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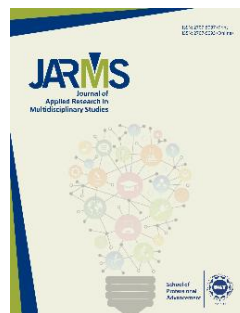
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Role of Packaging in Consumers' Purchase Intentions: Evidence from Packed Milk Industry of Pakistan

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Abstract

The current study was conducted with a key objective to investigate the relationship between various factors of packaging and consumers' purchase intentions. The packaging and its factors have been discussed by using Deliya and Parmar's (2012) theoretical model. Packaging has become an important tool of marketing due to the increased competition and clutter on store shelves. The study chose consumer's purchase intentions as an outcome variable and predictor variables comprised packaging features (such as background image, packaging color, printed information, innovative features, font style, packaging material, and design of wrapper). The current study applied convenience sampling technique and structured questionnaire to obtain the data from 130 respondents of Lahore city in Pakistani context. Data was analyzed by applying descriptive analysis, bivariate correlation, and regression analysis through SPSS version 23.0. The results revealed that packaging has a significant impact on consumers' buying intentions, especially the design of wrapper in packed milk category of Fast Moving Consumer Goods (FMCG) industry. The findings would be helpful for the marketers to design packed milk for consumers in Pakistan.

Keywords: consumer buying intentions, consumer buying behavior, customer-based brand equity (BE), fast-moving consumer goods, packaging

Introduction

The acceptance of a brand's worth has witnessed a considerable increase on account of increasing focus of academia pertaining to the subject of 'brand-marketing' (Zia et al., 2021). Building a strong brand is one of the strategic objectives of any organization to attract customers. The edifice of a strong brand with significant equity is highly an important decision for marketers to provide benefits to the firm (Keller, 2001). Research reveals that brand associated experiences of consumers impact their brand's loyalty

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and satisfaction (Zollo et al., [2020](#)). Consumers appraise various traits of a brand (such as strength, perceived value, and its utility) in relevance with brand's associated costs. Consumers' perceptions regarding a brand's value impact the organizational performance and increases the financial returns (Ebrahim, [2020](#); Zia et al., [2021](#)).

Imtiyaz et al. ([2022](#)) recommended that brand image is the most essential determinant and is a driving factor for consumers regarding their choice of convenient food. Markets with identical products/services without major differences in the form of functionality and with consumer's choices are highly impacted by their emotional traits as compared to rational aspects. Brands have become a major source to differentiate between firms with their role extended from sum of features to the assembly of consumer's experiences (Pina & Dias, [2021](#)).

Brand equity (BE) can be defined as an 'outcome that a product with the brand name has as compared to the outcomes that would accrue if the same product did not have any brand name. BE refers to the benefits the product obtains from having a brand name (Ailawadi et al., [2003](#)). Moreover, it is an impact of brand details/descriptions on consumers' response (Zia et al., [2021](#)). Although a number of perspectives have been used to build BE, however, customer based brand equity (CBBE) provides a distinctive perspective regarding BE (Keller, [2001](#)). Keller et al. ([1998](#)) defines CBBE as a differential outcome that the brand knowledge possesses in customer's mind while promoting a brand. CBBE occurs when customers have a strong favourable brand association and familiarity. To attain this stage of familiarity, brands use different products, pricing, promotions, and distribution strategies. The essentials of a brand (comprising of brand name, jingle, logo, packaging, and character and slogan) play an important role in enhancing the CBBE. Marketers shape and position these elements in customers' minds to create a unique position, ultimately developing a higher level of customer-based BE.

In the current competitive era, packaging has become one of the most over-riding element to enhance the BE gradually gaining considerable attention from consumers to purchase different products. Similarly, packaging is receiving handsome importance in marketing by increasing the sales and profits of a company (Mousavi & Jahromi, [2014](#)).

Packaging plays a fundamental role in brand marketing. Several studies have identified that packaging is not only confined to physical aspects of distribution (for instance, protection from damaging), however, it also plays its role as a promotional tool as well. It triggers a consumer to buy a product for various features (such as colors, information, and shapes). Packaging facilitates to distinguish one brand from another competitor brand effortlessly (Benachenhou et al., [2018](#)).

Moreover, packaging has many different features which play quite an important role for consumers while purchasing the product. These attributes include packaging color, background, and packaging material. On the basis of these attributes, products can be differentiated from competitor's product (Olawepo & Ibojo, [2015](#)). Packaging is one of the fundamental dimensions for production concept as it plays an essential role to build product's perceptual image for the consumer (Alhamdi, [2020](#)). Moreover, packaging serves as a means of communication for the product by presenting the required information to the customers about the manufactured goods. Therefore, it serves as an essential medium to identify a product along with indicating its superiority over competitor's product (Mousavi & Jahromi, [2014](#)). Rundh ([2005](#)) mentioned that packaging attracts consumers towards the product and affects consumer's perceptions regarding the product which improves its image and transfers unique value of the product in their mind (Underwood, [2003](#)). Marketing practitioners and experts suggest that using conventional tools of promotion for contemporary customers is not sufficient ((Wyrwa & Barska, [2017](#)). Hence, certain marketing strategies are required to understand customer's behaviors (Benachenhou et al., [2018](#)). Furthermore, packaging impacts consumer's purchasing behavior and helps to differentiate the products from a large variety of related products (Wells et al., [2007](#)).

The consumers assume a product to be of high quality if its packaging is of good quality. Likewise, the low quality of product packaging makes consumers assume that the product is of low quality (Underwood, [2001](#)). In addition to this, satisfying the customers by meeting their needs and to achieve the marketing objectives, advertisers must apply the aesthetic element of packaging properly. These aesthetic components include package size, material, graphics, shape, color, and text (Keller, [2001](#)). The consumers' purchasing behavior about the product can be influenced by packaging color, wrapper, and other characteristics of packaging. The

results of a study conducted by Mousavi and Jahromi (2014) in Iran showed that packaging fundamentals (for instance packaging material, color, cover design, context image, printed information, style of writing, and innovation) have a favorable association with consumers' buying behavior.

Its significance directs many thinkers to recognize packaging as among the marketing-mix components and a corner-stone where goods are dependent on its success (Alhamdi, 2020). Furthermore, a study was conducted by Deliya and Parmar (2012) in India to explore how such elements (such as packaging material, color, context image, cover design, printed information, style of writing, and innovation) influence the success of packaging. The results showed that packaging performs a key function in marketing communication and may be considered as one of the chief features to affect the customers' buying behavior. This shows that packaging highlights individuality and originality of the product. Moreover, cultural differences also influence the companies' programs to plan the product, specially the selection of packaging color is far diverse from West to far East. Earlier research has reported that elements (for instance visual) of packaging have played crucial role in the context of food industry (Kovačević et al., 2022). According to Deliya and Parmar (2012), choices of packaging colors are quite different in different regions of the world. Therefore, it is important to consider cultural differences in designing and packaging of products.

In spite of the fact that literature has established the significance of packaging, research is scant regarding the customers' perceived attributes about this subject matter. Even researchers have shown little interest from management perspective (Fernqvist et al., 2015; Simmonds & Spence, 2019). There is dearth of researches addressing consumers' perceptions regarding the products of packaged foods in emerging economy about attributes of packaging (Kapoor & Kumar, 2019). Therefore, the current study addressed this important gap in FMGC sector of Pakistan.

To the best knowledge of the researcher, relatively less importance has been given to the packaging of packed milk in Pakistani milk industry. Hence, the current study attempted to investigate the importance of different features of packaging in the context of Pakistan. Moreover, the study also explored the impact of different factors of packaging on consumers' buying behaviors in the Pakistani context. Literature on this topic do not present common answers pertaining to the influence of packaging on consumers'

purchase intentions in the Pakistani context, especially packed milk industry of Pakistan. Thus, it was required to examine the impact of packaging on consumers' buying behaviors in more depth.

Literature Review

Considerable attention has been devoted to the notion of brand equity (BE) (Aaker et al., [2013](#)). The notion of BE has been examined from many different perspectives (Aaker, [1991](#)). In simpler way, BE can be explained in terms of how a strong brand impacts its marketing and sales. For instance, when you get certain increase in sales due to promotion and marketing of certain product due to its name that would not happen/ if that item for consumption has not that brand name (Keller, [1993](#)). BE is highly essential in growingly fierce competitive market exclusively in case of identical products that demand firms to survive (Saidarka, [2019](#); Zia et al., [2021](#)).

The importance of brand equity has increased, since the financial measures are likely to emphasize short-term outcomes. This, in result, may lead to lessen the brand building activities in order to get faster monetary results in shorter period of time. Likewise, sales promotion and even shorter period of price reduction creates short-term monetary gains proved to lessen the BE over time (Yoo & al, [2000](#)). BE is the vital asset of marketing that engenders a welcoming and exclusive association. It differentiates the bonding between stakeholders and a company. Moreover, it also nurtures long-lasting purchasing behavior (Hossain et al., [2020](#)).

CBBE is the concept of how consumer's reaction changes towards marketing mix for a well-known brand and for the same marketing mix of unspecified version of that product or service. This type of BE means that a customer has well-built, encouraging, complimentary, and distinct brand affiliation for the brand. Moreover, he/she is quite familiar with the brand and its elements. Therefore, positive consumer reaction towards marketing mix of a brand depicts favorable consumer-based BE and vice versa. Moreover, favorable consumer response and positive customer-based BE can escort a firm to increase its revenues, lower its costs, and increase its profit (Keller, [1993](#)). Pina and Dias ([2021](#)) explored various dimensions related to consumers' experiences that were impactful on CBBE. Their empirical investigation concluded that brand's experience positively impacts the CBBE. While, their emotional and sensory experience had higher impact on entire BE dimensions. On the other hand, the analysis of

multi-group highlighted that their intellectual brand experience triggers CBBE in customers having positive behavior for a brand.

Brand Elements

A brand is signified as a highly inexorable and a promising ingredient. After the consumers, it is recognized as the most substantial asset of a company which supports to stimulate its consumer's involvement or engagement (Hossain et al., [2020](#)). To facilitate strong and distinctive associations, CBBE model proposes that marketers must focus on brand elements. The main brand elements are brand name, logo, slogan, character, jingle, and packaging (Keller et al., [2008](#)).

'*Brand name*' plays an influential role to attract customers. It provides considerable information to customers and it is the most seen element of a company's communication tools (De Chernatony, [2010](#)). It not only creates awareness, however, it is also widely used by marketers for communication purposes (Keller et al., [1998](#)). Many elements of brands influence customers, for instance '*logo*' is one of them which signals the characters of brand as well as also helps customers to remember the brand name. Furthermore, it also helps a brand to remain a part of customer's consideration set by ensuring that the brand remains a top priority in that consideration set. It is like a signature which represents its maker, thus allowing the brand to build strong brand recall (Herskovitz & Crystal, [2010](#)). Brand related experience of consumers is referred to as the individual response of a consumer that evokes through his/her experience with that particular brand (Zollo et al., [2020](#)).

'*Jingles*' were not quite common earlier, however, nowadays they act as vital tools for brand recall, making strong brand identity and creating awareness in customers. Jingles are 'musical messages which contains brand identity and are mostly composed by professional musicians. Jingles help the brands to register themselves in the minds of customers, as they are catchy and good in creating brand awareness (Kohli & Leuthesser, [2001](#)). '*Character*' is a type of symbol which has specific characteristics and it also helps to build strong relationship with the brand. The reason for this is that it derives characteristics from real life, thus helping stronger brand recall. It is also a vital part of a company's marketing efforts and a widely used marketing communication tool in advertising and packaging of the brand (Keller et al., [2008](#)).

'*Slogan*' is another important element in a company's marketing communication efforts which communicates the positioning of brand. In addition to this, slogan plays multiple roles for marketers, for instance it represents the theme of advertisement, delivers the positioning of company as well as source of continuity of advertisement campaigns. Collectively, slogan is a tool which creates connection between routine marketing activities and company's long-term brand identity (Kohli & Leuthesser, [2001](#)). '*Packaging*' plays multiple roles for brands, for instance it is a source of protecting the product as well as it acts as a container. It includes physical appearance of the product, for instance design and materials from which they are made, color, shape, labels, and information. (Agariya et al., [2012](#)). The current study addressed the impact of good quality packaging on consumer's purchasing intentions which has been discussed in detail.

Packaging

Packaging not merely protects a product, however, it also fundamentally discloses the contents of the package. Largely, it mainly acts as a channel of communication if the product of a company doesn't support the advertising (Kapoor & Kumar, [2019](#)). Packaging discloses the mode of product use, its manufacturing place, date, and components (Benachenhou et al., [2018](#)). It has also become an integral part of individuals' modern life exclusively in continual progressions for marketing conception (Alhamdi, [2020](#)).

It protects the product, attracts the customers, provides required information to customers, and contains product that is marketed for sale (Agariya et al., [2012](#)). In modern era, customer lifestyle and preferences make packaging as an important marketing mix tool to promote the product. Packaging envelops a tangible object, usually a product that is presented for sale and consumption (Abdalkrim & AL-Hrezat, [2013](#)). Packaging is a vital element which supports a consumer's purchasing decision. Packaging is a tool which communicates the brand, as packaging interfaces with brand's consumers both virtually and physically (Rambabu & Porika, [2020](#)).

Packaging is all about the protection and presentation of products across the long chain of transportation to ensure they have a good quality like that at the time of manufacturing. Packaging plays an essential role in spreading the reflection and distinctiveness of the product as well as the company. Due to intense competition, advance technology, globalization, turbulent

market change, and rapid change in consumer's lifestyle enhances the use of packaging as an essential tool for sales promotion and impulse buying among consumers. Thus, packaging serves as an essential element to cast a strong impact on consumer's purchase decisions, especially in marketing communications and during the purchase time (Abdalkrim & AL-Hrezat, [2013](#)). Researchers have hypothesized the impact of packaging on consumers' purchasing decisions on the basis of its elements, such as image, color, material, size, pictures, shape, and technology (Kapoor & Kumar, [2019](#)).

Importance of Packaging for Fast-moving Consumer Goods (FMCG)

Packaging plays an important role in Fast-moving Consumer Goods (FMCG) sector as it attracts the customers and communicates value proposition of the company when consumers make some purchasing decisions (Wadsworth, [2012](#)), especially for those products which have low advertising medium. Moreover, packaging is significant for almost every product. For FMCG, which is also called CPG (consumer package good), it carries considerable importance, since these types of products are low-cost and profit contribution from them is also low. However, they are being sold in larger quantities so that cumulative profit from these types of products can be large (Sudhalakshmi & Chinnadorai, [2014](#)). Alhamdi ([2020](#)) conducted research by obtaining the data of respondents from Riyadh, Saudi Arabia and confirmed that packaging of product's brand plays an essential role to attract consumers.

Eatable Items

According to Procter ([2007](#)), the consumption of packaged-food products has risen approximately to 300% in the last twenty years (Kapoor & Kumar, [2019](#)). Reardon and Minten ([2007](#)) argued that the revolution of super-market (middle of 1990s) in progressing countries has increased the consumers' demand of packaged-food products. The designing traits of packaging have become an important concern in case of food products which determines the choices and decisions of that specific products' consumers in diverse segments of the market (Kapoor & Kumar, [2019](#)). Rapidly growing sales volumes of consumer related products/services are driving many sectors and it approximates Pakistan's present retailing market-size at figure of 152 billion dollars (Memon et al., [2020](#)).

Several studies indicate that packed eatable food items is one of the continuously growing segments in Pakistan due to two concepts in majority of families in urban areas of Pakistan. Packed food has long storage life and is easy to use and dispose. However, manufacturers have increased the retail prices of packed food items due to an increase in their cost of packaging which results in comparatively higher prices than non-packed food items. Furthermore, another reason of increasing demand of packed food items is hygienic awareness and other health-related factors in food which motivates the customers to switch their preference towards packaged food. This trend is mostly seen in FMCG, however, it is quite evident in packaged milk, oils, rice, and fats as well as their sale increases over time. The manufacturers of these products also targeted these evolving needs of customers as they marketed their products to be hygienic and healthier, especially the dairy products. Marketers targeted them as healthier than unbranded and loose products. The sales of these packaged food companies are growing continuously due to increased number of users, since these products are considered to be more user friendly, easy to consume, and can be stored for a longer period of time (Euromonitor International, [2015](#)). According to Kapoor and Kumar ([2019](#)), packaging attributes are considered important by the consumers to make purchases or buying decisions.

Importance of Packaging and Consumer Buying or Purchasing Behavior

Kuvykaite et al. ([2009](#)) stated that packaging impacts consumers' buying/purchasing behaviors considerably. It attracts them and influences their perceptions about the product. Moreover, it also provides unique value to product and sometimes it becomes a competitive advantage for the company. Thus, it not only attracts the customers, however, it also plays a vital role in marketing communication of the company and conveys important messages to consumers along with influencing their purchase intentions. Furthermore, packaging is a key issue to be considered for marketers as it impacts the buying behaviors of customers (Sudhalakshmi & Chinnadorai, [2014](#)). Imtiyaz et al. ([2022](#)) conducted a research on convenience food consumption which indicated that brand image is a highly significant factor related to consumer's drive for convenient food consumption which follows other factors, such as the product's information, image, and quality of packaging.

Nowadays, due to advancement of technology, use of internet for promotion and changing lifestyles have highlighted the importance of packaging for marketers. It may also influence the consumers' purchase behaviors considerably, especially during sales when consumers have different products in their consideration. According to Abrams (2010), packaging provides the very first impression about the brand or product to customers. Kovačević et al. (2022) conducted research to explore the impact of typeface design on consumer's expectations regarding the quality and their choices of spice. The findings indicated that typeface impacted consumers' expectations and their choices. The findings of the current study supported that typeface on food packaging is an effective tool to attract consumers. Similarly, Rundh (2005) states that exposure in advertising is brief, however, packaging builds the value of brand in the eyes of customers during the usage of product and leads customers towards loyalty as well as builds BE.

However, according to Ahmad et al. (2012), it is the customer's last impression about marketed product before their final decision about the purchase. Additionally, packaging not only influences purchase decisions, however, it also performs multidimensional functions by offering knowledge about the marketed product and its makers. Benchenhou et al. (2018) conducted a research to determine the impact of various elements (verbal and visual) of packaging and marketing innovation on consumer's purchase intentions. Data was obtained from 140 consumers consuming Coca-Cola. The research concluded that various packaging elements (verbal, visual) and innovation had a direct impact on consumers' purchasing intentions in case of Coca-Cola brand. Silayoi (2007) defined it as a technique employed by marketers to protect their product and to communicate with their customers. Hence, packaging not only influences customers' perceptions about the product, however, it also protects the product and influences consumers' buying behavior. Previous studies discovered packaging as the most important feature that influences consumers' buying decisions (Ahmad et al., 2012).

Rambabu and Porika (2020) conducted research with the help of data collected from consumers in Indian context. The empirical investigation revealed that the elements and strategies employed in packaging impacted the buyers' purchasing mode considerably. It was recommended that individuals involved in businesses should introduce innovative packaging

designs in their products for marketing purposes. Packaging assists a company to acquire and retain new customers when some innovative products are introduced in the market. The empirical investigation conducted by Kapoor and Kumar (2019) on Indian consumers concluded that packaging impacts consumers to a great extent. They showed willingness towards paying the premium price/cost to purchase packaged-food products/brands.

Packed Milk Industry of Pakistan

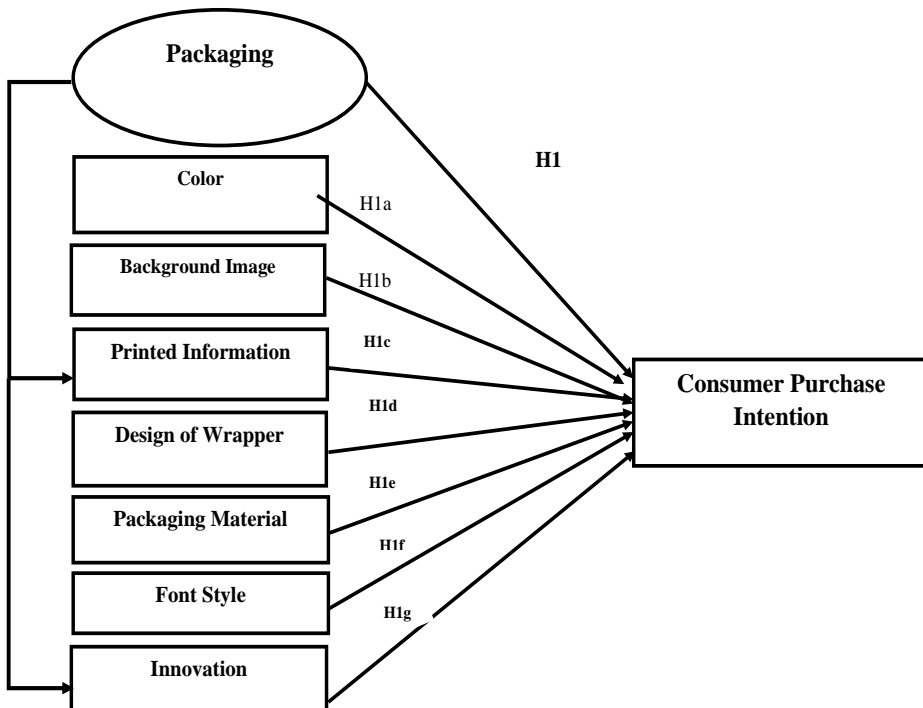
In Pakistan, the growing demand of FMCG is attracting a huge amount of new investment in dollars. The growing middle-class (exclusively millennial) with increasing disposable income has been demanding packaged and branded goods ranging from baby-care/personal products to food/beverage items (Memon et al., 2020). Consumers are rather aware about the benefits of dairy products on their health as these products are perishable and consumed quite frequently. Consumers who use dairy products are both quality and health conscious, look for convenience, and other linked aspects to satisfy their purchase objectives (Grunert et al., 2000). Pakistan's milk industry is valued at approximately \$11 billion with a branded to unbranded milk ratio of 8:92. In Pakistan, across both rural and urban division, there is 92% of untapped market potential in the branded and packed milk (Shaikh, 2015). Pakistan is among the top five milk producing countries in the world with an annual production between 34-35 billion liters of tradable milk (Hoda, 2014).

Milk is the main source of animal protein for human beings, due to which its consumption is quite high. In the list of food groups, Pakistan ranks 2nd following cereals with approximately 94.81 kg per annum milk availability according to per capita (Pakistan Bureau of Statistics, 2010). Buffaloes (66%) and cows (31.4%) are the major source of milk provision in Pakistan as compared to goats and sheep (Burki et al., 2004). The rural areas of Pakistan contribute a major quantity of approximately 85% of milk and pre-urban and urban areas produce 15% and 5% of the total milk, respectively (Zia, 2009). Due to globalization, a wide range of substitutes, rise in per capita income, change in lifestyle, and health considerations, the utilization of packed milk in the form of UHT and pasteurized milk is rising in Pakistan. This change in the consumption behavior is due to the overall behavioral and cultural change in Pakistan (Ayyaz et al., 2011).

Furthermore, people consider packed milk safe for consumption in comparison to loose milk which carries various diseases and elements due to contamination and pollution (Moezuddin, 2004). The increasing shift towards packed milk has attracted many firms towards its production as well. The competition is dramatically increasing between national and multinational firms due to an increase in the consumption of packed milk in Pakistan (Ayyaz et al., 2011).

Figure 1

Conceptual Framework



Based on an extensive literature review, following hypotheses were formulated for the study:

H1: There is a significant relationship between packaging and consumers' purchase intentions.

H1a: There is a significant relationship between color and consumers' purchase intentions.

H1b: There is a significant relationship between background image and consumers' purchase intentions.

H1c: There is a significant relationship between the printed information and consumers' purchase intentions.

H1d: There is significant relationship between the design of wrapper and consumers' purchase intentions.

H1e: There is a significant relationship between packaging material and consumers' purchase intentions.

H1f: There is a significant relationship between font style and consumers' purchase intentions.

H1g: There is a significant relationship between innovation and consumers' purchase intentions.

Methodology

Methodology refers to the process of exploration of something unknown with the help of evidences and then turning these evidences into findings (Hussain, [1997](#)). Methodology is the main factor in influencing and affecting the outcomes and it comprises purpose of study, research hypothesis, and the type of subject. The current study employed a cross-section design along with deductive and quantitative approach. Following the quantitative approach/technique, conclusion was drawn based on the available data by performing statistical analysis. Hence, proven associations (among variables) and results were arrived at (Akhtar & Butt, [2022](#); Butt, [2023](#); Flo et al., [2012](#)). The current study explored the opinions of people of Punjab, especially Lahore, regarding the impact of packaging on consumers' purchase intentions. Different universities, malls, and super markets of Lahore, Pakistan were explored to collect the data from students, housewives, and professionals. The sample size comprised 130 people based on the number of variables. The study employed convenient sampling technique. Data was collected through structured questionnaire which comprised two sections. Section I comprised statements related to respondents' demographic profiles. While, section two included statements on Likert scale (5-point) on study variables. Measures of scale items were adopted from previous researchers, namely Waheed et al. ([2018](#)), Olawepo and Ibojo ([2015](#)). The reliability of each construct was ensured through Cronbach's Alpha (α). The study employed SPSS 23 software for data

analysis which was performed in three parts. Part one of the study comprises descriptive analysis, part two leads to bivariate correlation, and third to regression analysis.

Results

This part of the study shows detailed analysis of demographic characteristics and buying preferences of respondents from universities, shopping malls, and supermarkets of Lahore. In this section, the highest percentage of respondents was men with 60.9%. The majority of respondents (61.5%) fell in the age group 25-29 years. The majority of respondents were housewives (57.7%) and major percentage (67.7%). Similarly, majority of respondents (67.7%) were married. Moreover, the majority of respondents preferred other brands (53.8%) and Milk Pack (36.9%) over packed milk, available in Pakistani markets. Majority of respondents (50.0 %) fell in income bracket of 50,000-100,000. The overall demographic variables are summarized in Table 1.

Table 1
Demographics

Demographic Variable	Categories	Percentage (%)
Gender	Male	60.9
	Female	39.2
Age (years)	18-24	14.6
	25-29	61.5
	30-34	10.8
	35-40	10.0
	40 and above	3.1
Occupation	Housewives	57.7
	Students	13.1
	Businessmen	7.7
	Professional/self-employed	21.5
Marital Status	Married	67.7
	Single	32.3
Monthly Income (Rupee)	below 50,000	28.5
	50,000-100,000	50.0
	100,000-200,000	14.6
	200,000 and Above	6.9

Demographic Variable	Categories	Percentage (%)
Preferred brand	Milk Pak	36.9
	Olpers	33.8
	Dairy Omung	6.2
	Anhaar	8.5
	Haleeb	7.7
	Adam's	1.5
	Tarang	1.5
	others	53.8

The mean, standard deviation, and Cronbach's Alpha of each variable are given in Table 2 below. The mean value in responses was above 4.0 in all variables. Standard deviation describes the extent to which the value of mean score deviates from the original value (Umair et al., [2023](#)). The value of standard deviation was below one (1) in all the variables which indicates that data was dispersed or scattered closely around the mean. Nunnally ([1978](#)) recommended that $\alpha > .70$ was acceptable (Butt et al., [2022](#); Butt & Yazdani, [2021](#)). Cronbach's Alpha (α) value was above .70 in all study variables which is considered in acceptable range (Umair et al., [2023](#)).

Table 2
Descriptive and Reliability Statistics

Variables	N	Mean	SD	Cronbach's Alpha
PC	130	4.080	.483	.785
BI	130	4.010	.550	.838
MP	130	4.460	.695	.774
FS	130	4.170	.717	.719
WD	130	4.110	.613	.783
PI	130	4.720	.517	.851
IP	130	4.060	.567	.838
CPI	130	4.850	.396	.747

While conducting regression analysis, it was assumed that some linear correlation must be existing between independent (predictor) variables and dependent variables. This assumption was tested by applying Pearson correlation (Butt, [2020](#)). Pearson's bivariate correlation was performed as a preliminary test to inspect the relationships among study variables at a significance level of 5%. Table 3 showed that packaging variables were positively correlated with dependent variables. The packaging material

shows a weak correlation with consumers' purchase intentions, that is, $r = 0.247$ in comparison with other variables. While, the design of wrapper showed high correlation with consumers' purchase intentions, that is, $r = 0.739$. All the remaining variables of packaging showed a moderate correlation with consumers' purchase intentions.

Table 3
Correlation Analysis

Variable	CB	PC	MP	BI	FS	WD	PI	IP
Consumer Behavior (CB)	1	.502	.247	.404	.412	.739	.630	.485
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
<i>N</i>	130	130	130	130	130	130	130	130

Furthermore, multiple regression technique was used as a robust test to study the relationship of independent variables, that is, color, background image, printed information, design of wrapper, packaging material, font style, and innovative package with the dependent variable of consumers' purchase intentions.

Table 4
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
	<i>B</i>	Std. Error	Beta		
(Constant)	.271	.012		2.152	.000
PC	.234	.073	.265	1.588	.001
BI	.054	.066	.069	.764	.002
MP	.201	.051	.211	.033	.003
FS	.121	.053	.219	2.286	.004
WD	.421	.060	.013	.083	.000
PI	.122	.067	.115	1.484	.001
IP	.070	.061	.138	1.153	.003

The ANOVA Table 5 shows that p -value is much lesser than 0.05. This indicates that study model was highly significant.

Table 5
ANOVA

Model	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	Sig.
Regression	2.310	7	.330	2.248	.000
Residual	17.913	122	.147		
Total	20.223	129			

The results of multiple regression analysis revealed a significant relationship of consumers' purchase intentions with all the independent variables of the study. All the elements of packaging have a significant impact on consumers' purchase intentions. The design of wrapper has highest effect (0.421) on consumers' purchase intentions in packed milk products. An *R* square value shows that all the independent variables explained a 68.4% variation in the dependent variable of consumers' purchase intentions in Table 6. The hypotheses test results indicate that all hypotheses are supported.

Table 6
R Square Values

Model	<i>R</i> Square	Adjusted <i>R</i> Square	Std. Error of the Estimate
1	.684	.664	.452

Discussion

Packaging is considered to be the 5th basic component of marketing mix. Due to its attractiveness at the point of purchase, it easily influences and affects the purchase process and consumers' purchase decisions as well. The overall results of testing hypothesis showed significant and positive associations between various packaging elements and consumer's purchase intentions. The wrapper design has a significant impact on consumers' purchase intentions as compared to background image, color, printed information, wrapper design, font style, innovative packaging, and the material of package. While, previous literature indicates that product information is the main verbal element while purchasing milk and washing-powder (Deliya & Parmar, 2012). Hence, wrapper design influences the purchase intentions of consumers while purchasing packed milk in Pakistani markets.

Study findings are also aligned with Ahmad et al. (2012) who determined that various packaging elements relevant to product (like color and image) were highly significant and influence customer's purchase decisions. The results are also supportive from Abbasi et al. (2020) in the Pakistan context. Abbasi et al. (2020) conducted research in FMCG sector of Pakistan and stated that packaging is a key factor (along with advertisement, pear's preference) which impacts the purchasing decisions of parents. Results also find support from a study conducted by Luo et al. (2019). The study determined an association between various factors of packaging (such as image and color) and customers purchase intentions in China and the UK.

The results of the current study are also consistent with research findings of Benachenhou et al. (2018). Their research concluded that various packaging elements (such as marketing-innovation, verbal, and visual) had a direct impact on consumer's purchase intentions. The study findings identified that packaging colors impacted customers considerably. The results are also consistent with Olawepo and Ibojo (2015) to explore the impact of product's packaging on customers' purchase intentions. Their findings concluded an association between these two variables. Furthermore, the results revealed that various packaging elements (quality of picture/image, color, labelling etc.) were predictors of customer's purchase intentions. While, the results of importance of color elements of packaging also find support with the qualitative study (interview based) conducted by Fatima and Yasin (2017) in the Pakistani context. Their study highlighted lack of awareness regarding the product's differentiation among its consumers in case when color hadn't been considered as the main stimulating or influencing factor to make decisions while purchasing a product.

The results also find support from the study conducted by Alhamdi (2020) in Saudi context as their results also supported that the entire packaging dimensions (such as shape, color, and design) were significant to draw consumers' attention towards the product. The results also find support from an empirical investigation conducted by Rambabu and Porika (2020) and Kapoor and Kumar (2019) in the Indian context. The current study followed certain implications for the management of organization, as it addresses various factors of packaging which impacts customers' purchase decisions and intentions while buying a product.

Limitations and Future Research Directions

The researchers believe that there is a difference in selecting the color of a product packaging in different cultures. Future researchers are recommended to explore the significance of packaging colors for variety of products across different regions. Additionally, they are also recommended to take other variables of packaging in determining the effect of packaging on consumers' purchase intentions. The current study can also be applied on other product categories to understand the impact of packaging and customer's buying intentions across different product categories. This is conducted in emerging market and develop country context. Future researchers may replicate this study in developed countries which would bring new insights. Another direction is to conduct a comparative study between developed and developing countries' perspective. The current study addressed packaged milk industry in Pakistan. The study can be replicated in other packaged foods industries to determine the difference in consumer's perceptions and identify the critical factors in FMGC. The researchers can also consider mediating and moderating variables in their frameworks in future studies.

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