

**IMPACT OF PRODUCT PACKAGE ELEMENTS ON
CONSUMER PURCHASING DECISION OF FOOD PRODUCTS
IN NUWARAELIYA DISTRICT**



By
THUMPEELE GEDARA SUDARSHANA SAHAMPATH KARUNARATHNA
EU/IS/2009/MS/70
MS 1090



A Project Report
Submitted to the Faculty of Commerce and Management, Eastern University,
Sri Lanka as a partial fulfillment of the Degree of Bachelor of Business
Administration (BBA)

Department of Management
Faculty of Commerce and Management
Eastern University, Sri Lanka
2015

ABSTRACT

The objective of this study is to determine role of packaging on consumer's buying behaviour. The purpose of this research is to examine the essential factors, which are driving the success of a brand. This research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used. In this study samples of 150 respondents has been collected and tested the reliability of the model. According to the finding of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging elements like its Colour, Background images, Packaging material, Package size, Design of Wrapper, Printed information, innovation and Brand are more important factors when consumers making any buying decision. Finally it has also been concluded that the Packaging is one of the most important and powerful factor, which influences consumer's purchase decision.

Key words: Packaging, Buying behaviour, Purchase decision, independent & dependent variables.

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