

# **The Role of Packaging on Consumer Behavior**

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## **Abstract**

Packaging is the building block of every successful product because it drives the behavior of the consumer. Packaging image and color attract the consumer towards the specific brand. Moreover, packaging enhances the reputation and quality of the product. The study aims to examine the impact of packaging images on the behavior of consumers. The weak packaging is the major issue that negatively affects the behavior of the consumer. The results show that the independent and dependent variables are significantly correlated with each other. The recommendations were drawn that, the packaging must be attractive and can engage the consumer pre-purchase and purchase behavior. The conclusions were drawn that, packaging plays a vital role in driving the behavior of the consumer. Time is the major limitation that bounds the scope of research.

**Keyword:** Packaging-Consumer behavior

# 1. INTRODUCTION

## 1.1 Background

. The packaging played a vital role in the marketing and branding of the product because the suitable packaging positioned the product in the mind of the customer against a competitor. The packaging includes the wrapper, material, color, and image as well. Furthermore, it a suitable wrapping create a positive brand image in the mind of the youngsters. Kotler (2003) states that color, design, and wrapping played a vital role in brand awareness because these all are a sign of recognition. The purpose of the packaging is to create a distinctive image of the product which differs the product from its competitors. The role of the packaging is to get the attention of the customer through a creative sign or image. Underwood et al. (2001) argue that the packaging is more important for those brands that are unfamiliar to the customer. Likewise, unpopular brands continuously try to recognize their products through unique pictures and images. Strong packaging brings a positive relationship between customers and an organization.

The packaging and brand image has a strong relationship due to a couple of reasons. Firstly, the protection of the product enhances the quality of the product which ultimately results in a strong brand image. Secondly, the packaging is the last building block of selling more specifically, when the product is new to the market. Moreover, strong packaging creates a strong reputation for the brand in the mind of the customer as well (Liang Lu, 2008). An element of packaging plays a vital role in maintaining the appropriate brand reputation because it creates an impact on the consumer buying decision. There are a lot of costs involved when buyers buy a product such that search cost, time cost, and monetary cost. The Packaging of the brand and product reduces these costs and enhances the goodwill of the brand. The main purpose of the packaging is to allow the customer to identify and recognize the product of their own choice through its appearance. Moreover, it saves the product from potential damage and enhances the quality of the product as well (Eldesouky, 2015).

Impulse buying is one of the major considerations in which the consumer buys the product without following all the steps of decision-making. Such an act of consumer can only be possible with smooth and well-recognized packaging. The color, style, and image of the wrapper attract the customer to suddenly buy the product. Likewise, packaging also plays a communicative role and

guides the customer about the features and with of the brand. The packaging verbally communicates the value and goodwill of the brand to the customer (Agariya, 2012). Besides the functional benefits, there are some emotional benefits of the packaging to the brand such that, the brand is the source of bringing thoughts and memories to the mind of the customer. These old memories strengthen the relationship of the customer with the brand. Researches show and suggested that people want to create a strong and long-term relationship with the brand and it can be one through sign, symbols, and the style of the packaging (Eldesouky, 2015).

The researchers showed that packaging color and theme attract the customer towards that particular product. Furthermore, attractive packaging retains the customer and creates an emotional relationship with the customer, and enhances the desire of the product in the mind of the customer. According to the history and background, the visual elements of the packaging are very much effective for those customers who are new to the product and have a low level of involvement in the brand. On the other hand, the verbal dimensions of the brands are very much important to the old and loyal customers because they are highly involved in the product.

## **1.2 Problem Statement**

Advertising played a very critical role in the creation of the brand image and brand reputation. Moreover, it enhances organizational performance by attracting a large number of customers. The companies mainly focus on the strong and attractive product cover to distinguish their products from competitors.

## **1.3 Research Questions**

RQ1: Does the image of packaging create an impact on consumer behavior?

RQ 2: Does the packaging material create an impact on consumer behavior?

## **1.4 Research Objectives**

RO1: To examine the impact of packaging image on the consumer behavior

RO2: to examine the impact of packaging material on the consumer behavior

## **1.5 Research hypothesis**

**H1:** There is a significant relationship between packaging image and consumer behaviour.

**H2:** There is a significant relationship between packaging material and consumer behaviour

## **2. Literature Review**

### **2.1 Image of Packaging**

An image of the packaging is a vital element for the top brands because the image is the symbol of recognition for them. The image of the packaging is sometimes more important than the brand color because it may be the logo of the brand. Moreover, the combination of the image and color is also important as well. As a whole, the role of the image is very much important and critical, and it brings the positive reputation of the brand (Rundh, 2005).

The material of the packaging is a source of protection of the product, and it enhances the life and quality of the product as well. Moreover, the quality enhances the reputation of the brand and creates a unique image of the brand in the mind of the customer.

Image and styles of the packaging mean the packaging design which involves the picture of the brand. Pictures are of different types such that they may be descriptive or suggestive. The descriptive pictures describe the feature of the brand with its image such that Coca-Cola. On the contrary, the suggestive pictures do not directly describe the attributes of the brand, but it suggests the attributes of the brand. The best illustration of the suggestive brand and packaging image is apple. inc. The consumer shows more positive intend towards those brands that have an attractive image and pictures and vice versa (Raheem, 2014).

### **2.2 Packaging Material**

‘Packaging protects the brand from irregular damages. The packaging design is very much critical because of several reasons. Firstly, it can be the source of communication between the consumer and the company. Secondly, it creates a long-term relationship between the customer and an organization. At last, the packaging design is very much important in the selling of unfamiliar products and less popular brands (Shah, 2013). The role of packaging is changed dramatically. In the past few years, the packaging is used to protect the product from the expected

damage. Nowadays, the design of the packaging is very much important because the consumer buying decision is heavily dependent on the design of the packaging (Agariya, 2012).

The competition amongst the brands is quite higher and to compete in the world of brands packaging design is very much important. More importantly, identification and the creation of an ideal product design is not an easy task and involves a complex process. Firstly, the company identifies the need for the design, secondly, select the best possible designs and allocate weight to every design. At last, select the best design according to the well-defined criteria (Deliya, 2012).

The avoidance and impact packaging and the focus on the entire lifecycle approach during the packaging work brilliantly for them and society as well. Furthermore, MacDonald is one of the larger users of recycled paper during the packaging process. The reduction of waste during the packaging process saves a lot of resources for society. Moreover, the particular action is beneficial for them and enhances the sales of the company as well. The particular food chain is operating in many countries of the world including Pakistan and is famous for its innovation and green building processes. For instance, in developing countries like Pakistan where electricity is considered a scarce resource, MacDonald's launches the program of using natural light during the internal and external processes (Beitzen-Heineke, 2017).

The bundling incorporates the wrapper, material, shading, and picture also. Besides it, reasonable wrapping makes a positive brand picture in the brain of the youths. Kotler (2003) states that shading, structure, and wrapping assumed the first job in brand mindfulness because these all are the indication of the acknowledgment. The reason for the bundling is to make a particular picture of the item which varies the item shape of its rivals. The job of bundling is to get the consideration of the client through an inventive sign or picture.

Underwood et al. (2001) contend that bundling is progressively vital for those brands who are new to the client. Similarly, the disagreeable brands consistently attempt to perceive their items through extraordinary pictures and pictures. The association with the client is the building square of bringing the positive brand picture, and the solid bundling brings the positive connection among the client and an association.

The bundling and brand picture has a solid connection because of two or three reasons. Right off the bat, the security of the item improves the nature of the item which eventually results

in a solid brand picture. Furthermore, bundling is the last building square of moving all the more explicitly, when the item is new to the market. Additionally, solid bundling makes solid notoriety for the brand in the psyche of the client also (Liang Lu, 2008).

A component of bundling assumes a fundamental job in keeping up the fitting brand notoriety since it makes an effect on a buyer's purchasing choice. There are a lot of costs included when a purchaser purchases an item to such an extent that seek cost, time cost, and monetary expense. The Packaging of the brand and item diminishes these expenses and improves the generosity of the brand. The principal reason for the bundling is to enable the client to distinguish and perceive the result of their own decision through its appearance. Also, it spares the item from potential harm and improves the nature of the item too (Eldesouky, 2015).

A drive purchasing is one of the real contemplations in which the customer purchases the item without following every one of the means of basic leadership. Such a demonstration of the buyer must be conceivable with smooth and very much perceived bundling. The shading, style, and picture of the wrapper draw in the client to all of a sudden purchase the item. In like manner, bundling additionally assumes an open job and gives the direction to the client about the highlights and with of the brand. The bundling verbally imparts the esteem and altruism of the brand to the client (Agariya, 2012).

### **2.3 Consumer Behavior**

The consumer always goes for a product that is attractive and matches the aesthetics of an individual. An attractive packaging changes the behavior of the customer and creates a positive impact on the revenue cycle. Moreover, the customer pays more to the brand having the best reputation. Researchers claim that consumer behavior is directly associated with reliable packaging because it increases the goodwill of the brand (Zhang, 2015). Brand management is a framework that enhances the image of the brand through various techniques such that, excellent packaging and communication techniques. Packaging is also one of the techniques which played a communicative role between the brand and the consumer. The best illustration of such type of packaging is Samsung in which all the information is present on the packaging (Deliya, 2012).

There are a couple of factors behind the creation and designing of an excellent brand image. Firstly, the communication of the brand with the customer. Moreover, the discussion amongst the

brand can be done through packaging, for instance, the theme of packaging sometimes brought memories in the mind of the consumer and customer. Secondly, the brand image can be enhanced by maintaining a long-term relationship with customers. The long-term relationship includes customer retention and customer acquisition as well (Agariya, 2012).

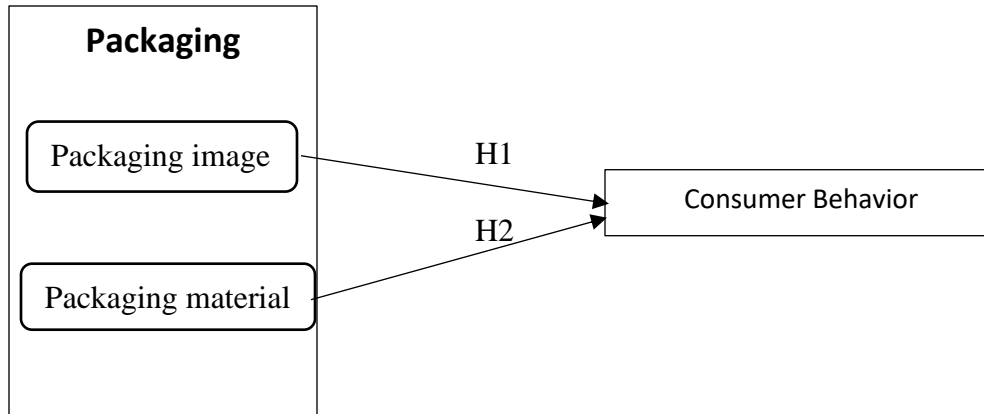
Strong brand communication is a very important factor in the enhancement of the brand image, and the packaging is building a block of this communication. For instance, a pack of product attracts the customer to buy a certain product and create a long-term relationship with the brand. Other than that, excellent packaging is very much useful from a business perspective because it is the source of the competitive advantage for the company. Coca-Cola is the best illustration in the context of competitive advantage. At last, the packaging of the brand protects the environment, and the green aspects of the packaging can be the source of the positive image of the brand in the mind of the consumer because the customer is very much of the environmental activities nowadays (Beitzen-Heineke, 2017).

The environmental variations compel the businesses to go for green practices in the manufacturing process. Overconsumption of resources and the use of packaging material during the distribution, the process is a major problem that involves a lot of waste. The restaurants and other organizations must follow a couple of procedures to make the process environment-friendly. Firstly, the use of lightweight packaging material during the distribution process. Secondly, companies should secure the efficient use of the product by educating the customer about the usage of the product. At last, the long-term relationship with the supplier is the building block of the green supply chain practices.

The packaging of the product is an essential part, and the element of waste is very much involved in that particular area. For instance, the weight of the packaging must be light because it consumes the resources of the country. Moreover, the lighter weight products consume less cost during the purchase. Additionally, lighter-weight products enhance the productivity of an organization. As a whole, the green purchase is directly linked to profitability and customer satisfaction as well. Additionally, the avoidance of waste reduces the ultimate cost of operations, which resulted in the profitability of an organization. Other than that, the green purchase enhances the quality of the product, which results in the enhancement of customer satisfaction



## 2.4 Theoretical Framework



## 3. RESEARCH METHODOLOGY

The research methodology comprises the data collection and analysis techniques that are used to generate a significant result.

### 3.1 Population and Sampling

Research method and design comprise the type of data collection and methods and design.

Moreover, research methods and design include the types of research and category of research as well. This specific study is quantitative in which the data is collected and analyzed in the form of facts and figures. In that particular research, the population is a whole set of people who have similar job nature, and we restricted our research to Islamabad, and the population is mostly the youngsters and the brand-conscious people.

Sampling is the power of the population in which the no of people from the selected population is ready for the interview and questionnaire. Moreover, sampling is based on various criteria such as age gender, and many other things. However, good and accurate sampling is one

of the best ways to produce accurate results. The 400 subjects are selected to collect data, and all of them are university students. The questionnaire is selected as a tool for data collection. The simple random sampling technique is used for the selection of a sample in which the people are selected on a random basis rather than by strata or any other method.

Although, this method has a lot of flaws but regardless of these flaws, the particular technique has some advantages. Firstly, the time is too short, and the other methods of sampling are too time-consuming, and for that purpose, simple random sampling is the most appropriate way to selected people (vila, 2007). Secondly, this technique is a way to implement and manage. For instance, it is very easy to select on a random basis rather than to follow the strata. However, this method of sampling affects the accuracy of the result as well. Moreover, the accuracy of the results heavily depends on the relevancy of the data (Agariya, 2012).

### **3.2 Data Collection Procedures**

. The questionnaire is selected as a tool for data collection because it is the easiest method to collect data in quantitative research. Moreover, is designed the questionnaire according to the variables (Agariya, 2012).

The questionnaire is based on 15 relevant questions other than the personal information of the participant. However, the questions are entirely based on variables and to prove a hypothesis statement true

### **3.3 Validity and Reliability**

In the quantitative technique of research such as in interviews and questionnaire and interviews, the population and sampling size is of great value and importance. Moreover, an accurate population enhances reliability and validity.

## 4. RESULTS AND ANALYSIS

### 4.1 Descriptive Analysis

Descriptive analysis is the basic representation of the data, and it defines the whole sample by simple and basic characteristics such as work experience, age, and gender. Additionally, the most common type of descriptive statistics is mean median, and mode. As a whole, the Descriptive analysis is the analysis of the participants by age, gender, and work experience as well (Quinn & Shephard, 1974). The number of male respondents is 250, and the number of female participants was 150. However, the 100 people fall in the range of 0-20, the 200 people fall in the range of 20-35. The other participants fall in the range of 35 and above

	<b>Age limit</b>		<b>Frequency</b>	<b>Percent</b>
<b>Age</b>	0-20		100	100.0
	20-35		200	200.0
	35 and above		100	100.0
	Total		400	400.0
<b>Gender</b>	Male	250	46.0	46.0
	Female	150	54.0	54.0
	Total	400	400.0	400.0

As far as the work position is concerned, all participants are students of various universities. The descriptive analysis explores the basic information of the participants, which is very much necessary for the whole research process. Moreover, the descriptive analysis ensures the relevancy and authenticity of the research as well (Norušis, 2006).

## 4.2 Reliability Test

The reliability test shows the consistency of the outcomes. According to McKinnon (2015), the reliability test is the part of the statistical tool which inspects and confirms the stability of the outcomes. Moreover, the reliability is more about, the consistency of the outcomes. The outcome is more dependable on the off chance that it can demonstrate a similar outcome under different conditions. Specifically, in research, the unwavering quality of the occasions is examined in SPSS.

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
<b>Packaging image</b>	.874	5
<b>Packaging Colour</b>	.777	5
<b>Consumer Behaviour</b>	.969	4

*Figure 1: Reliability Test*

The reliability of the first five inquiries under the mark of the Packaging picture is .774 which shows that the things are solid and equipped for creating stable outcomes. Additionally, the reliability value of the items under the label Packaging color is 0.777 which is quite good and significant. However, the four items under the label consumer behavior have a reliability value of 0.969. As a whole, all the items are reliable enough to produce significant and stable results.

### 4.3 Hypothesis Testing

Hypothesis testing in the statistics is a way through which the results of the sample test would be tested. Moreover, all the statistical tests are conducted to test the assumptions (William, 2000). The correlation test is conducted to find out the relation between the independent and dependent variables. Other than that, the regression analysis is being done to find out the degree and nature of the relationship between two variables.

#### 4.3.1 Correlation Analysis

In statistics and research, the connection is characterized as, the reliance of one variable on the other. In the specific situation, the bivariate connection is utilized to discover the connection between bundling picture and shading practices, and brand pictures. The brand picture can be decided on consumer loyalty.

Sr.	Variable	1	2	3
1	Packaging Image(PI)	1		
2	Packaging color(PC)	.591**	1	
3	Consumer Behavior (CB)	.695**	.573**	1

Figure 2: Correlation

The above table shows the aftereffects of the relationship. In a specific table, the bundling picture and bundling tone are the free factors and are contracted as, PI" and "PC." The relationship estimation of the variable with itself is consistently one. In the individual, two-tail table the connection is huge at 0.01, and in the above table, the correlational worth appears with two reference bullets (\*\*). The .691 is more than the ideal degree of 0.01( $P < \alpha$  which is 0.01) shows that there the brand picture vigorously depends on a green bundling picture.

Besides, the correlational incentive among PC and IM is 0.673 which is far over the critical level. Also, the p-esteem is not exactly alpha which is 0.01. Furthermore, it is deciphered that, there is a critical positive connection between astounding bundling and brand picture.

The study indicates that packaging creates a huge impact on branding due to several factors. Firstly, it reduces the search and time cost of customers due to the purchasing of items without the involvement of any waste. Secondly, the cost factor plays a part in that particular research, and the reduction of cost through excellent packaging enhances brand image.

### 4.3.2 Regression Analysis

Regression analysis is the quantitative technique for theory testing. Also, it clarifies the idea of the connection between the dependent variable and the independent variable. The relapse examination normally includes the obscure variable represented as ( $\beta$ ), the independent, and the dependent variable too (Cleveland, 1988).

<b>HYP</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>sig</b>
<b><i>H1</i></b>	.764 <sup>a</sup>	.584	.676	.000
<b><i>H2</i></b>	.691 <sup>a</sup>	.477	.472	.000

Figure 3: Regression

In the above table of regression, the (R) addresses the basic connection between's the dependent variable and the independent variable which is .764 for the situation. The estimation of (R) portrays that, there is a connection between the autonomous and ward factors. Besides, the R square demonstrates the level of connection between two factors which is .584 for this situation. The above esteem is critical and shows the serious level of connection between the reliant and free factors.

All things considered, it characterizes the nature and level of the connection between the autonomous and ward factors. The above Regression and ANOVA esteem show that there is a solid positive connection between the autonomous and ward factors.

**H1:** *There is a significant relationship between packaging image and Consumer behavior*

The .691\*\* is the correlation value which shows that there is a strong and significant positive relationship between packaging image and consumer behavior.

**H2:** *There is a significant relationship between packaging color and Consumer behavior.*

There is a solid connection between's bundling style and purchaser conduct. Besides, the correlational estimation of 0.673\*\* shows that there is a solid and positive connection between the autonomous and ward factors. As The T-test thinks about the mean of the singles test is utilized to look at the methods for the example test and conjectured test. The negative estimation of T shows that the worth example implies not exactly the guessed mean which at last conflicts with the acknowledgment of the invalid theory. The above table shows the negative estimations of the T and the .000 estimation of p demonstrates that the invalid theory isn't adequate for acknowledgment. The outcomes are profoundly solid and show that there is a huge connection between the dependent variable and the independent variable

#### **4.4 Summary Findings**

By the above outcomes and measurements, unmistakably there is a solid connection between the free and ward factors. Also, the worth is 0.591 is marginally higher than the two tail connection standard which is 0.01. The connection esteem is huge, and the p-esteem is not exactly the huge estimation of Alpha which implies that there is no definitive proof that demonstrates that, the invalid speculation is correct. Moreover, the H1 holds as indicated by the factual outcomes dependent on the quantitative device of estimation which is a poll. The ongoing Alpha estimation of the unwavering quality is more than, 0.71, which mirrors the consistency of the information. Furthermore, the high-dependability esteem has an indispensable impact on the advancement of a connection between's the needy and free factors.

## 4.5 Discussion

Packaging is not an old concept, and previous studies have developed the framework of excellent packaging at both the internal and external levels of the organization. The unique creative packaging is the emerging idea with regards to organizations. Besides, the different specialists and the presumptions were attracted the past research too. In the past research, the part of bundling in the upgrade of the brand picture is estimated. Also, the major spotlights on the presumptions in the past scientists were on the monetary components of the marking with the end goal that benefits. Notwithstanding, numerous different variables make an effect on the brand picture like the fascination of clients and consumer loyalty (Klimchuk, 2012).

The specific investigation emphatically affects organizations, as the harmed bundling is one of the serious issues of the current time. Vila (2007), contemplates the effect of hierarchical execution and contends that associations should zero in on corporate social duty to upgrade consumer loyalty. This exposition demonstrates the connection between the bundling and brand picture, which is negated to suppositions of past analysts, who recommends that there a no immediate connection between bundling and the brand picture (Maholtra, 2001). In addition, bundling tone straightforwardly affects brand picture, and the vast majority of the papers and analysts uphold that specific idea. Moreover, innovative bundling is one of the significant practices which leads towards the upper hand (Ford, 2012).



## **5. CONCLUSION**

### **5.1 Conclusion**

The balancing between customer satisfaction and business performance is very much important in the modern era. The regulatory pressures on the businesses and the awareness of customers forces the organizations to perform environmentally friendly functions to improve their financial and non-financial performance and, in that concept, green packaging played a vital role.

The bundling is the exceptionally basic segment and the building square of the positive picture of the brand, and it makes a character of the brand. The shade of the bundling is more imperative for the potential client as opposed to the dependable clients because the appealing shading makes a positive picture and notoriety of the item and brand in the brain of the customer. Also, the brands use shading as an image of acknowledgment too to such an extent that the blue passes on the message of dependability (Kotler, 2003). In actuality, an unessential shading plan harms the estimation of the brand and decreases the deals up to a degree (Kauppinen-Räsänen, 2014).

### **5.2 Recommendations**

By the above qualitative and quantitative discussion, a few recommendations are drawn. Firstly, unreliable packaging is one of the major problems of the businesses of the modern era. Additionally, the businesses should focus on the factor of corporate social responsibility while doing packaging rather than just relying on profitability. Secondly, the customer of the present era is very much aware of the market and environmental conditions, and more specifically, the young generation put great attention towards the display of the product. At last, it is recommended that the quality of the product is not related to the price in every case. In some cases, customer satisfaction and quality are heavily related to the outer and inner packaging display of the company. As a whole, there is much research required in that particular area of creative and unique packaging, to explore the other variables that, affect the choice of the consumer.

## **5.3 Future Gaps**

There are certain areas regarding the particular area is observed, that should be addressed in the future. In that particular research, the relationship between packaging and brand image is observed by the two dimensions, which are packaging style and packaging color. The sampling technique and the tool of data collection which is used in that particular research are based on the convenience of the researcher and the time constraint is another factor that limits the scope of the research. Other tools and techniques can enhance the scope of the particular study in the future.

### **5.3.1 Delimitations and Limitations**

Limited access to literature is the major limitation that bounds the significance of the research.

### **5.3.2 Research Implications**

This study contributes significantly to the development of production and manufacturing sector organizations because it would suggest the methods to avoid waste through advanced technology and also this study proposes some unique methods of packaging. Moreover, the study of packaging importance contributes towards the society as well by introducing some unique and creative packaging practices and focusing on customer satisfaction. Additionally, lack of good packaging is a very common problem, and the particular research defines and illustrates the role of packaging in the enhancement of the brand image. From the industry perspective, particular research provides the proper guideline to the organizations, to maintain the best and sustainable packaging practices in the businesses which enhance their performance regarding profitability. As a whole, the particular research has a lot of significance, for society and the industry as well.

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