

Packaging and Its Role on Consumers' Perception at Point of Purchase in Kathmandu Valley

Rajeswor Neupane

Associate Prof., Tribhuvan University, Nepal Commerce Campus, Kathmandu, Nepal

Abstract: These days, there is a big variety of design packages on the supermarkets' shelves. In the ever increasing competition of today's global market, the designs need for effective product promotion is crucial. The product packaging has come to play a more important role as brand communication vehicle. By keeping the view of this reality, the research has been initiated with the objective to know the role of packaging by consumer during the purchase period in Kathmandu Valley. It is found that the major part of consumers' attraction and color of package are the main visual elements whereas the product information is verbal elements while purchasing a product. Based on the research, equal relationship between consumers' perception in product choice and image, color, information, design, font style is derived. However, a positive thinking and ever increasing trend about well-designed package shows the consumers' inclination to high product quality.

Keywords: Consumer's perception, Packaging, Point of purchase. Product.

1. Introduction

A package is a wrapper or container in which a product is enclosed, encased or sealed. Packaging is the process of designing and producing a package for a product. It confirms the shape and size of the package. The packing comprises three layers as primary package, secondary package and shipping package. Consumer market grows rapidly every year and the number of competitors among different types of products and services and ideas increase steadily. To stand out against competitors, every company tries to invent something new and to get the competitive advantage for providing the product to the end customer. One of the marketing tools, that has become popular and important at this point of time, is packaging which allows companies to be different from each other and to have more priorities among competitors. Today, all goods that are manufactured or processed require some packaging in some phase of their production or distribution. Packaging decisions are to be considered in early marketing plans as an integral part of the total marketing strategy.

Rundh B. (2009) explains that package attracts consumer's attention to particular brand, enhances its image, and influences consumers' perceptions about product. This is an indispensable component in the modern lifestyle due to the greater demand for portable and easy store. Packaging of a product refers to which information is communicated and how the consumers decide to buy the particular product. A good packaging helps to identify product to the consumers. Packaging is used for easy delivery and for protection and enclosure of the product.

The four most important functions of packaging are to contain and protect products, promote products, and facilitate the storage, use, and convenience of products. Packaging and packaging design have become significant factors in the marketing of diverse "consumer goods" and have a main role in communicating products' benefits to the customers. (Rundh. B 2009) considers that product packaging is connected to marketing mix variables and it is called the fifth P of marketing mix. Cateora & Ghauri (2011) concludes that these variables are within the control of the company and they help to adapt to the changes in the business environment. Similarly, Ksenia P. (2013) defines that these changes occur in different areas: new technology, materials development, logistics requirements, environmental issues, consumers' preferences; all are the key factors for making decisions on marketing strategy.

Stewart (2004) Emphasizes that the key issue for packaging designs is to understand the consumer. There are many studies that are done in the area of packaging. Nevertheless, Holmes (2012) states that consumers' reaction to new package design deems that a little is known about the impact of the consumers' experience with the package on the evaluation of the product itself. Concerning the previous researches, it can be seen that not a lot of studies are about the package design perception and direct customers' experience with the package. However, it has an essential role in product performance as the package tells the consumer as well the information about the product.

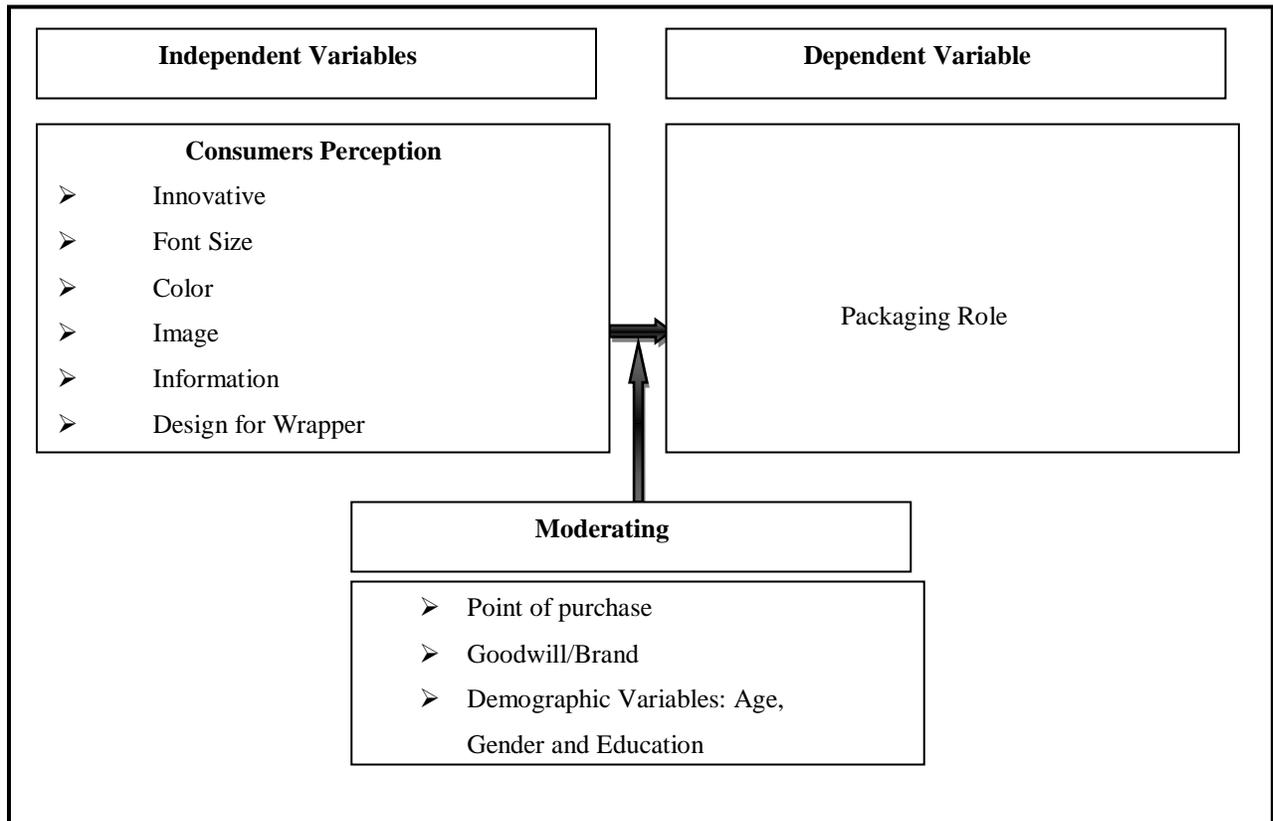
At present, consumers are bombarded with too many marketing stimuli and clues in order to be attracted by different companies. In this line, Keller (2008) states that consumers are exposed to more than 20,000 product choices within a 30-minute shopping session. Hollywood et al., (2013) carried a study on milk packaging. They tried to find out the impact of the three packaging materials, glass, plastic, and cardboard. Most of respondents in that study agreed that the use of plastic containers were better than cardboard and glass packaging. Thereby, the aim of the research is

twofold: first, to examine what attracts consumers in different package designs; second, to identify key factors in package design that help companies to fascinate customers and to make their products to be prioritized by the consumers.

2. Literature Review

Figure 1: Conceptual Framework

The following figure shows the conceptual model of this research



Packaging can be defined as the enclosing of an individual item (or several items) in a package or container. Packaging has been defined as a socio-scientific discipline which operates in society to ensure delivery of goods to the ultimate consumer of those goods in the best condition intended for their use (Lockhart, 1997). Consumer behavior is influenced by demographic and lifestyle factors. The consequences of demographic factors are an ageing population and an increasing number of people who are moving and living in smaller households (Ksenia, P. 2013). The changes in household sizes also influence the consumer lifestyle. The number of people eating out, as well as the "healthy eating" and sporting activities phenomena changes the society. Graphics on the packaging includes the layout, color combinations, typography, and product photography, all of which create an image on the packaging (Silayoi. P. & Speece. M., 2004).

Information mainly relates to product descriptions provided on the package including the nutritional information, product name, brand, producer or country, instructions on of usage (Silayoi & Speece, 2004; Kuvykaite et al. 2009). Font is important element of packaging which attracts the customer attention. Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fronts and dense writing styles which are used on the package (Deliya et al. 2012). Color also plays an important role to draw the attention of the consumer.

According to Orth (2009) packaging is used for identification of the product. It plays an important role in attracting the consumer. Eye-catching graphics make the product stand out on the shelf and attract the consume

rs. Graphics can affect through colors and printed lines on the package on which different signs and symbols are located. Holograms and combinations of various materials can encourage consumers to touch the package, thereby inspiring them to try the product (Rundh 2009). Goldberg (1999) views that image on the product is important so that they increase the attention and increase familiarity with the particular product. Background image is the image in that is created in the mind of the customer which helps to identify the brand of the product. Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations (Rundh 2009). Bringing innovation in the packaging design also increase the value of the product like easy open, recyclable, easy store, breakability, child proof, eco-friendly, etc. in the consumer mind (Shah et al., 2013).

In general, packaging elements can be classified into two main categories (Ampuero & Vila, 2006): graphic elements—including color, font type, the shape, size, and type of images introduced—, and structural elements including the shape, size of the containers and the materials used to manufacture them. The influence of individual packaging elements on consumers’ experiences and product evaluations has been studied in a number of publications that have documented how the design of the packaging is linked to consumer preferences and emotions (e.g., Honea & Horsky, 2012; Labrecque & Milne, 2012; Wester man et al., 2013), product familiarity and appropriateness for use (e.g., Giacalone et al., 2015; Giacalone & Jaeger, 2016). By keeping the view of this reality, this study has been initiated with the objective to know the role of packaging by consumer during the purchase period.

Methods and Materials

The research has adopted descriptive and analytical research designs. It has been designed to understand the opinions of the respondents regarding the role of packaging on consumers’ perception at point of purchase in Kathmandu Valley. The population of research study is all purchases of related products. The respondents have been selected using convenience sampling. The semi-structured questionnaires were handed to each sample customers who were involving in the process of purchasing products. The self administered questionnaires were distributed to 200 respondents. The total usable responses were continued to 137. Out of 137 respondents there were 80 males and 57 females. There were 53 respondents with masters or above 51 were bachelor, 20 were informalities and 13 were from school levels education. The questionnaire attempted to understand the role of packaging at the point of purchase and tried to find out the relationship between consumers' perception independent variables. Then the collected relevant information was drawn for customers. SPSS 7 was used for coding analysis, presentation and reliability test.

Results and Discussion

The results of descriptive analysis of are shown as follows:

Table 1: Descriptive Statistics Related to Color

	No of Respondent	Minimum	Maximum	Mean	Std.Deviation
Color	137	1.00	4.50	2.1551	0.69142

Source: Field Survey, 2018

Table 1 represents the minimum value is 1, maximum values 4.50, and mean values 2.1551, while the values of standard deviation is 0.69142. Mean value provides the idea about the central tendency of the values of a variable. As the mean value 2.1551 which lies to the value 2 which corresponds to likert scale "agree", showing the positive response of consumer towards color. Number of observations of each variable is 137.

Table 2: Descriptive Statistics Related to Image

	No of Respondent	Minimum	Maximum	Mean	Std.Deviation
Image	137	1.00	4.33	2.2238	0.70027

Source: Field Survey, 2018

Table 2 represents the minimum value is 1, maximum values 4.33, and mean values 2.2238while the values of standard deviation is 0.70027. Mean value provides the idea about the central tendency of the values of a variable. As the mean value 2.2238 which lies nearest to the value 3 which corresponds to likerd scale "agree", it shows the positive response of consumer. Number of observations of each variable is 137.

Table 3: Descriptive Statistics Related to Wrapping Design

	No of Respondent	Minimum	Maximum	Mean	Std. Deviation
Wrapping Design	137	1.00	4.33	2.3674	0.77889

Source: Field Survey, 2018

Table 3 represents the minimum values is 1, maximum values 4.33, and mean values 2.3674 while the values of standard deviation is 0.77889. Mean value provides the idea about the central tendency of the values of a variable. As the mean value 2.3674 which lies to the value 2 which corresponds to likert scale "agree" showing the positive response of consumer towards design. Number of observations of each variable is 137.

Table 4: Descriptive Statistics Related to Innovativeness

	No of Respondent	Minimum	Maximum	Mean	Std. Deviation
Innovativeness	137	1.00	4.00	2.2968	0.65014

Source: Field Survey, 2018

Table 4 represents the minimum value is 1, maximum values 4.00, and mean values 2.2968 while the values of standard deviation is 0.65014. Mean value provides the idea about the central tendency of the values of a variable. As the mean value 2.2968 is nearest to the value 3 which corresponds to likert scale "agree" showing the positive response of consumer towards innovativeness. Number of observations of each variable is 137.

Table 5: Descriptive Statistics Related to Product Information

	No of Respondent	Minimum	Maximum	Mean	Std. Deviation
Product Information	137	1.00	3.67	1.9757	0.54628

Source: Field Survey, 2018

Table 5 represents the minimum value is 1, maximum values 3.67, and mean values 1.9757 while the values of standard deviation is 0.54628. Mean value provides the idea about the central tendency of the values of a variable. As the mean value 1.9757 is nearest to the value 2 which corresponds to likert scale "agree" showing the positive response of consumer towards product information. Number of observations of each variable is 137.

Table 6: Descriptive Statistics Related to Font Style

	No of Respondent	Minimum	Maximum	Mean	Std. Deviation
Font Style	137	1.00	4.33.2.8200	0.7332	

Source: Field Survey, 2018

Table 6 represents the minimum value is 1, maximum values 4.33, and mean values 2.8200 while the values of standard deviation is 0.7332. Mean value provides the idea about the central tendency of the values of a variable. As the mean value is nearest to the value which corresponds to likert scale "agree" showing the positive response of consumer. Number of observations of each variable is 137.

Table 7: Correlations between Gender and Color

Gender		Gender	Color
Gender	Pearson Correlation	1	0.124
	Sig (2-tailed)		0.148
	Number	137	137
Color	Pearson Correlation	0.124	1
	Sig (2-tailed)	0.148	
	Number	137	137

Source: Field Survey, 2018

In table 7 represents the Pearson correlation between gender and color is 0.124. It shows positive correlation between gender and color having low degree of correlation. Similarly, the value of significant correlation between gender and color is 0.148, which is greater than 0.05. Because of this, it can be concluded that there is no statistically significant correlation two variables.

Table 8: Correlation between Gender and Image

Gender		Gender	Image
	Pearson Correlation	1	0.147
	Sig (2-tailed)		0.087
	Number	137	137
Image			
	Pearson Correlation	0.147	1
	Sig (2-tailed)	0.087	
	Number	137	137

Source: Field Survey, 2018

Table 8 represents the Pearson correlation between gender and image is 0.147. It shows positive correlation between gender and image having low degree of correlation. Similarly, the value of significant correlation between gender and image is 0.087, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 9: Correlation between Gender and Wrapping Design

Gender		Gender	Wrapping Design
	Pearson Correlation	1	0.165
	Sig (2-tailed)		0.055
	Number	137	137
Wrapping Design			
	Pearson Correlation	0.165	1
	Sig (2-tailed)	0.005	
	Number	137	137

Source: Field Survey, 2018

Table 9 represents the Pearson correlation between gender and wrapping design is 0.165. It shows positive correlation between gender and wrapping design having low degree of correlation. Similarly, the value of significant correlation between gender and wrapping design is 0.055, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 10: Correlation between Gender and Product Information

Gender		Gender	Product Information
	Pearson Correlation	1	0.168*
	Sig (2-tailed)		0.49
	Number	137	137
Product Information			
	Pearson Correlation	0.168*	1
	Sig (2-tailed)	0.49	
	Number	137	137

Source: Field Survey, 2018

Table 10 represent the Pearson correlation between gender and product information 0.168. It shows positive correlation between gender and product information having low degree of correlation. Similarly, the value of significant correlation between gender and product information is 0.049, which is less than 0.05. Because of this it can be concluded that there is statistically significant correlation between two variables.

Table 11: Correlation between Gender and Innovativeness

Gender		Gender	Innovativeness
Gender	Pearson Correlation	1	0.167
	Sig (2-tailed)		0.51
	Number	137	137
Innovativeness	Pearson Correlation	0.167	1
	Sig (2-tailed)	0.051	
	Number	137	137

Source: Field Survey, 2018

Table 11 represents the Pearson correlation between gender and innovativeness is 0.167. It shows positive correlation between gender and color having low degree of correlation. Similarly, the value of significant correlation between gender and innovativeness is 0.051, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 12: Correlation between Gender and Font style

Gender		Gender	Font style
Gender	Pearson Correlation	1	0.262**
	Sig (2-tailed)		0.002
	Number	137	137
Fond Style	Pearson Correlation	0.262*	1
	Sig (2-tailed)	0.002	
	Number	137	137

Source: Field Survey, 2018

Table 12 represents the Pearson correlation between gender and font style is 0.2620. It shows positive correlation between gender and font style having low degree of correlation. Similarly, the value of significant correlation between gender and font style is 0.002, which is less than 0.05. Because of this it can be concluded that there is statistically significant correlation between two variables.

Table 13: Correlation between Age and Color

Gender		Age	Color
Gender	Pearson Correlation	1	0.083
	Sig (2-tailed)		0.334
	Number	137	137
Color	Pearson Correlation	0.083	1
	Sig (2-tailed)	0.334	
	Number	137	137

Source: Field Survey, 2018

Table 13 represents the Pearson's correlation between age and color is 0.083. It shows positive correlation between age and color having low degree of correlation. Similarly, the value of significant correlation between age and color is 0.334, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 14: Correlation between Age and Wrapping Design

Age		Age	Wrapping Design
Age	Pearson Correlation	1	0.043
	Sig (2-tailed)		0.618
	Number	137	137
Wrapping Design	Pearson Correlation	0.043	1
	Sig (2-tailed)	0.618	
	Number	137	137

Source: Field Survey, 2018

Table 14 represents the Pearson correlation between age and wrapping design is 0.043. It shows positive correlation between age and wrapping design having low degree of correlation. Similarly, the value of significant correlation

between variables is 0.618, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 15: Correlation between Age and Innovativeness

Age		Age	Innovativeness
	Pearson Correlation	1	-.009
	Sig (2-tailed)		.913
	Number	137	137
Innovativeness			
	Pearson Correlation	-.009	1
	Sig (2-tailed)	.913	
	Number	137	137

Source: Field Survey ,2018

Table 15 represents the Pearson correlation between age and innovativeness is- 0.09. It shows negative correlation between age and innovativeness. Similarly, the value of significant correlation between age and innovativeness is 0.913, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 16: Correlation between Age and Product Information

Age		Age	Product Information
	Pearson Correlation	1	0.209
	Sig (2-tailed)		0.014
	Number	137	137
Product Information			
	Pearson Correlation	0.209*	1
	Sig (2-tailed)	0.014	
	Number	137	137

Source: Field Survey, 2018

Table 16 represents the Pearson correlation between age and product information is 0.209*. It shows positive correlation between age and product information having low degree of correlation. Similarly, the value of significant correlation between age and product information is 0.014, which is less than 0.05. Because of this it can be concluded that there is statistically significant correlation between two variables.

Table 17: Correlation between Age and Font Style

Age		Age	Font Style
	Pearson Correlation	1	0.124
	Sig (2-tailed)		0.148
	Number	137	137
Product Information			
	Pearson Correlation	0.124	1
	Sig (2-tailed)	0.148	
	Number	137	137

Source. Field Surrey ,2018

Table 16 represent the Pearson correlation between age and font style is 0.077. It shows positive correlation between age and font style having low degree of correlation. Similarly, the value of significant correlation between age and font style is 0.374, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 18: Correlation between Education and Color

Education		Education	Color
	Pearson Correlation	1	0.47
	Sig (2-tailed)		0.582
	Number	137	137
Color			
	Pearson Correlation	0.047	1
	Sig (2-tailed)	0.582	
	Number	137	137

Source: Field Survey, 2018

Table 18 represent the Pearson correlation between education and color is 0.047. It shows positive correlation between education and color having low degree of correlation. Similarly, the value of significant correlation between education and color is 0.582, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 19: Correlation between Education and Image

Education		Education	Image
	Pearson Correlation	1	0.148
	Sig (2-tailed)		0.083
	Number	137	137
Image			
	Pearson Correlation	0.148	1
	Sig (2-tailed)	0.48	
	Number	137	137

Source: Field Survey, 2018

Table 19 represents the Pearson correlation between education and image is 0.148. It shows positive correlation between education and image having low degree of correlation. Similarly, the value of significant correlation between education and image is 0.083, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 20: Correlation between Education and Wrapping Design

Education		Education	Wrapping Design
	Pearson Correlation	1	0.026
	Sig (2-tailed)		0.766
	Number	137	137
Wrap Design			
	Pearson Correlation	0.26	1
	Sig (2-tailed)	0.766	
	Number	137	137

Source: Field Survey, 2018

Table 20 represents the Pearson correlation between education and wrapping design is 0.026. It shows positive correlation between education and wrapping design having low degree of correlation. Similarly, the value of significant correlation between education and wrapping design is 0.766, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 21: Correlation between Education and Innovativeness

Education		Education	Innovativeness
	Pearson Correlation	1	0.079
	Sig (2-tailed)		0.358
	Number	137	137
Innovativeness			
	Pearson Correlation	0.079	1
	Sig (2-tailed)	0.358	
	Number	137	137

Sources Field-Survey, 2018

Table 21 represents the Pearson correlation between education and innovativeness is 0.079. It shows positive correlation between education and innovativeness having low degree of correlation. Similarly, the value of significant correlation between education and innovativeness is 0.358, which is greater than 0.05. Because of this it can be concluded that there is no statistically significant correlation between two variables.

Table 22: Correlation between Education and Product Information

Education		Education	Product Information
	Pearson Correlation	1	0.294**
	Sig (2-tailed)		0.000
	Number	137	137
Innovativeness		Education	Product Information
	Pearson Correlation	0.294**	1
	Sig (2-tailed)	0.000	
	Number	137	137

Source: Field Survey (2018)

Table 22 represents the Pearson correlation between education and product information is 0.294. It shows positive correlation between education and product information having low degree of correlation. Similarly, the value of significant correlation between education and product information is 0.00, which is less than 0.05. Because of this it can be concluded that there is statistically significant correlation between two variables.

Table 23: Correlation between Education and Font Style

Education		Education	Font Style
	Pearson Correlation	1	0.069
	Sig (2-tailed)		0.420
	Number	137	137
Innovativeness		Education	Font Style
	Pearson Correlation	0.069	1
	Sig (2-tailed)	0.120	
	Number	137	137

Source: Field Survey (2018)

Table 24: Reliability Test

Cronbach's Alpha	No of items
0.759	6

The data found in independent variables or predictors is reliable. Because the value of Cronbach's Alpha is 0.759 which is greater than 0.7. The value is also positive, so the data used for analysis is reliable.

Conclusion

Packaging thus can be treated as one of the most valuable tools in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumer's buying behavior. Packaging has a better reach than advertising does, and can set a brand a part from its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. With investigating peoples' perceptions about the role of packaging on consumer buying behavior this study showed that there are various elements that influence the buying behavior of consumers.

There are six important elements which are considered in this study such as innovation, packaging color, image, product information, wrapping design of the product. Despite all the factors, there is one bigger factor which always comes in front of all these, it is brand. Consumers are highly affected with the brand of product while purchasing. For a major part of consumers' attraction, color of package is the main visual elements whereas product information is also the main verbal elements when purchasing a product. Based on the research, we can say there is an equal relationship between consumer perception in product choice and image, color, information, design, font style; but there is a positive thinking and trend about well-designed package, that shows the growing consciousness from the part of the consumers regarding the high product quality.

The research work has been successfully completed and it has helped us to understand the mindset of the consumers regarding the packaging of product. In this connection, packaging industrialists should always think to retain and acquire the customers through effective packaging. These factors have massive correlation to the consumers' purchase decision. Consumers' perception and color of packaging has perfect positive correlation to the consumers' buying decision. There is a significant relationship between gender and product information, font style and gender, age, and product information, education and product information, consumers' perception and color, consumers' perception and image, consumers' perception and product information. From a major part of consumers, it is known that consumer gives more priority in product information rather than other variables. The product information on

packaging represents an important component and it can support marketing communication strategies of companies, establishes brand image and identity. New product manufacturers mostly use the information in their products. Basically, they describe that when it was made, where it was made, how it was made, what it contains, how to use it etc. Furthermore, they believe that labels to use the products properly guide the consumers. The information on the label and its value has to be highlighted while promoting the product in the market. Product packaging contains all the information related to the product quality, price, and description which help customers identify the product and facilitates the decision process during purchasing. Bringing innovativeness in the packaging design also increase the value of the product in the consumer mind. From the empirical findings, both practicality and innovative packaging are important during the buying process since it gives value to the product and packaging innovativeness is given priority in recyclability of packaging rather than easy store, easy open, child proofing. Innovative packaging can give a company an advantage over the competitors.

References

- Ampuero, Sr. (2006). Consumer Perception of Product Packaging. *Journal of Consumer Marketing* 23(2), 100-112.
- Cateora & Ghauri (2011). *International Marketing*, Edinburgh Business School. Heriot-Watt University. Edinburgh .United Kingdom
- Coulson, N. (2000). An Application of the Stages of Change Model to Consumer Use of Food Labels. *British Food Journal*, 661-668.
- Delia, M. M. (2012). Role of Packaging on Consumer Buying Behavior-Patan District. *Global Journal of Management and Business Research* 12(10), 345-355
- Giacalone, D., & Jaeger, S. R. (2016). Better the devil you know? How product familiarity affects usage versatility of foods and beverages. *Journal of Economic Psychology* 55 (57), 120–138.
- Goldberg, M. J. (1999). The Effect of Plain Packaging on Response to Health Warnings. *American Journal of Public Health*, 13(117), 134-50.
- Holmes, G. &. (2012). Consumer Reaction to New Package Design. *Journal of Product & Brand Management* 11 (14), 95-112
- Honea, H. and Horsky, S. (2012). The power of plain: intensifying product experience with neutral aestl . *Marketing Letters*, Vol. 23 No. 1, pp. 223-235.
- Ksenia, P. (2013). *Packaging Design as a Marketing tool and Desire to Purchase*. Saimaa University of Applied Sciences, Faculty of Business Administration, Lappeenranta Degree Programme in International Business.
- Panwar. (2004). Role of Packaging in Consumer Perception of Product Quality. *European Journal of Management* 8(4), 90-107.
- Rundh, B. (2009). Packaging Design: Creating Competitive Advantage with Product Packaging. *British Food Journal* 21(25), 112-120
- Shah, S. A. (2013). Role of Packaging in Consumer Buying Behavior. *International Review of Basic and Applied Sciences*, 35-40.
- Silayoi, P. & Speece, M. (2004) Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal* 4(6), 23-38
- Silayoi, P. & et al (2012). The Importance of Packaging Attributes: A Conjoint Analysis Approach. *European Journal of Marketing*, 194-207.
- Stewart, B. (2004). *Packaging Design Strategies*. Second Edition. The UK: Pira International Ltd.