IMPACT OF PACKAGE ELEMENTS ON CONSUMER PURCHASING BEHAVIOR (SPECIAL REFERENCES TO VALUE ADDED TEA PRODUCTS IN COLOMBO DISTRICT)

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ABSTRACT

The Tea sector has potential to contribute considerably to economic development of Sri Lanka. Value added tea products are offered to customers in many forms and it should be presented in attractive forms hence packaging plays an important role on that. Packaging can effect on consumer buying behaviour and it is important to business decisions making in tea industry. Therefore, it was intended to study the level and types of packaging elements that are used in tea 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 study the impact of package elements on consumer's purchase decisions. Study discusses the effect of packaging elements (Graphic, Color, Size, Form, Material, Product information, Producer, Country of origin and Brand) of tea products packaging on consumer behavior.

Sample size is 120 value added tea product consumers in the Colombo district which consisted of 40 consumers from each Super market such as Arpico, Cargills and Keells. Primary data were collected by administered a structured questionnaire among the respondents in the sample. According to the results packaging elements play a major role, representing the product for many consumers of tea products in Sri Lanka. The 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