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The Impact of Product Package Elements on Consumer Purchasing Intention

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ABSTRACT

Packaging and package design have become significant factors in the marketing of diverse “consumer goods” and have a main role in communicating product benefits to the customer. Market package elements are most important when introducing product to a market.

According to scientific literature, there are several classification schemes of elements in packages. Conceptual frame work was built with fourteen package elements to study the relationship between package elements and consumer purchasing intention. These fourteen package elements can be categorized into two parts as verbal elements and non-verbal elements.

Purpose of this study was to find out the relationship between package elements and consumer purchasing intention on liquid milk and milk powder. Responses from sample of randomly selected 100 customers used in this study. Statistical tool SPSS used to analyze the gathered data.

This study revealed that package nutritional information, package brand and package product name have a strong positive relationship with consumer purchasing intention. Further, there is no relationship and there is a weak positive correlation between package logo as well as the slogan and consumer purchasing intention.

Keywords: Package Elements, Consumer purchasing intention