

The Impact of Packaging on Consumer Purchase Intention: Empirical Study on Dairy Products in Jordan

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Abstract

This study aimed at examining the impact of packaging by its dimensions, namely: package material, package design, package color, package label, package lifecycle on the customers purchasing intention of local dairy products. In order to achieve this end two main hypotheses have been developed based on the literature review and previous studies along with five sub-hypotheses. The study adopted the descriptive analytical methodology, where qualitative inductive approaches were utilized. Survey strategy was chosen and the research instrument (the questionnaire) has been developed based on previous studies. Both validity and reliability of the instrument were established before distributing the questionnaire to a convenience sample, mall intercept to be specific, in selected main malls in the city of Amman, which reflect and represent the study population that consists of Jordanian who make the dairy product purchasing decision for themselves or on behalf of their households. The estimated households in Jordan is around two millions based on the department of statistics reports. 425 copies of the questionnaire were distributed personally and after the filtration process, 423 were analyzed using Statistical Package for Social Sciences (SPSS) where data were described and analyzed and the hypotheses were tested through several statistical tests, which include but not limited to descriptive tests, simple and multiple regression and moderation testing. The results indicate that there is a statistical significant impact of packaging by its dimensions on customers purchasing intention, this impact is considered relatively medium to high. The results also indicate that all the packaging dimensions have a significant impact on customers purchasing intention, where package material came first in being the most important element of packaging; however, the strength of this impact is relatively medium. While package design came second with also relatively medium impact, package color came in third with relatively medium to weak effect, package label on the other hand. Came in fourth place with also medium to weak effect and finally package lifecycle came in the fifth and last place with medium to weak effect. The statistical analyses of the moderation effects of the selected demographics (age, gender, educational level, income level, number of people living in the same household) show no statically significant impact on the original relationship between packaging (independent variable) and the customers purchasing intention (dependent variable). After demonstrating the results, discussion is provided and comparison between the results of this study with the results of previous similar studies are also provided. Moreover, based on these results the research suggested relative recommendation for dairy products manufacturers mainly to understand the value of the package and the need to take extra care when selecting the package and the need of continuous innovation in this field. The recommendations also highlighted the most important elements of packaging and the need of highlighting the package material in their marketing campaign since it has the most important impact among the tested packaging dimensions. The study

also recommended that dairy product manufacturers should help spread the awareness of package lifecycle since the study revealed that this concept is not widely understood or applied among the Jordanians compared to international studies. Finally, the researcher also suggested future researches related to this study to complete and expand the gained knowledge, the suggested researches ranged from comparing the study results with other sectors in Jordan and compare the results of the same research in surrounding countries and markets.

Keywords:

Packaging, package material, package design, package color, package label, package lifecycle, customers purchasing intention, dairy products, Jordanian market.