



EFFECTS OF PACKAGING ON CONSUMER BUYING BEHAVIOUR

(Special Reference to Dairy Products Industry in Western Province)

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ABSTRACT

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

Sample size is 120 dairy product consumers in Western province and it is 40 from each districts (Colombo, Gampaha and Kalutara). Primary data collected by administered a structured questionnaire among the respondents in sample. According to the results visual packaging elements play a major role, representing the product for many consumers of dairy products in Sri Lanka. But Material, producer, size and product information are the most effective packaging elements that can influence on consumer buying behaviour.

Key words: Packaging, Packaging elements, Consumer buying behaviour