 2004). Consumers read information on the packing when they want to buy an alternative product of milk, if the one they usually buy were out of stock (Hollywood et al., 2013).

2.1.2 Nutritional Information

Nutrient information is particularly important in packaged milk products. A study done by (Wills et al., 2009) on the consumer attitude towards nutrition information illustrates that nutrient information given on the packaging should be appropriate as it affect consumer food choices, because consumers base their decision on such information given on packaging due to their diet and lifestyle. The Asian Food Information Centre (AFIC) as mentioned in the study done by (Wills et al., 2009), conducted a qualitative research in 2006 which explored the consumer response to the contextual factors impacting consumer responses and nutrition information in Malaysia and China and came up with three conclusions. The first finding says that consumers believed that nutrient information should be on the packaging but the knowledge of consumers about it was rated as low. Second finding suggests that consumers prefer those nutrition claims which define the function of nutrition on the body rather than just simple written nutrition information. Third finding says that consumer's mindset relating to the diet choice which they make are only for short term and the long term impact of eating on health was neglected.

2.1.3 Country-of-Origin

There are few countries in the world, which have created certain kind of expertise in product categories and have built up their particular image (Keller, 2009). Based on this notion, consumers may make decisions to buy products with such national ties in order to portray a self-image and to fulfill the need. In addition, such strong positive associations and beliefs of consumers regarding various brands could create a point of difference regarding the country of origin (Keller, 2009). Many manufacturing firms leverage on these kinds of secondary brand associations to build brand equity (Keller, 2009). At the point of purchase associations with the country of origin may affect the purchase decision (Keller, 2009). Moreover, research has found that product superiority comes first in the individualistic societies of Western world and due to the feel of patriotism; family systems and group norms domestic brands are favored and comes first in collectivist countries mainly of Asia (Keller, 2009). Information on packaging can be grouped into intrinsic and extrinsic cues in which intrinsic cues include product performance, quality taste and extrinsic cues include brand name, price, packaging and other related information (Elliott & Cameron, 1994). Because it is difficult to make purchase decision on intrinsic cues, consumers often rely on extrinsic cues on which to base the decision for buying a particular product. So, country-of-origin is also considered to be an extrinsic cue of information. If consumers do not have any prior knowledge of a product then they usually base their purchase decision on extrinsic cues (Cattin et al. 1982) as summarized in the research done by (Elliott & Cameron, 1994).

A quantitative study was done in Singapore to see effect of country-of-origin on low involvement products by (Ahmed et al., 2004). Findings of the study suggest that country-of-origin does affect consumer buying behavior in low involvement products and if the country's image is good and when it is projected on a product then it becomes easy for a manufacturer to enter in the market gaining good market share. On the other hand, if a country has a negative image then the consumers are likely to reject the products. In the presence of other extrinsic cues of information like brand name, then the country of origin does not affect consumer purchase decision (Ahmed et al., 2004). The notion that negative image of a country impacts the products sold by the manufacturer of that country varies across product categories. If a country is renowned by manufacturing of a certain product then its product could be sold in international market with a positive image of that product and country's image could be combined with it rather than just relying on the country's name while selling the products internationally (Ahmed et al., 2004).

2.2 Consumer Buying Behavior

Research has shown that consumer's go through a five stage decision making process to buy a particular product or service. Following are the steps of decision making process through which consumers go (Lake, 2009):

- The first step is of problem or need recognition.
- In second step consumers often search for information
- Third step is the evaluation step in which consumers evaluate alternate choices of the products
- Forth step is the step of product purchase, in which consumers actually buy a product or delay the purchase of a product
- Fifth step is the final step in which consumer have already used or experienced the product and evaluates the product. At this step consumer either go with the same product he or she bought if the product has positively been evaluated or the consumer will go to search another product if the product has negatively been evaluated by the consumer

Normally, all the steps are required in high involvement products and usually last two steps are required in low involvement products (Lake, 2009). The decision making steps in consumer buying behaviour shows that packaging should not only gain consumer attention or persuade a consumer to buy a product, rather it should get some positive evaluations after purchase and should function well in terms of its convenience and carrying so that consumers would be willing to make repeated purchases. It was also suggested in the studies (Metcalf et al., 2012) that packaging should be designed for consumer convenience, ease-of-use and ease of carrying the product.

3.0 Research Methodology

3.1 Research Design

3.1.1 Research Philosophy

The philosophy of this research is positivistic.

It is due to the fact that the research is based on quantitative methods and tools for data collection so that the relationship could be seen within variables by developing appropriate hypotheses. Such hypotheses will then be analyzed through the research and it is based on observable social reality rather than on impressions (Saunders et al., 2009).

3.1.2 Research Approach

Deductive approach has been used in order to test the hypotheses. In deduction approach variables are operationalized if they are not appropriate, so that they could become meaningful. Once the variables become meaningful, they can easily be measured quantitatively (Saunders et al., 2009). Moreover, the problem then is simplified and narrowed down to possible elements through reductionism and then through generalization sufficient number of sample size is taken so that the results could be generalized through generalization.

3.1.3 Research Strategy

Survey strategy has been used in this research in which survey questionnaires have been included to collect the data. Survey method has been used because it is economical and allows researcher to collect data from considerable population (Saunders et al., 2009).

3.1.4 Research Choice

Mono method has been used as a research choice. In this method, only one way of data collection has been used as this has been defined by (Saunders et al., 2009), which is through surveys.

3.1.5 Research Time Horizon

This study is a cross-sectional study, because of time constraint and research design. The reason for choosing cross-sectional study is that the academic research projects are time constrained (Saunders et al., 2009).

3.1.6 Research Technique

Survey questionnaire has been used in this study as a research technique to collect the data. Pearson correlation test is used to see the relationships and their significance between independent and dependent variables. Moreover, multiple regressions are used to see the impact of set of independent variables on a dependent variable.

3.1.7 Research Procedure

This research starts with a review of scientific literature of the previous researches on the topic of this research. Secondly, survey questionnaires have been used to collect the data. Finally, collected data has been analyzed to test the hypotheses and to give out the results. Pearson correlation test and multiple regressions have been used to test the hypotheses.

3.2 Research Structure

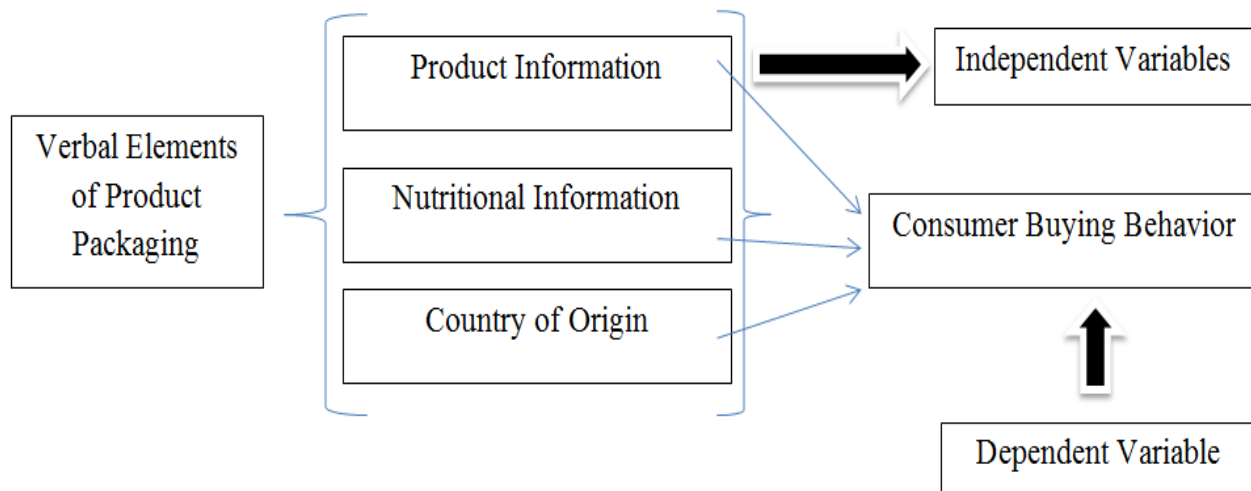
3.2.1 Statement of the Problem

The problem being studied in this research is to know which verbal elements of packaging of packaged milk influence consumer buying behavior, which is an important question to be answered for firms and marketers as well as packaging designers.

3.2.3 Research Objectives

There are various research objectives of this study, which are as following:

- To know whether varieties of milk in product information have an influence on consumer buying behaviour
- To know whether expiry date of packaged milk in product information have an influence on consumer buying behaviour
- To know whether manufacturer's name in product information have an influence on consumer buying behaviour
- To know whether nutritional information influence consumer buying behaviour
- To know whether country of origin influence consumer buying behaviour



3.2.4 Conceptual Framework

The conceptual framework has been designed on the basis of previous research done on this topic, which was done by (Deliya & Pramar, 2012) on the role of packaging on consumer buying behavior in Patan district of India.

3.2.5 Scale for Measurement of Variables

Five points likertrating scale is used to measure the variables ranging from (1) strongly disagree to (5) strongly agree as the scale has also been used in the research done by (Deliya & Pramar, 2012) on the role of packaging on consumer buying behaviour. Nominal scale has also been used in this research mainly for the purpose of demographics.

3.2.6 Hypothesis

Following are the hypotheses to be studied and tested in this research;

- H1: Product information
 - a) Varieties of milk printed on packaging influence consumer buying behaviour
 - b) Expiry date of packaged milk influence consumer buying behaviour
 - c) Manufacturer's name influence consumer buying behaviour
- H2: Nutritional information influence consumer buying behaviour
- H3: Country-of-origin influence consumer buying behaviour

3.3 Research Tools and Techniques

3.3.1 Population and Target Population

The research covers only the consumers in Karachi. The target population of this research includes those consumers, who buy packaged milk frequently as well as those who are occasional buyers and they could be male or female from the age of 18 years and above. This research does not include shop owners, who buy packaged milk for commercial purposes. The reason of not including shop owners is that their criteria of buying packaged milk could be different from other household consumers. They may prefer buying packaged milk, which is least expensive for them so that they could get most profit. Therefore, they may not provide us the right data regarding the impact of packaging elements of packaged milk. As the study was limited to Karachi only, the data therefore has mainly been collected from main areas of the city including Defence, PECHS, Gulshan-e-Iqbal, Gulistan-e-Jauhar Malir and North Nazimabad.

3.3.2 Sample Size

Sample size for the research is 384 (Saunders et al., 2009). The reason of choosing this sample size is to generalize the findings of this research to the population of Karachi.

3.3.3 Method of Sampling and its Justification

Convenience sampling is the sampling method used in this study (Saunders et al., 2009). This is a non-probability sampling method, which has been used in this research so that the research could be conducted conveniently and to generalize the results of this research.

4.0 Data Presentation, Interpretation and Analysis

Descriptive Statistics

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	247	64.3	64.3	64.3
Female	137	35.7	35.7	100.0
Total	384	100.0	100.0	

In this study, 247 respondents were males and 137 were females and total respondents in this research were 384. The sample size of 384 was taken, so that the results could be generalized to the population of Karachi.

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	95	24.7	24.7	24.7
25-30	126	32.8	32.8	57.6
31-36	89	23.2	23.2	80.7
37-43	38	9.9	9.9	90.6
44 and above	36	9.4	9.4	100.0
Total	384	100.0	100.0	

In this research 95 respondents were from ages 18-24 years, 126 from 25-30 years, 89 from 31-36 years, 38 from 37-43 years and 36 respondents were 44 and above years.

Do you buy Packaged Milk

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	342	89.1	89.1	89.1
No	42	10.9	10.9	100.0
Total	384	100.0	100.0	

In the sample size of 384 respondents, 342 said they buy packaged milk frequently and 42 respondents said they had bought packaged milk some time ago but they are not frequent users of packaged milk.

Statistical Tests

Pearson Correlation

It measures the strength of the linear relationship between two variables. It can range from -1 to +1. Perfect negative correlation is represented by -1 and perfect positive correlation is represented by +1.

Multiple Regressions

Multiple regressions have been used to find an equation which would predict the impact of independent variables on a dependent variable. In this study, such equations have been developed for each independent variable to comprehensively find the impact of each of the packaging elements of packaged milk. General equation for the multiple regressions is as follows with regard to this research:

$$\text{Consumer Buying Behavior} = \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + \dots \beta_nx_n$$

4.1 Hypothesis 1

Product Information

To check the relationship between product information and consumer buying behaviour varieties of mil, expiry date and manufacturer's name were included in the research.

Table 1: Varieties of Milk and Buying Behavior

Correlations		
	Buying Behavior	Varieties of Milk
Buying Behavior	Pearson Correlation	1
	Sig. (2-tailed)	-.070
	N	.172
		384
Varieties of Milk	Pearson Correlation	1
	Sig. (2-tailed)	-.070
	N	.172
		384

Table 1 shows a weaker negative correlation between consumer buying behavior and varieties of milk at $r = -.070$. It reveals that if more varieties of packaged milk are introduced in the market it would create consumer confusion about different packaged milks which would negatively impact the consumer buying behavior.

Table 2: Expiry Date and Buying Behavior

Correlations		
	Buying Behavior	Expiry Date
Buying Behavior	Pearson Correlation	1
	Sig. (2-tailed)	.033
	N	.522
		384
Expiry Date	Pearson Correlation	1
	Sig. (2-tailed)	.033
	N	.522
		384

Table 2 shows that there is a weaker positive correlation between consumer buying behavior and expiry date mentioned on the product at $r = .033$. This leads us to two interpretations of expiry date of the packaged milk. One is that it should be clearly stated because consumers check it and secondly extended expiry date of a product may get consumers attracted towards that product.

Table 3: Manufacturer's Name and Buying Behavior

		Correlations	
		Buying Behavior	Manufacturer's Name
Buying Behavior	Pearson Correlation	1	.061
	Sig. (2-tailed)		.231
	N	384	384
Manufacturer's Name	Pearson Correlation	.061	1
	Sig. (2-tailed)	.231	
	N	384	384

Table 3 shows a weaker positive correlation between manufacturer's name and consumer buying behavior at $r = .061$. This shows that consumers check manufacturer's name which in effect would impact consumer's purchase decision.

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.111 ^a	.012	.005	1.15284

a. Predictors: (Constant), Manufacturer's Name, Varieties of Milk, Expiry Date

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.300	3	2.100	1.580	.194 ^a
	Residual	505.033	380	1.329		
	Total	511.333	383			

a. Predictors: (Constant), Manufacturer's Name, Varieties of Milk, Expiry Date

b. Dependent Variable: Buying Behavior

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.586	.353		10.161	.000
	Varieties of Milk	-.097	.054	-.097	-1.791	.074
	Expiry Date	.057	.074	.042	.763	.446
	Manufacturer's Name	.077	.061	.068	1.271	.204

a. Dependent Variable: Buying Behavior

To find the impact of packaging design on consumer buying behavior, following equation has been developed.

$$\text{Consumer Buying Behavior} = 3.586 - .097x_1 + .057x_2 + .077x_3$$

Where 3.586 is constant, x_1 is varieties of milk, x_2 is expiry date and x_3 is manufacturer's name.

Analysis

To operationalize the variable product information and to check whether it influences consumer buying behavior or not, it has further been divided into three aspects. These include varieties of milk, expiry date and manufacturer’s name. Therefore, sub-hypotheses have also been developed of packaging design to see its influence in detail.

Hypothesis 1(a): “Varieties of milk printed on packaging influence consumer buying behavior”

In product information varieties of milk have negatively been correlated at $r = -.070$ with consumer buying behaviour, which shows that introducing varieties of milk in this market could create consumer confusion which would affect their buying behaviour. So, we will reject the hypothesis.

Hypothesis 1(b): “Expiry date of packaged milk influence consumer buying behaviour”

Findings of the study has shown that expiry date is positively correlated at $r = .033$ with consumer buying behaviour. So, we will accept the hypothesis.

Hypothesis 1(c): “Manufacturer’s name influence consumer buying behaviour”

Results of the research show that manufacturer’s name is positively correlated at $r = .061$ with consumer buying behaviour. So, we will accept the hypothesis.

4.2 Hypothesis 2

Nutritional Information

To check the relationship between nutritional information and consumer buying behavior, the element of nutrient information was included in the research.

Table 4: Nutritional Information and Buying Behavior

		Correlations	
		Buying Behavior	Nutritional Information
Buying Behavior	Pearson Correlation	1	.655**
	Sig. (2-tailed)		.000
	N	384	384
Nutritional Information	Pearson Correlation	.655**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

Table 22 shows a high correlation between buying behavior and nutrient information at $r = .655$, which is significant. This shows that consumers are becoming health conscious and they do check nutritional information on packaged milk.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655 ^a	.429	.427	.79664

a. Predictors: (Constant), Nutrient Information

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.004	1	182.004	286.785	.000 ^a
	Residual	242.431	382	.635		
	Total	424.435	383			

a. Predictors: (Constant), Nutrient Information

b. Dependent Variable: Buying Behavior

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.425	.135		10.589	.000
	Nutrient Information	.621	.037	.655	16.935	.000

a. Dependent Variable: Buying Behavior

To find the impact of packaging design on consumer buying behavior, following equation has been developed.

$$\text{Consumer Buying Behavior} = 1.425 + .621x_1$$

Where 1.425 is constant and x₁ is nutritional information.

Analysis

Hypothesis 2: “Nutritional information influence consumer buying behaviour”

Nutritional information have highly and positively been correlated with consumer buying behaviour at r = .655, which is significant. So, we will accept the hypothesis that nutritional information influences consumer buying behaviour.

4.3 Hypothesis 3

Country of Origin

Table 5: Country of Origin and Buying Behavior

Correlations

	Buying Behavior	Country of Origin
Buying Behavior	1	.619**
Pearson Correlation		
Sig. (2-tailed)		.000
N	384	384
Country of Origin	.619**	1
Pearson Correlation		
Sig. (2-tailed)	.000	
N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5 shows a high correlation between consumer buying behavior and country of origin at $r = .619$, which is significant. This shows that consumers check country of origin while buying packaged milk, which affects their buying behavior. They prefer buying packaged mil based on the credibility of the country of origin of the produc

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.383	.381	.93032

a. Predictors: (Constant), Country of Origin

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205.191	1	205.191	237.079	.000 ^a
	Residual	330.619	382	.865		
	Total	535.810	383			

a. Predictors: (Constant), Country of Origin

b. Dependent Variable: Buying Behavior

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.169	.154		7.589	.000
	Country of Origin	.656	.043	.619	15.397	.000

a. Dependent Variable: Buying Behavior

To find the impact of packaging design on consumer buying behavior, following equation has been developed.

$$\text{Consumer Buying Behavior} = 1.169 + .656x_1$$

Where 1.169 is constant and x_1 is country of origin of the product.

Analysis

Hypothesis 3: "Country of origin influence consumer buying behaviour"

Country of origin is highly and positively correlated with consumer buying behaviour at $r = .619$, which is significant. So, we will accept the hypothesis that country of origin of the product influences consumer buying behaviour.

5.0 Findings and Recommendations

5.1 Findings

5.1.1 Hypothesis (Product Information)

a) Varieties of Milk

In product information varieties of milk have found to be negatively correlated at $r = -.070$, which shows that introducing varieties of milk in this market could create consumer confusion which would affect their buying behaviour.

b) Expiry date

Expiry date of packaged milk has found to be positively correlated at $r = .033$ with consumer buying behaviour. This shows that consumers do check expiry date of packaged milk and it does affect their buying behaviour.

c) Manufacturer's Name

Manufacturer's name at $r = .061$ have found to be positively correlated with consumer buying behaviour. This shows that consumers do check manufacturer's name and it would affect their choice of buying a particular milk product.

5.1.2 Hypothesis (Nutritional Information)

Nutritional information have found to be highly and positively correlated with consumer buying behaviour at $r = .655$, which is significant. The study also reveals that consumers prefer buying packaged milk, which shows on the packaging what impact particular nutrients will have on their body. If nutritional information is provided on the packaging, which can easily be comprehended by consumer then it would positively impact the purchase decision of consumers and he would be willing to buy that packaged milk.

5.1.3 Hypothesis (Country of Origin)

Country of origin has found to be highly and positively correlated with consumer buying behaviour at $r = .619$, which is significant. As the research has shown consumers often check country of origin before buying packaged milk. Country of origin has also been highly correlated with consumer buying behaviour. Consumers also prefer buying packaged milk, based on the credibility of the country of origin of the product.

5.2 Recommendations**5.2.1 Hypothesis (Product Information)****a) Varieties of milk**

In product information varieties of milk were found have a weaker negative correlation with consumer buying behaviour and therefore firms should not introduce many varieties of milk, because it could create consumer confusions and would negatively impact purchase decision of consumers.

b) Expiry date

Expiry date was found to have a weaker positive correlation with consumer buying behaviour. This means that consumers do check expiry date and therefore extended expiry dates of a product could affect their purchase decision. So, focus should be given in making expiry dates appear clearly on packaging.

c) Manufacturer's name

Manufacturer's name was found to have a weaker positive correlation with consumer buying behaviour. This means that consumers' do check manufacturer's name before buying packaged milk, so firms with marketers and packaging designers should make it visible on packaging of milk product in order to leverage the equity of a manufacturer so that consumers could buy that particular milk product.

5.2.2 Hypothesis (Nutritional Information)

Nutritional information should be given emphasis on packaging, because it is strongly and positively correlated with consumer buying behaviour. Moreover, the benefits of nutrients in packaged milk product should be mentioned on the packaging to make it more comprehensible and understandable by consumers, because this research has shown that consumers prefer buying packaged milk which shows what impact particular nutrients will have on their body.

5.2.3 Hypothesis (Country of Origin)

Country of origin is also strongly and positively correlated with consumer buying and it does impact the purchase decision of consumers as the research has shown. Consumers prefer buying packaged milk based on the credibility of the country of origin of the product. It is therefore a good opportunity for international milk brands as they can enter the market and sell their product based on these findings, but it is an alarming situation for local brands because if international brands get into the market to avail this opportunity then the sales of local brands could decrease. To overcome this problem local brand could use patriotic colours in packaging as well as show family culture in their ads in order to exploit the notion of collectivist culture in this market.

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