

Impact of Packaging Attributes and Labels to the Buying Behavior of Young Consumers

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ABSTRACT

This research was conducted in the Polytechnic University of the Philippines specifically with the young consumers of College of Business Administration which aims to identify and examine variables like packaging attributes that could affect young consumers' buying behavior. Questionnaires were distributed to the respondents which contains a set of systematically structured questions in order for the researchers to get needed information from respondents. A total of 337 survey questionnaires were given to the respondents of the study. To get the sample size from the total population, the researchers used Cochran formula and then selected students through simple random sampling. As we go through this research, the results will show that packaging color, label and the quality of the packaging material are given weight by the PUP College of Business Administration young consumers. Furthermore, all the findings of this research will be used to provide guidance for marketers' perception towards different factors regarding purchasing decisions.

Keyword: - *Buying Behavior, Packaging Attributes, Labels, Consumers.*

1. INTRODUCTION

Packaging and labels serve as a silent salesperson of a certain product. However, most consumers seemingly ignore the label components when in fact, these elements of a package are accurate reflections of the product's characteristics. However, packaging information can create confusion by conveying either too much information or misleading and inaccurate information (Silayoi & Speece, 2007). In addition to that, manufacturers often use very small fonts and very dense writing styles just to maximize the information carried on products. These problems reduce the readability hence the consumers would not take time to read for it might just cause confusion and a waste of time. These are the major problems the researchers want to evaluate how it affects the buying behavior of the young consumers, how minor problems emerges from that issues and address solutions regarding this matter. As what the title implies, the researchers would like to understand how visual attributes (colour, shape, image, design, logo and illustration) were associated with affective side of decision making, while informational elements (labels, instructions, cultural context and segmentation) were related to the cognitive side of determination (Estiri et al., 2010; Venter et al., 2011).

In order to overcome this issue, the food industry and the regulatory authorities have proposed that panels of nutritional information for all food products should be set out in the same way so that they can be easily understood. Hence, to ensure success, marketers ought to now not only optimize the visibility of the packaging but also make certain that the packaging is capable to communicate the particular benefits of the product and facilitate the consumers in product determination within a range of brands is accessible.

According to the result of a research about the effect of packaging attributes on consumer buying decision behaviour, the use of negative packaging can lead to a market failure of the brand. Appropriate standards need to be set for labelling and requirements ought to be carried out to enhance the marketing and sales of a product. With that, the studies regarding this subject does not provide a definitive response on packaging elements as well as whether packaging attributes influence consumers' purchasing decisions and produce subsequent product and brand assessments and expectations of customers and the relationship between the attitude of customers towards packaging attributes and product / company preferences can provide insights for food companies to improve consumer-perceived market quality and brand preference for their goods using pack.

Eventually, with the knowledge of the researcher conducted in a systematized and structured manner, this research aims to empirically expose essential packaging elements and to analyze their relationships with consumers buying decisions. In-depth understanding with the results of this study through the structured questionnaires will be conducted in order for them to gather accurate answers coming from the respondents to achieve better communication and to provide marketers with recommendations to improve their level of insight into buying decisions for customers.

2. LITERATURE REVIEW

Packaging itself plays an important part in marketing mix as it differentiates company's product from its competitors and is also the way to communicate with its consumers. According to (Ahmed, Billo&Lakhan,2012) Packaging is the last impression for consumers and they make purchasing decisions on the basis of product packaging which built a perception in the consumers mind, therefore it is very important that packaging is working hard to secure the sale , this may be in the form of brand image, brand values ,product quality and innovations.

Packaging performs multi-tasks and functions which describes the product & its features and also communicate with the consumers and also safeguard the product.(Silayoi&Speece, 2007). For example packaging of the product tells about different ingredients, usage of the product and also it tells about some precautions if the product has any side effects. The packaging sometimes includes different features like attractive colors, pictures, symbols that will enhance the attractiveness of any product.

The role of packaging as a medium for communication and branding is increasing in competitive markets for FMCG products. Packaging is the jar or a container or a protection for a product. Packaging includes the names and the brand names, brand logos, pictures of the product, different kinds of labels such as ingredients, manufacturing and expiry date, warnings, price, using method of the product , company name ,company place etc. and the main function of the packaging is to easily and safely distribute the products.(Neeta &Sudha ,2014).

The research conducted by Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2013), incorporate the impact of brand image, brand attachment and environmental effects on consumers purchase decision and the study reveals that brand image have no positive relation with the consumer purchase decision and brand attachment and environment effects have moderate positive relation but no positive relation with the consumer purchase decision.

Packaging is one of the foremost component of promoting, designing and plays a n important role in marketing .An honest and effective packaging will absorbs a lot of consumers and will increase peoples intentions on buying products (Shruti,2014).If the product have a good quality and unique packaging it remains in the mind of the consumer's for a long period of time and by this the consumers wants to buy that product at the time of shopping, so it itself did the promotion of that product by its packaging.

Packaging should also be designed to promote product sales. As the packaging will influence consumers and hence change their buying behavior towards that brand which will help company to generate revenue. (Deliya&Parmar, 2012). When people attract towards any product so it is common that they will buy that product which will increase its sales and company's revenue and this all can have done only by attracting consumers towards any product at first sight and usually the first impression is the last impression that will lead to increase the existing sale performance. the packaging is that important key factor which we can use to attract our consumers at first sight.

Packaging appears to be one of the important factors in purchase decisions that are made at the point of sale where it becomes an essential part of the selling process (Silayoi&Speece,2004). According to (Saeed, Lodhi, Rauf, Rana, Mahmood& Ahmed, 2013) consumers purchase more quantity of product after seeing its label so it is clear that labeling influence the consumers buying behavior but there are many other factors that influence which influence the consumers buying behavior.

Color plays an important role in the marketing of a product. It is the most powerful visual component of any product. It maintains a consumer's interest & is identified with that product ever after in the consumer's mind. The color itself embodied many ideas and is often sufficient in itself to communicate the message of the image it represents. Some researchers explains about packaging of color is the most important factor that attract the consumers and change their intentions towards any brand and then their buying behavior will automatically changed from no purchases to start purchases.

Behzad (2014) describe in his research that colors and graphics play important key roles in promoting product sales. Color is an excellent source of information to communicate with the consumers either negatively

or positively and it is estimated that 62-90% of people assessment and evaluation is based on colors alone. (Singh,2006).

Colors have many effects on consumer's thoughts, feelings and behaviors; so marketer should focus on the long employed of colors as a visual device to support cognition and thoughts and grasp consumer's attention towards the product. (Labrecque,Patrick,& Milne,2013). As it is said that green color attracts the people as it is a part of nature so it attracts people towards itself. Like this, a company should be more focused while choosing a packaging color which will effect on product for a long term and will also have influence on the buying behavior of the consumers.

The packaging material and wrappers are also very important factors in product packaging; as most of the consumer's didn't buy the products due to creepy packaging material and wrappers. The study reveals that buyers trust in a product or brand declines steadily when its packaging is damaged-up to 55% of shoppers left the brand, and 36% move towards another brand.Many of the people of today century want more stylish and uniqueness so they want a good packaging material. The material and wrappers are also effect the sales as if the product is of good quality but it has no effective and good material of packaging the consumers will see and move towards another product which have of quality material and interesting wrapper designs.There is no significant difference between product involved consumers and uninvolved ones in terms of package design preferences for the healthiness expectations that it generates.(Thomas, 2011)

2.1 Packaging Attributes

Packaging elements are Packaging color, Packaging Image, Packaging Material, Font Style of Packaging, Printed Information and Innovation are explained briefly below:

Packaging color: Marketing literature reveals that package colors have the ability to evoke feelings, emotions behaviors in different consumers (Mutsikiwa et al., 2013; White & White, 2006). The colors have the potential to create a deep and long-lasting impression and image about the product or brand. In the packaging of products, marketers use colors to catch the customers' attention which in turn creates either a negative or positive feeling about the particular product/brand. Asadhollahi & Givee (2007) suggest that the package colors communicate, reflect and exhibit some salient features and intangible attributes of the brand. It therefore means that the colors convey special messages about the brands which ultimately create a unique selling proposition. However, it is important to note that, in packaging food products, the package colors usually take the colors of the actual product.

Background-image: Underwood (2003) suggest that the product package typography affect the brand identity and personality due to multiple structural and visual elements, including brand logo(s), colors, fonts, package materials, pictorials, product descriptions, shapes and other elements providing rich brand associations. Legibility and readability of the product package are critical concepts of the product typography mostly because, when products are displayed in the shelf, the rationale for package typography is to reduce time spent looking for the particular brand, by ensuring the customer easily locates, identify and notices their preferred brand. Therefore, marketers believe that the brand name, company name, place of origin, company address and others are important components of the package typography which are essential in attracting consumers' attention and ultimately influence their purchase decisions.

Packaging Material: Some packaging materials are to be made in a way, so that it could bear the temperature below zero or high temperatures in microwave depending on the product functionalities and the needs of a consumer (Smith, 2004). In one study on food packaging (Lynsey Hollywood, 2013) three packaging materials were discussed which includes glass, plastic, and cardboard. Findings of the research revealed different perceptions of packaging about different packaging materials. Many advocated the use of glass packaging material in food packaging, but then said that it was heavy and it used to be washed after it is used. Secondly, with regard to cardboard packaging consumers had negative views about it and they said that this type of packaging does not keep a product fresh and one also cannot see the product and they referred this kind of packaging to UHT treated food (Lynsey Hollywood, 2013). Participants in that study advocated the use of plastic containers and agreed that such containers were better than cardboard and glass packaging because their screw top cap prevented the product and were less likely to leak (Lynsey Hollywood, 2013).

Font Style: 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, Parmar, & others, 2012). Packaging font size is one of the main visual attributes when making a purchase decision (Kuvykaite et al., 2009). The packaging size is related to usability, as consumers appear to use this visual criterion as a heuristic that helps to make volume judgments (Silayoi & Speece, 2004). Consumers use the height of the container or its elongation to simplify volume judgments

(Raghubir & Krishna, 1999). A bigger package reflects better value but consumers from smaller households are not interested in larger packages (Silayoi & Speece, 2004). The larger packaging size is more easily noticed and communicates higher value according to Silayoi & Speece (2004). The font style of Packaging grabs customer attraction. The up gradation of IT technology has support this feature. The successful companies have best practices of the font styles. They hire specialist in composing which create mind blowing and attractive font styles. The attractive package has innovative font style. So, we can say that there is relation between font style and buying behavior.

Printed Information: Packaging as the primary vehicle for communication with the consumer provides details about the product at the point of sales including the nutritional value, added ingredients, country of origin, the producer and best before date. Informational elements of the package play a vital role in decision-making (Silayoi & Speece, 2004, 2007; Rita, 2009; Kuvykaite et al., 2009). Appropriately delivered information on the packaging has a strong impact on consumer purchase decisions, as this information reduces uncertainty and creates product credibility (Silayoi & Speece, 2004). Consumers are becoming more careful shoppers, and have been found to be paying more attention to label information as well as using the packaging information more extensively, as they are more health and nutrition conscious (Coulson, 2000). The packaging may be the only communication between a product and the consumer in the store (Gonzalez, Thorhsbury, & Twede, 2007) and is the critical factor in consumer purchase decisions (Butkeviciene, Stravinskiene, & Rutelione, 2008).

Innovation: Silayoi & Speece (2004) highlight that technology developed for packaging comes from the current trends in products and consumer behaviors. Packaging innovation in this dynamic environment must be consumer oriented, meet the green marketing agenda, meet the nutritional requirements of the society, must be efficiently manufactured, and should have a long shelf life and meet food safety requirements of the people. Silayoi & Speece (2004) are of the view that technology that comes in with a package plays a big role and thus forms a special form of informational element. Deliya & Parmar (2012) are of the view that innovative packaging increases the value of the goods if it meets a consumer needs. In most instance customers accept a product if its package is well innovated, thus product innovation plays a pivotal role in consumer decision making of FMCG products. As part of product innovation font style is also important. Deliya & Parmar (2012) affirm that font style of packaging grabs customer attraction.

2.2 Consumer Buying Behavior

Schiffman & Kanuk (1997, p. 648) define consumer behavior as: “The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas.” Schiffman & Kanuk (1997, pp. 6-7) elaborate on the definition by explaining that consumer behavior is, therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items.

Belch & Belch (2002) define consumer behavior as a set of the activities that a consumer experience in searching for better prospects and this involves namely; searching for, selecting, purchasing, using, evaluating the product. It can also be a process undertaken by consumers to select, purchase, use, or dispose products, services, ideas, or experiences to satisfy their quest. Consumer behavior generally means the behavior of consumer as they look for the product that they feel will satisfy their intended needs and wants. V ila et al. (2007) classified factors considered in consumer purchasing habit into those that can be controlled and those that cannot be controlled. Controllable factors include mainly the 4Ps whilst uncontrollable factors encompass demographic, socio economic, cultural, geographical and psychological factors. Purchase decisions Everyday consumers are faced with purchase decisions. Not all purchase decisions are treated in the same manner because some decisions are more complex than others and therefore call for more effort by the consumer. Yet other decisions are routine and require little effort (Schiffman, Kanuk, & Hansen, 2008). The term decision entails the selection of an option from at least two alternative brand choices. Regardless of the varying decision-making situations and the levels of consumer decision-making the following factors influence the purchase decisions of consumers. These factors include external (culture, subculture, groups, situation, social class and family; internal (perception, attitude, knowledge, personality, lifestyle, involvement and roles) and marketing factors (product, package aesthetics, promotion, distribution, service and price).

In view of Rita (2009) a good package should be characterized by the following: Attractiveness: the package should be attractive and fascinating to draw customer’s attention. Attractive packaging stimulates; thus, packaging can dramatically influence customers’ minds hence some end up demanding the product due to its attractive package. Economical: A good package should be economical. Costly package increases the price of the purchased component. Protective: A product should be packaged neatly so that quality, quantity and color of the components does not decline thus it should be insulated from damage by rain, dust or insects. Proper package should

ensure no damage or spillage during transportation. Communicative: A good package should provide information about quantity and brand utility of the merchandise. Convenient: The package should allow free and easy movement of the product from one place to another. The shape and package size should also be compatible with retailers and wholesalers for shop or for consumers to keep at home. The package should preferably be re-usable. A good packaging should reflect the conditions in which the product should be sold. Packaging needs to highlight compelling and believable claims on product differences. Prior research studies on packaging attributes in different countries are summarized hereinunder. KritiBardhan Gupta (2009) has study on Consumer Behavior for Food Products in India. Primary data was collected from 326 respondents in Uttar Pradesh and National Capital Region. The relative importance of various food purchasing criteria was estimated for four different food categories, food and vegetables; milk and milk products; food grains and pulses; and processed foods on 1-5 scale. The present study explored the consumer behavior for food products in India from different perspectives. People accepted the fact that their food habits get affected with the shifting to a new region but many basic buying and consumption behavior do not change. Some of the changes in buying and consumption behavior of relocated people, which were observed after their settlement to a new region, were not significantly different from the level of changes in behavior of non-moving people. However, compared to the last 10 years, people have started preferring healthier foods and are willing to try out new dishes. They tend to learn cooking and eating new food items after relocation without discontinuing their traditional food items. There is also influence of children on the type of food items that they eat. This paper has shown that impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective, it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way. Economical costs and environmental impact can be expressed in a single score, indicating the packs performance. To allow proper management of the pack design the sales performance should be expressed in a simple a way as possible, preferably also a single score. As calculating the sales performance is impossible a test will need to be used. The pressure from time-to-market in the CE industry, demands that the test be relatively simple.

Ahasanul & Ali (2009) measured the Factors Influencing Buying Behavior of Piracy Impact to Malaysian. A structured questionnaire was used to collect data whereby it was served as primary data to answer the research questions and objectives planning to find out the factors that plays a vital role about consumer's perception towards pirated products. It can be identified that the dependent variable is consumer perception on piracy. Where else the independent variables would be divided to social influence, personality/believe, culture, and the economy. These are the factors that could influence consumers' perception on piracy thereby supporting out dependent variable. Social influence would include susceptibility, which means an individual might purchase a pirated product merely because his/ her friend or family members bought the product and introduced it to them. Bed Nath Sharma Dec. (2008) studied New Consumer Products Branding, Packaging and Labeling in Nepal. This paper focuses on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different section of consumer new products (soap, biscuit, noodles, cigarettes and the study further investigates the new consumer product packaging and labeling status in manufacturing units. They are aware about the value of packaging and labeling. Majority of the consumer products 84.37% (27 out of 32 responses) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Nuntasaree & Barry (2008) published a paper with subject of a model of male and consumer behavior in buying skin care products in Thailand. The conceptual model of male consumer behavior in buying skin care products beliefs in product attributes Quality, Price, Brand, Packaging, Advertising, Promotion, Salesperson, Distribution. This study used a quantitative research method. A convenience sample with a shopping mall-intercept technique was employed for the sampling method. The closed-ended questionnaire developed from standard questions of relevant literature was chosen as a research instrument. The Statistical Package for the Social Sciences program (SPSS) SPSS version 17 was used in this study with a 0.05 level of significance for all of the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality and outliers.

Sony (2008) studied the consumer responses toward attribute framing in product packaging. The main purpose of this study was to investigate the impact of message framing, level of involvement, and numerical difference on consumer response. Fresh-milk product was chosen as the object for experiment. This study has the following suggestion for packaging design based on the findings. Fresh milk is commonly considered as health-related product. The study is advantageous in giving marketers a more thorough picture of how message framing affects consumer response in various numerical alternatives and level of involvement. It will also be helpful in developing successful packaging strategy. For future study, different types of products can be investigated further.

3. MATERIALS AND METHODS

The main target of the researchers in selecting the subjects of the study were the students from the College of Business Administration of Polytechnic University of the Philippines Manila. 102 participants from the department of Human Resource Development and Management out of 821 students, 101 participants from the department of Marketing Management out of 809 students, 78 from the department of Entrepreneurship out of 624 students and 56 from the department of Office Administration out of 448 students with a total of 337 respondents out of 2,702 total population of students from College of Business Administration.

The researchers used Cochran formula to get the sample size from the total population. After Cochran formula, those students were selected through simple random sampling since researchers don't have any prior information about the respondents except for their course and convenience sampling which let the researchers choose those available the time the survey was conducted, they are also selected regardless of age and gender.

The survey questionnaire used in the study consists of questions regarding the factors affecting the buying behavior of the College of Business Administration students of Polytechnic University of the Philippines. The survey questionnaire also consist the profile of the respondents including their age, name, year level, course, habitation and allowance bracket. There are choices for every question and the respondents/participants must choose only one answer which they think suits best for them for the researchers to gather specific and accurate data.

The validity and reliability testing are concepts used to evaluate the quality of research. They indicate how well a method, technique or test measures something. Reliability is about the consistency of a measure, and validity is about the accuracy of a measure, the researchers used Statistical Packet for Social Science or SPSS program is a software package used for interactive, or batched, statistical analysis. Using the software program, the researchers was able to check the validity and reliability of the questionnaire, and the research as a whole.

The researcher secure a letter of permission first to the person-in-charge of the study that has been adopted through e-mail. The researchers also prepare the instruments for data gathering and print outs for the survey questionnaires to be given to the participants. The researchers explain to every respondent the instructions on how to answer the questionnaire and instruct them not to leave any question unanswered and choose or check only one for every question, the researchers choose and segregate the qualified survey forms from those survey forms which are not qualified because of some instances such as respondents leave some questions unanswered or they chose more than one (1) answer. Thereafter, questionnaires are gathered once they are done answering and the researchers will proceed to the tally and interpretation of the data and results.

4. RESULTS AND DISCUSSIONS

The respondents of this study were students of College of Business Administration. There were 337 students who participated in our survey. Table 1 shows their demographics.

Age ranges from 17-25. It was dominated by 19 years old (50.4%) and the least was 23 and 25 with .3%. Gender distribution for the participants were 26.7% male and 73.3% female. Respondents for each department was equally divided. Marketing management (30.3%) has the greater population and the least was Entrepreneurship (16.4%). A total of 52.5% or 177 respondents only had a ₱501-₱1000/week allowance but most of them are living in their own house (55.5%).

Table 1: Demographics of respondents

Age	F & %	Gender	F & %	Course	F & %	Allowance	F & %	Habitation	F & %
17	2 (.6%)	Male	90 (26.7%)	Marketing Mngt.	102 (30.3%)	Below ₱500/week	59 (17.5%)	Dormi- tories	48 (14.2%)
18	87 (25.8%)	Female	247 (73.3%)	Office Admin.	78 (23.3%)	₱501- ₱1000/week	177 (52.5%)	Rented Apartment	49 (14.5%)
19	170 (50.4%)			Entrepre- neurship	56 (16.4%)	₱1001- ₱1500/week	30 (8.9%)	Own House	187 (55.5%)
20	66 (19.6%)			HRDM	101 (30%)	₱1501- ₱2000/week	56 (16.6%)	Relative's House	53 (15.7%)
21	6 (1.8%)						₱2000 and above/week	15 (4.5%)	

22	2 (.6%)				
23	1 (.3%)				
24	2 (.6%)				
25	1 (.3%)				

*F- frequency, %- percentage

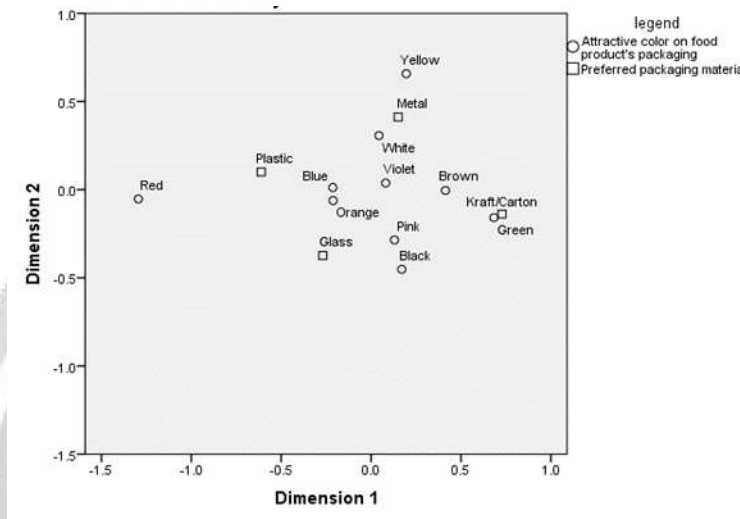


Figure 1

Figure 1 showed the relationship between the most attractive color on food packaging and type of packaging material. Kraft/Carton material are preferred in green color or brown. While in glass material, they want it to be orange, pink or black. Blue is for plastic material. Lastly, yellow and white are preferred for metal. Olga and Natalia (2006) pointed out that white-colored packages were associated with price-sensitive consumers.

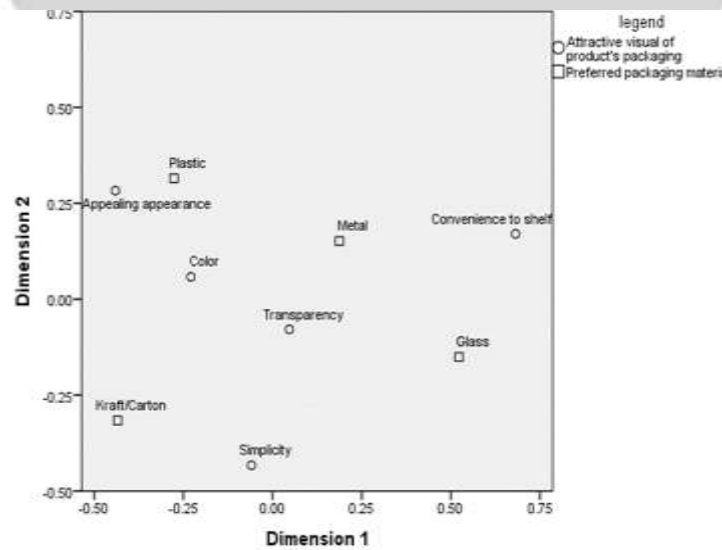


Figure 2

Figure 2 displayed that plastic packages are affected by its appealing appearance. Carton are preferred most by the consumers because of its simplicity. George (2005) states that physical dimensions and convenient shape of carton packages solved storage problems and ‘eliminate the potential step of transferring food to another storage container after the package has been opened’.

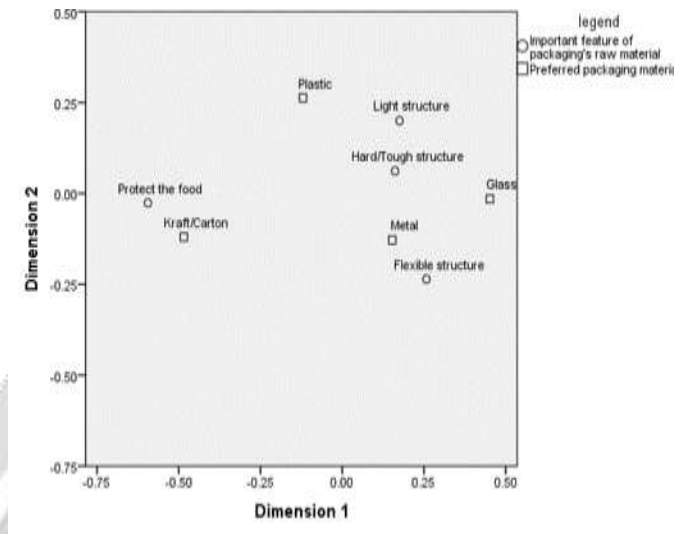


Figure 3

The relationship between the important feature of packaging material and type of packaging material is being illustrated in Figure 3. Consumers liked the feature of a carton packages which is protecting the food. This result differs from the study of Marsh and Bugusu (2007) wherein consumers assumed that glass protected the food better than other types of packages. Light structure is very evident in plastic packages which also appears in the survey while glass packages are known to have a hard/tough structure.

Glass as packaging material is being chosen by consumers due to its transparent structure (40.9%). Respondents assumed that plastic packaging materials were user friendly (43.6%) and had high resistance to physical impacts (19.9%). The biggest problem encountered in glass packages was its fragility (66.8%) and pollution (57.9%) was the negative impact of plastic packages that also affects consumer behavior. The result was supported by Peters-Teixeira and Badrie (2005) who showed that plastic was chosen as the best packaging material by participants due to its resistance to breaking and its user-friendly abilities (flexibility, sharp edge elimination, ear and puncture resistance).

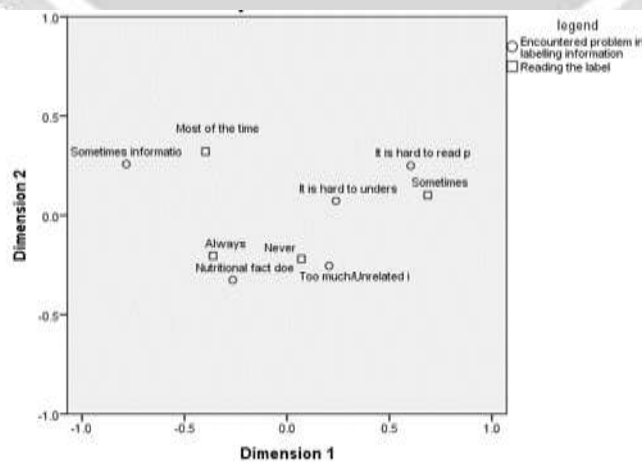


Figure 4

(Encountered problem in labelling information: It is hard to read production/ best before dates, Too much/unrelated information, It is hard to understand the content, Nutritional fact does not represent the packaging content, Sometimes information are worn and makes it hard to read).

It was presented in Figure 4 that nutritional fact does not represent the packaging content was the most encountered problem in labelling information and too much/unrelated information was never encountered by consumers who read the label. Sometimes, labels are hard to understand and to read according to our respondents who are 73.3% female aging 17-25. Production/ best before dates got the attention of consumers with 57.3% and when it comes to ingredients, they look into fats (26.7%)

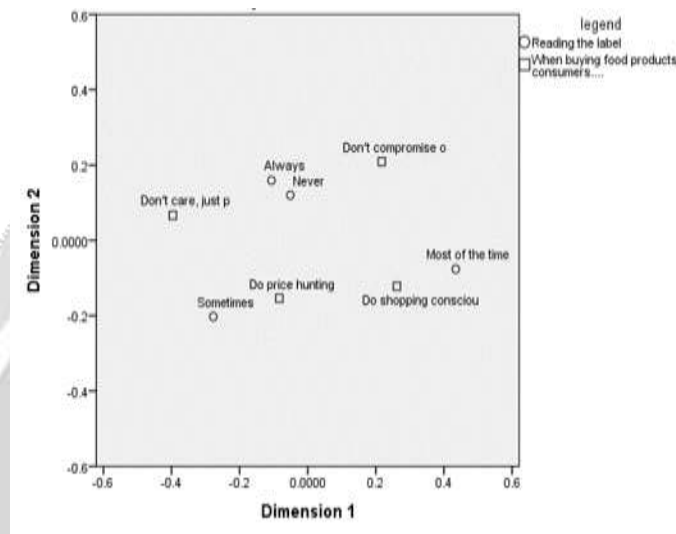


Figure 5

(When buying food products, consumers...: Do shopping consciously, Don't care, just pick up what comes first, Don't compromise on quality, Do price hunting)

Figure 5 demonstrated consumers who read the label most of the time do shopping consciously and for those who do price hunting, they only read the labelling information sometimes. Consumers just pick up what comes first for they always read the label. But for those consumer who never read it, they don't compromise on quality.

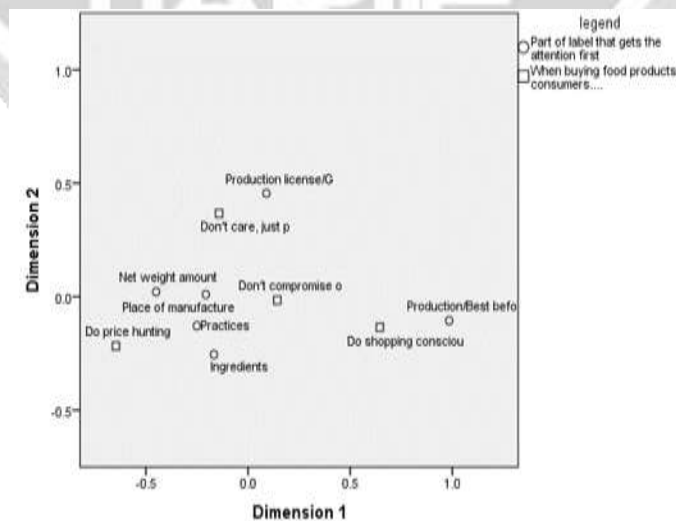


Figure 6

(Part of label that gets the attention first: Net weight amount, Production/Best before dates, Ingredients, Place of manufacture, Production license/Good manufacturing, Practices. When buying food products, consumers...: Do shopping consciously, Don't care, just pick up what comes first, Don't compromise on quality, Do price hunting)

As seen in Figure 6, production/best before dates matter for the consumers who did shopping consciously. Consumers, who just picked up what comes first, lie below the production license. Net weight amount and practices were important for the price hunters. Grunert (2005) stated that best before date was associated with the quality of food. Furthermore, production and expiry date was the most important factor for consumer at the point of sale (Peters-Teixeira and Badrie, 2005).

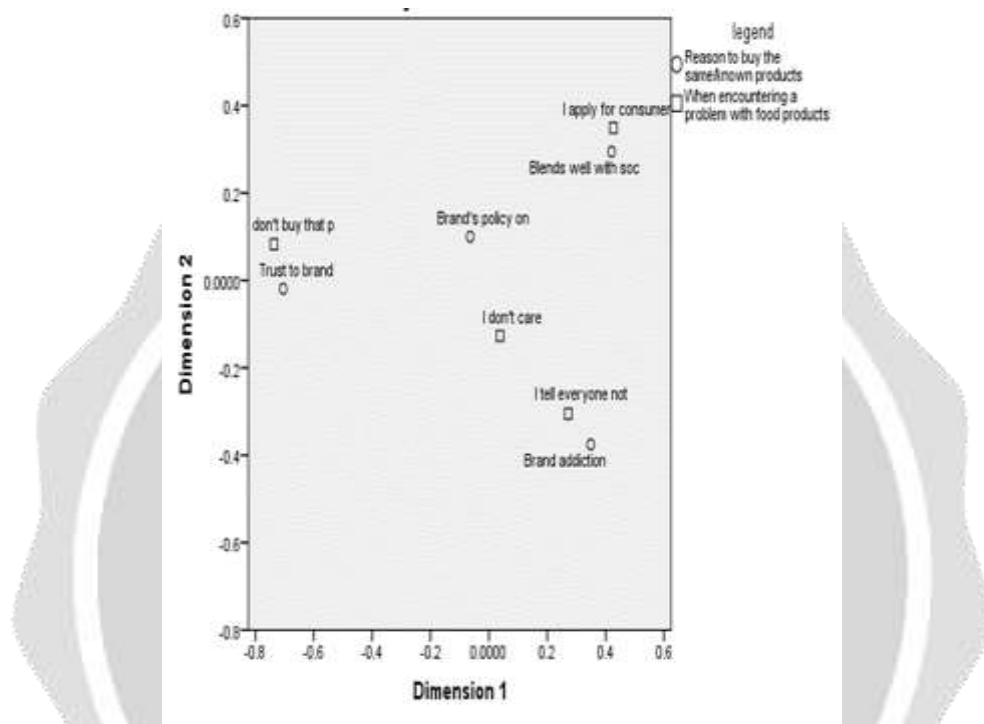


Figure 7

(Reason to buy the same/known products: Brand addiction, Blends well with social surroundings, Trust to brand, Brand's policy on consumer satisfaction. When encountering a problem with food products: I don't buy that product again, I tell everyone not to buy the product, I apply for consumer rights, I don't care).

In Figure 7 shows that, consumers who are brand addict tend to tell everyone not to buy the product in case of encountering a problem with it. Brand addiction or brand loyalty can be defined as the repeated purchasing behaviour (Anna and Tommi, 2012). When having trust to the brand, consumers will only not buy the product. Brand trust was the most important factor that has an effect on developing consumer relationship (Elena and José Luis, 2001). Consumers apply for their right if the product blends well with social surrounding. 79.5% of the participants said the main reason for choosing certain brand products was quality, whereas 8.9% indicated consumerism. Commercial (1.2%) was the least.

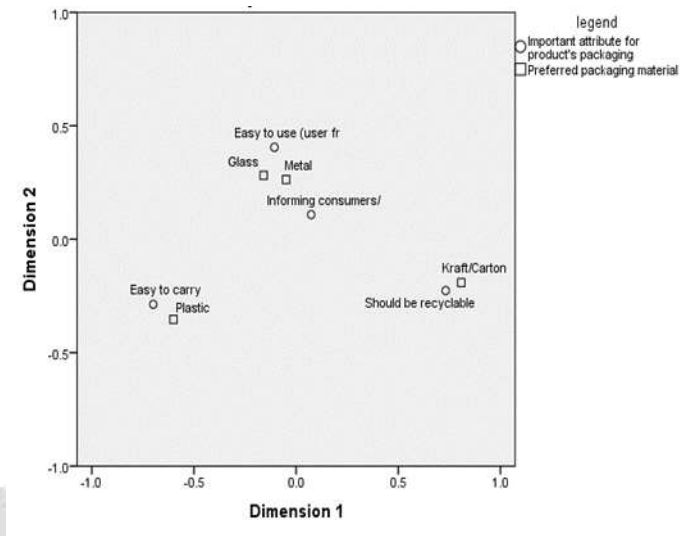


Figure 8

(Important attribute for product's packaging: Easy to carry, Informing consumers/Food-related information, Easy to use (user friendly)/ Easy to shelf/ Easy to store, Should be recyclable/Shouldn't pose a threat to nature).

It was visible in Figure 8, the relationship between important attribute for packaging and preferred packaging materials. Plastics were considered as easy to carry by the consumers, whereas glasses were chosen to be easy to use. Kraft/carton packages were recyclable. Easy to carry, easy to open and resealable features of packages played key roles in the consumer purchase decision (Koutsimanis et al., 2012). Increasing concerns about environmental problems also influenced the consumer's choice of product packages (Rokka and Uusitalo, 2008; Nordin and Selke, 2010). Therefore, it can be assumed that the glass packages were preferred by participants due to their recyclable and reusable properties (Marsh and Bugusu, 2007).

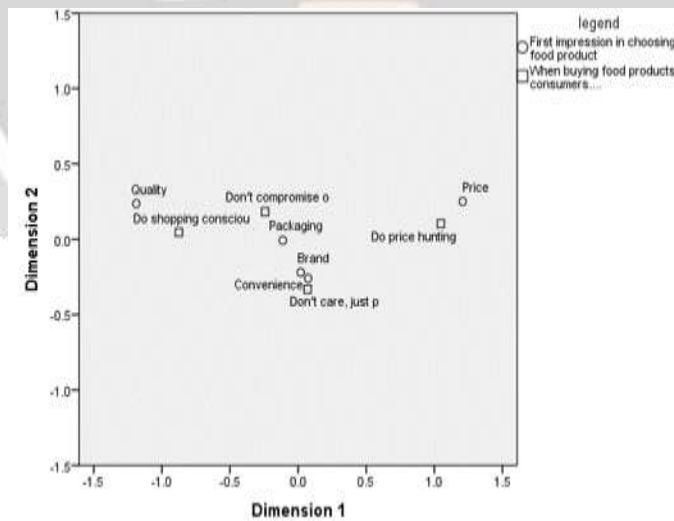


Figure 9

(First impression in choosing food product: Quality, Brand, Packaging, Price, Convenience. When buying food products, consumers...: Do shopping consciously, Don't care, just pick up what comes first, Don't compromise on quality, Do price hunting)

As can be seen in Figure 9, the decisions of consumers were affected by quality for those who did their shopping consciously. Aday and Yener (2014) indicated, as expected, price hunters gave more importance to price. Here are the reasons for unplanned shopping, need for product (51.3%) and low price (26.7%) were chosen as the basis by the consumers. The special offered or bundled products is the third. Fourth, appearance of food and lastly, advertisement/commercial (2.7%) Possible explanation for this result might be that price was considered as an important aspect due to a lower level of income (Irena and Sylwia, 2011).

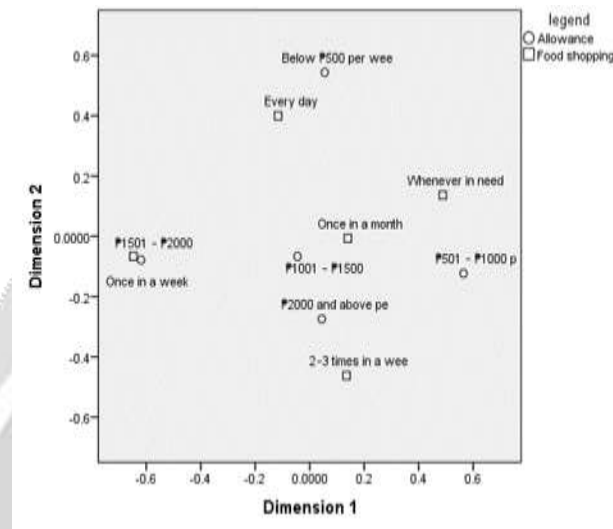


Figure 10

(Allowance: Below ₱500 per week, ₱501- ₱1000 per week, ₱1001- ₱1500 per week, ₱1501- ₱2000 per week, ₱2000 and above per week. Food shopping: Everyday, Once in a week, 2-3 times a week, Once in a month, Whenever in need)

Figure 10 detailed the relationship between the allowance and how often the consumers do food shopping. For consumers who has below ₱500 per week can do everyday food shopping. This may refer to the basic need of human. While ₱1501- ₱2000 can provide once in a week food shopping.

5. CONCLUSION

The researchers conclude that young consumers are more likely to choose product which has good quality as their first impression. They tend to look at the overall quality of the product first before its price, brand, convenience and least for packaging. Companies must take considerations to the quality and pricing of the goods they will sell on the market. This research also finds out that people buy a certain products based on their need for the product as low price follows. The researchers also conclude that the factor that mostly affect the buying decision of these students is whether the product is a need and they as a consumer do shopping consciously.

As researchers found out that most of the young consumers shows that they also look after the appearance of the packaging as if it is appealing to their eyes and it can protect the food they will eat, the packaging color, packaging materials and label. Overall, this research shows that packaging attributes and labels have a relationship with the buying behavior of young consumers.

6. REFERENCES

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