

**A STUDY ON EFFECTS OF PACKAGING
ON CONSUMER BUYING BEHAVIOUR
(SPECIAL REFERENCE TO DAIRY PRODUCTS
INDUSTRY IN BATTICALOA DISTRICT)**



MOHAMED KABEER MUBASSIER

1632



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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA
2015**

ABSTRACT

The dairy industry has potential to contribute considerably to economic development of Sri Lanka. Dairy products are offered to customers in many forms and it should be presented in attractive forms hence packaging plays an important role on that. Packaging can effect on consumer buying behaviour and it is important to business decisions making in dairy product industry. Therefore, it was intended to study the level and types of packaging elements that are used in dairy product industry in Sri Lanka. Package could be treated as a set of various elements communicating different messages to a consumer, the research model was developed and tested in order to reveal impact of visual and verbal package elements on consumer's purchase decisions. Study discusses the effect of visual elements (Graphic, Colour, Size, Form and Material) and verbal elements (Product information, Producer, Country of origin, Brand) of dairy products packaging on consumer behaviour.

Sample size is 240 dairy product consumers in Batticaloa District and it is 80 from each division (Eravur, Batticaloa and Kathankudy). Primary data collected by administered a structured questionnaire among the respondents in sample. According to the results visual packaging elements play a major role, representing the product for many consumers of dairy products in Sri Lanka. But Material, producer, size and product information are the most effective packaging elements that can influence on consumer buying behaviour.

Key words: Packaging, Packaging elements, Consumer buying Behaviour

TABLE OF CONTENTS

INTRODUCTION	1
1.1 Introduction	1
1.2 Background of the study	1
1.3 Significance of the study	3
1.4 Research problem	4
1.5 Research objectives	5
1.6 Chapter Organization	6
1.7 Summary	6
LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Packaging	7
2.2.1 Visual elements	11
2.2.2 Verbal/ Informational elements	13
2.3 Consumer buying behaviour	16
2.4 Summary	21
CONCEPTUALIZATION AND OPERATIONALIZATION	22
3.1 Introduction	22
3.2 Conceptual framework	22
3.3 Defining Independent Variables	23
3.4 Defining Dependent Variable	24
3.5 Hypotheses development	25
3.6 Operationalization of variables	26
3.6 Summary	28
METHODOLOGY	29
4.1 Introduction	29
4.2 Population	29

4.3	Sample.....	29
4.4	Data collection.....	30
4.5	Data analysis	31
4.5.1	Cronbach's alpha Reliability Test.....	31
4.5.2	Descriptive analysis	31
4.5.3	Correlation Coefficients Analysis.....	32
4.5.4	Regression Analysis.....	33
4.6	Summary.....	34
DATA PRESENTATION AND ANALYSIS		35
5.1	Introduction	35
5.2	Reliability scale.....	35
5.3	Analysis of demographic variables of dairy product consumers in Batticaloa district.....	37
5.4	Descriptive Statistics	39
5.5	Correlation Analysis.....	39
5.6	Multiple regression analysis.....	51
5.7	Summary	59
DISCUSSION.....		60
6.1	Introduction.....	60
6.2	Discussion of personal information.....	60
6.2.1	Place and Gender.....	60
6.2.2	Monthly income and Age.....	60
6.2.3	Gender and Occupation.....	61
6.3	Discussion of objective of the research.....	61
6.4	Summary.....	66
CONCLUSION AND RECOMMENDATION.....		67
7.1	Introduction.....	67
7.2	Conclusions	67

7.3	Recommendations.....	68
7.4	Managerial Implications.....	68
7.5	Limitations.....	69
7.6	Suggestions for future researches.....	69
7.7	Summary.....	69

REFERENCES

APPENDIX