



Influence of convenience goods package on consumer buying
behaviour: An international student's perspective

A dissertation submitted to the Department of Marketing and Retail Management,
Faculty of Management Sciences, Durban University of Technology.

In fulfilment of the requirements of the degree Masters in Management Science:
Marketing

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Date Submitted: April 2017

Declaration

I Faith Tinonetsana, hereby declare that the work in this dissertation represents my own work and findings except where indicated, and that all references, to the best of my knowledge, are accurately reported.

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Signature

03 April 2017

Date

Acknowledgements

I would like to convey my sincere appreciation to:

- ✚ The National Research Foundation for their financial support.
- ✚ Professor Penceliah, my project supervisor who devoted so much of his time in making sure that this work comes up to standard. He is indeed a father.
- ✚ My husband, Dr. Kenneth Nhundu for financial and great academic support and courage in the process of this research.
- ✚ My parents and siblings; Adna, Angeline, Regai, Patience, Bobin, Gerald and Kudakwashe who were there to support me with their prayers and finances when things did not seem to go right.
- ✚ My friends: Tafadzwa, Priscilla and Faith for their undying attention and love towards me. God bless you all.

Finally, to the Almighty, without Him this project would not have been a success.

Abstract

The role of packaging has changed with the move to self-service retail formats. Marketers have transformed packaging to become one of the major promoting tools of products, which in turn gets the attention of potential customers and communicate the brand value to the target market. Thus, there is a necessity to explore packaging and its elements in more detail, in order to understand which of these elements are the most important factors influencing the consumer's purchase decision. This study seeks to reveal the influence of visual and verbal packaging elements on international students buying decision of convenience goods specifically fruit juice which is popular among students. A quantitative, non-probability research approach was employed and convenience sampling was used to identify and select study participants constituting 397 students. In the study the visual and verbal elements are both found to influence consumer buying behaviour. The visual elements that influence consumer buying behaviour are colour, graphics and packaging technology. The verbal elements that have an influence on consumer buying behaviour for convenience goods are label information and brand name. The factor analysis shows that the most important factors during buying decisions are label information, brand name, graphics, colour and technology. The regression analysis reveal a significant relationship between consumer buying behaviour and seven predictor variables; colour, graphics, packaging technology, label information, brand name, level of involvement and time-pressure. The results also reveal that when consumers are under time-pressure, they consider visual elements when they make their purchase decisions. On the other hand, the consumers consider verbal elements when they are not under time-pressure. The results also show that consumers regard convenience goods as low involvement products. Thus it is the duty of marketers to utilise packaging as a marketing tool and weapon against competitors. This study recommends that marketers must consider all packaging elements when designing a package because all packaging elements are significant in drawing interest and attention of consumers. If these elements are properly combined the package will be more attractive and attention-grabbing.

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Chapter One

Orientation

1.1 Introduction

Package functions have changed over the years. Initially package was merely used to protect products and to ensure that the products are consumed without alteration as they are transported from one place to the other (Vartak 2013:2). The changes in the marketing environment have led the package to act as a great marketing tool (Mutsikiwa, Marumbwa and Mudondo, 2013:55). According to Kotler, Keller, Koshy and Jha (2009:65) marketers have transformed packaging to become one of the major promoting tools for products, which in turn gets the attention of potential customers and communicate the brand value to the target market.

Package has various functions which include the capacity of positioning brands on distinctive and attractive positions that arouse consumer buying decision; it communicates persuasive and descriptive information about brands (Mutsikiwa *et al.* 2013:55). Wells, Farley and Armstrong (2007:678) state that besides using package to protect products during storage and selling against damage and smudge, in addition, it is being used as a marketing means in building and reinforcement of brand equity. However, Kotler and Keller (2012:55) point out that package offers customers a logo that is visible allowing them to tell the product in the package quickly. Packaging is a dependable basis of brand information. It carries information on quality, quantity, pricing, information about direction of use and ingredients.

The consumer's buying decision is influenced by various factors however the consumer's attention is usually gained by the product's packaging. Customers normally consider packaging before ultimately deciding what to buy (Lee 2010:1) therefore this study seeks to examine consumer's purchase behaviour towards packaging attributes.

Packaging is generally about the wrapper or container that holds a group of products or a single product (Jain and Jain 2010:250). According to Natadjaja (2011:23) packaging is the only communication between the final consumer and the product at

the point of sale thus, acting as the silent salesman. Nowadays, due to the increase in the number of goods being sold with a complementary self-service, packaging has become a definitive selling proposition, motivating buying behaviour that is impulsive (Kuvykaite, Dovaliene and Navickiene 2009:441).

Lee (2010:2) states that in order for marketers to succeed in attracting customers' attention, rigorous efforts must be made in innovating and designing packaging that offers consumers variety whilst helping marketers to distinguish their brands in a market that is competitive. If marketers are able to offer a packaging idea that provides convenience, sustainability and versatility to consumers, they will be able to better augment the look of their products and hence pull consumers on to buy (Thomas 2010:1).

In the light that packaging is imperative in the buying decision taken at the point of sale (Lee 2010:1), it is crucial to study packaging and its influence on consumer's buying behaviour so as to understand how packaging influence consumers in a supermarket.

1.2 Background

Prior to the Second World War, packaging was mainly used to clothe and safeguard products during transportation, storage and distribution. By then packaging design was usually done by technicians (Barbero and Tamborrini 2012:238). Nevertheless, after the Second World War, organizations grew to be more interested in enticing consumers to purchase their products by marketing and promotion. This resulted in many manufacturers viewing packaging as an essential part of the whole organization's marketing strategies to attract customers (Heil and Mote 2016).

In the mid-1990s, packaging evolved into an essential part of most businesses' marketing mix. Mutsikiwa *et al.* (2013:55) state that consumers became more and more learned and their expectations in general increased. The new production and distribution technologies have influenced a huge increase in the number and type of goods and brands that are offered to the market (Natadjaja 2011:23). Packaging has therefore, become an important means of distinguishing products and drawing the attention of consumers.

A packaging approach that is unique can play a vital role in attracting consumers and result in impulse buying especially with the change to the format of self-service in the retail industry; packaging augments its main characteristic at the point of sale as “salesman on the supermarket shelf” (Silayoi and Speece 2007:1496). Furthermore, Kuvykaite *et al.* (2009:442) state that labour is the highest variable cost whilst packaging is the second-ranked in companies which produces convenience goods. The cause for numerous organizations to make huge investment on packaging is the reason that a well-conceived packaging invites attention of consumers and can turn the buyers on or off (Yonatan 2014:2). It therefore follows that packaging has added very highly to a product's value.

Nahman, Wise and de Lange (2009:1) state that the government of South Africa prohibited the use of detrimental packaging and requires packaging to be reduced, reused or recycled because it is also worried about the effect of packaging on the environment. Moreover, in order to safeguard consumers from misrepresentation and unsafe products a number of laws and regulations have been gazetted (Hasnah, Lee and Wong 2012:15). Possibly the most significant law that affect packaging is related to labelling whereby the packer or producer must declare the added ingredients, nutritional facts, expiry dates et cetera on the package to make sure the information on the packaging is adequate to assist the consumers in making buying decisions (Lee 2010:4).

Given the weight on organizations to re-evaluate the way they deal with packaging, (Barbero and Tamborrini 2012:238), provides the motivation for this study which is to recognize packaging and its properties in more points of interest, keeping in mind the end goal to comprehend which of the packaging elements is ordinarily the definitive element in the purchasing decision.

1.3 Research problem

Packaging happens to be a major factor in stimulating impulse in consumers buying behaviour (Kuvykaite *et al.* 2009:441). Many studies (Madden, Hewett and Roth 2000:91; Silayoi and Speece 2004:1498, 2007:1516; Vila and Ampuero 2007:29 and Kuvykaite *et al.* 2009:448), have been conducted in the area of packaging across the world. However, the studies have failed to come up with mutual answers in relation to the influence of packaging elements on consumer's buying decisions. Kuvykaite *et*

al. (2009:441) state that the difference of the findings in this area depends on the context of the research. This seems to suggest that the lack of a common answer to the phenomenon under study is because of diverse contexts, situations/localities products under consideration, among other issues. As put forward by Suraj and Raveendran (2013:61) nowadays, packages are conceived to match respective occasions, demand to different social groups and even differentiate between numerous brands. Failure to consider these issues will imply that no consensus will be reached with regards to how packaging influences consumer buying behaviour for convenience goods. This will present challenges to local marketers because they will not have a specific package design for their products. Inappropriate packaging designs could also emanate from the fact that packaging differs around the world. However, literature in this regard is scanty and hence, the study focuses on how packaging elements influence consumer buying behaviour from international students perspective to enable evaluation of local packaging to best international standards. This will also make a contribution to the current body of knowledge. Thus, this study seeks to close this gap by investigating how convenience goods packaging influence consumer buying behaviour in South Africa. The study will identify international students from Zimbabwe and Nigeria enrolled at the Durban University of Technology and the University of Fort Hare. Ideally, these institutions were purposively chosen as they constitute the largest number of international students.

1.4 Research aim

The aim of this study is to evaluate the influence of convenience goods package on consumer buying behaviour amongst international students.

1.5 Research Objectives

- To determine the packaging elements of convenience goods that affect consumer's purchase decisions of convenience goods amongst international students.
- To investigate the influence of time pressure, involvement level and individual characteristics (biographic) of consumers when making buying decision of convenience goods amongst international students.

- To determine international students' perceptions on packaging elements of convenience goods and how this influence their ultimate buying decisions.
- To ascertain the nature of the relationship between the packaging elements of convenience goods and international students buying behaviour.

1.6 Rationale of the study

Packaging must be sufficiently orchestrated for its marketing function to assist in selling the product by triggering interest and presenting the product positively to the intended consumers (Lee 2010:7). In order to effectively accomplish the communication objectives and to maximize the role of packaging at the place of sale, marketers need to recognise the elements of packaging and how it influences consumer's purchase decisions and correctly include these elements into their packaging design. In addition, understanding the importance of packaging from an international student perspective allows for consideration of cultural differences (Ahmed, Parmar and Amin, 2014:155) when product package is designed. Thus, the findings of this study will give new insight to local marketers on how packaging attributes influence consumers' purchase decisions for convenience goods. The results will assist producers to understand consumer buying behaviour towards packaging elements and to also fully understand the factors that influence consumers to make a purchase. In other words, if producers fail to realise the importance of consumer buying behaviour, then performance of products will not compare well with rival products (Kariuki and Karugu 2014:3). Furthermore, by first taking into account consumers' interests and the implementation of relevant packaging design, chances for buyer's orientation can be created (Kapferer and Bastien 2009:146).

1.7 Literature review

1.7.1 Consumer decision making model

Kotler and Keller (2012:188) used constructs from an early model by Engel, Kollat and Blackwell to develop their own model for decision making. According to Kotler and Keller (2012:188) there are five stages that a consumer usually goes through in the process of decision making. These stages of the process are: need recognition, information search both internally and externally, evaluation of alternatives, the act of

purchasing and post-purchase reflection which formulates the foundation for the study of consumer buying behaviour.

1.7.1 Consumer buying behaviour

Consumer behaviour is defined as mental, physical, and emotional actions that people perform during selection, purchasing, consumption and disposing of goods and services to satisfy their needs (Karimi, Mahdiah and Rahmani 2013:283). The study of consumer behaviour is necessary in order for marketers to customise their product offering according to the changing needs of the consumer. All the activities of the business concerns end with consumer satisfaction. Velumani (2014:23 states that when purchasing any product, a consumer goes through a decision process. Nonetheless, consumers do take minimum time contemplating about the purchase of convenience goods which are bought regularly. Producers of such goods must implement packaging strategies that encourage consumers to buy from them instead of their competitors. Thus packaging plays a crucial function in marketing communications at the place of sales (Mutsikiwa *et al.* 2013:55).

1.7.3 Packaging

Packaging is defined as the container or wrapper such as plastic, glass, metal, paper or paperboard that is used to protect a product (Abdalkrim and Al hrezat 2013:70). With regards to the logistic functions of packaging, Ladipo (2011:183) contributes major purposes of the package as containing, protecting, identifying and marketing. Kuvykaite *et al.* (2009:446) state that the marketing function of packaging is to influence the purchase decision of consumers at the point of sale which is one of the key factors that influence buying decisions for convenience goods.

Research has demonstrated that shoppers evaluate the package on an item especially if the packaging components reliably and intelligibly convey the value of the particular item (Kauppinen-Raisanen and Luomala 2010). In a study by Wells, Farley and Armstrong (2007:680) seventy three percent of the participants confirmed that they depended on packaging when making purchase decisions implying that packaging positively influenced buying behaviour.

In this study, two main blocks of packaging elements are identified; visual and verbal. Visual elements are those constructions that can be physically seen which include graphics, colour, shape, size, packaging material and technology and they

influence the affective side during the decision making period. Consumers usually consider these visual elements when they do not have time to properly search for and evaluate convenience products (Silayoi and Speece 2004:608). Verbal elements usually affect the cognitive side when making purchase decisions and they relate to nutritional information on the package, label information, country of origin and brand name (Lee 2010:11). Consumers consider some, but not all of the above elements when making buying decisions. On a similar note, choosing packaging elements can also be influenced by consumer perceptions, time pressure, involvement level and individual characteristics like gender, education, income and age (Kupiec and Revel 2001:8).

Numerous studies, (Madden, Hewett and Roth 2000:91; Silayoi and Speece 2004:1498, 2007:1516 and Kuvykaite *et al.* 2009:448), have been carried out on packaging and its components. Nonetheless, Holmes and Paswan (2012:109) in the article "Consumer reaction to new package design" argue that not much has been unravelled about how the package influences the consumers and on how the consumer evaluates the product. Thus, this study seeks to determine the elements which influence buying decisions and understand the relationship between packaging and consumer buying behaviour of international students for convenience goods.

1.8 Research methodology

Research methodology is composed of methods and procedures that can be employed to gather data to understand the influence of convenience goods package among international students.

1.8.1 Research design

For the researcher to accomplish the objectives of this study two sources of information were utilised: secondary and primary sources of data. The secondary source of data was represented by the literature to support the constructs of the study and the primary data was represented by questionnaires which were analysed to determine the objectives of the study...

The research approach was quantitative in nature. This study follows a descriptive design. The descriptive design was selected taking into consideration the research problem, and aim of the study. The descriptive part of this study describes the

influence of convenience goods package amongst international students. The study used a cross-sectional method that is the often used in descriptive design during market research. Cross-sectional designs include data gathering from a given sample at approximately the same period (Welman, Kruger and Mitchell 2005:86).

1.8.2 Target population

The target sample is 200 University of Fort Hare (UFH) international students and 200 Durban University of Technology (DUT) international students. DUT was intentionally selected since the researcher is based at DUT. Furthermore, both DUT and UFH enrol a higher number of international students especially from Zimbabwe and Nigeria because of the scholarships they are awarded from their home country. Given that the respondents are students, there is a frequent trade of convenience products at both institutions.

1.8.3 Sampling method

For purposes of this study non-probability sampling was used. Non-probability sampling is a sampling method a researcher makes in selection of the sample units at their convenience (Kent 2007:231). Non-probability sampling was best suited for this study especially because of financial and time constraints. This study used convenience sampling which is a type of non-probability sampling because it is easy, quick, and inexpensive. This sampling method was preferred because respondents were easily available to researcher. Convenience sampling was used to select international students from DUT and UFH based on their availability.

1.8.4 Data collection

. Fieldworkers were trained on matters relating to the questionnaire in order to clarify any further questions the respondents might have had. Five trained marketing students were used as field workers to administer the questionnaires. The participants' letter of information and consent form was presented and explained to respondents.

1.8.5 Data analysis

The latest version of the Statistical Package for Social Sciences (SPSS) was employed in conducting the analyses which reflects the gathered data as graphical representations. Frequency tables were utilized as descriptive statistics to complement the accuracy and efficiency of data processing. Marketing researchers

have conventionally used SPSS for data analysis than any other statistical software. SPSS has been viewed as very user-friendly (Zikmund and Babin 2007:515). In this research, the findings were presented using tables, charts and descriptive statistics such as mean, percentages and frequencies of responses. Graphs were used in this study to depict results obtained. Descriptive statistics was used to summarise the results of the variables of the study. Linear regression was used to evaluate the relationship between the independent and the dependent variables. In order to diminish the quantity of variables to a controllable level for the purpose of a composite analysis an interpretation factor analysis was employed. The chi-square test was used to statistically assess significance of the relationship between two variables. The Pearson's correlation was used to measure the degree of linear association of two categories.

1.8.6 Validity

The three basic approaches to establishing validity are; construct, criterion and face validity (Zikmund and Babin, 2007: 323). After construction and critical study of the questionnaire, it was passed to the researcher's supervisor for vetting and possible modification of some aspect of questionnaire. The questionnaire was designed in a manner that addressed each objective hence the measuring instrument managed to measure what had to be measured.

1.8.7 Reliability

Reliability is the extent of uniformity from one administration to another by the same participants (O'Leary 2014:59). Reliability is calculated by taking a number of measurements on the same subjects. Thus, the results of reliability should be consistent. When measurements are repeated, reliability is concerned with accurateness, predictableness and consistency, of the results (Torriola 2006:32). Cronbach's alpha testing was used to measure consistency and 0.7 was used as a limit because Field (2005:668) argues that a reliability coefficient of 0.70 or more is acceptable.

1.8.8 Delimitations

The study is confined to Eastern Cape (EC) and KwaZulu-Natal (KZN) Provinces, specifically targeting international students at UFH and DUT. Due to time and resource limitations 400 respondents participated in the study. The study is

conducted on different packaging of fruit juice as a representation of convenience goods. Thus, the results of this study may not give an indication for the general behaviour of South African consumers when purchasing convenience goods.

1.8.9 Ethical Considerations

A research has ethical dimensions that require the researcher to maintain both moral and professional obligations to be guided by ethics even when the participants are unaware of the ethics (Neuman 2011). For this study, an ethical clearance was first obtained from the University's Ethics Committee before research was conducted. Respondents were given an explanation on the purpose of the research and were assured of their anonymity when completing questionnaires.

1.9 Outline of the study

The following outlines the structure of the study:

Chapter 1: Introduction

Chapter one provides an introduction of the study. Objectives of the study are outlined together with the rationale, research methodology and limitations of the research. The structure of the dissertation is also discussed in this chapter.

Chapter 2: Literature review

Chapter two provides a literature review and establishes a theoretic foundation for the study. Here, the constructs of the study are unpacked and discussed in detail within the context of other similar studies that have taken place.

Chapter 3: Research methodology

Chapter three focuses on the research methodology. It provides an insight into the research and questionnaire design. The data collection methods and sampling are described. Statistical techniques that are used to analyse the data are also highlighted.

Chapter 4: Data analysis and discussion of results

This chapter presents the results of the study using tables and graphs. Significant findings are also discussed in light of the literature review. Relevant statistical calculations are also applied to interpret the data obtained.

Chapter 5: Summary, conclusions and recommendations

Chapter five provides a synthesis of the previous chapters together with recommendations based on the findings of the study. Future research recommendations are also highlighted.

1.10 Conclusion

This chapter presents the introduction, background of the study, aim and objectives, research problem and rationale of the study. Furthermore, the chapter provides a summary of literature and the research method used in the study.

Chapter two will present the review of the literature used to support this study.

Chapter Two

Literature Review

2.1 Introduction

This chapter presents and discusses a review of scholarly literature related to the study. Firstly, the chapter commences with the definition of consumer buying behaviour and reviews the consumer behaviour theories. Further, it discusses the relationship between consumer buying behaviour and packaging elements. In addition, other factors that influence buying decisions of convenience goods are also explained and these include; involvement level, consumer perception, time pressure and individual characteristics. Finally, the conceptual framework on which the study is based is formulated and discussed. Major highlights of the literature review are summarised in the conclusion.

2.2 Scope for analysing consumer behaviour and packaging

Marketers are constantly interested in understanding consumer behaviour as this knowledge provides the marketer with information on how consumers behave. This includes how they think, feel and choose from many like products, brands and so on as well as how consumer behaviour is influenced by their surroundings, reference groups, family, and salespersons (Brosekhan and Velayutham 2014:8). The buying behaviour exhibited by a consumer is as a result of cultural, social, personal and psychological factors. It is important for marketers to try to comprehend this behaviour even though it is complex and most of the factors that influence it are uncontrollable and beyond the hands of marketers (Rizvi and Elahi 2013:535).

In marketing, the description of the term “consumer” does not only encompass the activity of purchasing, but also speaks of the trends of collective buying characterised by pre-purchasing and post-purchasing behaviour. Pre-purchasing may include the growing mindfulness of a want, and the quest for product information and brands that can fulfil the need. Post-purchasing include making assessments of the product bought and the dismissal of any curiosity which comes with the purchase of expensive and rarely-bought products (Ravikumar 2012:39).

Principal reasons which impact buying on impulse are mental stimuli, advertising, and package is identified as one of the inducements. As stores are drawing closer to a self-administration design and diverse products are found on store shelves, sellers assume a less imperative part in communicating to consumers by leaving the product information to be communicated to consumers by the package. Thus, the significance of packaging rises daily (Muruganantham and Bhakat 2013:148). It is therefore important to understand consumer behaviour over time given the radical changes taking place in the field of marketing.

Nowadays the behaviour of buyers is very essential. Consumers are the key players of the markets. Every one of the activities of the business concerns end with customers and customer fulfilment (Brosekhan and Velayutham 2014:8). Everybody is a consumer, that is to say, each individual utilize goods and services. The right comprehension of consumer behaviour is a key element in the effectiveness of advertising and marketing methods. This is essential to both non-profit and profit making businesses (Jafari, Nia, Salehi and Zahmatkesh 2013:65).

Kotler and Keller (2012:188) are of the view that understanding how the consumer makes decisions amongst different products can give producers an upper hand over rivals. Organisations can utilise this information deliberately with a specific end goal to sell the right products at the correct time to the right people at the right place. The value of packaging tool to communicate with consumers is increasing. To understand how to communicate with consumers, it is vital that producers get adequate information on the psychology of consumers. This is important to comprehend the reaction of consumers to packaging of fundamental products (Jafari *et al.* 2013:67). However, it is also crucial to consider that consumer behaves differently in a different context which varies from product to product. In light of this, it is therefore important for marketers to regularly understand their consumers in these different contexts so that they respond to consumers' needs appropriately.

2.3 Consumer buying behaviour

It is essential for organizations that intend to survive and be successful to see how individuals carry on in a purchasing process. Retaining customers, customer relationship marketing, customer value and lifetime value of customers are urgent

angles that organizations have to take into consideration through marketing (du Plessis, Rousseau, Boshoff, Ethlers, Englebrecht, Joubert and Sanders 2011:6).

Albarasin (2013:1) states that purchasing behaviour of a consumer is the choice procedure and in addition the moves that consumer makes in purchasing and utilising products. Regardless of whether the consumer acknowledges it, there are actually much more considerations that takes place during the purchasing process than essentially going into a store and picking an item from the shelf. Hence, there are emotional and social procedures known as post purchase dissonance that consumers experience that come after the actual act of buying (Kotler and Armstrong 2012:159). The areas specifically compelling in concentrating on consumer purchasing behaviour incorporates the explanations for the decision to buy, the elements that impact buying patterns and the routes in which social movements are bringing about purchasing behaviour to change.

The above discussion therefore implies that consumer behaviour involves physical, mental and emotional activities in which individuals select, buy and utilise goods to fulfil their needs (Gilaninia, Ganjina and Moradi 2013:11; Schiffman and Kanuk 2007:3). On a similar note, Esitiri, Hasangholipour, Yazdani, Nejad and Rayej (2010:536) states that consumer purchasing behaviour is a mental introduction describing a consumers' way to deal with settling on a decision. However, the final decision that a consumer make is affected by various factors and contexts, hence, consumers behave differently in any given scenario.

According to Jafari, Nia, Salehi and Zahmatkesh (2013:66) consumer purchasing decisions can be categorised into four groups depending on how they react to given scenarios. These are discussed below:

- *Ordinary behaviour*: According to Rani (2014:60) many purchase decisions are usually habitual and influenced by seeing particular products on the shelves of a shop. The decision to select goods which are usually less expensive is done effortlessly and automatically, without proper product information.
- *Limited decision*: Consumers find it more difficult to make a purchasing decision when they know the class of goods they want to buy but do not know the brand. The consumer attempts to eliminate the risk in the circumstance by

acquiring explicit information about the products and their respective brands (Jafari *et al.* 2013:66).

- *Complex decision (widespread problem)*: Farooq (2011:1) states that complexity and difficulty arise in most buyers when they want to make a decision to purchase less frequently bought goods, goods that are expensive, and products they are unfamiliar with. According to Kotler and Armstrong (2012:174) consumers in this circumstance are often unfamiliar with the available brands and the process of brand evaluation. Consequently, they attempt to gather full information from different sources. The writer alluded that product packaging is imperative especially in that it induces prompt purchasing decisions from buyers, thus, buyers may promptly decide to purchase a product when he/she sees it on a shelf regardless of the prior intent to buy. Sudden purchases are usually common for convenience products.
- *Impulse buying*: Faber (2010:1) points out that impulse buying behaviour involve no conscious planning and is usually intrigued by low-cost products that causes buyers to realise a greater purchasing power. Attractive packaging in a retail store typically compels a customer to be impulsive so as to try the product. However, it is interesting that impulse purchase decisions are not as easy. There are many dimensions to the impulsive buying behaviour trends which are:
 - The spontaneous urge to buy: this happens particularly when the consumer experiences an unforeseen desire to buy a particular product as influenced by advertisements,
 - Compulsion and power: this is when consumers discover a pressing need to buy a particular product after encountering the product,
 - Excitement: a customer can make an impulse decision after the realization of feelings and anticipation of happiness and excitement to be derived from a product a consumer has come into contact with, and
 - Synchronicity: this kind of impulse purchase occurs when the consumer feels instantly compatible with a product. The consumer seems to perceive the encounter with the product as a coincident fortune; being in the right place at the right time (White 2014:4).

du Plessis *et al.* (2011:7) state that the investigation of buying behaviour helps organisations to enhance their marketing strategies and comprehend the mental science of consumers' feelings, thinking, reasoning, and selection of various choices. Furthermore, consumers decision making vary in the face of different products and services that vary in their level of significance. Hence, the consumers' ultimate behaviour is therefore affected differently by various factors. This calls for businesses and marketers to explore the packaging factors that significantly influence consumers' behaviour, more particularly with regards to their specific products if they are to maintain their brands on the market. The section that follows presents and discusses the factors that influence consumers when making purchase decisions.

2.4 Factors influencing consumer behaviour

According to Kotler and Armstrong (2012:159) consumer buying behaviour is affected by internal and external factors. For the most part, marketers are unable to control these factors, but they have to take them into account.

2.4.1 Internal factors

Internal elements do play a significant role in consumer behaviour and they include the following issues namely; perception, knowledge, attitudes, personality, lifestyle and motivation.

- *Perception:* Kotler and Armstrong (2012:172) state that perception is the procedure of sifting information to derive meaning out of it. It is vital to note, in any case, that while this is the reality, it is not as a matter of course a precise impression of what is real. In a normal 30 minute shopping visit, consumers encounter more than 25 000 products that are unique, which they do not have immediate knowledge of, for most of them. Rather, they translate the information and structure opinions taking into account the knowledge that they have held from past encounters with similar products (Shah 2015:2).
- *Knowledge:* Purchasing behaviour can be changed when a consumer learns new product information. Consumer convictions can be modified by the use of advertising, giving away of product samples and packaging thus, marketers ought to take advantage and utilise these items.

- *Attitude*: Attitude alludes to individuals' feelings about a certain aspect and is reflected in a way that individuals behave in light of those convictions. In a situation whereby a consumer has a negative state of mind around a certain product, it will be exceptionally hard to make him/her change that view (Kotler and Armstrong 2012:174).
- *Personality*: Personality alludes to all the inside qualities and practices that makes an individual different from others. It is essential to note that individuals view themselves differently thus, marketers must perceive that consumers settle on certain buying choices to reinforce their self-esteem that might extend to the target market for a product (Tanner and Raymond 2012:77).
- *Lifestyle*: This variable means the activities people take part in and what interests them, which impact on how they invest their money and time. These days, the way of life is moving towards individual freedom, healthier and a more beneficial, more all-encompassing way of life (White 2014:5).
- *Motivation*: According to Schiffman and Kanuk (2007:83) this variable alludes to people's longing to accomplish a specific result, and influences the amount of effort the consumer puts into settling on the buying choice.

2.4.2 External influences

Consumer buying behaviour is intensely impacted by people's culture, family and packaging.

- *Culture*: Culture is an arrangement of educated convictions, values, state of mind, propensities and types of behaviour which the general public share and is passed on starting with one era then onto the next by individuals from that society through dialect and images (Kotler and Keller 2012:173). This alludes to the way peoples' practices and purchasing choices are impacted by their connections and perceptions of their society. Culture firmly impacts what individuals wear, eat and how and where they travel. (Schiffman and Kanuk 2007:394).

du Plessis *et al.* (2011:53) state that consumer preferences and needs are in various perspectives. Everyone seeks value for money, value rebates, variety to choose from, solid after deals services, guarantees and clean stores. In any case, communication contrasts happen for different target populaces, taking

into account contrasts in cultural values, lifestyle, dialects, education levels and religions. These variables must be considered if sales messages are to be adequately imparted by means of the media to cultural and subcultural groups.

Since cultural values are, to a substantial degree persisting, endeavours to change them have not been extremely fruitful. Consequently, marketing strategies endeavour to reflect, as opposed to change, core values. In South Africa, numerous organizations just follow what other companies are doing thus, this has constrained them to present innovative procedures meant to reach consumers at grass-roots level. Effective communication with any market relies on staying in contact with the cultural precepts of consumers in that market (Kotler and Keller 2012:174).

- *Family*: People who are related by marriage, blood or adoption are called family. Family is the most essential consumer purchasing organisation in the society, and relatives constitute the most compelling essential reference group. The wife generally goes about as the family's fundamental buying agent particularly for foodstuff, sundries and attire things. Be that as it may, conventional purchasing roles are changing, and marketers would be insightful to see both men and women as possible targets (du Plessis *et al.* 2011:72).
- *Packaging*: Packaging and its elements will be discussed in greater detail in section 2.6. It is under this section that the discussion explores the influence of packaging on consumer behaviour for convenience goods.

The section below discusses convenience goods, which are the focus of the current study.

2.5 Convenience goods

Tantiwongvanich (2011:125) states that convenience goods are consumer products, which are regularly consumed, frequently purchased, quickly with no evaluation, and with least of purchasing effort. Subsequently, such purchases are called low involvement purchases. Examples include most household products namely food, cleaning products, and individual care products.

These goods are long-life cycle products because consumers use them daily. Thus, convenience goods are constantly produced and largely distributed to retailers (Wongsumet 2006:66). From the marketer's point of view the low cost of convenience goods implies that revenue per unit sold is low. With a specific end goal to make high economic revenue marketers must sell their products in extensive volume. These low costs products are sold to all income classes (Soonthornpornjaroen 2013:8). Kotler and Keller (2012:349) state that manufacturers of convenience products must place them where consumers are prone to encounter an inclination or convincing need to buy.

The most important marketing strategy is to distribute convenience goods extensively. The products should be accessible in each conceivable outlet and must be effectively accessible in these outlets. From the consumer's viewpoint, little time, planning, or effort is required to go into purchasing convenience goods (Categories of Consumer Products 2015:1). Subsequently, marketers must set up an exceptional level of brand awareness and acknowledgment. This is possible through broad mass advertising, sales promotion devices, for example, coupons and point-of-purchase presentations, and compelling packaging. The way that many of these convenience goods are regularly purchased on impulse is confirmation that these strategies work (Shopping products 2015:1).

While the above discussion presents other strategies that influence consumers to buy convenience goods, it is also important to understand the relationship between packaging and consumer behaviour for the convenience goods as a strategy that can also increase the sales of the convenience goods. Moreover, how consumer behaviour is often explained by consumer behaviour theories and this is the focus of the following section which reviews consumer behaviour theories that apply to the study.

2.6 Consumer behaviour theories: a review

There are various models that attempt to explain the behaviour of consumers. Basically the theories deal with factors that are influential, different stimuli, and the process of decision making and outcome. Theories, related to the study are discussed below.

2.6.1 Consumer decision model

According to Bray (2008:15) the consumer decision theory, also known as the Engel-Blackwell-Miniard Model was originally developed in 1968 by Blackwell, Miniard and Engel (2006:37). Present-day research on consumer behaviour focuses on several different factors which have a bearing on the consumer, and identifies a number of consumption activities that take place after the purchase of a product. Kotler and Keller (2012:188) took into account this early model by Engel, Kollat and Blackwell and developed their own decision-making model. Kotler and Keller (2012:188) state that a consumer goes through five steps to make a decision to purchase (Figure 2.1).

Figure 2.1: The consumer decision making model



Source: Kotler and Armstrong 2012:176

The process of decision making process has five stages which include; need recognition, information search both internally and externally, evaluation of alternatives, the act of purchasing and post-purchase reflection which form the basis for the study of consumer buying behaviour.

- *Need recognition* – this is the stage when a consumer gets to identify their need and desire for a particular product. .
- *Information search*- at this stage the consumer searches for information on the product both inside and remotely. At the point when a consumer has a need and has no previous answer to meet the need, he/she will look for

information from individual, business, public, and trial sources. The impact of every source differs depending on product attributes, and each of them has a different capacity in influencing the purchasing decision (Kotler and Armstrong 2012:177).

On account of convenience products, because of their novel attributes, packaging is viewed as a standout amongst the most critical and mainstream hotspots for individuals looking for information about acquiring such products (Jafari *et al.* 2013:68). In the phase of assessment of choices, information on packaging is most imperative amongst the external tools for consumers of convenience products. Other aspects of packaging, besides giving a valuable tool to obtain information that is required for product assessment, also go about as an essential basis for internal information enquiry and review of the past experience of purchase.

- *Evaluation of alternatives* - the consumer assesses which of the available possibilities might be best to satisfy their need (Kotler and Keller 2012:190). Marketers need to know how the consumer analyses information to make a decision to buy a particular product. Sometimes consumers conduct inadequate analysis and end up making impulse purchases relying on intuition (Kotler and Armstrong 2012:177). In this regard, product packaging becomes vital in assisting the consumer to make a more informed decision with regards to the ultimate purchase decision. However, as discussed in earlier sections above, this varies from situation to situation, product to product and from context to context, etc. Hence, it is important to explore the relationship between packaging and consumer behaviour to aide consumers with their evaluation of alternatives for the products they wish to purchase.
- *Purchase decision*- this is the phase when the consumer makes a decision, selects their best from the alternatives and pays for the selected product. Jafari *et al.* (2013:68) state that the psychological risk perceived by a consumer influences how she/he make purchase decisions about delaying, modifying or avoiding the purchase. On account of convenience products which consumers regularly see as lesser risk, an instrument like packaging turns out to be more conspicuous. Among all stages and procedures of purchasing, taking into account visual and verbal components, packaging

assumes the most vital role during purchasing (Warlop, Ratneshvar, Osselaer and Stijn 2005:29).

- *Post-purchase behaviour* – Kotler and Armstrong (2012:178) state that the consumer makes a review of whether the product really fulfilled the need and whether there be any issues emerging from its purchase and utilization. Consumers assess convenience goods differently in the phase of consumption and evaluating packaging of a product is one of the assessments. At this stage, packaging assumes a key part in fulfilling the needs of consumers by giving ideal conditions for the conservation and utilisation of the products.

The overall purchase decision is affected by the nature of relationship between the packaging elements and consumer behaviour (purchase decision). Hence, while marketers and businesses should understand the process a consumer goes through to make a decision, they should equally explore and understand the influence of packaging on the ultimate purchase decision.

Furthermore, because consumers examine their desires in light of the messages obtained by means of the package and in the event that package misrepresents the benefits of the product, this is when the consumers experience unfulfilled desires that result in disappointment and dissatisfaction. The package shape is another critical paradigm for assessment in this stage. Different shapes of packaging, considering the demands and shapes of the product, can assume an essential part in this stage. The results by Warlop, Ratneshwar, Osselaer and Stijn, (2005:31) demonstrate that diverse packaging components, through helping the remembrance of perceived quality of products, play an essential part in the review and repurchase of products. This therefore maintains brand loyalty and it is in the interest of every business and marketer to ensure that they achieve this aim.

As indicated by Lake (2009:126) when buying high involvement goods, each step is useful and only the last two stages are important in products with low involvement products. The process of decision making in consumer purchasing behaviour demonstrates that packaging ought not just to increase consumers' consideration or convince consumers to purchase products; it rather ought to develop positive assessments after purchase and make sure that consumers make repeated

purchases. It is additionally recommended in a study by Metcalf, Hess, Danes and Singh (2012:268) that packaging ought to be intended for consumer ease-of-use, convenience and simplicity of carrying the product.

Schiffman and Kanuk (2010:152) state that the model is most relevant when clarifying circumstances including both augmented problem solving and constrained problem solving by adjusting the extent to which different phases of the model are engaged by the consumer. The profundity of information seeking will be greatly reliant on the way of problem solving, with complex or new consumption issues being subjected to broad outer information search, while more straight-forward issues might depend completely on a rearranged internal inquiry of past behaviour (Kotler and Armstrong 2012:178).

The model of consumer behaviour requires a generalisation of the decision process. This, however, overlooks the diversity of decision making circumstances, product classifications and results and could make research subjective in certain areas (Schiffman and Kanuk 2007:533). The model accepts that observed consumer behaviour is a result of the mental state of individuals (attitude intention purchase sequence). Moreover, the theory explains that mental occasions are a result of handling information, failing to appreciate that consumers look for and use information as a component of their decision making.

In spite of the fact that the model is helpful in examining purchase decisions, the procedure is not generally as straight forward as it might seem. The consumer can pull back at any stage, before the real purchase. On the off chance that, for instance the need decreases or no attractive choices are accessible, the process will arrive at an unexpected end (Vashisht 2005:81). Also, the model expresses that when acquiring any product, a consumer experiences a decision process. It is not surprising for a few stages to be skipped. Every one of the five stages is prone to be utilised just as a part of certain purchasing circumstances, for example when purchasing rarely bought things which are costly.

Be that as it may, for frequently bought, well-known products, purchasing is normal and subsequently some of the stages can be skipped. Consumers do not invest much energy contemplating the purchase of convenience products which are

thought to be low-involvement and some are purchased on impulse (Vashisht 2005:81). Producers of such products should actualise packaging strategies that urge consumers to purchase on impulse from them rather than their rivals. Along these lines, packaging performs an imperative part in marketing communications at the point of sales (Mutsikiwa *et al.* 2013:55). In this regard, the decision making process as explained by the model allows an understanding of the influence of packaging on consumer behaviour for marketers and businesses in as much as they have to wade off competition from brand rivals.

2.6.2 Psychological Theories (cognitive theory)

The value of psychological theory is found in the fact that individuals learn from past experience and this will educate their behaviour on future events (Schiffman and Kanuk 2007:215). The cognitive theory mainly explains certain post-buying behaviour traits. The theory explains that even if a consumer goes through a thoroughly considered purchase, shoppers experience some kind of distress, trepidation and dissonance. Post purchase uneasiness is brought on by cognitive dissonance emerging from doubts on the choices made. The consumer compares the benefits of the product purchased with substitutes or begins breaking down disadvantages of the product. Such consumers require little consolation from the seller confirming that the choice taken is a wise one. Despite the fact that the theory was created to clarify a 'post-decision' circumstance, it is also suitable for clarifying pre-decision curiosities (Rajan, Nair and Sanjith 1998:198). The advertisements and personal selling efforts are intended to lessen intellectual disharmony with respect to the purchaser. Thus, with respect to the present study, packaging turns into an imperative variable for the advertisers so that there is no dissonance with respect to the customer. In this way, brand loyalty is created and businesses will face little or no competition from close rivals (Alamgir *et al.* 2010:145).

2.6.3 Compensatory Consumption Theory

Compensatory consumption is a composite and intricate area of consumer behaviour reaching over a wide range of types of compensation and behaviour materialisations. As indicated by this theory, people who cannot satisfy their essential needs, particularly in reference to self-regard or self-completion, would compensate these longings by alternative means (Woodruffe 1997 cited in Kariuki and Karugu 2014:410). For instance, low-income family units, or those confronting racial or

ethnic separation, will spend more on socially visible products to compensate for their absence of status in the public eye. When customary markers of societal position, for example, riches or occupational prestige, are not accessible, individuals resort to the utilisation of status products that are effectively seen as images of a higher class (Fontes and Fan 2006:647). This theory may clarify why consumers purchase periodic extravagance food stuffs rather than nutritious ones, and spend past their methods on merriments and things like beautifying agents.

The above discussion of the consumer behaviour theories reveal that consumers follow certain behaviours based on different scenarios and situations. For example, consumers' behaviour is also influenced by their past experiences without really considering the influence of packaging on how they behave. On the other hand, consumers' purchase behaviour is also a series of processes which they follow until an ultimate purchase decision is made. Furthermore, the review of the theories reveal that consumers behave based on the motives that drive them, e.g. when they want to compensate for a lost opportunity or if they want to boost self-confidence. In as much as the theories have attempted to reveal how consumers behave in certain contexts, integration of product packaging on consumer behaviour studies is a vital component. The section that follows presents and discusses packaging as a determinant factor of consumer behaviour.

2.7 Packaging as an influencing factor

Packaging is defined by Lee (2010:1) as the container or wrapper such as plastic, glass, metal, paper or paperboard that is used to protect a product.

Nowadays, numerous organisations are concerned with expanding their customer base, attracting new customers, and also maintaining existing ones. Subsequently, because of aggressive competition, organisations use different techniques for sales and advertising advancement with a specific end goal to convince and even compel consumers to purchase their products or services (Jafari *et al.* 2013:65). As indicated by the type of activity, these organisations apply diverse plans, for example, high quality, sensible pricing, excellent services, special treatment for clients, to draw consumer loyalty. To accomplish this, organisations must utilise amazing packaging, so that it will have the capacity to communicate viably with the purchaser intriguing them and eager to select the product. Package covers and clothes a product

whereby consumers can locate the products' quality, value, substance, and capacity by merely looking at the package (Jafari *et al.* 2013:65). In that capacity, it should be completely used for imparting the brand message (White 2014:6).

As indicated by Kotler and Keller (2012:368) packaging is depicted as the minimum costly type of advertising, a quiet salesperson and a four-second commercial. It is important to point out that package defines the product because it carries vital sales and communication information as consumers have restricted time available to them to make a decision particularly where low involvement products are concerned. With regards to the logistical functions of packaging, Ladipo (2011:183) provides major purposes of the package as discussed below:

Containing- products are contained so as to attain integrity. The product will retain its form and not be damaged by harsh external factors. Packaging contains the product from production until it is consumed by the consumer;

Protecting- protection is done to avoid damage of the goods during shipment and also to protect against gases, moisture and temperature during storage thus keeping products fresh and giving them long shelf life. This purpose is achieved by the creation of accurate design, selection of relevant structure, and utilizing quality inputs whilst taking into account the content, distribution channels.

Identifying- consumers are given information about the product which includes description of the contents and nutritional information. This purpose of identification can have a promotion role to a certain degree that arouses the desire to buy a product and can also help with product branding.

Packaging may be important for other purposes, for example, for communicating premiums available (inclusion of a gift, bonus product, or coupon) or containers for household use (Marsh and Bugusu 2007:40).

However, besides these useful contributions that packaging makes during product distribution, there is the communication purpose whereby packaging turns into the face and voice of the picture and the organizations identity (Mutsikiwa *et al.* 2013:56). Kuvykaite *et al.* (2009:446) state that the marketing function of packaging is to influence purchase decision of customers at the point of sale. It is actually one of the key factors which influence buying decisions for convenience goods. This

function is achieved by right choice of colour, shape, pictures, packaging material, writings, and other variables. Kotler and Keller (2012:368) state that numerous elements have a bearing on the increasing acceptance of packaging as a marketing technique. The elements include;

- *Self-service*: Increasingly numerous number of products are being offered on a self-service basis. In a normal grocery store, which might stock fifteen thousand products, an average customer passes around three hundred products in a minute. In the knowledge that fifty to seventy percent of all sales happen in the store, the successful package must perform numerous sales undertakings; pull in consideration, portray the components of the product, creating customer confidence and making a general impression,
- *Consumer affluence*: increasing affluence implies that buyers are ready to pay extra for the appearance, handiness, reliability and renown of improved packaging,
- *Brand image and company*: Packages play a vital role to the prompt identification of the brand and company. In supermarkets, package might have an effect of a billboard.
- *Innovation opportunity*: differentiated or creative packaging, for example, re-sealable package can bring enormous advantages and profits to producers.

This section presented the definition of packaging and its components and how it can be used as a potential marketing strategy. The section that follows reviews scholarly studies with regards to the role of packaging on consumer purchase decisions.

2.8 Packaging and consumer behaviour: a review

In a study by Wells, Farley and Armstrong (2007:680) the majority (73%) of participants confirm that they depend on packaging when making purchase decisions. On a similar note, Jafari *et al.* (2013:68) state that the International Institute for Point of Purchase Advertising (IIPPA) report state that approximately 72% of buying decisions are done right at the purchase point. Philips and Bradshaw (2011 cited in Jafari *et.al.* 2013:69) find out that impulsive purchase that take place in supermarkets amount to 51% of all purchases.

In America, buyers spend approximately 35 minutes in a store; where they encounter about 6300 products and have to make a choice on average of only 14 of them. (Salahshour and Feyz 2010:113-134). Kotler and Keller (2012:369) agree to this finding as they point out that consumers encounter over 20,000 products within a 30-minute shopping period. Since a consumer has to pass through many products in a short space of time it therefore means that marketers must design an attractive package which will draw consumer's attention. This is supported in a study by Zeyghami, Rezaei, Asadi and Davoodabadi (2011:49-54) whose findings demonstrate that 60 percent of purchase made in a day are not planned and above 20% of these decisions are triggered by the way products are packaged. The above results suggest that the role that packaging has on buying behaviour cannot be underestimated. In this regard, it is in the interest of the businesses and marketers to give packaging the attention it deserves given its potential to invoke and influence buying decisions.

Moreover, packaging is very imperative in the branding process as it has the communicating purpose on the organisation's image and identity (Agariya, Johari, Sharma, Chandraul and Singh 2012:1). Self-service is increasingly being incorporated and accompanied by shifting consumer lifestyles. Likewise the employment of packaging as an instrument for impulsive buying behaviour stimulator is on the rise. It follows therefore that packaging plays a significant part in marketing communications, particularly at the point of purchase and can be seen as one of the pivotal variables in triggering consumer's purchase decision (Taiye, Ogunnaike, Dirisu and Onochie 2015:45). Subsequently, packaging is becoming increasingly crucial in marketing communications and must get consumer's attention by relaying sufficient value of products to consumers in limited time when the consumer is at the point of purchase.

Packaging serves as a final medium that consumers will see and touch before purchasing (Lotongkum 2009:3). In addition, packaging can better reach out to consumers than advertising, and it is also able to differentiate a brand from competitors. It influences and invokes decisions to buy at point of sale, and whenever the product is being used. Moreover, packaging in different sizes may enable a product to penetrate into new target markets and overcome cost barriers (Ahmed *et al.* 2014:146). It also can be used as a tool to differentiate a product, and

provides assistance to consumers in making a product choice given a broad range of comparable products and also triggers customer's buying behaviour (Wells *et al.* 2007:679). Therefore it is vital to analyse how packaging elements influence consumer buying behaviour.

Furthermore, Kotler and Armstrong (2012:256) affirm that the package also plays a part, including other variables, in creating interest towards a brand, revealing brand uniqueness among competing ones at a point of purchase, justifying value and price to consumers, signifying benefits and features of the brand, conveying emotionality, and finally motivating consumers' brand choices. Packaging specially plays a role in differentiating analogous or unexciting brands from competing ones by explicitly putting across what the brand entails, its use and how it gives value to the user (Shimp and Andrews 2013:641).

Mutsikiwa *et al.* (2013:56) state that packaging is crucial in communicating the product originality and uniqueness. The former element compels judgement of consumers for the quality of products (Silayoi and Speece 2004 cited in Mutsikiwa *et al.* 2013:56). While packaging is important for communication, unnecessarily too much, misleading and inaccurate information on a package cause customers not to be only dismayed but they also tend to lose trust and interest in the product (Silayoi and Speece 2007:1500). Hence, an attractive and good package can trigger the consumers to ultimately make a purchase decision for a product.

According to Singh and Gupta (2015:283) the chief characteristics of good packaging are:

- **Attention-arresting:** package should be such that it captures people's attention. In the modern competitive era, it is the package and its characteristics which are very important. A customer does not initially look at the product but gets impressed by the package and makes up his mind to buy the product or express his willingness to buy it only because of its captivating package,
- **Identity:** a package must be easily identifiable; just looking at it once, customers easily make it out,
- **Interest-evoking:** the package must evoke an immediate interest towards the product and sustains the interest,

- **Creating-desire:** package must be attractive as it creates a passionate desire in the onlooker's mind to possess it,
- **Compulsive buying:** package should evoke a compulsive buying instinct in the customer's heart,
- **Safety:** package must ensure the safety of the product so as to keep it intact,
- **Product image:** package must enhance the product's image,
- **Utility:** even after the use of product, package must prove to be useful; i.e. can be used later for other purposes,
- **A constant reminder:** package is supposed to remind the customer of its value and entices him to buy another package containing the product and
- **Conveniently portable:** package must be convenient in handling or carrying it to its destination.

The review of studies on the role of packaging on consumer behaviour reveals that a good packaging basically triggers purchase decisions. Hence, its importance should not be underestimated. The section that follows discusses the elements of packaging and their influence on consumer buying behaviour.

2.9 Packaging elements

In the current study, two major packaging attributes have been recognised which are visual and verbal attributes. The distinguishing factor in comparing visual and verbal elements of packaging is founded on the fact that the purpose of visual package attributes is to ignite and enhance interest whereas verbal components present information on the real motivation to purchase (Mutsikiwa *et al.* 2013:57). Each of these properties will be explained further in the proceeding section.

2.9.1 Visual elements

Depending on examined packaging literature, visual components are those manifestations that can be seen which include graphics, colour, shape and size, packaging material and technology which impact the emotional side when a consumer is making a choice (Lee 2010:10). These components are examined beneath.

2.9.1.1 Graphics

Graphics play an important part in packaging in that they draw customer attention (Adam and Ali 2014:121). According to Polyakova (2013:19) graphics comprise of colour mixtures, layout, photo of product and typography; all these create an image on the packaging. Graphics on a package provide important information concerning the product. In low involvement, decisions assessment of product qualities is not important, so graphics become critical. Graphics are regarded by most consumers in low involvement mainly for the reason that impressions formed during first contact might have a permanent effect.

In psychology research, Kuvykaite *et al.* (2009:443) state that memory of a package is improved for non-verbal stimuli if the picture is placed to the left and is improved for verbal stimuli if the information is scribed to the right side of the packaging. A qualitative study done by (Otterbing, Shams, Wastlund and Gustafsson 2013:1220) on textual and pictorial elements of packaging, indicates that pictorial elements like photography of product ought to be put on the left side of the packaging so as to maximize customer memory. This certainly demonstrates that engaging quality of graphics, as well as the best possible arrangement of pictorial and literary component of packaging is additionally fundamental to be recognized by customers.

Graphics offer consumers some assistance with cutting through clusters so as to find their preferred brand at retail locations and that if they do not have any solid preference of a brand then at any point design can draw their interest in making evaluations regarding a specific product (Silayoi and Speece 2004:1498). Additionally, in lots of circumstances, graphics may instil a positive mind-set and could meet the lifetime concealed goals of a customer (Smith and Taylor 2004:548). Customers can likewise be triggered to try out the actual product because of the use of graphics on packaging when the mixes of various materials utilised as a part of design and multi-dimensional images, for example, overlay with aluminium foil or other diverse sort of printing might move a buyer to physically examine the packaging of a product and henceforth making the purchaser to attempt using the product (Rundh 2009:999).

Visual attributes impact the buyers in settling on their decision to purchase a specific product and graphics were observed to be a noteworthy influencer in such manner

(Silayoi and Speece 2004:1498). The use of graphics is essential for both high and low involvement products and when consumers do not take much thought in deciding to purchase a product then graphics pushes their decision (Silayoi and Speece 2004).

A study by Mizutani, Okamoto, Yamguchi, Kusakabe, Dand and Yamanaka (2010:869) shows that flavour evaluation is influenced by pictures on juice packages. The study shows that attractive pictures will make customers to perceive the juice as fresh and tasty even if pictures on the package are indirectly associated with the juice. Moreover, the participants said that juice packaging having matching pictures was assumed to have a smell which is better than juices having distinct pictures on their packaging. The results give experimental confirmation for the effectiveness of attractive pictures on packaging of convenience goods. If the image on the package is congruent and pleasant, the customer will perceive the product in a positive light (Mizutani *et al.* 2010:869).

An empirical research carried out by Underwood and Klein (2002 cited in Abdalkrim and Suleman 2013:72) show that positive attitude towards the package and brand beliefs are improved by putting an image of the product on a packaging. The results also indicate that a picture placed on packages draws customers' attention to the product. Karimi, Mahdiah and Rahmani (2013:292) conducted a study based on the association of packaging attributes with purchasing pattern of consumers and the results show that a significant relationship existed between the picture of the packaging and consumer purchasing behaviour. The explanation behind this is effective when packaging needs an image.. Eye-catching and vivid pictures draw attention of clients.

In another study by Hollywood, Wells, Armstrong and Farley (2013:909) pictures on the packaging of a milk product are found to build interest and also enthusiasm for customers. Furthermore, a study by Sioutis (2011:51) shows that the graphics attribute has moderate importance on purchase decisions. The participants stated that the picture shown on the packaging had a slight effect on health expectancies. On one view point, customers favour pictures of nature like a landscape, irrespective of the type of product that the package has. On another perspective, Nawaz and Asad (2012:8) conclude that the package colour on a product is the most significant

characteristic, before considerations of the picture or the image depicted on the package.

However, a study by Lee (2010:31) shows that graphics on the packaging for convenience goods does not have any significant relationship with buying decision. Johan and Tobias (2008 cited in Sioutis 2011:29) find that all elements and not just one element must be combined to affect purchase behaviour. Sioutis (2011:29) suggests that graphical information is usually misleading hence consumers do not consider pictures on a package when buying.

The discussion seems to suggest a gap exists with regards to how graphics influence consumers in making their buying decisions. This lack of consensus on the influence of graphics could also be due to the context under which consumers are exposed to in addition to other factors, e.g. socio-economic characteristics. In addition, it also depends on who really makes buying decisions and under what conditions. Thus, the study seeks to narrow the gap through understanding the influence of packaging on consumer behaviour for convenience goods particularly amongst university students, who are old enough to make their own buying decisions.

2.9.1.2 Colour

Colour is the shadowy composition of visible light, which when mirrored or engrossed, the human eye receives it and the human brain processes it. Colour is also a valuable design component. Consumers' feelings and emotions can be evoked by different colours in convenience goods (Zhang 2013:498). According to Keller (2009:187) colour is a very important variable in visual aspects of packaging such that numerous designers believe that consumers have in themselves colour vocabulary which causes them to expect particular colour themes on certain products. Colours could create brand uniqueness meaning that the brand can be identified by a specific colour which other brands cannot imitate because it will be inappropriate for them to look the same (Keller 2009:191). Keller (2009:192) states that colour is very vital in the visual design of a package such that the information and meaning it carries must match the one being communicated by other marketing programs. The choice of colours is therefore pivotal in engineering the right

impression sufficient enough for the brand and product to be chosen among others (Gofman, Moskowitz and Mets 2010:167).

Colour observations differ across societies and most religions have their consecrated colours (Singh 2006:785). Consumers recall colours that are attached to specific brands, which in turn help them to identify that particular brand. Furthermore, the constant dynamics in demographics and patterns may cause a shift in colour inclinations of buyers (Singh 2006:785). The packaging colour has considerable influence on the viability of products as evidenced in buyer behaviour (Mutsikiwa and Marumbwa 2013:67). Colour is critical in influencing a potential consumer decision-making process because certain colours set distinctive states of mind and can trigger interest (Ahmed *et al.* 2014:149). Colour on packaging can influence product desires and observations (e.g. taste) (Kauppinen-Räsänen and Luomala 2010:288). All things considered, it ought to be noticed that every product has its particular packaging colour thus, it ought to be coordinated with the product classification so as to make an effect on buyers and trigger buy conduct (Mutsikiwa and Marumbwa 2013:65).

Findings of the study by Hollywood *et al.* (2013:910) which considered the purchase of milk found that buyers separate the milk as full-cream, semi-skimmed or skimmed if non-specific colours, for example, blue or green have been utilised as a part of the milk packaging. In any case, using institutionalised colour did not impact buying behaviour of customers in light of the fact that there was just the same old thing. Products are by and large acknowledged if they have comparative colours that are normal in specific product class. Radical changes in colours could cause buyer perplexity in search for a brand (Kauppinen-Raisanen and Luomala 2010:301).

Rettie and Brewer (2000 cited in Spangenberg 2008:25) argue that the elements that most likely influence remembrance of a package are size, font style and colour. Harper and Miller (2012:28) state that the most likely element to influence remembrance of a package is colour. Consumers' moods can be changed by colour. In convenience goods, colour is well known for influencing perceptions of a product; for example, taste of food (Kauppinen-Raisanen and Luomala (2010:288). In a study by Abdullah and Akteruzzaman (2013:289) the colour of packaging has perfect positive correlation to the consumer buying decision.

In a study by Alervall and Saied (2013:56) seventy-five percent (majority) of the consumers who were interviewed said that the main visual element that influenced their emotions was colour. The respondents said colour has a substantial influence on human instincts and human psychology. This is also supported by Wu, Bao, Song and Hu (2009:317) who state that colours bring strong symbolic significance and it impact consumers' psychological and visual feelings. The importance of colour was also supported by Ares, Deliza, Besio and Gimenez (2010:299) as well as Nawaz and Asad (2012:8) who conducted a study and found that irrespective of consumers' involvement with the product package, colour is the most important variable.

However, the study by Sioutis (2011:49) indicates the opposite. Colour appears to be of low significance. In fact it is the least significant element for all convenience goods. This may possibly be caused by the design of the stimuli and the comparative significance of other elements that were studied. The preferences for the colour appear to be slightly product oriented. Nonetheless, participants still view calmative colours such as green to be healthiness indicators. A study by Lee (2010:62) shows that the colour of the packaging for convenience goods does not have any significant relationship with buying decision.

The above discussion points out the importance of colour on a package hence it must not be seen as mere decoration since consumers are influenced by it. However, other schools of thought do not recognise colour as an important attribute influencing consumer behaviour. The different perceptions may stem from the fact that consumers are diverse and the way they perceive colour as a factor influencing how they buy maybe also be influenced by other variables like the products in question, culture, etc. The different views regarding the influence of colour on consumer behaviour therefore presents a gap that is still worth further investigation. Hence, the study seeks to understand the influence of colour on consumer buying behaviour for convenience goods.

2.9.1.3 Shape and size

Consumers' decisions to buy can also be influenced by shape and size of the package. This attribute of shape and size is usually used to make judgements about the volume of the contents in a package (Silayoi and Speece 2007 cited in Polyakova 2013:21). Normally consumers perceive more elongated packages to

contain more quantity than shortened packages even if they have bought the product before and experienced the true volume. This suggests that even if consumers buy a product and experience the true volume he/she will not use this experience to judge volume in the next purchase especially when the difference is negligible (Moola and Bissochoff 2012:348).

In a study by Prendergast and Mar (2005:61) findings show that shape and size of packaging influences consumers when buying. Participants said that they usually pick bigger packages since they are easily noticed on the shelf and they also mean higher value. In another study by Sioutis (2011:49) results indicate that visibility and shape are the main elements which influence purchase decisions. Similarly, a study by Lee (2010:31) indicates that buying decision is mainly influenced by shape and size of convenience goods packaging.

Consumer perception and attraction can be influenced by culture and the country where consumers come from. The research by Polyakova (2013:61) shows that participants from Germany and Russia are enticed by image, colour and information on the product, while consumers in some countries consider size and shape of packaging.

In a study by Alervall and Saied (2013:43) majority of the participants argue that every visual element is important depending on the situations. The participants prioritised colour in their selection of alternatives, followed by graphics whilst shape was chosen by the least number of participants. A combination of colour and graphics was also a popular choice.

Consumption or recurrence of consumption of a product increases when the packaging is exceptional or accessible in bigger sizes (Kotler and Keller 2008:368). Packaging size relies on product characteristics and the needs of the market (Smith and Taylor 2004:562). Bigger pack sizes pass on better quality and raise impulse buying (Keller 2009). A study by (Rundh 2013:1547-63) on client's prerequisite of packaging demonstrates that adjustment in the measure of family unit in actuality changes the product evaluation required. Market need is important, for example, smaller family's products also require smaller packages (Rundh 2005:670-84).

A study carried out on the size dimension of packaging by Agariya, Johari, Sharma, Chandraul and Singh (2012:13) demonstrates that diverse packaging size is an approach to exhibit a product to fit new markets. A different study on package size demonstrates that small packaging sizes are bought by consumers from a smaller family and big package size may cause the misuse of the product (Silayoi and Speece 2004:1501). This was validated in a study by Ahmadi, Bahrami and Ahani (2013:10) that customer's eagerness to purchase a product rises if the product is exhibited in smaller packages. In another study the outcomes were that packaging impact consumers choices while size and shape usually influence respondents buying behaviour (Kariuki and Karugu 2014:9).

Nonetheless, in a study by Ares *et al.* (2010:301) the findings show that the shape of a package, be it square or round does not influence buying decisions for the respondents.

The discussion above still presents a contradiction on the role of size and shape in influencing consumer buying decision. This contradiction could also stem from the fact that while other consumers consider shape and size, it is not equally an important attribute to others. This could also depend on other factors, the importance of the product to the consumer, nature of product under study among other factors. Thus, this study seeks to evaluate if size and shape of a package influence consumer decision.

2.9.1.4 Packaging material

According to Marsh and Bugusu (2007:40) package material and development are vital in determining the durability of use of convenience goods. The use of relevant package materials helps maintain freshness and quality of the product. Aluminium, glass, paper, paperboards, and plastics have been used as materials in convenience goods packaging. Moreover, wide ranges of plastic have also been used as packaging material. Today's convenient packages often consolidate different materials in an attempt to come up with a stunning package.

Material of a packaging also encourages consumers to relate certain basic qualities with the package material (Smith and Taylor 2004:548). Moreover, package materials enhance the perceptible nature of a product and this means customer

perceptions in terms of certain particular materials could affect this observable nature of products. Packaging materials should be chosen with the objective that it can withstand extreme temperatures; either very high temperatures in microwaves or very low temperatures in a deep freezer in that way meeting customer needs (Adam and Ali 2014:124).

In a study about milk packaging by Hollywood *et al.* (2013:910) three packaging materials were of concern namely; glass, plastic, and cardboard. The findings show numerous perceptions about the various packaging materials. Most respondents preferred milk in glass, while some said they do not like it since it needs washing after use. Concerning cardboard as packaging material, customers show not much preference for negative conceptions about it as it does not portray the freshness of the product and it inhibits visibility of the product thus, they allude this sort of packaging to UHT treated milk (Hollywood *et al.* 2013:910). Participants in the study uphold the utilization of plastic containers and concurred that such package was superior to anything cardboard and glass packaging in light of the fact that their screw top kept the product fresh and were more opposed to breaking (Hollywood *et al.* 2013:910).

Adam and Ali (2014:118) conducted a study on milk packaging and the results reveal that in packaging material, Tetrapak has a positive correlation with consumer buying behaviour whereas glass bottles and plastic bottles are negatively correlated with consumer buying behaviour. In the study “Impact of Product Packaging on Consumer’s Buying Behaviour” by Ahmed, Parmar and Amin (2014:148) the results reveal that consumers can change their decisions regarding packaging material. Definitely, packaging of good quality attracts customers more than the packaging that is lowly conceived. From the discussion, the role of packaging material cannot be undervalued as the past studies have shown that packaging material has a bearing on consumer buying behaviour. Hence, it is also in the interest of this study to evaluate if packaging material influences consumer buying behaviour for convenience goods.

2.10 Packaging Technology

According to Agyeman (2014:18) an inventively outlined wrapper or holder can largely affect buying behaviour regardless of whether a product is seen on store

racks. Inventive packaging might actually enhance the product if it meets the needs of a customer, for example, segment control, recyclability, temper-sealing, ease-open, ease-store, ease-convey, and non-fragility. Producers lately aim to have packaging that upholds the focal elements of the brand that is practical however with lower creation costs. The consumer can accept the product as influenced by imaginative packaging, which depicts the relationship between purchasing behaviour and development of packaging (Katiyar, Katiyar and Tiwari 2014:46).

Ahmed *et al.* (2014:147) state that one of the major changes in culture that has a bearing on packaging is the growing promotion of environmental sustainability. A lot of consumers nowadays are willing to pay somewhat more for products that encourage environmental upkeep such as recyclable materials. Lately, people are developing interests for green purchasing as a result of the mindfulness to environmental protection. Green purchasing simply refers to the act of buying environmentally protective products. According to Silayoi and Speece (2007:1498) consumers nowadays prefer packaging which is environmentally friendly, nutritionally responsible and which gives long shelf life to food products. For a company to survive in competitive markets, it is crucial to develop packaging which meet with the customers' expectations.

Technology in packaging as well carries information which is normally associated with the way of life of the customer. For instance, in a study conducted by Hollywood *et al.* (2013:905) participants prefer milk packed in card boxes because it has a long shelf life as compared to milk in sachets. It is also easy to open and close, as well as easy to pour and store the remaining milk. Nevertheless, despite the general acceptance of the plastic screw top carton, some participants voiced concern as to whether the packaging was environmentally friendly due to difficulty regarding strength and grip required in opening the package.

Silayoi and Speece (2007:1506) examined the contribution made by packaging elements and the findings in their study reveal that packaging technology which communicates convenience and ease of use was central to the consumers' likelihood to actually purchase. In addition, a study by Sioutis (2011:18) found that technology in packaging which represents convenience is the most significant element in influencing buying decisions.

Technological improvements are on the increase in different fields of the economy and packaging is not spared. Technology keeps marketers and businesses abreast of changes associated with, for example, globalisation. This ultimately influences marketing strategies for the marketers and businesses and obviously the need to attend to the consumer needs appropriately. Having said this, this implies that there is a direct influence of technology on consumer behaviour. Hence, understanding its influence on consumer behaviour from different perspectives is crucial. Therefore, this study seeks to evaluate if a relationship exists between technology and consumer buying decisions.

2.11 Verbal elements

Verbal elements usually affect the cognitive side when making purchase decisions and they include nutritional information on the package, label information, country of origin and brand name (Butkeviciene, Stravinskiene and Rutelione 2008:59). The growing importance of verbal elements in packaging has been a result of enhancement in consciousness of health, education of consumers, and the need to convey important information regarding the product, process of production, material and intended nutritious benefits among others (Mutsikiwa *et al.* 2013:57).

2.11.1 Nutritional information

With the developing pattern towards more healthier eating (Weimer 2013:385) the role of information on packages is altogether expanding in educating and managing consumer buying decisions on healthy products. Mutsikiwa *et al.* (2013:57) state that 90% of customers want to have nutritious information displayed well for food products to guarantee ease of clarity. It is therefore vital for marketers of edible products to write nutritional information of a product on a package.

Be that as it may, an excess of information on packages might bring about consumer disarray (Silayoi and Speece 2004:614). This may cause confusion and undermine the prominence of package design. In any case, Mutsikiwa *et al.* (2013:57) state that nutritious information is vital in the packaging of food products because consumer awareness on the necessity of healthy eating routine is increasing which is important in consumer buying decisions. The findings of a study directed by Mutsikiwa *et al.* (2013:60) uncover that the dietary information on sugar and energy is a basic determinant of university students' purchase decision.

In a study by Wills, Schmidt, Pillo-Blocka and Cairns (2009:105) on the buyer state of mind towards food information found that additional information given on the packaging ought to be proper as it influences consumer nutritional decisions, since consumers construct their choice in light of such information given on packaging because of their eating routine and way of life. Wills *et al.* (2009:105) carried a qualitative examination that investigated the reaction of consumers to the contextual variables affecting customer reactions and nutrition information in Malaysia and China and the findings propose that consumers' desire those nutritional claims which outline the purpose of nutritional on the body instead of simply straightforward composed nutritional information.

Furthermore, the study by Adam and Ali (2014:105) additionally uncovers that buyers favour purchasing packaged milk, which shows the influence of nutrients in their bodies. When nutritional information is given on a package, which can without much effort be fathomed by the buyer then it would have a bearing on the buying decision of consumers.

The pattern toward more beneficial eating has highlighted the significance of labelling, which permits customers the chance to carefully consider options and settle on educated nutritional decisions. Customers consider numerous packaged nutritional products as high involvement thus, demanding extra assessment. They tend to peruse written information on the package more regularly to guarantee quality, despite the fact that graphics and shape might influence their consideration at the beginning (Karimi *et al.* 2013:283).

2.11.2 Label information

As indicated by Karimi *et al.* (2013:283) label information incorporates use guideline, expiry date, weight, storage conditions and ingredients. Information on package helps consumers in making their choices cautiously while they take into consideration product features. On the other hand, information on package might confuse consumers by passing on excess information or conveying deluding and erroneous information. Karimi *et al.* (2013:283) state that producers normally use little textual styles and also extremely thick font to pack broad information on the package, which result in confusion and poor readability.

Information about a product on a package is moderately less imperative to consumers who take convenience goods as low involvement. Then again, buyers who consider convenience goods to be high involvement have a habit of checking label information and settle on fitting choices appropriately and the product information could change their state of mind in purchasing the product (Silayoi and Speece 2004:1496).

Gonzalez (2009:63) states that nutritional brands are a critical method for ensuring that health is delivered and showcased at the required gauges and they prepare for disregarding the hobbies of the consumers. Mutsikiwa *et al.* (2013:55) clarify that according to the consumer health labels imply nutritional security, quality and cleanliness.

In view of the study by Kariuki and Karugu (2014:406) the findings show that buyers purchase products whose information is straightforward regardless of the possibility that the product is new to them. As indicated in the study by Hollywood *et al.* (2013:908) consumers usually read information on packaging when they need to purchase a substitute product, when the product they normally purchase is not available. Besides, the study by Karimi *et al.* (2013:292) demonstrates that a significant relationship exist between buyer behaviour and the label information. Furthermore, in a study by Abdullah and Akteruzzaman (2013:289) findings demonstrate that printed information on packaging have positive correlation with buying behaviour.

In a study by Mutsikiwa *et al.* (2013:61) the test results for nutritional brand information uncover that university students read instructions on the use of the product when purchasing breakfast grains. This could be clarified by the fact that cereals need precise preparation. If one fails to follow instruction it might bring about a severely and ineffectively prepared meal which might be unfavourable to one's wellbeing. Other sub-variables that incorporate weight, expiry date, storage conditions and ingredients appear not to impact purchasing behaviour of university students.

Dating convenience goods is a procedure which is normally stated in one of the three structures: 1) "Best before," which demonstrates the date after which products are no more of their best quality, 2) "Use by," which shows the date after which

products are no more of adequate quality and ought not be used, and 3) "Offer by" date shows the most recent day products ought to be sold; in any case, contingent upon the way the product is put away, most stay harmless to consume up to seven days after this day, or any longer if they are stored in a cool place (Tsiros and Heilman 2005:118).

Nevertheless, Tsiros and Heilman (2005:118) state that most consumers do not really understand the meaning of expiry dates. When investigating the frequency with which consumers check expiration dates, Tsiros and Heilman (2005:119) found that majority of the respondents check expiration dates more frequently when making buying decisions. In a study by Tsiros and Heilman (2005:121) the results reveal that consumers with more free time are more likely to check expiration dates than consumers with less time.

In the study, "Impact of Verbal Elements of Packaging of Packaged Milk on Consumer Buying Behaviour" by Adam and Ali (2014:105) the results reveal that expiry dates of packaged milk is positively correlated with the buying behaviour of consumers. This shows that before making a purchase, consumers look at expiry dates of packaged milk thus, prolonged expiry dates products does influence buying behaviour. Poturak (2014:149) conducted a study and found that people aged 22 and above give more consideration to label information when purchasing products. The participants said that they are more interested in the content of the product than in appearance of the product.

However, while the above arguments reiterate the importance of label information on consumer buying behaviour, it is also important to take into cognisance the fact that not all consumers are literate to read and understand the information on the product packaging. In addition, not all consumers are able to interpret all the information as given on the packaging material. In this regard, it may also not stand that label information is important in influencing consumer buying behaviour. Therefore, this study seeks to evaluate whether label information always influence consumers to buy their products.

2.11.3 Country of origin

There are some nations on the globe, which have become experts in some products and have developed their unique image (Adam and Ali 2014:96). In light of this idea, consumers might settle on choices to purchase products with such national ties so that they depict a mental self-image and satisfy their needs. Moreover, such positive affiliations and convictions of consumers with respect to different brands could make a point of difference concerning the nation of origin (Keller 2009:189). Numerous producers leverage on such kind of secondary brand associations in order to build brand equity. Purchasing decisions may be affected at the point of sale because of the associations with the country of origin (Schiffman and Kanuk 2007:458).

Packaging information can both be intrinsic or extrinsic cues where intrinsic signals incorporate quality of product, taste, performance and extrinsic prompts to incorporate brand name and value (Veale and Quester 2009:196). Since it is hard to settle on intrinsic cues during decision making, customers regularly depend on extrinsic cues during buying decisions for a specific product. Along these lines, nation of origin is additionally thought to be an extrinsic prompt for information. In the event that consumers do not have any previous information of products then they generally construct their buying choice with respect to extrinsic prompts (Adam and Ali 2014:96).

Schweiger, Otter and Strebinger (2013:3) state that the number of businesses relocating production facilities is always increasing. Chu, Chang and Chen (2010:1058) state that even the most grounded brand names experience the ill effects of production relocation to a nation with low image. The most negative effect of production relocation arises when a brand name is firmly associated with a particular nation. Product origin is practically as significant as the brand or the cost of an article, and is much more essential at times (Schweiger, Otter and Strebinger 2013:3).

A quantitative research was carried out in Singapore to examine how country of origin influences the purchase of low involvement products by Ahmed *et al.* (2004:118). The results show that nation of origin affects purchasing behaviour in low involvement products and when the nation's image is great it turns out to be simple for a producer to enter into new markets thus increasing market share. Then

again, if a nation does not have a good image, consumers are likely not to accept the product.

Furthermore, Adam and Ali (2014:105) carried out a study and found that nation of origin was positively correlated with consumer purchasing behaviour. As shown by the study, consumers regularly check nation of origin before purchasing packaged milk. Consumers also like purchasing packaged milk, in view of the credibility of the nation of origin of the product. In a study by Veale and Quester (2009:195) nation of origin additionally apply a substantial impact on respondents' evaluation.

Ghazali, Othman, Yahya and Ibrahim (2008:91) conducted a study of Malaysian consumers' perception of foreign goods, particularly looking at how the country of origin influences their buying behaviour. Results demonstrate that Malaysian consumers give credit to products manufactured in developed countries that are developed. Nonetheless, the study likewise demonstrated that the normal Malaysian customer does not look at the nation of origin as their first priority when buying products.

The thought that negative image of a nation affects the products offered by supplier in that nation differs crosswise over product classes. If a nation is prestigious in the production of a specific product then its products are more likely to successfully penetrate into international markets and the nation's image could be consolidated with it as opposed to simply depending on the nation's name while offering the products globally (Ahmed *et al.* (2004 cited in Adam and Ali 2014:96).

2.11.4 Brand name

Brand name is a symbol, word or name, legitimately registered as a trademark, utilized by a producer or trader to recognize its product uniquely from others of the same sort and normally noticeably showed on its goods (Kotler and Armstrong 2012:255). As indicated by Kapferer and Bastien (2009:112) the brand name regularly uncovers the brand's expectations. It is a capable wellspring of personality and helps protrude the expected picture of the product against the competition and at the same time positioning the brand in the target markets' mind. Many customers are loyal to some particular brands. These days' consumers are becoming well informed about branded products, they prefer well-known brand name because of

the belief that branded products convey the same quality as they expect from the brands. (Alamgir, Nasir, Shamsuddoha and Nedelea 2010:143).

Kariuki and Karugu (2014:410) state that today's world brands speak to the product or organization as well as have a solid relationship with perceived quality, consumers' way of life, social class and taste. Brands assume a vital part in the decision making process. According to Alamgir *et al.* (2010:143) it is imperative for organizations to understand customers' decision making process and realise the circumstances, which consumers face while making a choice. Marketers are profoundly concerned about the effect of brand names on the client purchasing decisions. Why customers prefer a particular brand usually suggests how clients make purchase decisions. When customers buy particular brands, they usually utilize their previous experience about that brand product with respect to performance, quality and aesthetic appeal (Kotler and Keller 2012:264).

Shehzad, Mahdieh and Rahmani (2014:72) state that brand name assumes a significant part to upgrade the performance of any organization or business. Brand name is a tool which can absolutely change the buyer's purchasing behaviour. Fundamentally, a brand is the foundation of products that can trigger purchase intentions on its own. So, managers must expand on brand resources and minimize liabilities to maintain a strategic distance from brand dilution (Mutsikiwa *et al.* 2013:61).

In this hurried life individuals need easy routes; accordingly, they require a brand identity in making choices on products. When a customer buys a specific brand, he or she often makes use of past experience about the brand with regards to quality, performance and taste (Keller 2008:138).

The brand name is very significant for decision making because at some point it captures the focal theme or key association of products in an exceptionally sensible and consolidated design. To a greater extent brands can be used as a technique for effective communication (Keller 2008:138). Some organizations position their products branded with a name that has no bearing whatsoever on the emotional experience of customers. The fundamental aspect attaching a brand to a product is that it must be of its own calibre, simple to recall, must be separated with ease from other names and attractive (Keller 2008 cited in Alamgir *et al.* 2010:145).

Shehzad, Ahmad, Iqbal, Nawaz and Usman (2014:72) conducted a study in Pakistan and their findings depict that brand image or brand name has noteworthy positive association with consumers purchasing behaviour. This study was carried out on university students in Gujranwala, Faisalabad, and Lahore and it demonstrates that they are brand cognisant and have a liking towards branded products. In a study by Kariuki and Karugu (2014:416) results show that consumer purchase behaviour of non-food items was highly influenced by branded products.

Another study on university students by Mutsikiwa *et al.* (2013:60) conclude that brand name has a significant relationship with purchase decisions of university students. The outcomes show that students are aware of the 'breakfast cereal' brand at whatever point they buy and thereby exhibiting the influence of brand name. This possibly can be clarified by the fact that in the customers' memory interface, a brand is not just a "name" but instead a truncation of the different traits installed in it.

2.12 A synopsis of visual and verbal elements

In a study by Karimi *et al.* (2013:281) results show that consumers consider verbal attributes more than visual attributes. Suraj and Raveendran (2013:67) presumed that when buying low involvement products the verbal attributes on packages absolutely affected buying decisions than visual attributes. This affirmed the findings by Estiri *et al.* (2010:541) indicating that the verbal elements are considered as the most essential when selecting food products while visual elements of packaging did not attract much attention.

Nonetheless, the outcome was in disagreement to the findings of the study by Silayoi and Speece (2004:607) which express that visual elements absolutely impacted on buying behaviour more than verbal elements when buying low-involvement products. On the other hand, Hasan and Mohammad (2011:30) in the study entitled "The role of packaging elements on consumer behaviour in the Iran Food Industry" the outcomes uncover that all attributes of packages are essential for consumers of food products and these elements are effective when they are making buying decisions.

This is also supported by the results of inferential statistics obtained in the study by Gilaninia, Ganjinia, and Moradi (2013:14) which indicate that both visual factors and verbal factors have positive and significant impacts on consumer purchasing decisions. Ahmed *et al.* (2014:154) state that these attributes each play an important

part to get consumer's attention and interest. The authors argue that besides the contribution of each element separately, a collective contribution of these elements may make the product more interesting and alluring.

2.13 Other factors which influence buying behaviour

Despite packaging there are also other factors which influence buying behaviour and these are; involvement level, time pressure, individual characteristics and consumer perceptions.

2.13.1 Involvement level

Kuvykaite *et al.* (2009:443) state that involvement level is the degree of engagement shown by a consumer for particular products in a specific buying decision. The degree of customer involvement implicates on how a consumer is interested in buying and using a product and amount of information required to make a decision (Chavis 2010:1).

Customers' extent of involvement in purchasing decisions might be seen as a range from choices that are genuinely normal (shoppers are not exceptionally included) to choices that require much consideration and sub-normal level of involvement (Tanner and Raymond 2013:96). High involvement level occurs in the event that a customer searches out, looks into and feels attracted to a product. High involvement goods are higher estimated things, for example, extravagance products. When buying these products, the consumer researches information to eliminate chances of risk (Kotler and Keller 2012:196).

When consumers buy high-involvement product and then do not like it, they will be more motivated to seek redress. In the case of low-involvement consumers usually switch brands in preference to complaining which makes it difficult to judge consumer satisfaction. In order for marketers to be successful in a supermarket selling convenience goods, they should pay attention to detail and understand the mind sets of customers. Here, knowledge of consumer decision-making can play a vital role (du Plessis 2011:275).

Tanner and Raymond (2013:96) state that in low involvement, there is little or no risk involved at all. When consumers are purchasing these products they hardly examine or set forth a noteworthy decision when purchasing these products. As it were, there

is low involvement thus, they naturally purchase the product. Low involvement products are ordinary products that are fairly cheap and represent a generally safe option to the purchaser in the event that she/he commits a blunder by buying them. Consumers with no experience buying some products might have more involvement than somebody replacing a product. Whether decision is low, high, or restricted, involvement differs by purchaser, not by product (Chavis 2010:1).

According to Maiksteniene and Auruskeviciene (2008:92) convenience goods are generally regarded as low involvement but consumers' involvement varies with every consumer. Some consumers view convenience products as high involvement. Consumers who are in the low involvement level make use of visual elements in buying decisions. However, those consumers in the high involvement level view verbal elements as the most important factors (Singh, Singh, Grewal and Chonhanchob 2012:81).

This is also evidenced in the study by Deliya and Parmar (2012:65) which found that visual attributes have significantly stronger bearing on buying behaviour when in the level of "low involvement", as contrasted to the ones in the level of "high involvement".

2.13.2 Time pressure

Time pressure is the feeling of having too little time to do what one has to do or wants to do (Silayoi and Speece:617). In the event that buyers are in a hurry less information is read and there is no time to make a thorough assessment. It seems customers who are in a hurry may tend to make a selection of the popular and expensive brands as they lack sufficient time to consider other options. Nevertheless, in some cases customers want to avoid cognitive dissonance and thus, may buy those products that are not expensive (Friesner 2014:1).

A study conducted by Silayoi and Speece (2007:1516) reveal that time pressure is a major factor in influencing the consumers' buying behaviour. Results show that consumers who are under time pressure use visual elements when selecting products. On the other hand, verbal elements are found to have strong influence when consumers are not under time pressure. Contrary, in a study by Kuvykaite *et al.* (2009:443) results reveal that majority (70%) of participants consider verbal

elements not visual when they are under time pressure. This contradicts with the assumption that when consumers are in a hurry they consider visual elements.

2.13.3 Individual characteristics

According to Silayoi and Speece (2007:1498) influence of packaging on purchase behaviour of consumers depend on the characteristics of the individual which include education level, age, gender and occupation. A study conducted by Kuvykaite *et al.* (2009:446) found that the visual elements are most important for women, whilst, men prefer verbal elements. The results show that participants with higher education look for verbal elements especially label information. With regard to age, participants below 25 years consider size when buying. They said they prefer smaller sizes to avoid wastage since most of them live alone.

A study by Estiri *et al.* (2010:540) on the role of packaging elements on food products packaging, the results reveal that gender has significant impact on colour, shape and information. Female respondents looked at shape and size while males considered colour and label information. With regard to age the results show no significant difference among all different age groups except for below 20 years and above 40 years age group. Less than 20 years age group considered colour, size and shape whilst above 40 years age group looked at colour and label information when making buying decisions. According to the results there is no significant difference among consumers with different level of education. Finally, the results reveal that there are significant differences between consumers with different level of income. Low income earners consider label information and size where as high income earners look at colour and size of packaging when making purchase decisions.

In a study by Suraj and Raveendran (2013:67) results show that women look at the ingredients of a product whereas men consider producers' location. With regards to age respondents between 11 to 15 years said that they consider material, quality and ingredients when buying while 23 years and upwards were more specific about the production place of the product. As far as education level was concerned post graduates said that brand name is important to them during buying decision whilst secondary students consider material and ingredients.

2.14 Consumer perceptions and packaging

Perception is a process through which consumers receive, organise and interpret information to make a significant and logical picture of the world (Schiffman and Kanuk 2010:172). Perception of a product is formed by a consumer when a sensory stimulus captures his/ her attention when exposed to the product (Solomon, Bamossy, Askegaard and Hoog 2010:118). Due to its attention capturing attributes, packaging is one major attribute perceived by consumers (Spangenberg 2008:67). Consumers perceive products whilst buying, as a result the formed perception is based on sensory observation of the individual and the product characteristics (Wiedemann 2010:26).

Du Plessis *et al.* (2011:159) state that marketers who understand how perceptions are formed are better equipped to communicate with consumers. Conceptual knowledge of how individuals select objects and perceive communication can result in better composition of messages and packaging in a way that prompts consumers to select products.

When consumers are processing stimuli, their sensory perceptions are stimulated in such a way that they concentrate on the potential outcomes and sensory experiences associated with the product (Sioutis 2011:32). Furthermore, product attributes are perceived by consumers and are critical factors in the buying decisions of convenience goods (Spangenberg 2008:68). Underwood and Klein (2002 cited in Variawa 2010:46) found evidence suggesting that consumers use packaging as an extrinsic signal to initiate intrinsic product attributes. Thus, the consumers use the total product packaging to determine and form an opinion of the quality of the product inside. Perception is the process through which consumers receive, organise and interpret information input to create a significant and clear image of the world. In the case of convenience goods information is received, organised and interpreted into a perception regarding the product (Schiffman and Kanuk 2010:172).

An innovative packaging might change product perception as experienced by consumers and consequently create differential advantage as well as a new market position for a brand (Rundh 2013:1549). Pringles potato chips are a good example of an innovative packaging which is totally different from packages of competitors.

Thus, marketers must understand consumers' perceptions when designing packaging (Mostert and du Plessis 2009:94).

Consumers will transfer perception of product quality, if a packaging communicates quality (Hawkins, Mothersbaugh and Best 2009:79). For example, a picture of the product is an important packaging element to communicate what is inside the packaging and these product photos may enhance taste perceptions for the product (Variawa 2010:31).

Stergios (2012:13) state that firms must understand consumers' mind-set orientation. It is vital for marketers to know that packaging of a product might affect consumers' perception (Wiedemann 2010:26). Elements of the packaging determine the way consumers perceive packaging (Variawa 2010:32). Therefore, it is essential to note that features of a package can make a product original and unique. In a study by Spangenberg (2008:8) results revealed that participants' perceptions are influenced by packaging and participants have certain expectations of packaging.

Belch and Belch (2007:97) point that consumer utilization and purchasing of any product to a great extent rely on their discernment of the product. Perception grows through how successfully a product has been advertised. At present firms are putting their earnest attempts in marketing with a specific end goal to get attention from customers and an impression that is positive in the minds of customers. Perceptions of consumers are likewise distinguished by the colour, shape and taste of the product. (Kariuki and Karugu 2014:410).

Venter, Merwe, Beer, Bosman and Kempen (2011:280) investigated an example of perception of South African consumers of food packaging. Results reveal that respondents generally perceive packaging basing on its physical and functional attributes through spontaneous awareness. In such manner, verbal attributes were essential, as respondents considered some information as critical either for their healthiness or for determining whether to buy the product.

It is likewise clear that visual elements assumed a key part in attracting the attention of respondents. Respondents decipher the visual stimuli conveyed to them through the packaging in the last stage of the perceptual procedure that is comprehension. Negative relationship with packaging generally involved relationship with low quality

on some packaging, particularly box containers and additionally a few worries about environmental and handling issues (Venter *et al.* 2011:280).

Food products use numerous packaging elements, shapes, consolidating colours, symbols, pictures, designs, signs and messages. Every element can draw and sustain attention. The way a consumer perceives the products as exhibited through design and packaging, impacts the decision of buying and is the way to success for some convenience product's marketing techniques (Silayoi and Speece 2007:1496).

Silayoi and Speece (2007:1499) describe how laterally the mind results in an asymmetry in the perceptions of attributes in a package. The position of package elements and additionally colour, size and front style, size can result in elements which are unforgettable. Consumers will always recollect the product if the verbal stimuli appear on the right side of the package and stimuli that are non-verbal are presented on the left side.

According to Polyakova (2013:34) consumers perceive and decipher design in many ways; hence it is crucial to do some tests on a new package prior to introduction of the product. Higher sales results can be accomplished if the product is positively perceived. Consumers prefer and positively perceive odour-free package which does not add any taste to the product.

Calorie label colour on food package might actually cause consumers to view the food as healthier than it actually is. Schuldt (2013:2) points out that consumers think that a chocolate bar with green calorie label is healthy than bars with red or white labels, even though the amount of calories are similar.

In a study by Kariuki and Karugu (2014:9) the findings affirm that perception has an impact on consumer purchasing decision of non-edible products. Furthermore, participants in the study confirm that they analyse all information available to them about a particular product before making a purchasing decision whilst manufacturers' attempt to create product awareness to create positive impressions in their mind. The study comprehensively found that perception impacts buying decisions to a moderate degree.

Previous research, (Adam and Ali (2014:105; Polyakova 2013:21 etc.) reveal that packaging affect perception of consumers. However, little work has been done to discover what role packaging plays in the formation of consumers' perceptions regarding convenience goods. The discussion suggests that once a package has affected consumers' perceptions, this will guide their attitude or opinion about products and consequently determine their final buying decision. Thus, this study will evaluate how packaging stimulates consumer perceptions and what influence it has on the ultimate buying behaviour of international students.

2.15 Conceptual framework

The review of literature discussed in the previous sections provides a base for conceptualising the research and this is presented diagrammatically in the conceptual framework presented in Figure 2.2.

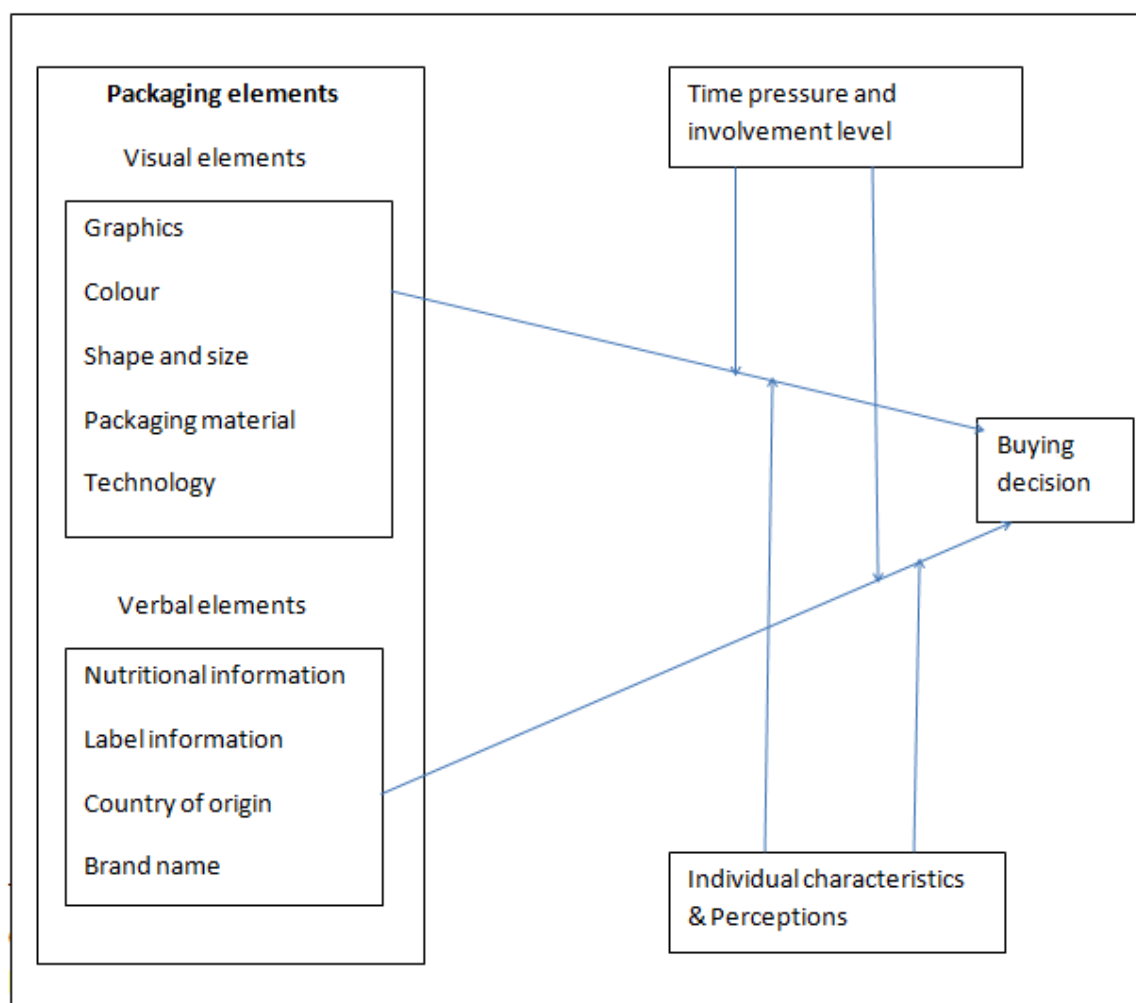


Fig 2.2 Conceptual framework

The conceptual framework as shown in Figure 2.2 was developed from the constructs in previous studies on the subject, such as by (Deliya and Pramara 2012:54) who examined the role of packaging on consumer buying behaviour in Patan district of India.

2.16 Conclusion

It is important to study consumer buying behaviour as business activities are dependent on consumer satisfaction. Everyone is a consumer from different perspectives, whether it is an individual or business. Hence, making consumer behaviour an important aspect in recession or boom of an economy, thus determines the success of business through marketing strategies. Consumer behaviour is affected by two factors namely; external and internal factors. A number of theories explaining consumer behaviour have also been discussed and basically deal with different stimuli, decision-making process and outcomes. All the theories discussed are applicable to the current study and therefore give direction on which the study is premised. Packaging has been also explained as an influencing factor for consumer behaviour. Packaging is the container or wrapper such as plastic, glass, metal, paper or paperboard that is used to protect a product. The logistic functions of packaging include containing, protecting and identifying. Packaging also plays a marketing function to influence purchase decision of customers at the point of sale. In this study two main blocks of packaging elements have been highlighted namely; visual and verbal elements. The distinguishing aspects of visual package elements from verbal elements are founded on the assumption that, the purpose of visual package design is to stir up interest whilst verbal elements play the role of educating consumers on the actual reason to buy. Despite packaging there are also other factors which influence buying behaviour and these are; involvement level, time pressure, individual characteristics and consumer perceptions. Chapter three therefore presents the methodology employed to achieve the objectives of the study.

Chapter Three

Research Methodology

3.1 Introduction

Secondary research was conducted in previous chapter. Chapter three consists of research methods that were used to collect and analyse data for the determination of the influence of convenience goods package amongst international students. The format used in analysing the findings of this research is all considered in this chapter.

Cooper and Schilinder (2013:6) state that the research methodology offers the skills and information required to solve problems thus, meeting the challenges represented by the fast-paced decision making environment. According to Hennink, Bailey and Hutter (2011:27) the way data is collected during a study is known as research methodology. Kumar (2008:1) states that a research methodology must comprise of the following: a research design, target population, sampling technique, measuring instrument, a pre-test, data collection, data analysis, and validity of instrument, reliability of instrument, delimitations and ethics.

3.2 Research Design

Du Plessis, Joosse and Strydom (2009:19) state that research design explains the structure or framework of the study in a way that will address research questions and objectives. Torriola (2006) describes data collection sources such as oneself, literature, observations, interviews and questionnaires as data triangulations. For the purpose of this study, only two data sources were used, literature and questionnaires i.e. secondary and primary sources of data for the analysis of the influence of convenience goods package amongst international students. The secondary data consisted of textbooks, journal articles, internet searches and research reports.

The research study is quantitative in nature. Cameron and Molina-Azorin (2011:256) researched journals on business and management in seven fields and discovered that quantitative designs are most used in studies on all seven fields (about 76% of the studies) followed by mixed methods and qualitative studies with 14% and 10% respectively. Therefore, quantitative research is by far the most popular and best suited the nature of this study

The study is a descriptive one. Descriptive research is usually employed to determine responses to who, what, when, where and how questions (McDaniel and Gates 2010:77). McGivern (2006:54) points out that descriptive research usually purports to create an imagery description of a set of consumers, a market, or a set of experiences. The researcher decided to employ this type of descriptive research after considerations to the research problem, aim of paper and the objectives. The descriptive part of this study describes the influence of convenience goods package amongst international students.

The study used a cross-sectional approach because it supports the objectives of the study. Cross-sectional design is when data is gathered from a sample at almost the same time (Welman, Kruger and Mitchell 2005:86).

3.3 Target Population

Cooper and Schindler (2006:146) state that population refers to the aggregate number of units of analysis where the researcher infers conclusions. McGivern (2006:274) define population as any complete group –for example 100, people, stores, sales territories, or organizations that share some common set of characteristics.

The study focused on two public higher education institutions in South Africa namely; University of Fort Hare (UFH) and Durban University of Technology (DUT). The target population were international students (both under-graduates and post-graduates) at (UFH) and (DUT). International students from Zimbabwe and Nigeria will be used. International students were selected to enable evaluation of local packaging by international standards. DUT was chosen because the researcher is based at DUT. Moreover, DUT and UFH enrol a high number of Nigerians and Zimbabweans because they are given scholarships from their home country.

3.4 Sampling method

Schmidt and Hollensen (2006:157) define sampling as the selection process of a group of individuals or households who possess relevant information concerning a specific marketing problem and they can be contacted by mail, by telephone or in person. Researchers usually make inferences about large groups of consumers by making use of the statistics of a small sample derived from the total consumer

population (Kotler and Armstrong 2010:139). These authors define a sample as a section of the population selected to be observed to represent the population as a whole. Data obtained from the whole population is more reliable, when compared to sample data. However, in this study, a sample was used because of the limited time and financial resources.

Saunders, Lewis and Thornhill (2013:49) is of the opinion that sample sizes that have more than 30 and less than 500 participants are suitable for most studies. The aggregate number of participants sampled for this study was 397 and this is sufficiently large to achieve the purpose and goals of the study (Sekaran and Bougie 2010:296). The study selected 197 international students at DUT and 200 UFH international students as they represent a relatively homogenous sample group in which the impact of age, income and education as well as random errors were moderated than in a more heterogeneous sample from the general shopping public.

According to Sekaran and Bougie (2016:294) in a very large population size, 384 participants are adequate for sample to be representative of the population, to make group comparisons and to support research findings. Tustin *et al.* (2005:361) state that there is no formula to calculate the sample required in non-probability sampling thus, factors such as time and other resources determined the sampling size. .

For purposes of this study non-probability sampling was used. This sampling method refers to a practice where elements to form the sample are selected on a more convenient basis (Kent 2007:231). Kotler (2006:69) states that there is non-statistical method to select samples from the population. Nevertheless, Tustin *et al.* (2005:344) state that when using this sampling method the researcher cannot undertake sampling error. Also, there is no guarantee of having a chance to select each member of the population (Diamantopoulou and Schegelmilch 2000:11). Welman and Kruger (2001:62) argue that non-probability sampling is not complicated and is not expensive thus, the researcher used non-probability sampling due to financial constraints.

Convenience sampling is a technique where respondents are selected according to their ease-of-access and near proximity advantageous to the researcher (Castillo 2009). In this study convenience sampling was used because this is a quick, easy and cost effective method. Convenience sampling was used to select international

students from DUT and UFH based on their availability. The researcher selected respondents in student residences and asked them if they were international students and if they were willing to complete the questionnaire.

3.5 Measuring instrument

Primary data collection refers to data constructed specifically for the research at hand (Kent 2007:569). The importance of primary research is to collect data that can relevantly answer the information needs of a specific problem or issue (McGivern 2006: 61). Data was collected using a survey method. According to Torriola (2006:8) a quantitative survey collects primary data through interviews, questionnaires, developmental studies and job analysis. The instrument that was used to collect the primary data was a structured questionnaire. A questionnaire that was self-administered is a traditional paper questionnaire used for surveys (Tustin 2005:184). They are also referred to as the survey instrument (McDaniel and Gates 2010:406).

Morales and Ladhari (2011:253) who reviewed forty studies between 1995 and 2009, state that a self-administered questionnaire is popularly used method for collecting data. All forms of survey research require a questionnaire. Questionnaires, in short, organize the data collection process so that the data generated can be consistent and can be analysed in a comprehensive manner (Kent 2007:152). If designed more appropriately, the questionnaire can reduce any confusion that may arise on the part of both the field researcher and consumer, increase consumers' speed of response, and promote easy transfer from questionnaire to analytic computer software (Payne and Wansink 2011:384).

This administration of the questionnaire was very efficient especially as data was readily available. When constructing the questionnaire, all intentions of marketing research were considered. The questionnaire was selected as the main instrument for data collection because of a number of advantages. With questionnaires there is a guarantee that every participant will be asked exactly the same questions (Lamb, Hair, McDaniel, Boshoff and Terblanche 2008:138). In addition, the interviewer was not present, thus giving freedom to the respondent to answer the questions freely, hence reducing some degree of bias since the process was identical for each respondent, thus guaranteeing high confidentiality.

Measures to avoid errors associated with self-administered questionnaire were followed by ensuring the availability of fieldworkers to assist in administering the questionnaires. The fieldworkers were pre-advised on the questionnaire in order to clarify questions that were raised by the respondents.

The questionnaire was developed with questions to reveal the significance of different elements of fruit juice packages. Fruit juice was chosen to represent products from a pool of convenience goods because it is quite popular with students. The questionnaire was divided into two parts, which answer the demography of various correspondents and also questions about elements of packaging were developed. The questionnaire was structured in such a way that it made use of the close-ended questions and it was self-administered to the respondents.

In addition, the Likert scale was also employed for the questions that solicit respondents' perception thereby permitting the application of the statistical analytical tool. Five level Likert scales were used because it takes less time to complete as compared to 7 point likert scale. Likert scales are easy to answer and analyse (Vaigas 2006). The most benefit of Likert scale is that the researcher can mathematically manipulate the data and apply different statistical techniques (du Plessis *et al.* 2011:203).

Likert scales provide information for all values in the scale hence, respondents understand what each value represents (Schiffman 2008:33). A single selection scale was used for demographic questions where participants ticked the most suitable option. The respondents in this study were asked to complete the questionnaire on a voluntary basis.

3.6 Pre-testing

Pre-testing of the questionnaire is an essential step in the research process. Welman, Kruger and Mitchell (2005:145) claim that if a new measurement instrument is designed, it is vital to test it prior to its administration to the actual sample. McDaniel and Gates (2010:232) define pre-testing as an assessment and trial-run process on a group of respondents done to eliminate elementary problems in the survey design. In a pre-test, researchers look for respondents' misinterpretations, lack of continuation, and also the respondent's reaction in general.

Pre-testing involves giving out the questionnaire to a small number of participants from the same population that will be used for the actual survey. The purpose of a pre-test may be used to identify potential errors in the measurement procedures and identify vaguely formulated items. A pre-test was done on a small group of university students to eliminate discrepancy and lack of clarity in some questions that could affect efficiency and effectiveness. The pre-test surveys were conducted face-to-face with the respondents thus, enabling the researcher to note the respondent's physical reaction to the questions and get first hand feedback on the questionnaire (McGivern 2006:376)

3.7 Data collection

Primary data collection refers to data constructed specifically for the research at hand (Kent 2007:569). The purpose of primary research is to obtain data so that information needs, in relation to a specific problem can be addressed (McGivern 2006:61). Before the data was collected from students, the higher education institutions granted permission to the researcher to distribute questionnaires. Five trained marketing students were used as field workers to assist in administering the questionnaires. Fieldworkers were trained on matters relating to the questionnaire in order to answer any questions that arise. All the field workers were trained to follow the same process during questionnaire administration. Respondents were given questionnaires and field workers would follow up after two or three days to collect the completed questionnaire or to remind the respondent to complete the questionnaire. The letter of information and consent form was presented and explained to respondents and they signed prior to the questionnaire being administered. The data was collected over a period of eight weeks, which was from 01 August 2016– 27 September 2016.

3.8 Data analysis

This is the first step after the data has been collected. The objective of analysing data is to interpret and draw conclusions from the large quantity of data collected. Welman and Kruger (2003:194) propose that once data collection has been done, the results obtained must be interpreted. Data analysis is the systematic procedure with which researchers load the gathered unstructured data into the data matrix and create comprehensible information that will be used to answer the research

questions and objectives. This is because the collected data would be unstructured and have very little value in itself until it has been structured and summarized and a range of conclusions drawn from it.

The Statistical Package for Social Scientists (SPSS) version 22 was employed for data analysis. Analysed data was given in graphical representations and frequency tables. Marketing academics usually use SPSS more than any other statistical tool. SPSS is well-known for being user-friendly (Zikmund and Babin 2007:515).

3.8.1 Descriptive statistics

Howell (2004:5) states that descriptive statistics is a set of data that has been obtained. According to Tustin *et al.* (2005:523) descriptive statistics use data collection and analysis techniques that measure central tendency, variation and correlation. Data display and data summaries are components of what is commonly known as descriptive statistics (Kent 2007:296).

The mean or arithmetic mean is the average most often used. The standard deviation summarises the average distance of the values from the mean. A big standard deviation shows that there is great variation in the sample. The standard deviation is a very useful statistic, particularly when used alongside the mean (McGivern 2006:468).

In this research, data findings were presented using tables, charts and descriptive statistics such as mean, percentages and frequencies of responses. A frequency is a count of number of times a value occurs in a dataset, the sum of participants who give the same answer (McGivern 2006:463). Data was simplified into a standard numerical range and allowed easy comparability by using percentages. A percentage describes the relative proportion in every one hundred cases (Mazzocchi 2008:99). Graphs were used in this study to depict results obtained. Descriptive statistics summarised the results of the demographical profile of respondents, packaging elements, perception, involvement level and time pressure.

3.8.2 Inferential statistics

Inferential statistical analysis tests the estimation of parameters and hypotheses. The researcher can draw conclusions about a population using inferential statistics. According to Bluman (2004:7) inferential statistics generalize from samples to

populations, execute various tasks, test hypotheses, determine relationships between variables and make predictions. Inferential statistical tests enable the researcher to determine if relationships between variables or the proportions are real or have occurred by chance (McGivern 2006:487). Inferential statistics was used to test the relationship between the dependant (consumer buying behaviour) and independent variables.

3.8.3 Regression analysis

Also, a linear regression analysis was used in the study. The aim of the regression analysis in the study was to investigate relationship existing between the dependent variable (consumer buying behaviour) and the predictor variables such as packaging elements, time pressure and level of involvement. The specified regression model equation takes the following form:

$$CBB = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \mu \dots \dots \dots \text{equation 1}$$

Where: CBB: Consumer buying behaviour

β_0 : Constant

$\beta_1 - \beta_{11}$: Slope parameters of the model

X_1 : Colour of packaging (CL)

X_2 : Size and shape (SS)

X_3 : Graphics (GP)

X_4 : Packaging material (PM)

X_5 : Packaging technology (PT)

X_6 : Nutritional information (NI)

X_7 : Label information (LI)

X_8 : Country of origin (CO)

X_9 : Brand name (BN)

X_{10} : Level of involvement (LI)

X_{11} : Time pressure (TP)

μ : Error term

3.8.4 Factor analysis

Factor analysis is used to determine factors among observed variables or latent variables (Tustin *et al.*, 2005:668). In marketing research, large numbers of correlated variables may exist (Maholtra 2006:609). In this case, factor analysis was used to lessen the variables to enable composite analysis and interpretation.

3.8.5 Correlation analysis

Pearson's correlation was used to measure the degree of linear association of two categories. The value of Pearson's can fall between 0 (no correlation) and +or – 1 (strong correlation). The nine packaging elements namely; colour, size and shape, graphics, packaging material, technology, nutritional information, label information, country of origin, and brand name are correlated with age, gender, education level, income and home country.

3.8.6 Chi-square test

The purpose of a chi-square test is to statistically assess the significance of association between two variables. If the statistic value for the chi-square test of independence is greater than 0.05, it indicates that the relationship between the observed and predicted frequencies is poor or there is no relationship at all thus, the null hypothesis will not be accepted. A significant difference is shown with $p < 0.05$ where p signifies a probability of less than 5% in 100 responses. Churchill, Brown and Suter (2010:440) state that the association between two variables is considered significant if the p -value is less than 0.05.

3.9 Delimitations

The study will be confined to Eastern Cape (EC) and KwaZulu-Natal (KZN) Provinces, specifically targeting international students at UFH and DUT due to time and resource limitations. Only 400 participants participated in the study. There are many factors which influence the process of consumer's decision-making. However,

this study limited its analyses to packaging factors only. The study will be conducted only on different packaging of fruit juice as a representation of convenience goods. Thus, the results of this study may not give an indication for the general behaviour of South African consumers when purchasing convenience goods.

3.10 Validity

Validity determines whether the instrument truly measures what it was intended to measure (Bearden, Netemeyer and Haws 2011:6). Academics have tried to assess validity in various ways. The three basic methods to establish validity are criterion, face and construct validity (Zikmund and Babin 2007: 323).

After construction and critical study of questionnaire, it was passed to the researcher's supervisor for vetting and possible modification of some aspects of the questionnaire. The statistician also carried out tests for 30 respondents after the pre-test. The questionnaire is appropriate for the study purpose and it was approved by a panel of experts. Face validity is a form of usability rather than reliability. To determine the face validity of the questionnaire an evaluation form was developed to help respondents assess each question in terms of the clarity of the wording, the likelihood the target audience would be able to answer the questions, the layout and the style.

3.11 Reliability

O'Leary (2014:59) states that reliability is the degree to which an instrument provides results that are related for interrelated inputs of reiterated trials. Reliability is the extent of uniformity from one administration to another by the same participants. Reliability is calculated by taking a number of measurements on the same subjects. Thus, the results of reliability should be consistent. When measurements are repeated, reliability is concerned with accurateness, predictableness and consistency, of the results (Toriola 2006:32). Cronbach's alpha testing was used to measure consistency and 0.7 was used as a limit because Field (2005:668) argues that a reliability coefficient of 0.70 or more is acceptable.

3.12 Anonymity and confidentiality

Crow and Wiles (2008:1) state that anonymity and confidentiality is the ability of a researcher to conceal the identities of the participants and to uphold the privacy of

the data given by respondents. This provides the participants with adequate freedom to share information liberally with minimum or no risks. This study ensured anonymity and confidentiality by not asking for the names of the participants. For that reason, no one knew who had answered the questionnaires.

3.13 Ethical considerations

McGivern 2006:27 state that in market research ethics is concerned with standards of demeanour and with the usage of methods in ways that does not harm respondents or other parties. A research has ethical dimensions that require the researcher to maintain both moral and professional obligations to be guided by ethics even when the participants are unaware of the ethics (Neuman 2011). The first step was to seek official permission from the higher education institutions involved in the study. Letters of request, copy of the questionnaire and the approved research proposal were sent to the higher education institutions by email, to seek the institutions' consent before the questionnaire was distributed. The field workers were extra careful and sensitive of every word that maybe uttered during the course of data collection or fieldwork. The field workers also ensured truth, honesty and respect the respondents' morals throughout the research process for the purpose of integrity in the research.

According to Kent (2007: 38), the main ethical issues that arise in client-based marketing research concern are confidentiality, privacy, deception, integrity, imposition and misrepresentation.

For this study, ethical clearance was first obtained from the University's Ethics Committee before research is conducted. This ensured that all of the above ethical concerns were taken into account. The researcher further ensured that the participants were made aware that they could withdraw from the research process at any time. Respondents were given an explanation on the purpose of the research and were assured of their anonymity when completing questionnaires. The consent form was explained and signed by the respondents indicating that they clearly understood what was expected of them. The respondents also signed a consent form before responding where they agreed to participate voluntarily.

3.14 Conclusion

This chapter has presented the research methodology used for this study. Research design, sampling technique, data collection and analysis methods employed by the researcher have been also discussed. Non-probability sampling was used to select international students and a questionnaire was used to collect data. In this chapter the aspects of validity, reliability, anonymity, confidentiality and ethics were also discussed, clearly indicating how these were addressed. This chapter also highlighted the delimitations of the study.

The study findings will be discussed in detail in Chapter four.

Chapter Four

Results and discussion

4.1 Introduction

The previous chapter presented the research approaches and methodologies that were used in this study. The main issues were on the data collection and analysis as guided by the research objectives. The analytical tools used were descriptive statistics, factor analysis, Pearson's correlation and the linear regression analysis, which investigated the nature of relationship between the packaging elements and consumer buying behaviour.

This chapter presents and discusses the results of study. Firstly, the descriptive statistics are presented; using the mean values, standard deviation, mode and median values, complemented by bar graphs and pie charts. The results of the study are presented in the following order; demographics, followed by the role of visual and verbal elements of package of convenience goods when making purchase decision. Also, the impact of package elements on purchase decisions of consumers depending on their involvement level, individual characteristics and time pressure are presented. The chapter also discusses respondents' perceptions towards packaging elements and their influence on buying behaviour. A regression analysis is also presented and discussed to ascertain relationship between consumer buying behaviour and packaging elements.

4.2 Reliability statistics

The two most important aspects of precision are reliability and validity. The reliability of the questionnaire is computed by taking several measurements on the same subjects by computing the Cronbach alpha coefficient. Reliability value of 0.70 is an acceptable coefficient though lower thresholds are often reported in the literature, depending upon the nature and context of the study (Tavakol and Dennick 2011:53). Generally, higher reliability coefficients are indicative of satisfactory reliability of a research instrument.

Table 4.1 reflects the Cronbach's alpha score for all the items that constituted the questionnaire.

Table 4.1: Reliability statistics test

Packaging elements	Number of Items	Cronbach's Alpha
Colour of packaging	1 of 1	0.710
Size and shape	2 of 2	0.783
Graphics	2 of 2	0.750
Packaging material	1 of 1	0.720
Packaging technology	4 of 4	0.801
Nutritional information	1 of 1	0.790
Label information	2 of 2	0.728
Country of origin	1 of 1	0.750
Brand name	1 of 1	0.757
Other elements		
Consumer perceptions	3 of 3	0.790
Level of involvement	1 of 1	0.683
Time pressure	2 of 2	0.850
Individual characteristics	2 of 2	0.770

The results in Table 4.1 show that reliability scores for all sections (approximate or) exceed the recommended Cronbach's alpha value. This therefore indicates a degree of acceptable, consistent scoring for these sections of the research. The analysis of the main survey results are provided in the next section.

4.3 Response rate and representativeness

Four hundred and ten questionnaires were distributed by trained fieldworkers. Table 4.1 shows that 397 responses from the structured questionnaire were obtained from the targeted higher education institutions representing a 99.3% response rate.

Table 4.2: Response rate at selected institutions

Country	Planned sample	Realised sample	Response rate
Nigeria	200	171	
Zimbabwe	200	226	
Total	400	397	99.3%

Table 4.2 indicates that the planned sample was 400 questionnaires but 397 were collected thus a 99.3% response rate. A total of 410 questionnaires were distributed, however, 403 were collected and the researcher checked all the questionnaires to ensure that all the questions were properly filled and completed. After this process six questionnaires were discarded because they were spoilt and the researcher was left with 397. The response rate for a study must be 70% or more. Majority of the respondents (56.9%) were from Zimbabwe and 43.1% from Nigeria. Initially, the researcher targeted 50% Zimbabwean and 50% Nigerian students to represent the sample of international students. However, the researcher conveniently selected any identified international student with more care to maintain the 50% proportion though at the end of the data collection. An ideal scenario was not achieved. The deviation was based on the fact that the Zimbabwean students constitute a larger proportion of international students than their Nigerian counterparts, especially at the University of Fort Hare. This is because of the massive Zimbabwean Government scholarship programme currently running at both University of Fort Hare and Durban University of Technology. Data was collected at student residences.

4.4 Characteristics of respondents

The characteristics of an individual could play a major role in how a consumer considers packaging elements on their purchasing behaviour. This has been reiterated by Silayoi and Speece (2007:1498) who state that the influence of packaging on purchase behaviour of consumers depends on the characteristics of the individual which include gender, age, income and education level. Therefore, the results below depict an analysis of respondent characteristics with regards to age, gender and education level of the respondent.

Table 4.3: Characteristics of respondent

Variable	Category	Frequency	Frequency (%)	Cumulative (%)
Age of respondent	20-24	217	54.7	54.7
	25-29	151	38.0	92.7
	≥30	29	7.3	100
Gender of respondent	Male	164	41.3	41.3
	Female	233	58.7	100
Education level	Diploma	196	49.3	49.3
	Honours/ BTech	129	32.5	81.8
	Masters	45	11.4	93.2
	Doctorate	27	6.8	100

4.4.1 Age of respondent

The results in Table 4.3 show that most of the respondents (54.7%) are in the 20 – 24 years category, while 38.0% and 7.3% are in the 25 – 29 years and above 30 years respectively.

4.4.2 Gender of respondent

Men and women have different shopping strategies, suggesting that the way they perceive packaging elements when they make purchasing decisions varies. Kuvykaite *et al.* (2009:446) study found that the visual elements were most important for women, whilst, men preferred verbal elements. Thus, it was therefore important to consider gender in this study, which could substantiate trends in the analyses that follow. Majority of the respondents (58.7%) were female while 41.3% were male. Following Kuvykaite *et al.* (2009:446) argument above, results could be skewed towards visual elements as more women participated in this study. It is the purpose of this study to therefore note any diversions and possibly give reasons that could cause the diversion from the argument above.

4.4.3 Educational level of respondents

Majority of the respondents (49.3%) are at the diploma level, while 32.5% are honours/BTech students. Masters and Doctorate students accounted for 11.3% and 6.8% respectively. Analysis for educational level of respondents will be done in section 7 in this chapter.

The section that follows presents the influence of packaging elements on consumer behaviour for convenience goods. The results will present the descriptive statistics in the form of graphs and other figures for the quantitative data that was collected. Inferential techniques are presented which include the use of factor analysis, correlations and chi-square test values; which are interpreted using the p-values.

4.5 Factor analysis (FA)

Factor analysis is used to find latent variables or factors among observed variables (Tustin *et al.* 2005:668). In marketing research, there may be a large number of variables, most of which are correlated (Maholtra, 2006:609). In this case, factor analysis could be used to reduce the number of variables to a manageable level for the purpose of composite analysis and interpretation. However, for factor analysis to be appropriate, the variables must be correlated. Hence, this study employed factor analysis as presented and discussed below.

The section below presents an overview of Kaiser-Meyer Olkin (KMO) and Bartlett's test of sampling adequacy, methods of extraction, naming and interpretation of factors that were considered in this study.

4.5.1 The Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sampling adequacy

The KMO measure of sampling adequacy is an index used to examine the appropriateness of factor analysis (Maholtra, 2006:612). The implication is that high values ranging between 0.5 and 1.0 indicate that factor analysis is appropriate while values below 0.5 imply that factor analysis may not be appropriate. In this study, the value of the KMO statistic was above 0.5 (Table 4.4) for the packaging elements considered in the study, hence, it was considered appropriate for factor analysis.

On the other hand, the Bartlett's Test of Sphericity is a test statistic that is applied to examine the hypothesis to determine whether the variables are uncorrelated in the population. The approximate Chi-square was at $p < 0.000$, thus rejecting the

hypothesis that variables are uncorrelated. Hence, the Bartlett's Test of Sphericity is considered to be significant therefore, allows for the factor analysis procedure. Both KMO and Bartlett's tests are presented in Table 4.4.

Table 4.4 The Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sampling adequacy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy.		0.846
Bartlett's Test of Sphericity	Approx. Chi-Square	1160.759
	df	28
	Sig.	0.000

The percentage of variance and eigenvalues are used to determine the number of factors to extract. The above methods are explained in the following section.

4.5.2 Percentage variance

According to Maholtra and Birks (2007:654) the percentage of variance approach determines the number of factors to be extracted. Cumulative percentage of variance extracted by the factors must account for at least 60% of the explained variance. Table 4.5 reflects the eight factors account for 89.87 per cent of the variance, which is considered acceptable.

Table 4.5 Percentage of variance and eigenvalues

Component	Eigenvalues	% of Variance	Cumulative %
1	11.103	33.176	33.176
2	4.386	15.554	48.73
3	3.729	13.415	62.145
4	3.124	8.546	70.691
5	2.227	6.073	76.764
6	2.046	5.597	82.361
7	1.273	3.482	86.663
8	1.038	3.211	89.874
9	0.824	2.549	92.423
10	0.739	2.286	94.709
11	0.697	2.156	96.865
12	0.619	1.915	98.06
13	0.521	1.612	100

4.5.3 Eigenvalues

An eigenvalue is the amount of variance associated with the factor. It is recommended that only factors with eigenvalues more than 1.0 must be retained and the other factors with an eigenvalues less than 1 must not be used in the measurement model (Tustin *et al.* 2005: 671). Based on the values shown in Table 4.5, factors from one to eight are included, because these factors have eigenvalues of more than one.

4.5.4 Rotation and factor loading matrix

The principal component method using varimax rotation reduced 23 variables to 8 factors with eigenvalues greater than 1. Each factor had loadings of values of 0.5 or more.

The following items were deleted from the scale during extraction of factors:

- The *size* of the packaging is important when making buying decisions
- The *shape* of the packaging is important when making buying decisions
- I am more likely to choose products that have outstanding packaging material
- I consider nutritional information on a packaging when making buying decision

- Country of origin of a product is important to me when making purchase decisions
- When buying convenience goods, I give myself a lot of time to consider the packaging elements
- When I am not time-constrained, I consider verbal elements when making a purchasing decision

The following table lists the factors in the order in which they were extracted. The final factor structure encompassed eight dimensions with 16 variables.

Table 4.6 Rotated Factor Loading Matrix

	Factors and variable descriptions	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
	Label information (Factor 1)								
LI 1	The instructions on a packaging material influences my buying decision	.953	.158	.057	.068	.139	.103	.093	.115
LI2	When making a purchase decision, the expiry date influences my decision	.914	.162	.074	.073	.147	.113	.085	.124
	Brand Name (Factor 2)								
BN 1	Brand name influence my buying decision	.129	.813	.352	.049	.418	.325	.078	.213
	Graphics (Factor 3)								
G1	Colour mixture on a packaging influence my buying decision	.136	.314	.715	.284	.098	.318	.029	.034
G2	Picture of product on a packaging influence my buying decision	.213	.401	.756	.216	.091	.374	.038	.046
	Colour (Factor 4)								
C1	Colour of packaging gain my attention at the point of purchase	.348	.015	.372	.829	.093	.088	.113	.039
	Technology (Factor 5)								
T1	When making buying decision, I consider whether the packaging is easy to store	.033	.174	.326	.417	.839	.012	.136	.227
T2	When making buying decision, I consider whether the packaging is resealable	.028	.219	.319	.384	.861	.051	.097	.295
T3	When making buying decision, I consider whether the packaging is	.047	.198	.297	.362	.794	.047	.083	.196

	environmentally friendly								
T4	When making buying decision, I consider whether the packaging has a long-shelf life	.031	.205	.302	.401	.812	.096	.104	.203
	Consumer perception (Factor 6)								
CP 1	The way I perceive a product packaging influence my buying behaviour	.008	.074	.159	.233	.312	.853	.347	.159
CP 2	Product pictures on a packaging enhance my taste perception for the product	.021	.039	.136	.214	.364	.846	.368	.206
CP 3	I perceive a product with exceptionally good packaging material to be of high quality	.016	.64	.147	.198	.309	.822	.295	.188
	Time pressure (Factor 7)								
TP 1	When I am time-constrained, I consider visual elements when making purchasing decision	.319	.291	.346	.291	.338	.327	.859	.248
	Individual characteristics (Factor8)								
IC1	My monthly income has an influence on my buying decision	.008	.129	.312	.214	.089	.143	.190	.878
IC2	My education level influences my buying behaviour	.019	.184	.396	.201	.073	.182	.143	.812

After the extraction of factors, the dimensions were labelled, considering the suitability of the variable loading within each dimension. The labelling of the factors and a discussion of each factor is done in the section that follows.

4.5.5 Naming and interpretation of factors

The factors which are found to be most important during buying decisions are label information, brand name, graphics, colour technology, consumer perception, time pressure and individual characteristics. They have been listed in order of their importance. The discussion about these factors will be done in the following section.

Factor one: Label information

Factor one had two variables and accounted for 33% of the variance. Majority of the students claim that they look at the label information before making buying decisions. The highest loading items in this factor are: “when making purchase decision, the expiry date influences my decision”, and “the instructions on a packaging influence my buying decision”. Students who scored highly on this factor need to be clearly aware of instructions on how to use a product before using the product, e.g. some fruit juices are ready to drink while others need to be diluted and the dilution instructions might be given. Hasani and Zeqari (2015:274) confirm this dimension in a study conducted to analyse important packaging elements using factor analysis.

Factor two: Brand name

This factor accounted for 15% of the variance. The highest loading item in this factor is: “brand name influences my buying decision”. The explanation for this might be that some consumers are loyal to certain brands and cannot switch to other brands when making purchase decisions. The findings are supported by results of a study by Shehzad *et al.* (2014:72) in which findings reveal that brand name influence consumer buying behaviour to a greater extent. This study shows that the university students have a preference for branded goods since they are brand-conscious.

Factor three: Graphics

This factor had two variables and accounted for 13% of the variance. Highest loading on this dimension is: “product picture on a packaging influence my buying behaviour”. Product picture can result in impulse buying. This dimension is also confirmed by Hasani and Zeqari (2015:274) in a study to analyse packaging elements using factor analysis.

Factor four: Colour

Colour accounted for 8% of the variance. Those students who scored high on this dimension choose products with attracting colours. Certain colours give divergent moods and can aid in drawing attention in addition to influencing product expectations and perceptions (e.g. taste). The importance of colour was reinforced in

a study by Alervall and Saied (2013:56) who reiterate that main visual element for influencing consumer's emotions was colour.

Factor five: Technology

This factor had four variables and accounted for 6% of the variance. The highest loading items on technology are: "when making buying decision, I consider whether the packaging is re-sealable ", and "when making buying decisions, I consider whether the packaging has a long-shelf life". This can also be explained by the fact that the study focused on students, some who do not own refrigerators, hence they would want packaging which provides long shelf life to the juice when not in the refrigerator. Hasani and Zeqari (2015:274) confirm this dimension in a study conducted to analyse important packaging elements using factor analysis.

Factor six: Consumer perception

Consumer perception had three variables and accounted for 5% of the variance. This dimension explains the way students perceive a product influence their buying behaviour. This concurs to the literature of Variawa (2010:32) which states that elements of the packaging determine the way consumers perceive packaging.

Factor seven: Time pressure

Factor seven accounted for 3% of the variance and it had two variables. This dimension shows a preference towards visual elements when the student is in a hurry. This can be explained by the fact that the student has no time to read the package because time is a limiting factor. However, a study by Kuvykaite *et al.* (2009:443) reveals participants consider verbal elements compared to visual when they are under time-pressure, thus, contradicting with the findings of the current research.

Factor eight: Individual characteristics

Individual characteristics included two variables and accounted for 3% of the variance. Students who scored high on this dimension agreed that their monthly income has an influence on their buying behaviour. The section that follows explains the consumer behaviour and various packaging elements.

4.6 Consumer behaviour and packaging elements

The analyses in this section present the perceptions of the respondents on the role of packaging elements in influencing consumer buying behaviour for convenience goods. This analyses is categorised into two; visual and verbal elements. This is based on past study by Hasan and Mohammad (2011:30) which show that all packaging elements are very essential for buyers of convenience products and these elements are effective in their decision to purchase. Similarly, Ahmed *et al.* (2014:154) state that packaging elements are all important and all of them have an effect in drawing interest and attention of consumers. The authors argue that each element has its own single function, but if these elements are combined, there will be a more attractive and eye-catching product. Hence, the study evaluated the importance of elements of packaging on consumer buying behaviour for convenience goods.

4.6.1 Visual elements

The visual elements that were investigated in this study include; packaging graphics, colour, shape and size, packaging material and technology. The results of the respondents' opinion on visual elements and their influence on buying behaviour of convenience goods are shown in Table 4.7. This is shown in form of the mean, median, mode and standard deviation.

Table 4.7: Mean, mode and median values of visual elements

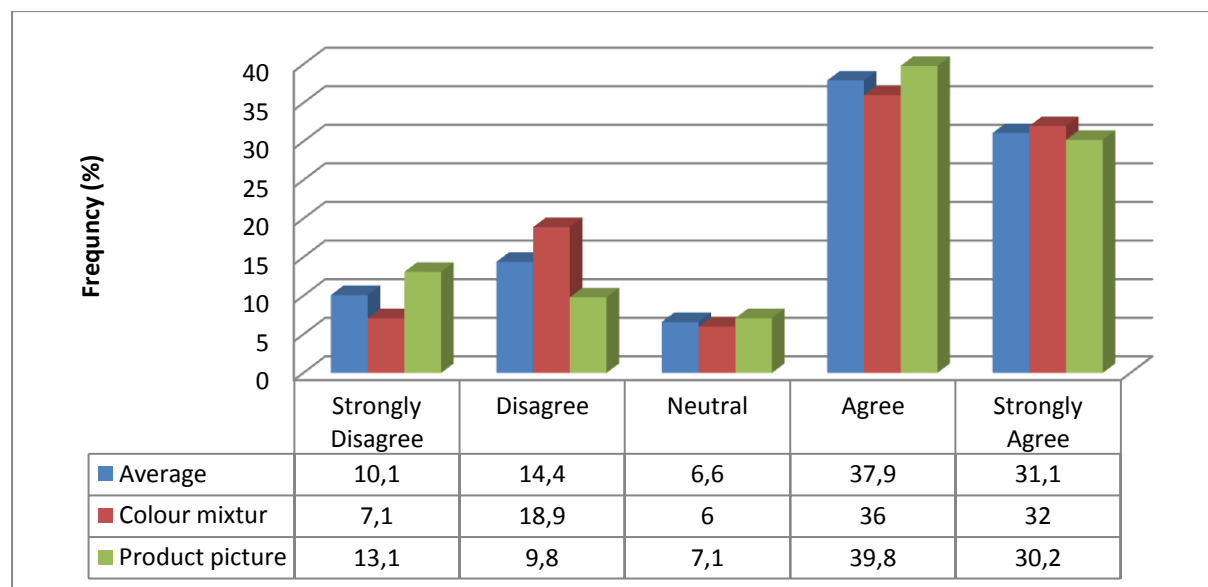
Statistic (n=397)	Graphics		Colour	Shape & Size	Packaging material
	Colour mixture	Picture of product			
Mean	3.53	3.63	3.83	2.35	2.37
Std. dev	1.501	1.377	1.368	1.362	1.377
Mode	4	4	4	2	2
Median	4.00	4.00	4.00	2.00	2.00

4.6.1.1 Graphics (Colour mixture and picture of product)

The results in Table 4.7 depict a mean value of 3.53 for colour mixture and 4, for both the mode and median. The results suggest that respondents agreed that colour mixture on packaging were an important packaging element that influenced their decisions on whether to purchase convenience goods or not.

A similar trend is observed with regards to the picture of the product. Respondents generally indicated that their decisions are influenced by picture of a product on a packaging when making purchase decisions. This is shown by a mean value of 3.63 and 4 for both mode and median. The graphical presentation of the results is shown in Figure 4.1.

Figure 4.1: Influence of graphics on consumer decision making



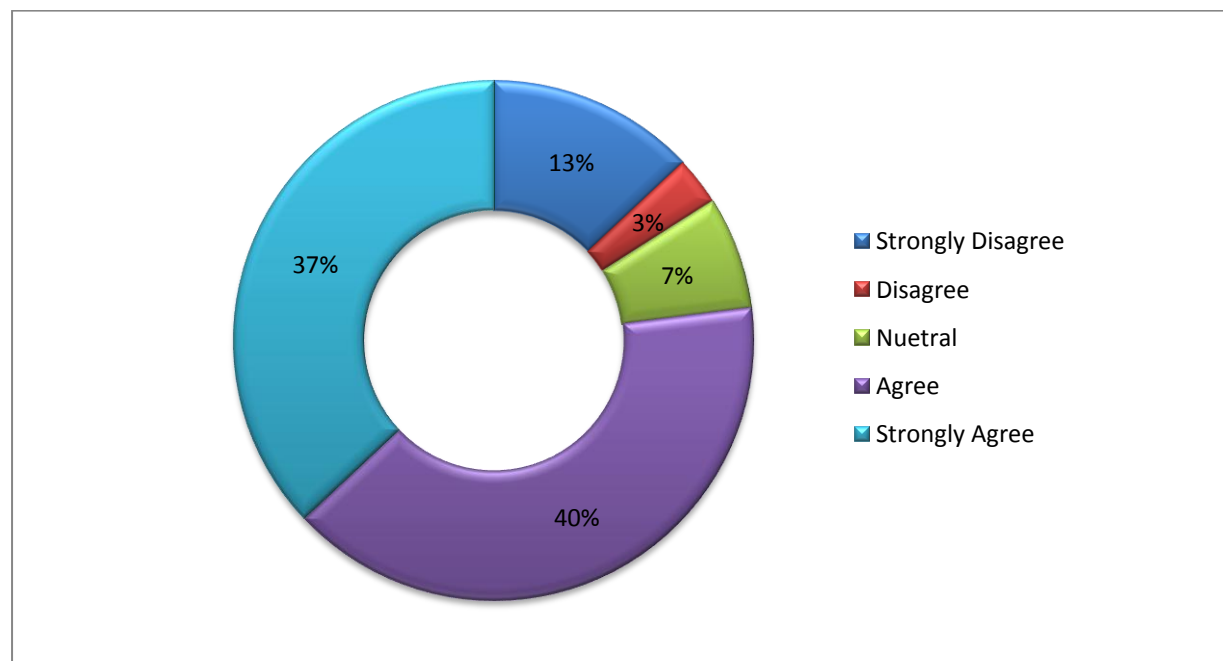
The results depicted in Figure 4.1 show that 68% indicate that colour mixture on packaging influences their buying decisions while 26% highlight that colour mixture has no influence on their purchase decisions. On the same note, an overall 70% indicate that product picture attribute influences their buying decision for convenience goods. Overall, majority of the respondents (69%) agree that graphics were an important visual element which they consider when they purchase convenience goods. The findings concur with Silayoi and Speece (2004) who found that visual attributes has an influence on consumers when choosing which product to buy and graphics were found to be a major attribute in this regard.

A previous study by Maiksteniene and Auruskeviciene (2008:92) shows that convenience goods are generally regarded as low involvement even though consumers' involvement varies from one consumer to the other. In this case, consumers who are in the low involvement level make use of visual elements in buying decisions. This suggests why respondents consider colour mixture and product picture of packaging as important attributes that influence their purchase decision of convenience goods. Besides, putting a picture of a product on a package can lead to impulse buying (Ahmad and Ahmad 2015:94. Moreover, Nawaz and Asad (2012:8) found that colour mixture and image of the product on a packaging tend to influence consumer buying behaviour.

4.6.1.2 Colour

The results in Table 4.3 depict a mean value of 3.83 and 4 for both mode and median respectively. The results suggest that respondents generally agree that packaging colour is an important packaging element that influences consumer behaviour to purchase convenience goods or not. The graphical illustration of the results is shown in Figure 4.2.

Figure 4.2: Respondent opinion on effect of colour on consumer behaviour



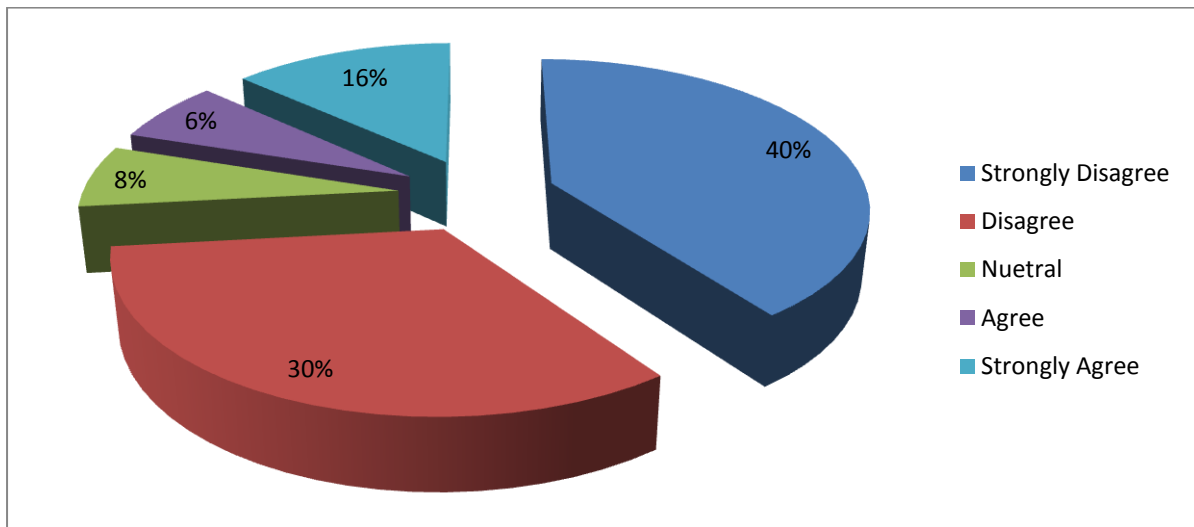
Overall, 77% were agreeable to the fact that packaging colour of convenience goods is important when they make their purchasing decisions while a summative 16% disagreed that packaging colour is an important attribute when purchasing convenience goods. The importance of colour is reinforced in a study by Alervall and Saied (2013:56) who reiterate that main visual element for influencing consumer's emotions was colour. It is found to have a perfect positive correlation to the consumer buying decision (Abdullah and Akteruzzaman 2013:289). Moreover, certain colours promote divergent moods and can aid in drawing attention in addition to influencing product expectations and perceptions (e.g. taste).

Again, past study by Harper and Miller (2012:28) indicates that the most likely element to influence remembrance of a package is colour. While these findings could refer to studies focusing on different products other than convenience goods, it appears that colour still remains an important packaging attribute that influences consumer buying behaviour. Thus, this could explain why respondents agree that colour is an important attribute when they make purchase decisions of convenience goods. It is thus important for marketers to consider colour as an important packaging element that influence consumer purchase decisions.

4.6.1.3 Shape and size

The results in Table 4.7 suggest that respondents mostly disagree that they consider size and shape of packaging when they are buying convenience goods. This is revealed by mean, median, and mode values of 2.37, 2 and 2 respectively. The graphical representation of the respondents' opinion is shown in Figure 4.3.

Figure 4.3 Influence of size and shape in consumer decision making



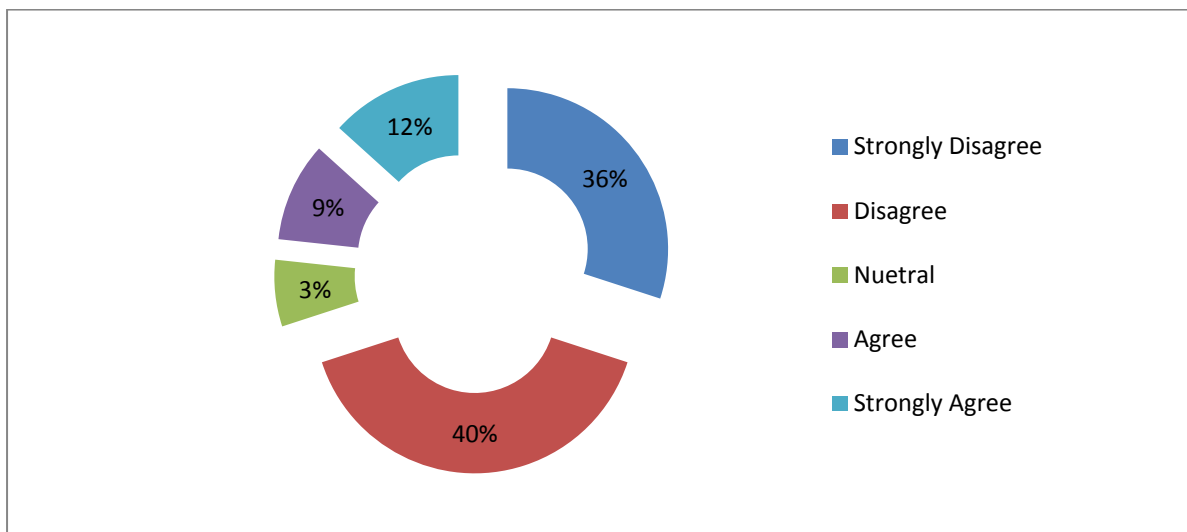
An overall 70% of respondents did not agree that size and shape of packaging was an important element that influences their decision to purchase convenience goods, while only 22% indicated that size and shape influenced their decision to buy convenience goods. Yet, past studies by (Sioutis 2011:49; Prendergast and Mar 2005 cited in Kuvykaite 2009:442) indicate that size and shape are the main elements which influence purchase decisions. For example, participants in a study by Prendergast and Mar indicate that they usually pick bigger packages since they are easily noticeable on the shelf and also mean higher value.

On the same note, the results could differ depending on the context of the study, e.g. unit of analysis, products in question, etc. While this study focused on fruit juice as a representation of convenience goods, it is important to note that it differs from other convenience goods in terms of packaging size and shape. These underlying forces therefore point to the fact that it is essential for the marketing departments to know their customer base and packaging factors that influence their decisions for specific convenience goods if they are to build and maintain their product loyalty.

4.6.1.4 Packaging material

A mean value of 2.37, with both mode and median of 2 suggest that most respondents disagree that they consider material of packaging when making buying decisions for convenience goods. The graphical presentation of the results is shown in Figure 4.4.

Figure 4.4 Influence of packaging material in consumer decision making



According to Smith and Taylor (2004:548) consumers associate some inherent values with packaging material. Moreover, package material has an effect on perceived quality of a product, suggesting that perceptions of consumers regarding some packaging materials may possibly change the perceived quality of a product. High quality packaging attracts consumers than low quality packaging. However, what high and low quality is associated with varies from consumer to consumer, hence, this is a personal judgement. It also depends on inherent personal values and other factors, e.g. socio-economic factors. Thus, packaging material could have an influence on consumer buying behaviour. This is because, according to Ahmed, Parmar and Amin (2014:148) consumers can change their decisions regarding packaging material.

Overall, the respondents (76%) disagree that packaging material is an important attribute when buying convenience goods against 21% who consider packaging material as an important element that influences their buying decisions of convenience goods. Marketers should therefore understand the nature of the customer base they deal with to understand their perceptions and attitudes of their specific products and how packaging material influences their purchase decisions.

4.6.1.5 Technology

The study analysed how technology influenced consumer buying decisions of convenience goods. For the purpose of this study, technology was confined to the

following packaging attributes; easiness to store, how re-sealable is the packaging, how environmentally friendly the packaging is and whether the packaging promotes long-shelf life. The results of the analyses are depicted in Table 4.8.

Table 4.8: Mean, mode and median values of packaging technology

Statistic (n = 397)	Easy to store	Re- sealable	Environmentally friendly	Long-shelf life	Average
Mean	3.9	3.83	3.57	3.83	
Std. dev.	1.213	1.367	1.478	1.341	
Mode	4	5	4	5	
Median	4.00	4.00	4.00	4.00	
Strongly Disagree	5%	7%	17%	4%	8.3%
Disagree	11%	20%	9%	23%	15.8%
Neutral	3%	0	7%	6%	4%
Agree	38%	30%	35%	20%	30.8%
Strongly Agree	43%	43%	32%	47%	41.3%

The results in Table 4.8 shows that a total of 81% respondents do agree that they consider products that are easy to store when buying convenience goods. These findings are reinforced by the analyses depicting mean, median and mode values of 3.90, 4 and 4 respectively. Similar findings are revealed in a study by Hollywood *et al.* (2013:905) showing that consumers prefer milk packed in card-box to sachets because it is easy to keep or store the remaining milk, hence, they can use the product as many times as they can. This can be a cost-effective scenario which therefore influences the consumers to consider this attribute as an important packaging attribute when purchasing convenience goods.

Respondents generally agree that they are influenced to buy convenience goods that are re-sealable after use. Seventy-three percent attested to this finding. Furthermore, a mean value of 3.83, median of 4.00 and mode of 5 reinforce that packaging that is re-sealable is a crucial element that influences consumer buying behaviour for convenience goods. Similar study by Hollywood *et al.* 2013:905) state that

consumers prefer packaging that is easy to open and close. Generally, trends in life also show that re-sealable packaging containers can be recycled and can further be used after the contents are used (e.g. storage of water). In this case, consumers are thus influenced to purchase products whose containers they can re-use thus saving them some costs of buying storage material for whatever product they would need to store in re-sealable packaging containers.

Ahmed *et al.* (2014:147) argue that one of the largest shifts in a culture that affects packaging is the desire for more environmentally friendly packaging and even many consumers today are prepared to pay high prices for products that have environmentally friendly package or made from recycled materials. This is probably the reason why 67% of the respondents agree that they choose packaging that is environmentally friendly when making buying decision for convenience goods. This is also supported by a mean value of 3.57, median of 5 and a mode of 4.00. Also, some campaigns could also influence respondents to consider buying convenience goods with environmentally friendly packaging, e.g. “green campus campaign” which advocates for raising awareness of green products and encourages “reduce, reuse and recycle”.

The respondents generally favour packaging that has long shelf life. This has been revealed by 67% of the respondents who agree that they consider packaging with a long-shelf life when making buying decisions. This is also supported by a mean value of 3.83, median of 4.00 and a mode of 5. Similar findings in a study by Hollywood *et al.* (2013:905) have also shown that participants prefer milk packed in card box because it has a long shelf life as compared to milk in sachets. While this is true, this trend can also be explained by the fact that the study focused on students, some who do not own refrigerators, hence they would want packaging which gives long shelf life to the juice when not in the refrigerator.

Overall, the findings generally show that respondents consider technology as an important packaging material that influences their buying decisions of convenience goods. According to Agyeman (2014:18) an innovatively-designed wrapper or container can have a large impact on whether or not a product is noticed on store shelves. Innovative packaging may possibly add value to products if it can be recycled, has portion control, easy-open and store, non-breakable and easy to carry.

4.7 Perception of respondents on verbal elements

For the purpose of this study, the following packaging attributes were considered under verbal elements; nutritional information, label information, country of origin and brand name. The following analyses yielded the results as presented in Table 4.9.

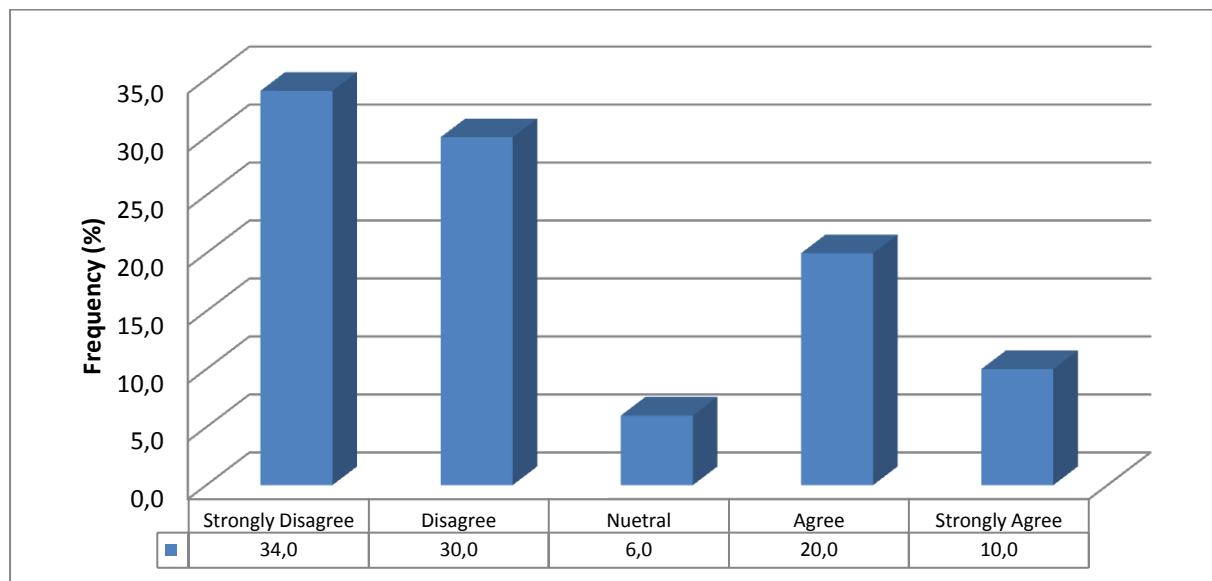
Table 4.9: Mean, mode and median values of verbal elements

Statistic n = 397	Nutritional information	Label information		Country of origin	Brand name
		Packaging instructions	Expiry dates		
Mean	2.29	3.93	4.87	2.17	4.07
Std. dev	1.518	1.230	0.167	1.418	1.112
Mode	2	5	5	2	4
Median	2.00	4.00	5.00	2.00	4.00

4.7.1 Nutritional Information

A mean value of 2.29, with both mode and median of 2 suggest that most respondents disagree that nutritional information is an important packaging element that they will consider when making buying decisions for convenience goods. The graphical representation of the results is shown in Figure 4.5.

Figure 4.5 Influence of nutritional information on consumer decision making

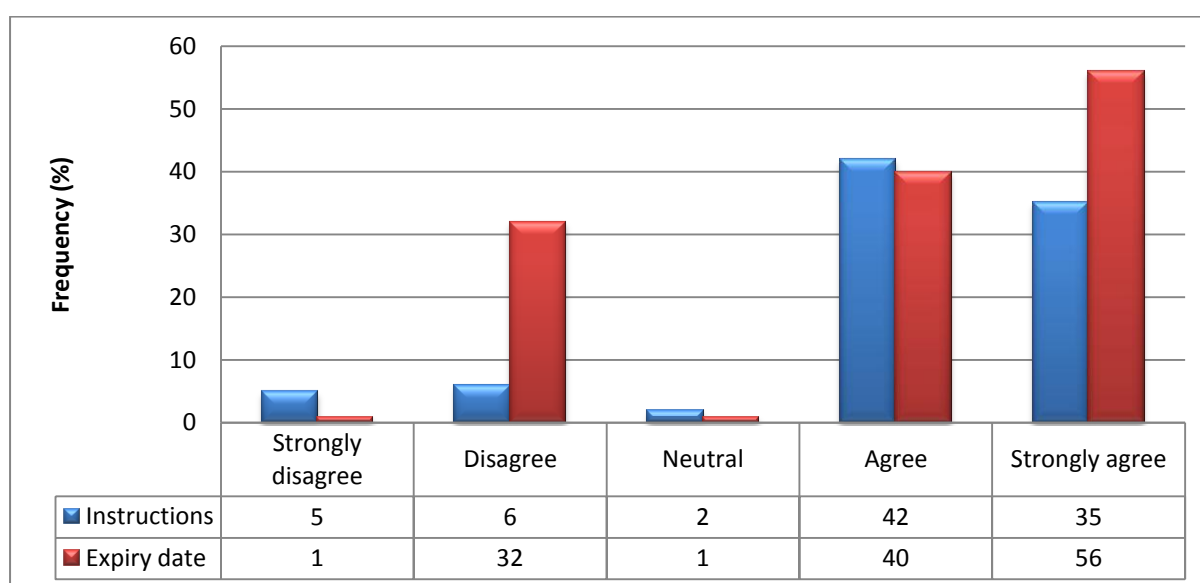


As observed in the preceding analyses, the majority of the respondents (64%) generally do not agree that nutritional information is significant enough to influence their buying decisions for convenience goods while 30% are agreeable that nutritional information is an important attribute that influences purchasing convenience goods. This goes against the fact that nowadays consumers are more conscious about healthy eating thus, the nutritional information on packaging is now more important in guiding purchase decision of consumers (Weimer 2013:385). The reason for this could be that generally, the product under study does not differ much in terms of nutritional information from one juice brand to the other, hence, respondents do not see the need to consider the nutritional information on the product. However, Mutsikiwa *et al.* (2013:60) reveal that the nutritional information is critical determinant of university students' purchase decisions.

4.7.2 Label information

The respondents were also asked if label information was an important packaging element that influences their purchase of convenience goods. Label information included the packaging instructions and expiry dates. The analysis is shown in Table 4.9 with the graphical representation shown in Figure 4.6.

Figure 4.6 Influence of label information on consumer decision making



The majority of the respondents (77%) generally agree that they consider the instructions on the packaging when they purchase convenience goods as shown in Figure 4.6 above. This is further supported by the mean, median and mode values of 3.93; 4.00 and 5 respectively (page 84). This can be explained by the fact that some convenience goods come with specific instructions that the consumer has to be clearly aware of before using the product, e.g. some fruit juices are ready to drink while others need to be diluted and the dilution instructions might be given. This is reiterated in a study by Mutsikiwa *et al.* (2013:61) which reveals that university students read the instructions on how to prepare breakfast cereals before buying. In the same study, the respondents explained that each breakfast cereal has its own way of preparation and failure to follow instructions will lead to a poorly and badly prepared meal which may have undesired results.

An overwhelming 96% agree that the expiry date on the packaging is important when they make purchase decisions of convenience goods. A mean of 4.87, median of 4 and a mode of 5.00 strongly support this finding. A study by Michael and Heilman (2004:22) investigate the frequency with which consumers check expiration dates and find that majority of the respondents check expiration dates more frequently when making buying decisions. This could emanate from the fact that consuming expired foods has health implications on consumers. An overall 4% do not agree that expiry dates is important to them. This trend could be explained using findings from a

study by Tsiros *et al.* (2005:121) which reveal that consumers with more free time are more likely to check expiration dates than consumers with less time. Basing on the latter argument, the 4% who did not see expiry dates as important could be those respondents who seem to have less time when purchasing the convenience goods.

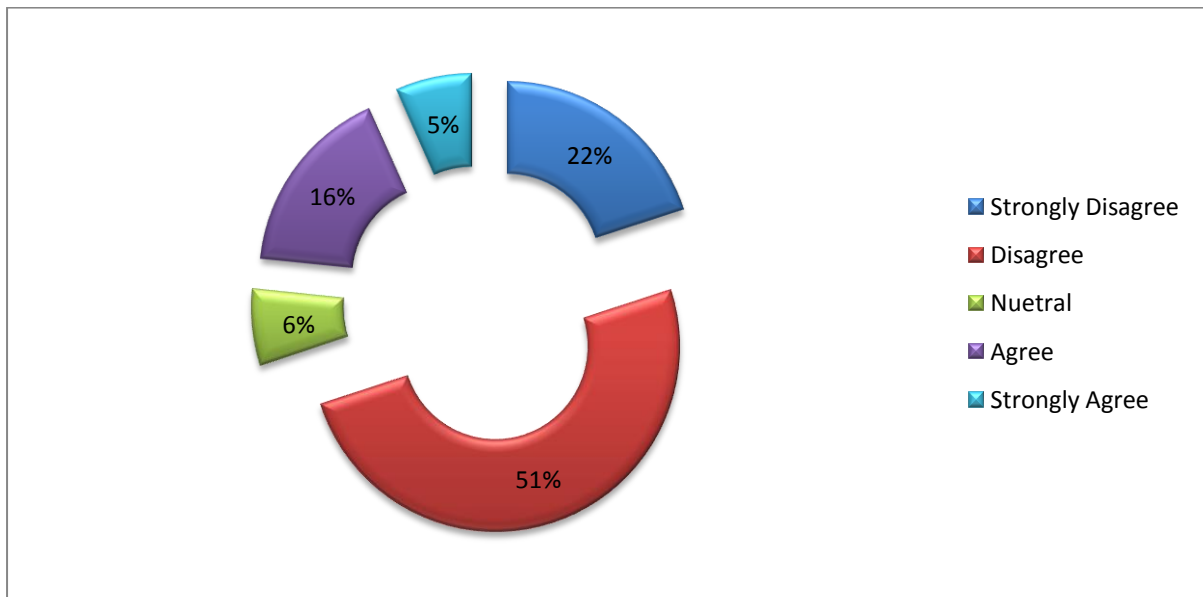
Overall, the analyses above indicate that the respondents are agreeable that label information on a packaging is an important element they consider when making buying decisions of convenience goods. Previous studies (Mutsikiwa *et al.* 2013:55; Gonzalez 2009:63; and Butkeviciene *et al.* 2008:61) elaborate on the argument that label information is the most verbal element that is important to consumers in the assessment of convenience goods prior to purchasing. Label information is an important means of making sure that goods conform to the standards and that they are not violating consumers' interests.

However, while the above arguments reiterate the importance of label information on consumer buying behaviour, it is also important to take into cognisance the fact that the study was done on university students who are literate; not all the consumers are literate who are able to read and understand the information on the product packaging. In addition, not all consumers are able to interpret all the information as given on the packaging material. It is thus also important to consider other factors, e.g. socio-economic factors when evaluating the influence of packaging elements on consumer buying behaviour.

4.7.2 Country of Origin

The study also evaluated if country of origin of the convenience goods was a matter of concern when they purchase convenience goods. The results as depicted Table 4.9 (page 84) suggest that respondents do not consider where the product originates from when buying convenience goods. This is shown by a mean value of 2.17 and 2 for both mode and median. The graphical illustration of the results is also shown in Figure 4.7.

Figure 4.7 Influence of country of origin on consumer decision making



As noted in section 4.5.2.3, similar finding is shown in Figure 4.7 where a summative 73% consider the country of origin as an unimportant element that influences their buying behaviour of convenience goods against only 21% who indicated country of origin matters when buying convenience goods. This can be explained by the fact that the respondents were international students hence, there were no other option available to them other than buying locally-produced convenience goods as they are common in the local supermarkets.

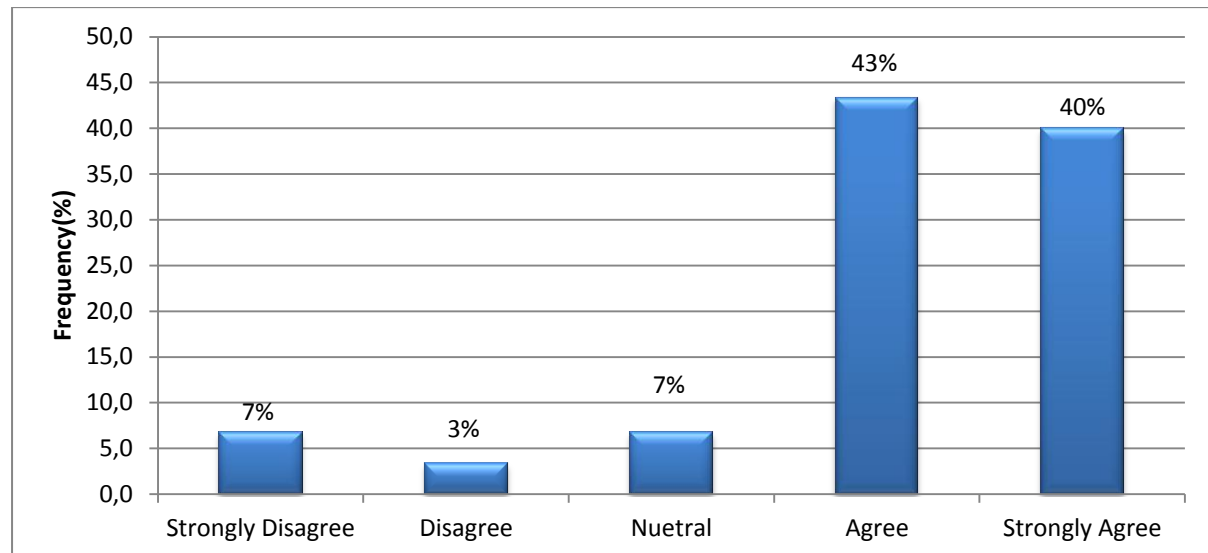
However, the results contradict the literature of Schiffman and Kanuk (2007:458) which state that associations with the country of origin may possibly have an influence on buying decision at the point of purchase. In studies conducted by Ahmed *et al.* (2004:118); Adam and Ali (2014:105) and Veale and Quester (2009:195) results reveal that country of origin is positively correlated with consumer buying behaviour. The researches have shown that consumers usually check the country of origin before making a buying decision. The deviation could be caused by the product in question.

4.7.3 Brand Name

Consumers get attached to brand names, therefore, it was interesting to evaluate if brand name had any influence on consumer buying behaviour of convenience goods. In this regard, the respondents were thus asked their perceptions if brand

name was a concern in their buying decisions. The mean value of 4.07 and 4 for both mode and median suggest that brand really matters when consumers make buying decisions of convenience goods. This is further supported by results in the graphical illustration in Figure 4.8.

Figure 4.8 Influence of brand name on consumer decision making



Overall, 83% perceive brand name of convenience goods when they make their purchasing decisions, while only 10% disagree that brand name is an important attribute to them. This demonstrates the power of the brand name in consumer buying decisions. The explanation for this could be that some consumers are loyal to certain brands and cannot switch to other brands when making purchase decisions and this seems to follow in the case of convenience goods. The findings are supported by the results of a study by Shehzad *et al.* (2014:72) in which the findings reveal that brand name influence consumer buying behaviour to a greater extent. This study shows that the university students have a preference for branded goods since they are brand-conscious. Similarly, a study by Kariuki and Karugu (2014:416) show that consumer decision on purchasing non-edible products was influenced highly by product brand.

It is also important to note that the influence of packaging elements on consumers' purchasing behaviour ought to be assessed depending on consumer's level of involvement, time pressure or individual characteristics. Hence, the study also

focused on these factors and the results of the analyses are presented and discussed in section 4.6 below.

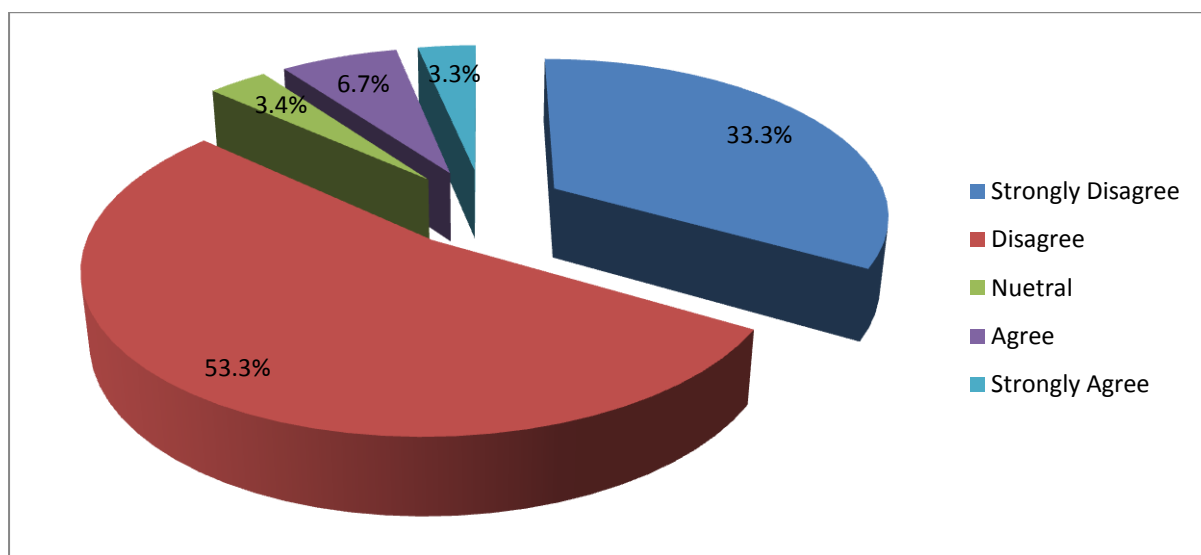
4.8 Other factors which influence buying behaviour

The other factors that influence consumer buying behaviour that were worth studying include; involvement level, time pressure, individual characteristics and consumer perceptions.

4.8.1 Level of involvement

Level of involvement focuses on the degree of engagement shown by a consumer for particular products in a specific buying decision. Taking this into consideration, the respondents were asked if they allow themselves a lot of time to consider packaging elements of convenience goods. The results are graphically represented in Figure 4.9.

Figure 4.9 Influence of involvement level on consumer behaviour



The results depicted in Figure 4.9 suggest that convenience goods are low involvement level products has an overall 87% of the respondents disagreeing that they take time to consider packaging elements when buying convenience goods. The fact that the sampling unit was students could also have caused such a trend as students make their purchase decisions based on budgetary constraints, hence, they purchase products that is in line with their budget line. Nonetheless, similar findings were reported by Maiksteniene and Auruskeviciene (2008:92) stating that convenience goods are generally regarded as low involvement. Tanner and

Raymond (2013:96) also state there is little or no risk in the purchasing of low involvement goods. Consumers do not put much effort nor do they research about these goods when they want to buy. Basically, consumers buy the products with very little involvement. However, while this is the case, it is important to appreciate that consumers' involvement varies with every consumer and from product to product, even within the convenience goods category.

4.8.2 Time pressure

Time pressure is also an important factor to evaluate how it impacts on consumer buying behaviour of convenience goods. This is based on the fact that consumers can make a decision when they are time-constrained compared to when they are not. Based on this principle, the study evaluated the effect of time-pressure on consumer buying behaviour based on these two scenarios: The analyses presented in Table 4.10 and Table 4.11 below. Table 4.10 depicts comparison results when the respondents are under the influence of time-pressure while Table 4.11 presented the comparison results when respondents are not time-constrained.

Table 4.10: Influence of packaging elements when consumers are in a hurry

Statistic (n=397)	Visual elements	Verbal elements
Mean	3.84	1.97
Standard deviation	1.117	1.159
Mode	4	2
Median	4	2
Strongly Disagree	3%	40%
Disagree	13%	43%
Neutral	10%	4%
Agree	44%	7%
Strongly Agree	33%	6%

The results suggest that when the consumers are under time pressure, they tend to consider visual elements as compared to verbal elements when they are buying convenience goods. An overall 77% of the respondents attest to this compared to

13% who agree that they consider verbal elements when they are time-constrained. This is also supported by the mean value of 3.84 and 4 for both median, and mode. The results therefore point to the fact that consumers who are under time-pressure consider visual elements when purchasing convenience goods. Similar findings are also reported in a study by Silayoi and Speece (2007:1516) which show that consumers who are under time pressure use visual elements when selecting products. Such trends reveal the importance of visual elements when consumers are in a hurry as compared to verbal elements. For instance, when a consumer does not have time, he/she uses visual elements to make purchase decisions, because at that moment the consumer will not have ample time to read and process the information label. In this case, the study focused on students as a unit of analysis and these students could also have other academic commitments that could limit the time they will allow themselves to purchase convenience goods.

However, while 83% disagree that they consider verbal elements when making buying decisions of convenience goods, a study by Kuvykaite *et al.* (2009:443) reveals that participants consider verbal elements compared to visual when they are under time-pressure, thus, contradicting with the findings of the current research. This contradiction therefore brings out an important aspect to note that marketers need to conduct deeper market research so as to understand their customer base and buying behaviour with specific reference to their brand. The results presented herein clearly shows that visual and verbal elements affect consumer buying behaviour in a more or less similar fashion and this varies from one consumer to consumer, from product to product and from different perspectives and contexts.

Table 4.11 presents a comparison of how visual and verbal elements influence consumer buying behaviour when consumers are time-constrained.

Table 4.11: Influence of packaging elements when consumers are not in a hurry

Statistic (n=397)	Visual elements	Verbal elements
Mean	2.10	4.00
Standard deviation	1.269	1.145
Mode	1	4
Median	2	4
Strongly Disagree	40%	3%
Disagree	37%	14%
Neutral	3%	3%
Agree	13%	40%
Strongly Agree	7%	40%

When consumers are not under time-pressure, the most important packaging attributes that influences their buying behaviour for convenience goods are verbal elements as agreed by an overall 80% of the respondents (Table 4.11) and as further supported by a mean of 4.00 and mode and median of 4. Comparably, only 20% agree that when they are not in a hurry, they would consider visual elements. Thus, the trend suggests that consumers go for verbal elements when they are not in a hurry compared to visual elements. Similar results were reported in a study by Silayoi and Speece (2007:1516) revealing that verbal elements have a strong influence when consumers are not under time-pressure. This could be explained by the fact that respondents have all the time they need to read and synthesise the packaging information before they are able to make a decision.

4.8.3 Individual characteristics

With regard to age, Kuvykaite *et al.* (2009:446) state that participants below 25 years consider size when buying. They said they preferred smaller sizes to avoid wastage since most of them live alone. In this study majority (54.7%) are below the age of 25 but, however, only 20% of the participants consider size and shape when making buying decisions. Thus, the results contradict with other studies.

In a study conducted by Kuvykaite *et al.* (2009:446) the results show that participants with higher education look for verbal elements especially label information. The results in table 4.3 show that the majority of participants (50.7%) are post graduate students and this could suggest why most respondents (86.5%) agree that they look at label information during decision making process. Likewise, a study conducted by Suraj and Raveendran (2013:67) show that post graduate students were more inclined to brand name when making buying decisions which could suggest why majority of the respondents (83%) say that they would consider brand name when making purchase decisions.

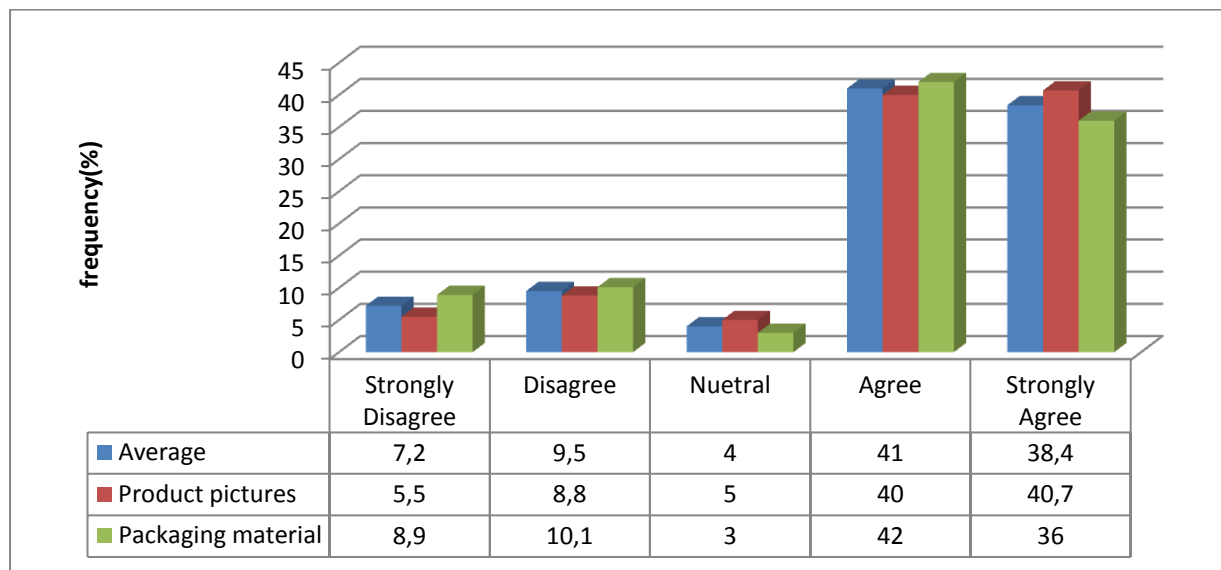
The majority of the respondents (58.5%) in this study were female while 41.5% were male. It has been noted in the study that both verbal and visual elements are important during purchase decisions thus, contradicting the results of Kuvykaite *et al.* (2009:446) which state that the visual elements were most important for women, whilst, men prefer verbal elements. If it was always the case visual elements would have been found to be more important than verbal elements since more women participated in the study.

However, it is also important to note that while visual and verbal packaging attributes are important in influencing student buying decision of convenience goods, there are also other factors beyond just these types of packaging elements. This implies that other factors from a different perspective also have an effect on the use of visual and verbal attributes on influencing consumer behaviour. This includes consumer perceptions towards the packaging. The discussion is in the sections to follow.

4.9 Consumer perceptions of packaging and consumer behaviour

The way consumers perceive elements of packaging can also influence their buying behaviour. In line with the literature of Spangenberg (2008:8) participants' perceptions are influenced by packaging and participants have certain perceptions of packaging. To this regard, consumers were asked their opinion on whether the way they perceive packaging elements has an influence on their buying behaviour. The results of this analysis are shown in Figure 4.10 below.

Figure 4.10 Influence of consumer perception on consumer behaviour



The results suggest that the majority (80.7%) of the participants agree that product pictures enhance their taste perception for the product. This is also supported by a mean value of 3.93 and a mode of 4. The results concur with the literature of Variawa (2010:31) which states that a picture of the product is an important packaging element to communicate what is inside the packaging and these product photos may enhance taste perceptions for the product.

The results also show that the majority (78%) of the participants agree, while only 10.0% disagree that they perceive a product with exceptionally good packaging material to be of high quality. The results concur with literature of Adam and Ali (2014:124) which state that package material also influence the perceived quality of a product, which means consumer perceptions concerning some materials may possibly change the way they perceive the quality of a product.

Overall, the results show that the consumers buying decision is influenced by how the respondents perceive packaging elements of convenience goods. This concurs with the literature of Variawa (2010:32) which states that elements of the packaging determine the way consumers perceive packaging.

The presentation and discussion above reveal the influence of the packaging elements on consumer buying behaviour making use of mainly descriptive statistics. The relationship between the packaging elements and consumer buying behaviour

for convenience goods was investigated using Linear Regression analysis. The discussion of the results is presented in the section that follows.

4.9.1 Regression analysis results

Linear regression analysis was used to estimate relationship between consumer buying behaviour and the packaging elements. The predictor variables (packaging elements) and the specified regression model equation (chapter three) took the following form:

$$CBB = \beta_0 + \beta_1(CL) + \beta_2(SS) + \beta_3(GP) + \beta_4(PM) + \beta_5(PT) + \beta_6(NI) + \beta_7(LI) + \beta_8(CO) + \beta_9(BN) + \beta_{10}(IL) + \beta_{11}(TP) \dots \dots \dots \text{equation 2}$$

Table 4.12: Model summary

Model	R	R ²	Adjusted R Square	Std. Error of estimate
1	.912 ^a	.832	.818	.380

a. Dependent variable: Consumer buying behaviour

From Table 4.12, the R represents the multiple correlation coefficient and its value is 0.912, while the adjusted R² shows the ratio of interdependence. The value of adjusted R² is 0.818 implying that 81.8% of the variance in the dependent variable can be predicted from independent variable.

Table 4.13: Coefficients

Model	Unstandardized coefficients		Standardized coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	-1.216	.276		-4.221	.000
Colour of packaging (CL)	.169	.056	.137	3.042	.003
Size and shape (SS)	.108	.083	.172	3.241	.514
Graphics (GP)	.212	.074	.224	4.373	.000
Packaging material (PM)	.281	.975	.291	2.154	.745
Packaging technology(PT)	.119	.075	.159	3.385	.001
Nutritional information (NI)	.174	.917	.174	2.517	.981
Label information (LI)	.159	.095	.159	3.381	.001
Country of origin (CO)	.214	.043	.205	3.414	.061
Brand name (BN)	.251	.062	.261	3.576	.001
Consumer perceptions	.182	.041	.152	2.418	.451
Level of involvement (IL)	.156	.085	.114	2.678	.005
Time pressure (TP)	.186	.047	.232	4.275	.000
Individual characteristics	.241	.082	.185	3.524	.642

Therefore, given the results in table 4.13, the equation is presented as follows:

$$\text{Consumer Buying Behaviour} = -1.216 + 0.169(\text{CL}) + 0.212(\text{GP}) + 0.119(\text{PT}) + 0.159(\text{LI}) + 0.251(\text{BN}) + .0156(\text{IL}) + 0.186(\text{TP}) \dots \dots \dots \text{equation 3}$$

The results show that only 7 predictor variables are significant to influence consumer buying behaviour in this study at less than 5% significance level. These are colour, graphics, packaging technology, label information, brand name, time pressure and level of involvement. The detailed discussion of these explanatory variables and how they impact on consumer buying for convenience goods follows below.

4.9.2 Colour of Packaging

Colours bring strong symbolic significance and impacts consumers' psychological and visual feelings (Wu *et al.* 2009:317). Moreover, consumer moods can be changed by colour (Kauppinen-Raisanen and Luomala 2010:288). In this study, the colour of the packaging (CL) positively and significantly influence consumer buying behaviour, with a coefficient value of 0.169 and significance level of 0.003. The

results concur with the findings by Alervall and Saied (2013:56) which reveal that colour was the main visual element significantly influencing consumer emotions.

4.9.3 Graphics

Graphics create an image on the packaging (Lee 2010:17). Moreover, putting an image of the product on convenience goods creates a positive attitude towards the package and brand beliefs. In this study, consumer buying behaviour is positively influenced by graphics as revealed by a coefficient value of 0.212 and a significance level of 0.000. The importance of graphics has been acknowledged by Mizutani *et al.* (2010:869); customers will positively remark a product if the image is congruent and pleasant. Similarly, Mizutani *et al.* (2010:869) reiterate that graphics significantly influence flavour evaluation and ultimately, consumer buying behaviour.

4.9.4 Packaging technology

An innovatively designed wrapper or container can have a large impact on whether or not a product is noticed on store shelves (Agyeman 2014:18), implying that technology can be a major factor that influences consumer buying behaviour. In this study, packaging technology (PT) positively and significantly influence consumer buying behaviour, with a coefficient value of 0.119 and significance level of 0.001. A study by Sioutis (2011:18) also reveals that technology in packaging which represents convenience is the most significant element in influencing buying decisions.

4.9.5 Label information

Most consumers feel that it is essential to read label information on the package so that they can see instructions, expiry dates, storage etcetera (Adam and Ali 2014:95). In this study, consumer buying behaviour is positively influenced by label information (LI) as revealed by a coefficient value of 0.159 and a significance level of 0.01. Mutsikiwa *et al.* 2013:55, Gonzalez 2009:63; and Butkeviciene *et al.* 2008:61) also argue that label information is the most significant verbal element when evaluating products before. Moreover, research by Karimi *et al.* (2013:292) similarly shows that there is a significant relationship between consumer purchase decision and the label information on packaging. Thus, these findings reiterate the importance of label information on packaging on influencing consumer buying behaviour.

4.9.6 Brand name

Brand name is very essential in consumers' decision making process. Nowadays, brands represent the company and also have a strong association with perceived quality, taste, social class and consumers' life style (Kariuki and Karugu 2014:410). The importance of brand name (BN) has been revealed in this study as it was found to positively and significantly influence consumer buying behaviour, with a coefficient value of 0.251 and significance level of 0.001. A previous study by Shehzad *et al.* (2014:72) reveal that brand name has a significant positive relationship with consumer buying behaviour. The author further argued that consumers are brand conscious and prefer branded products.

4.9.7 Level of involvement

According to Maiksteniene and Auruskeviciene (2008:92) convenience goods are generally regarded as low involvement but consumers' involvement varies with every consumer. This gives some direction to how the level of involvement can influence consumer buying behaviour. In this study, consumer buying behaviour is positively influenced by level of involvement (IL) as revealed by a coefficient value of 0.156 and a significance level of 0.005. This is supported by the literature of Chavis (2010:1) which state that the degree of involvement has a very significant effect on consumer behaviour.

4.9.8 Time pressure

Kuvykaite *et al.* (2009:446) describes time pressure as having too little time to purchase. This therefore suggests that, overall, it influences consumer buying decisions. The results of this study revealed that time pressure (TP) significantly influences the purchasing decision of convenience goods as reflected by a coefficient of 0.186 and a significance level of 0.00. A study by Speece (2007:1516) conclude that time pressure is a significant factor in influencing consumer buying behaviour. The explanation for this finding could be based on the fact that the study mainly focused on students who are already time-constrained, thus making their buying decision based on the time available to them.

The discussion of the regression results above complemented the descriptive statistics findings which mainly focused on the general trends with regards to the

influence of packaging elements on consumer buying behaviour. Below is an analysis of hypothesis using the chi-square test.

4.9.9 Hypothesis testing

Below is a list of all research hypotheses. Each of the hypotheses was tested using Pearson Chi-Square test. The chi-square test was used to statistically assess significance of the relationship between two variables.

H1a: There is significant relationship between packaging colour and students buying behaviour.

H2a: There is significant relationship between size of package and students buying behaviour.

H2b: There is significant relationship between shape of package and students buying behaviour.

H3a: There is significant relationship between colour mixture on a package and students buying behaviour.

H3b: There is significant relationship between picture of product on a package and students buying behaviour.

H4a: There is significant relationship between packaging material and consumer buying behaviour.

H5a: There is significant relationship between package that is easy to store and students buying behaviour.

H5b: There is significant relationship between package that is re-sealable and students buying behaviour.

H5c: There is significant relationship between package that is environmentally friendly and students buying behaviour.

H5d: There is significant relationship between package that has long-shelf life and students buying behaviour.

H6: There is significant relationship between nutritional information and students buying behaviour.

H7a: There is significant relationship between instructions on a package and students buying behaviour.

H7b: There is significant relationship between expiry dates and students buying behaviour.

H8a: There is significant relationship between country of origin and students buying behaviour.

H9a: There is significant relationship between brand name and students buying behaviour.

H10a: There is significant relationship between consumer perception and students buying behaviour.

H11a: There is significant relationship between involvement level and students buying behaviour.

H12a: There is significant relationship between time pressure and students buying behaviour.

H13a: There is significant relationship between income and students buying behaviour.

H13b: There is significant relationship between education level and students buying behaviour.

The Pearson's chi-square tests were done to determine the relationship between packaging elements and students buying behaviour. The hypotheses were not presented in their order because they were grouped to avoid having too many tables.

Table 4.14: Chi-square tests results for package elements

	Colour	Packaging material	Nutritional information	Country of origin	Brand name
Pearson chi-square	0.008	0.235	0.473	0.221	0.049
Likelihood ratio	0.024	0.177	0.337	0.165	0.128
Linear by linear association	0.044	0.009	0.279	0.121	0.378
Hypothesis test accepted at $p > 0.05$	H1a Accepted	H4a Not Accepted	H6a Not Accepted	H8a Not Accepted	H9a Accepted

The results in the Table 4.14 show that colour has a significant relationship with university buying behaviour as evidenced by the significance value (P-value = 0.008). This indicates that students look at the colour of package as colour could influence remembrance of a package. Therefore, we accept the hypothesis statement (H1a) that there is significant relationship between packaging colour and students buying behaviour. In a study by Ahmed *et al.* (2014:130) the results also show that there is a significant relationship between colour and consumer purchase behaviour. Packaging material, nutritional information and country of origin have no significant relationship with students buying behaviour. The Pearson's chi-square results reveal that students do not consider them when making buying decisions as shown by the significance values of (P= 0.235; 0.473 and 0.221) respectively. Thus, we do not accept hypothesis statement H4a, H6a and H8a.

The results in Table 4.14 also show that there is a significant relationship between brand name and students buying behaviour as indicated by a P value of 0.049. This might be explained by the fact that students have a lot of school work to do hence, they need a brand identity to quickly make choices on products. We therefore, accept the hypothesis statement (H9a) that there is significant relationship between brand name and students buying behaviour. Mutsikiwa *et al.* (2013:60) conducted a study at Masvingo University and the results also show that there is a significant relationship between brand name and students buying behaviour.

Table 4.15: Chi-square tests results for graphics, size, shape

	Size	Shape	Colour mixture	Picture of product	Consumer perception
Pearson chi-square	0.469	0.239	0.356	0.009	0.048
Likelihood ratio	0.355	0.181	0.193	0.026	0.139
Linear by linear association	0.272	0.011	0.049	0.047	0.388
Hypothesis test accepted at $p < 0.05$	H2a Not Accepted	H2b Not Accepted	H3a Not Accepted	H3b Accepted	H10a Accepted

The Pearson's chi-square results in Table 4.15 show that students do not necessarily consider size, shape and colour mixture on a package. This is indicated by P values of 0.469; 0.239 and 0.356 respectively. Thus, there is no significant relationship between these variables and students buying decisions. Therefore, we reject hypothesis statement (H2a, H2b and H3a).

However, students tend to be influence by picture of a product on a package. This might be explained by the fact that flavour evaluation is influenced by pictures on packages. This is shown by a significance value of ($P = 0.009$) thus, we accept hypothesis statement (H3b) that there is significant relationship between picture of product on a package and students buying behaviour. Nevertheless, a study done by Lee (2010:31) show that picture of product on the packaging for convenience goods does not have any significant relationship with buying decision.

The results in the table also show that there is a significant relationship between consumer perception and students buying behaviour. This is indicated by a significance value ($P = 0.048$) for that reason, we accept the hypothesis statement (H10a) that there is significant relationship between consumer perception and students buying behaviour.

Table 4.16: Chi-square tests results for packaging technology and time-pressure

	Easy to store	Resealable	Environmentally friendly	Long-shelf life	Time pressure
Pearson chi-square	0.003	0.004	0.014	0.012	0.061
Likelihood ratio	0.006	0.586	0.009	0.029	0.142
Linear by linear association	0.000	0.693	0.040	0.051	0.391
Hypothesis test accepted at $p < 0.05$	H5a Accepted	H5b Accepted	H5c Accepted	H5d Accepted	H12a Accepted

The results in Table 4.16 show that students consider packaging which is easy to store, resealable, environmentally friendly and has long-shelf life when making buying decisions. This is evidenced by a significance value ($P = 0.003$; 0.004 ; 0.014 and 0.061) respectively thus, we accept hypothesis statement (H5a; H5b; H5c and H5d). The reason for a significant relationship could be that a lot of consumers nowadays are willing to pay somewhat more for products that encourage environmental upkeep such as recyclable materials. Consumers also want products which are nutritionally responsible and which gives long shelf life to food products.

The significance value ($P = 0.061$) indicate that there is a significant relationship between time pressure and students buying behaviour. We therefore accept hypothesis statement (H12a) that there is significant relationship between time pressure and students buying behaviour. In a study by Ahmed *et al.* (2014:130) results also show that there is a significant relationship between packaging technology and buying behaviour.

Table 4.17: Chi-square tests results for label information, involvement and individual characteristics

	Instructions	Expiry dates	Involvement level	Income	Education level
Pearson chi-square	0.045	0.007	0.021	0.017	0.072
Likelihood ratio	0.024	0.005	0.016	0.034	0.153
Linear by linear association	0.0083	0.037	0.047	0.056	0.402
Hypothesis test accepted at $p < 0.05$	H7a Accepted	H7b Accepted	H11a Accepted	H13a Accepted	H13b Accepted

The Pearson's chi-square results in Table 4.17 show that students buying decisions are influenced by instructions and expiry dates on a package. This is indicated by significance values ($P = 0.045$ and 0.007) respectively. The results show a significant relationship between the two variables and students buying behaviour hence, we accept hypothesis statement (H7a and H7b). A study conducted by Mutsikiwa *et al.* (2013:60) show that there is a significant relationship between instructions on a package and students buying behaviour. However, the same study also reveals that there is no significant relationship between expiry dates and students buying behaviour. This could be explained by the fact that there seems to be some misconception among consumers about the meaning of these expiration dates.

The results also show that there is significant relationship between involvement level, income, education level and students buying behaviour. This is evidenced by significance values of ($P = 0.021$; 0.017 and 0.072) respectively thus we accept hypothesis statement (H11a; H13a and H13b). The following section explains the correlation analysis test between buying behaviour and packaging elements.

4.9.10 Correlation analysis

Pearson's correlation was used to measure the degree of linear association of two categories. The value of the Pearson's can fall between 0 (no correlation) and +or – 1 (strong correlation). The nine packaging elements namely; colour, size and shape, graphics, packaging material, technology, nutritional information, label information,

country of origin, and brand name are correlated with buying behaviour of consumers. The Table 4.18 shows the correlations at $p < 0.05$.

Table 4.18: Correlation between buying behaviour and packaging colour

		Buying Behaviour	Packaging Colour
Buying Behaviour	Pearson Correlation	1	0.601
	Sig. (2 tailed)		0.000
	N	397	397
Packaging Colour	Pearson Correlation	0.601	1
	Sig. (2tailed)	0.000	
	N	397	397

The results in Table 4.18 show that 2 variables- buying behaviour and packaging colour are positively correlated ($r = 0.601$; $p = 0.000$). There is a moderate correlation between these variables. Ahmed *et al.* (2014:130) conducted a study and the results also reveal that there is a moderate correlation between packaging colour and buying behaviour.

Table 4.19 Correlation between buying behaviour and size and shape

		Buying Behaviour	Size and Shape
Buying Behaviour	Pearson Correlation	1	0.072
	Sig. (2 tailed)		0.071
	N	397	397
Size and Shape	Pearson Correlation	0.072	1
	Sig. (2tailed)	0.071	
	N	397	397

The results in Table 4.19 show that there is very weak positive correlation between buying behaviour and packaging size and shape.

Table 4.20: Correlation between buying behaviour and packaging graphics

		Buying Behaviour	Packaging Graphics
Buying Behaviour	Pearson Correlation	1	0.420
	Sig. (2 tailed)		0.002
	N	397	397
Packaging Graphics	Pearson Correlation	0.420	1
	Sig. (2tailed)	0.002	
	N	397	397

Table 4.20 show a moderate positive correlation between buying behaviour and packaging graphics at $r = 0.420$; $p = 0.002$. The results concur with the results of Ahmed *et al.* (2014:130) who also found the two variables to have a moderate positive correlation.

Table 4.21: Correlation between buying behaviour and packaging material

		Buying Behaviour	Packaging Material
Buying Behaviour	Pearson Correlation	1	0.034
	Sig. (2 tailed)		0.176
	N	397	397
Packaging Material	Pearson Correlation	0.034	1
	Sig. (2tailed)	0.176	
	N	397	397

The results in Table 4.21 show a very weak positive correlation between buying behaviour and packaging material at $r = 0.034$. In a study by Ahmed *et al.* (2014:130) the findings show that there is moderate positive correlation between buying behaviour and packaging material thus, contradicting the results of this study.

Table 4.22: Correlation between buying behaviour and packaging technology

		Buying Behaviour	Technology
Buying Behaviour	Pearson Correlation	1	0.564
	Sig. (2 tailed)		0.000
	N	397	397
Packaging Technology	Pearson Correlation	0.564	1
	Sig. (2tailed)	0.000	
	N	397	397

The results in Table 4.22 show a moderate positive correlation between buying behaviour and packaging technology at $r = 0.564$. The results concur with the findings of Ahmed *et al.* (2014:130) which also reveal a moderate positive correlation between these two variables.

Table 4.23: Correlation between buying behaviour and nutritional information

		Buying Behaviour	Nutritional information
Buying Behaviour	Pearson Correlation	1	0.053
	Sig. (2 tailed)		0.318
	N	397	397
Nutritional information	Pearson Correlation	0.053	1
	Sig. (2tailed)	0.318	
	N	397	397

The results in Table 4.23 show that there is a very weak positive correlation between buying behaviour and nutritional information at $r = 0.053$; $p = 0.318$.

Table 4.24 Correlation between buying behaviour and label information

		Buying Behaviour	Label information
Buying Behaviour	Pearson Correlation	1	0.551
	Sig. (2 tailed)		0.003
	N	397	397
Label information	Pearson Correlation	0.551	1
	Sig. (2tailed)	0.003	
	N	397	397

Table 4.24 shows a moderate positive correlation between buying behaviour and label information at $r = 0.551$; $p = 0.003$. The results contradict the findings of Muhammed and Kamran (2014:100) which reveal that there is a weaker positive correlation between these two variables.

Table 4.25: Correlation between buying behaviour and country of origin

		Buying Behaviour	Country of origin
Buying Behaviour	Pearson Correlation	1	-0.069
	Sig. (2 tailed)		0.179
	N	397	397
Country of origin	Pearson Correlation	-0.069	1
	Sig. (2tailed)	0.179	
	N	397	397

The results in Table 4.25 above show a very weak negative correlation between buying behaviour and country of origin of a product at $r = -0.069$.

Table 4.26: Correlation between buying behaviour and brand name

		Buying Behaviour	Brand name
Buying Behaviour	Pearson Correlation	1	0.613
	Sig. (2 tailed)		0.000
	N	397	397
Brand name	Pearson Correlation	0.613	1
	Sig. (2tailed)	0.000	
	N	397	397

The results in Table 4.26 shows that there is a moderate positive correlation between buying behaviour and brand name at $r = 0.613$.

From the above discussion it can be found that colour, graphics, technology, label information and brand name have a moderate positive correlation with buying behaviour while size, shape, packaging material, nutritional information and country of origin have very weak correlation with buying behaviour. The major highlights of the results chapter are summarised in the next section.

4.10 Conclusions

Reliability test was done and the results show that reliability scores for all sections (approximate or) exceed the recommended Cronbach's alpha value thus, indicating the degree of acceptability.

The visual and verbal elements were both found to influence consumer buying behaviour. The visual elements that influence consumer buying behaviour are colour, graphics and packaging technology. The verbal elements that are seen to have an influence on consumer buying behaviour for convenience goods are label information and brand name.

After running the factor analysis tests the factors which are found to be most important during buying decisions are label information, brand name, graphics, colour and technology, consumer perception, time pressure and individual characteristics. They have been listed in order of their importance. The regression analysis revealed a significant relationship between consumer buying behaviour and 7 predictor variables; colour, graphics, packaging technology, label information,

brand name, level of involvement and time pressure. The results of Pearson's correlation analysis show that colour, graphics, technology, label information and brand name have a moderate positive correlation with buying behaviour while size, shape, packaging material, nutritional information and country of origin have very weak correlation with buying behaviour.

The results also reveal that when consumers are under time-pressure, they consider visual elements when they make their purchase decisions. On the other hand, the consumers consider verbal elements when they are not under time-pressure.

The results also reveal that convenience goods are regarded as low involvement products. In this regard, the visual elements of package influence consumer's purchasing decisions to a greater extent when they are in the level of "low involvement", rather than to those who are in the level of "high involvement".

Overall, the results of the study either concurred with other studies or were in contrast to the results of other studies. The results, thus, present an insight to marketers that they should understand their consumer base and packaging factors that influence their buying behaviour and the different contexts those consumers are in. In summary, package must be viewed as the most valued tool in today's marketing thus, a detailed analysis of its elements and influence of those elements on consumers buying behaviour is necessary.

Based on the presentation and discussion of the results above, the chapter that follows will, therefore, present the major conclusions and recommendations of the study. It is expected to give major insights for the marketers in understanding the influence of packaging elements on consumer buying behaviour for convenience goods.

Chapter Five

Conclusions and Recommendations

5.1 Introduction

The previous chapter presented the findings of this study. The study investigates the influence of packaging elements on consumer buying behaviour for convenience goods. The study mainly employed descriptive statistics, factor analysis, chi-square test of independence, correlation analysis and a regression model which assessed the relationship between the packaging elements and consumer buying behaviour. In this regard, the conclusions are drawn based on reviewed studies and the analysed data which provide answers to research objectives that are stated in chapter one. Finally, recommendations that can assist in planning and decision-making for producers and marketers are outlined. Areas for further studies are given. The section that follows presents the summary of the study.

5.2 Summary of theoretical study

The aim of this study was to evaluate the influence of convenience goods package on consumer buying behaviour amongst international students. The objectives of the study are to:

- To identify the packaging elements of convenience goods that potentially affect consumer's purchase decisions amongst international students.
- To investigate the influence of time pressure, involvement level and individual characteristics (biographic) of consumers when making buying decisions of convenience goods amongst international students.
- To determine international students perceptions on packaging elements of convenience goods and its influence on their ultimate buying decisions.
- To ascertain the nature of the relationship between the packaging elements of convenience goods and international students buying behaviour.

Chapter two presented a review of scholarly literature as related to the study. It is important to study consumer buying behaviour as business activities are dependent on consumer satisfaction. Kotler and Armstrong (2012:159) state that consumer

behaviour is affected by internal and external factors. External factors are intensely impacted by consumers culture, family and packaging. Internal elements do play a significant role in a consumer's behaviour and they include perception, knowledge, attitudes, personality, lifestyle and motivation. Marketers cannot control such factors, but they must take them into account.

A number of theories explaining consumer behaviour have also been discussed and basically deal with various stimuli, influential factors, decision-making process and outcome. One of the theories discussed is the consumer decision model. Kotler and Keller (2012:188) state that a consumer goes through five steps to make a decision of purchase. The stages include; need recognition, information search both internally and externally, evaluation of alternatives, the act of purchasing and post-purchase reflection which form the basis for the study of consumer buying behaviour. Other theories discussed include Psychological Theory (cognitive theory) and Compensatory Consumption Theory. All the theories discussed are applicable to the current study and therefore give direction on which the study is premised.

Packaging has been also explained as an influencing factor for consumer behaviour. Packaging is defined by Lee (2010:1) as the container or wrapper such as plastic, glass, metal, paper or paperboard that is used to protect a product. Ladipo (2011:183) states that the logistic functions of packaging include containing, protecting and identifying. Kuvykaite *et al.* (2009:446) state that the marketing function of packaging is to influence purchase decision of customers at the point of sale. In this study two main blocks of packaging elements have been highlighted namely; visual and verbal elements. In the current study, two major packaging attributes have been recognised; visual and verbal attributes. The distinguishing factor in comparing visual and verbal elements of packaging is founded on the fact that the purpose of visual package attribute is to ignite and enhance interest whereas verbal components present information on the real motivation to purchase (Mutsikiwa *et al.* 2013:57). Visual elements include graphics, colour, shape and size, packaging material and technology whereas verbal elements include nutritional information on the package, label information (use instruction, expiry date, weight, ingredients and storage conditions), country of origin and brand name.

Aside from packaging there are also other factors which influence buying behaviour and these are; involvement level, time pressure, individual characteristics and consumer perceptions. The degree of customer involvement implicates more on how personally important or interested a consumer is in buying and using a product and how much information is needed to make a decision (Chavis 2010:1). According to Maiksteniene and Auruskeviciene (2008:92) convenience goods are generally regarded as low involvement but consumers' involvement varies with every consumer. Some consumers view convenience products as high involvement.

When consumers buy high-involvement product and then do not like it, they will be more motivated to seek redress. In the case of low-involvement consumers usually switch brands in preference to complaining which makes it difficult to judge consumer satisfaction. In order for marketers to be successful in a supermarket selling convenience goods, they should pay attention to detail and understand the mind sets of customers. Here, knowledge of consumer decision-making can play a vital role (du Plessis 2011:275).

Time pressure is the feeling of having too little time to do what one has to do or wants to do (Silayoi and Speece 2004:617). In the event that buyers are in a hurry less information is read and there is no time to make a thorough assessment. It seems customers who are in a hurry may tend to make selection of the popular and expensive brands as they lack sufficient time to consider other options. Nevertheless, in some cases customers want to avoid cognitive dissonance thus, may buy those products that are not expensive (Friesner 2014:1).

According to Silayoi and Speece (2007:1498) influence of packaging on purchase behaviour of consumers depend on the characteristics of the individual which include education level, age, gender and occupation. A study conducted by Kuvykaite *et al.* (2009:446) found that the visual elements were most important for women, whilst, men preferred verbal elements. The results showed that participants with higher education look for verbal elements especially label information. With regard to age, participants below 25 years consider size when buying. They said they preferred smaller sizes to avoid wastage since most of them live alone.

Consumers perceive products while buying, as a result the formed perception is based on sensory observation of the individual and the product characteristics

(Wiedemann 2010:26). Du Plessis *et al.* (2011:159) state that marketers who understand how perceptions are formed are better equipped to communicate with consumers.

Chapter three comprises of methods and procedures that were used for collecting data for the determination of the influence of convenience goods package amongst international students. The format used in analysing the findings of this research is all considered in this chapter.

Chapter four presents the results of the study. Firstly, factor analysis was done, followed by descriptive statistics using graphs and pie charts. A regression analysis to ascertain relationship between consumer buying behaviour and packaging elements is also presented and discussed. Finally, chi-square test of independence and correlation analysis is also presented. The section that follows presents the major findings of the study.

5.3 Summary of the empirical study

The major findings of the study are presented in alignment with the research objectives that the study sought to answer. Below is the presentation of the objectives and the major findings.

Objective 1: To identify the packaging elements of convenience goods that potentially affect consumer's purchase decisions amongst international students.

After running the factor analysis test, the factors that were found to be most important during buying decisions were label information which accounted for 33% of the variance, brand name (15%), graphics (13%), colour (8%) and technology (6%). All these factors had eigenvalues of more than one. Other factors are important during buying decision but the above factors are the most important. This could be due to the type of convenience good which was used in this study. Thus, further studies can be carried out using other types of convenience goods.

In a study conducted to analyse important packaging elements using factor analysis Hasani and Zeqari (2015:274) confirms that label information, graphics and technology are the most important factors during buying decision. With regards to brand name, a study by Shehzad *et al.* (2014:72) reveal that brand name influence

consumer buying behaviour to a greater extent. This study shows that the university students have a preference for branded goods since they are brand-conscious. The importance of colour is also reinforced in a study by Alervall and Saied (2013:56) who reiterate that main visual element for influencing consumer's emotions was colour.

Similarly, regression results show that only 5 predictor variables are significant to influence consumer buying behaviour in this study at less than 5% significance level. These are colour, graphics, packaging technology, label information and brand name. The variables had significant values of less than 0.05.

Pearson's correlation was used to measure the degree of linear association of the variables. Colour, graphics, packaging technology, label information and brand name are found to have a moderate positive correlation with buying behaviour. The results concur with the results of Ahmed *et al.* (2014:130) who also find these variables to have a moderate positive correlation with buying behaviour. Overall, the study reveals that both the visual and verbal attributes influence consumer buying behaviour for convenience goods.

It is important to understand that packaging is an important marketing tool. However, the packaging elements under the study stimulate consumer purchase decisions differently. Some elements did not influence buying decisions but it does not mean that they are not essential. All packaging elements are significant in drawing interest and attention of consumers. If these elements are properly combined the package will be more attractive and attention-grabbing. Marketers therefore must be aware of the prominence of different elements so that they can effectively communicate via the package because it has a great influence in the buying process. It is also clear that uninviting packaging may possibly push consumers away from selecting the product on the supermarket shelf.

Objective 2: To investigate the influence of time pressure, involvement level and individual characteristics (biographic) of consumers when making buying decision of convenience goods amongst international students.

The results show that when consumers are in a hurry (time-pressure), they consider visual elements when they make their purchase decisions. On the other hand, the

consumers consider verbal elements when they are not under time-pressure. The findings correspond to theoretical studies and to the general supposition that when consumers do not have time they consider visual elements when buying. However, the results contradict the findings of Kuvykaite *et al.* (2009:443) which reveal that participants consider informational elements, not visual when they are under time-pressure. This necessitates need for further study.

Thus, it is imperative for marketers to understand that time pressure has an effect on how a consumer assesses products at the point of sale, the attention they give to verbal elements is reduced partially. Again, marketers thus, need to effectively communicate by the use of the package.

The results also reveal that convenience goods are low involvement products. Similar findings are reported by Maiksteniene and Auruskeviciene (2008:92) stating that convenience goods are generally regarded as low involvement. In this regard, the visual elements of package influence consumer's purchasing decisions to a greater extent when they are in the level of "low involvement", rather than to those who are in the level of "high involvement".

These findings suggest that the consumer use of visual elements of packaging is of greater importance for low involvement goods. In general, verbal elements call for more mental effort to process than visual elements thus, more of an emotional response will be evoked. As a result, consumers may possibly not be prepared to invest little effort while purchasing convenience goods which are of low involvement for them. Therefore, any marketing strategy that markers formulate should therefore take this into consideration.

The results also reveal that individual characteristics which include education level and income influence students buying decisions whereas gender and age has no influence. In a study by Kuvykaite *et al.* (2009:446) the results show that participants with higher education look for verbal elements especially label information. The results in Table 4.3 show that majority of participants (50.7%) are post graduate students and this could suggest why majority of the respondents (86.5%) agree that they look at label information and brand name during the decision making process. Pearson's chi-square tests were done to determine the relationship between

individual characteristics and students buying behaviour. Income and education level are found to have significant relationship with students buying behaviour.

Objective 3: To determine international students perceptions on packaging elements of convenience goods and its influence on their ultimate buying decisions.

The results reveal that consumers' perception of packaging elements influence their buying behaviour. This factor accounted for 5% of the variance and had an eigenvalue of 2.046 which is recommended. The results correspond to the findings of Spangenberg (2008:68) and Variawa (2010:32). The results also show that there is a significant relationship between consumer perception and students buying behaviour. This is indicated by a significance value ($P = 0.048$) for that reason, we accept the hypothesis statement (H10a) that there is significant relationship between consumer perception and students buying behaviour. Therefore, marketers should understand that packaging performs a marketing function and it is perceived by consumers. The elements of packaging communicate to consumers therefore; they are significant factors when a consumer is making buying decisions. The intention to buy a product is influenced by the degree to which a consumer perceives the product to satisfy him/ her when they consume it.

Objective 4: To ascertain the nature of the relationship between the packaging elements of convenience goods and international students buying behaviour.

The findings of the regression analysis reveal a significant relationship between consumer buying behaviour and seven predictor variables; colour, graphics, packaging technology, label information, brand name, time pressure and level of involvement. Pearson's chi-square tests were conducted to determine the relationship between variables and students buying behaviour. Colour, graphics, packaging technology, label information, brand name, consumer perception, time pressure and level of involvement are found to have a significant relationship with students buying behaviour. However, it is imperative for the marketers to understand that packaging elements have different impact on the consumer depending on context and the product. On the one hand, some packaging elements are significant enough to catch the consumer attention and influence their buying behaviour while on the other hand, some of them stay ignored. Therefore, understanding the

relationships between consumer buying behaviour and packaging elements inform how marketing strategies can be formulated.

5.4 Attainment of research objectives

Objective 1: To identify the packaging elements of convenience goods that potentially affect consumer's purchase decisions amongst international students

The first objective to identify packaging elements of convenience goods that potentially affect international students purchase decisions has been attained. Packaging elements that influence purchase decisions have been identified as colour, graphics, technology, label information and brand name. Some elements did not influence buying decisions but this does not mean that they are not essential. If all packaging elements are well-combined they will produce an eye-catching packaging.

Objective 2: To investigate the influence of time pressure, involvement level and individual characteristics (biographic) of consumers when making buying decision of convenience goods amongst international students.

The second objective was to investigate how time pressure, involvement level, and biographic characteristics influence buying decisions of convenience goods amongst international students. The objective has been attained and the results conclude that when consumers are under time pressure (in hurry) they consider visual elements. This is because they do not have enough time to read information on the packaging. On the other hand, consumers who are not under time pressure have all the time to look at verbal elements.

The results also reveal that convenience goods are low involvement goods and consumers usually consider visual elements when buying them. Finally, results also reveal that biographic characteristics which include education level and income influence international students buying decisions whereas gender and age has no influence.

Objective 3: To determine international students perceptions on packaging elements of convenience goods and its influence on their ultimate buying decisions.

The third objective was to determine international students' perceptions on packaging elements of convenience goods. The objective has been attained and it has been revealed that international students' perception of packaging elements influence their buying behaviour. The results also show that there is a significant relationship between consumer perception and students' buying behaviour.

Objective 4: To ascertain the nature of the relationship between the packaging elements of convenience goods and international students' buying behaviour.

The last objective was to determine the nature of relationship between the packaging elements and international students' buying behaviour. This objective has been attained and the results show that there is a significant relationship between consumer buying behaviour and seven predictor variables: colour, graphics, packaging technology, label information, brand name, time pressure and level of involvement. All research objectives have been attained.

5.5 Limitations

The study was confined to Eastern Cape (EC) and KwaZulu-Natal (KZN) Provinces, specifically targeting international students at UFH and DUT. Only 400 participants participated in the study. The study was conducted on different packaging of fruit juice as a representation of convenience goods. Thus, the results of this study may not give an indication for the general behaviour of South African consumers when purchasing convenience goods. The results cannot be generalised to a wider population and are only applicable to the specific participants under study. However, retailers and manufacturers can perform a similar study in their own outlets or their own product range on a larger scale to yield results applicable to their own consumers.

5.6 Recommendations

- Marketers must design colourful packaging because customers are drawn to a product by its colour; reading the information will be a second step. Also when consumers are in a hurry they will just grab the product with a colourful packaging without reading the information. It is also important that pictures of the product inside the package are included on the packaging because

customers will know what to expect in the packaging; especially those customers who want to try a product for the first time.

- Producers must design packaging which can be resealed after opening especially food products so that the food will remain fresh after opening. Consumers are willing to have an easy handled/opened/closed package. Companies must also design packaging which is easy to store and which provides long shelf life to the product.
- Marketers and companies must design packages that do not cause any harm to the environment. It is also the responsibility of marketers to create consumers' awareness towards the environment and build consumers' responsibility toward it.
- Manufacturers must include information which is readable and easy to understand on packaging because some consumers want to read the label information; use instructions, ingredients, weight and expiry date before they purchase a product. Most manufacturers have a tendency of using dense font which is unreadable.
- The results of the study reveal that brand name is very important in influencing buying behaviour and brand managers have to effectively manage and audit continuously the brand to make sure that it remains relevant to the target market. Basically, the brand name is the basis of a product which on its own can lead to purchase hence, it is important for managers to minimise liabilities and build on brand assets to avoid brand dilution.
- All packaging elements are significant in drawing interest and attention of consumers. If these elements are properly combined the package will be more attractive and attention-grabbing thus; producers must consider these elements when designing a package.
- Marketers must determine what consumers' perceptions and possible grievances are regarding packaging of convenience goods in order to improve packaging of products that are unsatisfactory to the consumer.

5.7 Scope for further studies

- The research only focused on participants' perceptions of packaging of convenience goods and the influence that the packaging elements may have on their decisions to purchase. A study focusing more on the decision making process could be done to gain a more in-depth understanding of the consumers' purchasing decision process as influenced by packaging of convenience goods. Such information could help to understand the South African consumer better.
- The study focused only on international students at two selected universities; as such it may possibly be required to conduct a broad research which includes various types of consumers from all parts of South Africa.
- The study was conducted on only one type of convenience goods. Future research could include other types of convenience products.

5.8 Conclusion

After completion of the study the researcher managed to attain all research objectives. Reliability test was done and the results show that reliability scores for all sections (approximate or) exceed the recommended Cronbach's alpha value thus, indicating the degree of acceptability. The visual and verbal elements were both found to influence consumer buying behaviour. The visual elements that influence consumer buying behaviour are colour, graphics and packaging technology. The verbal elements that are seen to have an influence on consumer buying behaviour for convenience goods are label information and brand name. The regression analysis revealed a significant relationship between consumer buying behaviour and seven predictor variables; colour, graphics, packaging technology, label information, brand name, level of involvement and time pressure. The results of Pearson's correlation analysis show that colour, graphics, technology, label information and brand name have a moderate positive correlation with buying behaviour while size, shape, packaging material, nutritional information and country of origin have very weak correlation with buying behaviour. The results also reveal that when consumers are under time-pressure, they consider visual elements when they make their purchase decisions. On the other hand, consumers consider verbal elements when they are not under time-pressure. The results also reveal that convenience

goods are regarded as low involvement products. Overall, the results of the study either concurred with other studies, but on the other hand, they were in contrast to results of other studies. The results, thus, present an insight to marketers that they should understand their consumer base and packaging factors that influence their buying behaviour and the different contexts those consumers are in. In summary, package must be viewed as the most valued tool in today's marketing thus, a detailed analysis of its elements and influence of those elements on consumers buying behaviour is necessary.

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Questionnaire

DURBAN UNIVERSITY OF TECHNOLOGY

DEPARTMENT OF MARKETING AND RETAIL MANAGEMENT

RESEARCH TOPIC: THE INFLUENCE OF CONVENIENCE GOODS PACKAGE: AN INTERNATIONAL STUDENTS PERSPECTIVE

I am a Masters Student from the Durban University of Technology, carrying out a research on the influence of convenience goods package on consumer buying behaviour. The information is purely for academic purposes in fulfilment for the award of Masters in Marketing.

SECTION A: DEMOGRAPHICS

Please answer the following questions accordingly:

1. Please indicate your age group:

<20 years	20 – 24	25 – 29	≥30

2. Please indicate your gender:

Male	
Female	

3. What is your home country?

Nigeria	
Zimbabwe	

4. Indicate your current education level:

Diploma	BSc/BCom/BA	BTech/Honours	Masters	PhD/Doctorate

Please examine carefully pictures which represent a package of fruit juice at the back of the questionnaire and answer the following questions.

SECTION B: CONSUMER BEHAVIOUR AND PACKAGING ELEMENTS

The questions that follow assess your judgement on the influence of package in buying convenience goods. Please, indicate, on a scale of 1 to 5 your judgement.

SD – Strongly Disagree **D** – Disagree **N** – Neutral **A** – Agree **SA** – Strongly Agree

	Packaging element	1	2	3	4	5
		SD	D	N	A	SA
	Colour					
5	Colour of packaging gain my attention at the point of purchase	1	2	3	4	5
	Size and shape					
6	The size of the packaging is important when making buying decisions	1	2	3	4	5
7	The shape of the packaging is important when making buying	1	2	3	4	5

	decisions					
	Graphics					
8	Colour mixture on a packaging influence my buying decision	1	2	3	4	5
9	Picture of product on a packaging influence my buying decision	1	2	3	4	5
	Packaging material					
10	I am more likely to choose products that have outstanding packaging material	1	2	3	4	5
	Technology					
11	When making buying decision, I consider whether the packaging is easy to store	1	2	3	4	5
12	When making buying decision, I consider whether the packaging is resealable	1	2	3	4	5
13	When making buying decision, I consider whether the packaging is environmentally friendly	1	2	3	4	5
14	When making buying decision, I consider whether the packaging has a long-shelf life	1	2	3	4	5
	Nutritional information					
15	I consider nutritional information on a packaging when making buying decision	1	2	3	4	5
	Label information					
16	The instructions on a packaging material influences my buying decision	1	2	3	4	5
17	When making a purchase decision, the expiry date influences my decision	1	2	3	4	5
	Country of origin					
18	Country of origin of a product is important to me when making purchase decisions	1	2	3	4	5
	Brand name					
19	Brand name influence my buying decision	1	2	3	4	5
OTHER ELEMENTS						
	Consumer perception					
20	The way I perceive a product packaging influence my buying behaviour	1	2	3	4	5
21	Product pictures on a packaging enhance my taste perception for the product	1	2	3	4	5
22	I perceive a product with exceptionally good packaging material to be of high quality	1	2	3	4	5
	Level of involvement					
23	When buying convenience goods, I give myself a lot of time to	1	2	3	4	5

	consider the packaging elements					
Time pressure						
24	When I am time-constrained, I consider visual elements when making purchasing decision	1	2	3	4	5
25	When I am not time-constrained, I consider verbal elements when making a purchasing decision	1	2	3	4	5
Individual characteristics						
26	My monthly income has an influence on my buying decision	1	2	3	4	5
27	My education level influences my buying behaviour	1	2	3	4	5

28. Please indicate other packaging (*not mentioned above*) which you consider when you are making a buying decision of your food products and possible reasons why you consider it/them.

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