

**CONSUMER PERCEPTION ON PACKAGING OF ENERGY
DRINKS IN NEPAL**

A Dissertation submitted to the Office of the Dean, Faculty of Management in partial
fulfilment of the requirements for the Master's Degree

By

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CERTIFICATE OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “**CONSUMER PERCEPTION ON PACKAGING OF ENERGY DRINKS IN NEPAL**” The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

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Jeevan Prashad Dhital
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LIST OF ABBREVIATIONS

NOS : Nitrous Oxide Systems

SPSS : Statistical Package for the Social Sciences

ABSTRACTS

This paper postulates the findings on the consumers purchase decision of various factors of product packaging of energy drinks in Kathmandu valley. It tries to understand the relationship of independent variables (packaging design, packaging innovation, and package labeling and package brand image). The study is important and worthwhile for all the buyers of energy drinks.

In the study, 400 sample size has been taken and simple random sampling technique has been used. SPSS software tool has been used to analyse the data. Multiple regression analysis and correlation analysis was carried out. The data was collected from primary source. Using the correlation analysis, it was known that all the packaging variables has significant positive relationship with the consumers purchase decision. Similarly, packaging design was found most influencing independent variables among other variables that makes consumer purchase more.

The regression analysis shows that packaging design and packaging innovations significantly affect the consumers purchase decision whereas package labeling and package brand image doesn't significantly affect the consumers purchase decision. This study suggest that companies should focus more on its packaging like on design, innovations etc according to consumers needs and wants in the market.

The result of this study shows that Company's packaging strategy should reflect their brand personality. Company should bring some changes regarding use of design and innovation, which plays a vital role in the sales of products. Company should also invent such packaging where consumers can reuse or recycle it for different purpose in household think.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Energy drinks are defined as any beverage that is marketed as having the ability to improve mental clarity and physical performance and contains high concentrations of a stimulant ingredient (often caffeine), sugar, and frequently supplements (such vitamins or carnitine). Energy drinks are different from coffee and tea, which are brewed, have fewer ingredients, and may be decaffeinated, and from sports drinks, which are meant to replenish water and electrolytes during or after physical exercise. Additionally, energy drinks are not the same as soft drinks, which either have very little or no caffeine. While some energy drinks are classified as beverages, others—taurine or other amino acids, for example—may be sold as nutritional supplements since they contain food ingredients. Energy drinks include, but are not limited to, Red Bull, Monster, XL, Rockstar, and NOS.

Packaging is used by the companies as a sales marketing tactic. Design, labeling, innovation, and brand image all serve as indicators of packaging quality. Impulsive purchasing is encouraged by packaging, which turns into an ultimate selling pitch. Packaging lowers market and promotional expenses while boosting sales and market share. Packaging now plays a crucial role in the sales process and has a big influence on what customers decide to buy (Spruit & Almenar, 2021). Package draws customers' attention to a particular brand, enhances its reputation, and influences their opinions of the goods. In addition to serving as a tool for product differentiation and assisting customers in selecting a product from a large array of competing offerings, packaging influences consumer purchasing behavior.

Analyzing the significance of each component separately for the consumer's decision allows one to determine how the packaging and its contents affect their buying decision. The primary elements of the package can be defined as follows: product information, producer, place of origin, and brand; additional significant features include wrapper design; size, shape, color, and material of the packaging; and printed information. Furthermore, based on the degree of consumer involvement, time constraints, or individual characteristics, the influence of package features on purchase decisions might be assessed. Further analysis of the effect of package

elements on consumers' purchase decisions based on their level of involvement revealed that, in contrast to consumers who are at a high level of involvement, those at a low level are more influenced by the visual elements of the package.

In a similar vein, packaging is crucial to how the products are positioned. Package design influences consumer opinions and has the power to influence point-of-purchase decisions, which are typical of most shopping experiences. The product's packaging may include pertinent and helpful information that customers can find and utilize when searching for and processing information in-store. Since a product's packaging is something that all customers see and powerfully engages the target market, it can function as an incredibly powerful and distinctive instrument in the complicated and competitive current marketing environment. Because it comes near to the actual purchase and represents the end of the "promotion-chain," product packaging may be a significant factor in forecasting consumer behavior. Packaging influences customers at the point of sale by grabbing their interest and, through classical conditioning, gradually winning them over to the product packaging. Consumers assume that if the snack food packing material is so bad-looking, the food quality must be lower, according to prior research (Weligama Thuppahige & Karim, 2022). Customers therefore like purchasing food packaging made of higher-quality materials.

Both designers and marketers employ packaging brand image, which is important to packaging design. The majority of snack food packaging features it prominently (Simmonds & Spence, 2017). Small consumer durables are often shown, allowing them to highlight improvements made to the product as well as the potential benefits for the client. Packaging performs as an important marketing communications tool, especially at the point of sale and influencing the consumer's purchase decision. Packaging elements like packaging color, background image, and packaging material, as well as font style, wrapper design, printed information, and innovation, are predictors of consumers' impulsive buying behavior.

Packaging can take many different forms; it can be straightforward and functionally focused or more comprehensive and holistic. According to earlier research, customers' purchase intentions can be positively influenced by environmentally friendly packaging (Prakash & Pathak, 2017). Packaging, which includes the physical look of

the container as well as its design, color, shape, labeling, and materials, serves as a product's container. It actually has a greater influence on consumers' perceptions and experiences of the product than advertising does. Furthermore, packaging is now a potent tool for promotion and a key component of the marketing mix strategy, drawing attention to the product and influencing consumers' decisions to buy (Marketing, 2017).

The current study evaluates the degree of consumer influence on the product pack within this framework. In order to establish a cause-and-effect relationship with dependent variables like packaging design, innovation, labeling, and brand image, a number of independent variables were taken into account for the current study, which aims to measure the impact of packaging strategies on purchase decisions.

1.2 Problem Statement

Nowadays consumers are getting more selective towards the products in the market. Consequently, companies in the market are driven to change their strategies to earn their customer's loyalty, retaining and to earn more market share. In this situation, companies are unavoidably required to overview packaging as an important marketing tool to increase their sales.

the current problem of how important an efficient product package is for raising customer preference. Energy drinks were used as an example in response to this in order to make it more exact and empirical. Energy drink producers assert that their goods increase vitality. These assertions have typically been supported by proprietary formulations, which state that a drink's stimulating qualities come from a particular combination of chemicals. As a result, the research learned how energy drink packaging affects consumer purchasing decisions.

Further clarification was also needed to term of the effectiveness of the packaging in attracting the targeted consumers. In addition, the analysis relating to the value of the packaging on propagating the information among targeted consumers is not yet sufficient to create the awareness about the product. The marketing investigation in the level of desires are not available to discuss that packaging creates i.e., by provoking strong motivation to purchase the product, and finally, determines the final action of customers after viewing the package.

Shah et al. (2013) agreed that packaging influences consumer buying. They approve that the package elements are the most important factor to influence the consumer's purchase decision and packaging can be used as promotional tool as compared to highly expensive advertisement. The scholars clarify that packaging elements such as color, information, material, design of wrapper, background image and innovation directly influence consumer's perception.

For many reasons, only few research till date is conducted on designs, labels, innovations, and brand image, which are appealing to its intended consumer's purchase decision. Theoretically it is believed that companies following a proper packaging strategy can create positive effect on purchase decision which eventually uplifts the sales of their product and generates consumer preference along with the values to that product. It is also believed that companies following packaging techniques can build a favorable image in the perception of the consumer. Such the concept continues for more studies with more various aspects.

Finally, the customer's perception on packaging was called for consistently since the market conditions vary, for which this research was conducted to explore some aspects. In particular, the major concern of this research was to study the impact on purchasing decision on packaging strategies. Similarly various packaging strategies of energy drinks' cause and effect relationship with various packaging variables such as design, labels, innovation, and brand image.

The consumer purchase decision of the product can look through the evaluation of various strategic factors of packaging that includes design, labels, innovation, and brand image. Since the Nepalese market is mostly influenced by packaging, but few consumers are not much concerned about packaging the research helped to understand the consumers' purchase decision in relation to the packaging of the energy drinks in Nepal. So, this research paper has tried to explore the reason for the following research questions:

- i. Is there any correlation of packaging design, packaging innovation, package labeling and brand image with consumer's purchase decision?
- ii. To what extent packaging design, packaging innovation, package labeling and brand image affect consumer's purchase decision?

1.3 Objectives of the study

The study aims to examine the influences of packaging of energy drinks in Nepal. The major objective is to know the impact of the strategic factors of packaging, which includes design, labels, innovation, and brand image on the consumer purchase decision of the energy drinks in case of Nepal.

More specifically, the present study has following objectives:

- i. To assess the impact of package design on the consumer's purchase decision in case of energy drinks in Nepal.
- ii. To examine the effect of labeling on the product's pack on the consumer's purchase decision in case of energy drinks in Nepal.
- iii. To evaluate the impact of package innovation on the consumer's purchase decision in case of energy drinks in Nepal.
- iv. To analyze the effect of brand image on the consumer's purchase decision in case of energy drinks in Nepal.

1.4 Hypotheses

The present researcher takes into consideration a number of propositions in the form of alternative hypotheses to confirm the statistical significance of the association between different selected constructs of the study. The main hypothesis taken into account for the study includes:

H₁: There is a significant relationship between product package and the consumer's purchase decision.

H₂: There is a significant relationship between labeling of the product package and the consumer's purchase decision.

H₃: There is a significant relationship between innovation of the product package and consumer's purchase decision.

H₄: There is a significant relationship between brand image and consumer's purchase decision.

1.5 Rationale of the Study

Theoretically, it is believed that company following a proper packaging strategy can uplift the sales of their product and generate consumer preference and value to that

product. It is also believed that companies following packaging techniques can build a favorable image in the perception of the consumer.

Packaging of a product can help consumer to know about various aspects of the product. It also helps the product to reach to a particular status. Also, it can help in evaluation of the status of the company in the market. The research can be beneficial in understanding what the consumers look forward to in the packaging of a product and it helps organizations to understand the perception of the consumers in terms of packaging and adjust or formulate a proper packaging strategy.

Finally, this research helps the manufacture to know about the benefits of packaging to generate maximum number of loyal consumers, to uplift the sales, to increase the consumer influence, and also to know the influence of essences which are required to be mentioned for effective packaging of product like labeling, color, design and many more.

1.6 Limitations of the Study

The following are the study's main limitations:

- Primary sources of information about the factors influencing consumers' buying decisions served as the foundation for the study. As a result, the validity of the data supplied by the respondents determines how reliable the study's conclusions are.
- The dependent and independent variables were considered to be correlated by linear regression in the study. The non-linear regression assumption has been disregarded in this investigation.
- The Kathmandu Valley was the site of the survey. Thus, the study's scope was restricted to particular customer demographics.
- The analysis was based on the sample size of the 400 customers, where the sample has represented whole energy drink market.

CHAPTER II

LITERATURE REVIEW

This chapter provides the conceptual framework for the study and reviews the empirical and theoretical literature on the factors influencing consumers' decisions to buy energy drinks in Nepal. There are four sections in this chapter. A review of relevant studies' literature is covered in the first section, and a brief overview of empirical research in the context of Nepal is included in the second. In a similar vein, the third section addresses the gaps in the body of knowledge and empirical review. Lastly, the study's conceptual framework is covered in the fourth section.

2.1 Conceptual Review

Different scholars including Kotler et al. (2010) and Belch et al. (2007) have stated that the buying behavior is influenced by status symbol then after the considering price and quality of the product respectively. These scholars have further claimed that the behavior is mostly influenced by the status rather the other factors. Accordingly, these scholars are of the opinion that understanding consumer behavior in present scenario is extremely important as it no longer a simple task.

Packaging now plays a crucial role in the sales process and has a big influence on what customers decide to buy (Spruit & Almenar, 2021). Customers have more and more options when purchasing snacks at the grocery store thanks to the market. In the meantime, there has been more rivalry recently among snack food packaging options.

Package is both container and a communication vehicle. It is the last ad a customer sees before making the decision to buy a product and once on the shelf at home or in the office it is a constant brand reminder (Wells et al., 2013). An article in *Advertising Age* explained the importance of the package as a communication medium: Even if you can't afford a big advertising budget, you've got a fighting chance if your product projects a compelling image from the shelf.

Sousa et al. (2020) found a correlation between the design and color of packaging. Furthermore, recent research has shown that, while consumers' impressions of packaging extend beyond its basic purpose of wrapping, package material and appearance are important packaging attributes (Prakash et al., 2019). According to earlier research, customers' purchase intentions can be positively influenced by

environmentally friendly packaging (Prakash & Pathak, 2018). In retail, packaging is an effective marketing technique. While design features influence consumers' sensory experiences (like flavor) after a purchase, they can also encourage consumers to make purchases and convey sensory information (like flavor) throughout the purchasing process. Furthermore, the shape, image, size, and materials of food packaging have an impact on sales (Togawa et al., 2019).

To prepare a product for marketing, packaging design connects auxiliary design aspects with form, structure, materials, color, images, typography, and regulatory information. Among these, color is a crucial component in snack food packaging design merchandising and an element that can draw in customers. First, color has the ability to generate the illusion of time. Red, for example, appears to have a longer psychological duration than blue. The duration of an interaction with a consumer can be extended by color (Wang & Gani, 2022). Lastly, color can affect how consumers perceive flavor. It has also been discovered that distinct hues correspond with distinct taste experiences. According to experiments, Japanese colorist Kojiro Naito found that yellow corresponds with sweet flavor, green with sour taste, black with bitter taste, and cyan with salty taste (Spence & Levitan, 2022).

The use of typography in packaging design is important. Customers' attention can be captured by color, and their curiosity piqued by the visual. Typography is crucial in packaging design, though. Typography has a number of design attributes. Information design research indicates that typographic design attributes can have effects (such as seeming elegant, new, or contemporary) that go beyond the writing's denotative substance (Sarmiento & Quelhas-Brito, 2022).

Consumers assume that if the snack food packing material is so bad-looking, the food quality must be lower, according to prior research (Weligama Thuppahige & Karim, 2022). Customers therefore like purchasing food packaging made of higher-quality materials. Additionally, the material is typically utilized to depict the type of food it contains. Additionally, according to consumers, packing material significantly affects the environment (Escursell et al., 2021).

According to Kotler et al. (2010), a number of reasons have contributed to packaging's importance as a marketing strategy. Packages now have to carry out a variety of sales functions, including drawing attention, explaining the products, and

even closing the deal, due to increased competition and clutter on retail store shelves. Due to the abundance of options available to them, consumers are now price makers rather than price takers. The study uncovered the ownership and preference patterns of consumers as well as the information sources they consulted when deciding what to buy. A product's packaging may be what draws the consumer's attention when it is displayed on store shelves. Because of this, a lot of businesses carry out in-depth research on the color palettes, patterns, and product packaging styles that appeal to their target market the most.

According to Kotler et al. (2010), consumer buying behavior pertains to the purchasing habits of individual and household consumers who purchase products and services for their own use. Marketers can examine real customer purchases, but understanding how consumers make purchases is not a simple task. A corporation has a significant competitive edge over its rivals if it truly understands how consumers will react to various product features, prices, and advertising appeals (Kotler et al., 2010).

According to Kotler et al. (2010), cultural influences have the biggest and most lasting impact on consumer behavior. Social class, culture, and subculture are examples of cultural factors. Family and other significant institutions teach us fundamental beliefs, perceptions, desires, and behaviors that make up our culture. A subculture is a group of people who have similar life experiences and circumstances that form their shared set of values. Every subculture has its own distinct tastes and preferences, which gives marketers the opportunity to develop creative packaging concepts based on cultural considerations.

The organized division of society's members based on shared ideals, interests, and behaviors is known as social classes. Occupation, income, wealth, education, and other factors are taken into account when making this split. Kotler et al. (2010) assert that social elements, including small groups, families, and social roles and status, have a significant impact on a consumer's behavior. Customers are greatly impacted by the groups they are a part of as well as by reference groups they are not. Buying habits are greatly influenced by family.

Family members may also have a big impact on how a consumer behaves. When buying various goods and services, specific family members—such as the husband,

wife, and kids—always play a part. Marketers are steadily developing new and inventive advertising techniques to capture children's interest and ultimately raise demand for their products because they recognize the significant effect that children have over the family (Kotler et al., 2010). This academic has gone on to say that a consumer's status and role also influence their behavior. The varying positions and statuses within a society also influence the types of goods and services that people want, and these preferences shift over time. Consumer behavior is also influenced by personal factors like age and life stage, occupation, financial status, way of life, and personality. These individual characteristics have a significant impact on the kinds of goods and services that consumers prefer to use and want.

There is various psychological factors influence the behavior and buying choices of the consumers (Kotler et al., 2010). Psychological factors like motivation, perception, learning, and beliefs and attitudes are very important to be understood by the marketers. So, marketers communicate about their offerings in such a way that, it has a psychological impact on the consumer and can derive the desired response from them.

The graphics on packaging can convey messages or evoke feelings in consumers, based on the images, colors and design of pack. Children respond to cartoons and drawings. Photos of celebrities like actors, sportsman, and musician on the product can create empathy or reassurance. Some businesses test-market packaging by selling the same product in different packages in different locations to determine which graphics work best (Worsam et al., 1995; & Belch et al., 2007).

People must now discriminate between them based on packaging because there are a disproportionate amount of packaging categories. But packaging is about more than just designating different food items. Additionally, food packaging serves as a vehicle for brand messaging (Yangang, 2021).

Packaging creates a public perception for branded goods and aids in setting one manufacturer's items apart from another. Packaging serves as a means of identification, protection, and sales pitch. Protection identification, product confinement, promotion of communication convenience, and distinctiveness are a few of the roles that packaging plays. Moreover, packaging is among a brand's most important communication tools (Schifferstein et al., 2021). According to earlier

research, Testa et al. (2021) hypothesized that packaging affected consumer purchase decisions. Snack food packaging has been said to elicit a favorable reaction from prospective customers (Chitturi et al., 2022).

One of the features that must be developed after development of the product is packaging which consist of all the activities of designing and producing the container or wrapper for the product (Stanton et al., 1994). A package is the actual container or wrapper. Thus packaging is a business function and a package is an item. Furthermore, these scholars have explained that there are several vital purposes of packaging. Like protecting the product on its way to the consumer, providing protection after the product is purchased. Being part of a company's trade marketing program i.e., to meet the marketing needs of wholesaling and retailing middlemen. And identifying a product at the point of purchase -- package can serve as a 'silent salesperson' such as in a supermarket aisle.

In fact, Cocacola (2019) showed that corporate responsibility and sustainability is at the heart of everything -- from how product are sourced and packed and how they manage their manufacturing, sales, and distribution, and finally how they work with customers and consumers to close the loop in recycling our packaging. The company's general intention is that they would like to change this and support the commitments of a circular economy, ensuring maximum value to be gained from the efficient use of resources. The company has further agreed that it can be carbon intensive in its manufacturing and too often ends up in landfills, even though nearly all their packaging materials can be recycled. Coca-Cola's packaging holds instant global recognition through its signature red color, scripted lettering and contour shaped bottle that give it iconic global design status. Challenges to growth on health and affordability platforms require the brand to make the packaging appropriate to consumer needs.

Finally, the present researcher concludes that the sales are strongly correlated with various groups of the consumers. Groups of consumers vary from age, sex, occupation, social status etc. And these various factors determine the preference of a product and its packaging. The purpose of product packaging is to protect the product from damage. But product packaging not only protects the product during transit from the manufacturer to the retailer, but it also prevents damage while the product sits on

retail shelves. Most products have some form of packaging. For example, soups must have a container and package while apples may have packaging for transport but not to sell the product from the produce department of the local grocery store. And packaging carry other benefits like attracting consumers and uplifting the sales of that product by its attractive use of designs, labeling and colors.

According to Ahmed, Parmar, and Amin (2014), one of the most useful techniques in today's marketing communications is packaging. The scholars have clarified that the packaging elements—such as the graphic, color, size, shape, and material of the package, as well as the wrapper design and innovative product information, producer, and country of origin—play a crucial role in supporting the decision to buy, not only at the point of sale but also each time the product is used. They have also said that packaging may differentiate a brand from its rivals and has a greater reach than advertising. They have clarified that following their purchase of the desired packed product, the majority of customers are satisfied with the quality of the product and believe that there is a positive trend and positive attitude regarding well-designed packages that demonstrate high-quality products. Purchase decisions made by consumers are also influenced by packing technology and materials (Deliya & Parmar, 2019). Additionally, a substantial correlation between picture, packaging design lines, and typography has been shown (Vila-Lopez & K€uster-Boluda, 2021).

During the purchase decision stage, a consumer weighs a variety of factors before determining whether or not to acquire a good or service (Pane, 2018). (Isa & Istikomah, 2020) defines purchase decisions as a component of consumer behavior, which is the study of how people, groups, and organizations make decisions about what to buy, how to use it, and how experiences, ideas, goods, and services meet their needs and desires. Consumers go through a process when making purchases: they learn about the issue, research a specific brand or product, then assess each alternative's potential to address the issue before deciding what to buy.

In addition to consumer preferences, Solanki (2014) advocated that visual appeal and capacity of packaging to attract the consumer's attention has a significant influence in the purchase decision. Hence, these scholars have explained that to draw the eye of customer's brand must use graphic design and attractive informative labels to share

marketing message. And finally, they have concluded that power packaging can have direct impact on sale as attractive packaging will appeal consumers to make purchase.

Sajuyigbe et al. (2021) concluded that packaging reduces promotion costs and increases sales. On basis of the findings, it concluded that packaging is one of marketing tools that convey messages about the products to consumers. Sajuyigbe et al. (2021) has stated that packaging can make a product saleable in various target markets while branding can be used by the marketer in creating and building a customer franchise for a given product.

It has been discovered that packaging characteristics significantly and favorably affect consumers' purchasing decisions. People have a positive perspective regarding the brand image. The Malik group (2020). This study aims to examine the effects of packaging elements and how they affect consumers' decisions on what to buy. This empirical study identifies the packaging characteristics that ultimately affect consumers' decisions when a variety of options are provided.

Belch and Belch (1999) estimate that there are about 20,000 products in the typical American supermarket, all vying for customers' attention. a similar belief that a 30-minute buying trip presents a buyer with over 20,000 options. The product packaging is one of the best marketing tools that businesses can use to sell products and influence the consumer's decision to buy, especially with so many options accessible right before a transaction is made.

The impact of environmental factors, brand attachment, and brand image on consumer purchasing decisions is integrated by Saeed et al. (2019). The findings clarify that there is no positive correlation between brand image and purchase decision, a moderate positive correlation between brand attachment and purchase decision, and no positive correlation between environmental influences and buy choice.

Karbasivar and Yarahmadi (2021) believe that in-store form displays, such as window displays, along with promotional strategies such as cash discounts and sample usage, can significantly stimulate impulsive garment purchases among consumers. Companies may give out complimentary goods to entice customers to make impulsive purchases. Additionally, sealers can boost impulsive purchases of clothing by using eye-catching lighting and color schemes to decorate their stores in a current manner. The study's findings demonstrate the critical connection between credit cards, window

displays, and marketing initiatives (freebies, discounts, etc.) and impulsive consumer purchasing.

When buying baby care goods, respondents used comparable risk-reduction tactics, according to both the qualitative and quantitative study. This study looked into how consumers felt about and behaved when purchasing baby care items. The primary research's findings demonstrated that the product's dependability, performance, and packaging satisfied customers' needs.

Butkeviciene, Stravinskiene, and Rutelione (2021) contend that the usage of sales packaging is warranted because impulse buying is a significant component in CE commerce. Optimization is still crucial, though. Applying sales packaging (with additional material use and transit volume) to products that do not require it, or applying it in an inefficient manner, is particularly expensive from an economic and environmental standpoint.

According to Mostafa (2022), green purchase behavior refers to the way consumers are more concerned with purchasing products that are friendly to the environment, recyclable or responsive to ecological concerns. Clem (2018) explains that the trend of going green reflects a social consciousness around saving and protecting the Earth's natural resources.

Similarly, Silayoi and Speece (2021) has explained that when the consumers are not aware about the products before entering the store, their intention to purchase is determined by what is communicate at the point of purchase. The package becomes a critical factor in the consumer decision-making process because it communicates to consumers at the time they are deciding in the store. How they perceive the subjective entity of products, as presented through communication elements in the package, influences choice and is the key to success for many food products marketing strategies.

Solanki and White (2014) argued that packaging's visual appeal and ability to grab the consumer's attention have a substantial impact on the purchase decision, in addition to consumer preferences. These academics have therefore clarified that in order to capture a customer's attention, a company must employ graphic design along with eye-catching, educational labels to convey a marketing message. Ultimately, they

came to the conclusion that persuasive packaging can directly affect sales because it will entice customers to make a buy.

A pleasing image or vibrant packaging color that makes customers feel good, as well as a package design that is easy to handle, open, dose, or dispose of, all help to draw in and capture the interest of customers. In addition to each element's specific purpose, we believe that a well-executed mix of these parts could make the product more appealing and eye-catching (et al., 2020). The suggested study model's package components, which ultimately influence customer choice, has been empirically tested in a scenario where various convenience goods products were offered. Additionally, it has shown that packaging components have the most influence on consumers' decisions to buy. When buying milk and washing powder, a significant portion of the appeal for customers was the package's size and material, while the primary vocal aspect was the product information.

In actuality, consumers are growing more and more picky, and packaging has progressively come to be recognized as a vital tool for serving them by offering features and information (Ahmed et al., 2020). Packaging plays an increasingly essential role as a strategic instrument to draw customers' attention and influence their opinion of the quality of the product, thanks to its various functions that facilitate communication and simplicity of use for consumers.

New packaging technologies have been developed as a result of consumer preferences (Dobrucka et al., 2019). The aging of our population, the average consumer's declining cooking abilities, and the lack of time available for home meal preparation continue to fuel the demand for convenience meals (Bender et al., 2022). According to Yan et al. (2022), a prolonged shelf life can be attained through the use of intelligent packaging that sends content quality indicators and a modified, regulated atmosphere.

In designing snack food packaging, brand image is important and is employed by both marketers and designers. The majority of snack food packaging features it prominently (Simmonds & Spence, 2017). The brand image on snack food packaging influences consumers' perceptions of the company as well (Schifferstein et al., 2021), and it also helps draw in customers (Zhou et al., 2021).

Depending on the norms and types of cuisine, designers and marketing teams use images a lot. Because of this, a packaging may feature both an image of the product

itself and an image of anything that is only loosely connected to it (such people, plants, or animals), or both. It is essential to present the food in its original packaging so that customers may see how it looks. According to Simmonds and Spence (2017), food's exterior design serves as a visual cue that customers use to determine if it possesses particular quality features.

2.2 Theoretical Review

2.2.1 Brand Perception Theory

Brand perception theory is a foundational concept in marketing and consumer behavior that explores how consumers perceive and evaluate brands based on their experiences, associations, and interactions. At its core, brand perception theory posits that consumers form opinions, attitudes, and feelings towards brands, shaping their purchasing decisions and behaviors. Understanding brand perception is essential for marketers as it influences brand positioning, differentiation, and long-term brand equity.

Brand perception theory is not attributed to a single individual or a specific date of development. Instead, it has evolved over time through contributions from various scholars, researchers, and practitioners in the fields of marketing, consumer behavior, and psychology. The theory draws on insights from disciplines such as cognitive psychology, social psychology, and marketing to understand how consumers perceive and evaluate brands.

Central to brand perception theory is the idea that brands have personalities and attributes that consumers ascribe to them. Just as individuals have unique personalities, brands also project distinct traits, values, and characteristics. For example, consumers may perceive a brand as trustworthy, innovative, environmentally friendly, or luxurious based on its marketing messages, product quality, and corporate reputation. These brand attributes influence how consumers perceive and interact with the brand, ultimately shaping their brand loyalty and advocacy.

Brand perception theory emphasizes the importance of brand identity in shaping consumers' perceptions. Brand identity encompasses the visual elements, messaging, values, and positioning that define a brand's essence and differentiate it from

competitors. Through branding efforts, companies aim to create a cohesive brand identity that resonates with their target audience and communicates a clear and compelling brand story. Consistency in branding across various touchpoints, such as packaging, advertising, and customer service, helps reinforce the brand's identity and strengthen its perception among consumers.

Consumer experiences play a crucial role in shaping brand perception. Positive interactions with a brand, such as exceptional customer service or product satisfaction, can enhance consumers' perceptions of the brand's quality, reliability, and trustworthiness. Conversely, negative experiences, such as product defects or poor customer service, can erode trust and damage brand reputation. Brand perception theory highlights the importance of delivering consistent, positive experiences to build and maintain strong relationships with consumers.

Social influence also shapes brand perception, as consumers are influenced by the opinions, attitudes, and behaviors of others. Social factors such as peer recommendations, celebrity endorsements, and cultural trends can impact how consumers perceive and evaluate brands. Marketers leverage social influence by cultivating brand communities, encouraging user-generated content, and fostering brand advocates who promote the brand to their social networks. By harnessing social influence, brands can enhance their perceived value and relevance among consumers.

Furthermore, brand perception theory recognizes that consumer perceptions are subjective and can vary based on individual differences and contextual factors. Consumers may interpret and evaluate brands differently based on their personal preferences, values, and cultural backgrounds. For example, a brand that is perceived as aspirational and prestigious in one market may be viewed as ordinary or unattainable in another. Marketers must consider these nuances in consumer perceptions and tailor their branding strategies to resonate with diverse audience segments.

The halo effect is another important concept in brand perception theory, referring to the tendency for consumers to generalize positive perceptions of a brand to its other products or attributes. For example, if a consumer has a positive experience with one product from a brand, they may extend that positive perception to other products within the brand's portfolio. Marketers can capitalize on the halo effect by

maintaining consistent brand messaging and delivering high-quality products and services across all brand touchpoints.

While it's challenging to pinpoint an exact origin or developer of brand perception theory, the concept has been shaped by influential figures in marketing and psychology, including Philip Kotler, David Aaker, Albert Bandura, and Carl Jung, among others. Their research and writings have contributed to our understanding of brand identity, brand image, brand personality, and the factors that influence consumer perceptions of brands.

Brand perception theory continues to evolve in response to changes in consumer behavior, technological advancements, and shifts in market dynamics. Researchers and marketers regularly conduct studies and experiments to explore new facets of brand perception and develop strategies for managing and enhancing brand perceptions among consumers.

2.2.2 The Social Influence Theory

The Social Influence Theory, also known as social influence or social proof, is a concept developed within the field of social psychology to explain how individuals' thoughts, feelings, and behaviors are influenced by the presence and actions of others. It suggests that people have a tendency to conform to the behaviors, beliefs, and attitudes of those around them, particularly in ambiguous or uncertain situations. The theory posits that individuals rely on social cues from others to guide their own actions and decisions, as they seek to fit in with their social groups and gain acceptance.

The development of the Social Influence Theory can be attributed to several influential psychologists, including Solomon Asch, Stanley Milgram, and Muzafer Sherif, who conducted seminal experiments in the mid-20th century that explored conformity, obedience, and group dynamics. These experiments demonstrated the powerful impact of social influence on individual behavior and highlighted the role of social norms, group pressure, and situational factors in shaping human conduct.

One of the most famous experiments illustrating social influence is Solomon Asch's conformity experiment, where participants were asked to judge the length of lines in the presence of confederates who provided unanimous incorrect answers. Despite

knowing the correct answer, many participants conformed to the group's incorrect judgment, demonstrating the influence of social pressure on individual decision-making.

Stanley Milgram's obedience experiments further underscored the extent to which individuals are willing to comply with authority figures, even when it involves acting against their own moral principles. Participants in Milgram's studies administered increasingly severe electric shocks to a confederate (who was actually an actor), as instructed by an authority figure, highlighting the power of obedience to authority in shaping behavior.

Muzafer Sherif's studies on group conformity and social norms demonstrated how individuals' perceptions and behaviors are influenced by group dynamics and social context. Through experiments such as the Robbers Cave experiment, Sherif explored the formation of group norms, intergroup conflict, and cooperation, revealing the role of social influence in shaping intergroup relations.

Lastly, the Social Influence Theory provides valuable insights into the mechanisms underlying human behavior in social contexts and has implications for various domains, including marketing, persuasion, conformity, obedience, leadership, and group dynamics. By understanding the factors that influence social influence, individuals and organizations can better navigate social interactions, promote positive behaviors, and mitigate negative consequences of conformity and obedience.

2.2.3 The Information Processing Theory

The Information Processing Theory (IPT) is a cognitive psychological framework that seeks to understand how individuals acquire, process, store, and retrieve information. Developed in the mid-20th century by cognitive psychologists such as George A. Miller and Ulric Neisser, IPT posits that the human mind operates akin to a computer, with information being processed through a series of stages including attention, perception, encoding, storage, and retrieval.

At the core of the Information Processing Theory is the concept of the cognitive system, which consists of sensory memory, working memory (short-term memory), and long-term memory. Incoming sensory information is first briefly stored in sensory memory, where it undergoes selective attention and filtering. Only information

deemed relevant is then transferred to working memory, where it is processed and manipulated for a short period. Working memory has limited capacity and duration, typically retaining information for a few seconds to minutes unless rehearsed or transferred to long-term memory.

Encoding refers to the process of converting sensory input into a form that can be stored and processed in memory. Information can be encoded acoustically (based on sound), visually (based on sight), or semantically (based on meaning), depending on the nature of the stimuli and individual cognitive processes. Once encoded, information may be stored in long-term memory, where it can be retained for extended periods, potentially indefinitely. Long-term memory is believed to have virtually unlimited capacity and can store vast amounts of information, including facts, concepts, skills, and experiences.

Retrieval involves accessing stored information from memory and bringing it into consciousness for use in cognitive tasks such as problem-solving, decision-making, and comprehension. Retrieval cues, such as context, familiarity, and associations, can facilitate the recall of information stored in memory. Successful retrieval depends on the strength and organization of memory traces, as well as the match between retrieval cues and encoded information.

The Information Processing Theory has implications for various domains, including education, cognitive psychology, human-computer interaction, and artificial intelligence. In education, understanding how students process and retain information can inform instructional strategies and curriculum design to optimize learning outcomes. In cognitive psychology, IPT provides a framework for studying mental processes and cognitive abilities such as attention, memory, and problem-solving. In human-computer interaction, IPT guides the design of user interfaces and information systems to enhance usability, efficiency, and user experience. In artificial intelligence, IPT inspires models of computational cognition and intelligent behavior based on human information processing mechanisms.

Overall, the Information Processing Theory offers valuable insights into the mechanisms underlying human cognition and information processing, providing a theoretical framework for understanding how individuals perceive, encode, store, and retrieve information in the mind.

2.2.4 The Theory of Sensory Perception

The theory of sensory perception, also known as sensory processing theory, is a fundamental concept in psychology and neuroscience that explores how organisms receive and interpret sensory information from their environment. It encompasses the mechanisms by which sensory stimuli are detected, encoded, and translated into perceptual experiences, shaping individuals' understanding of the world around them.

The development of the sensory perception theory can be traced back to the early works of psychologists such as Hermann von Helmholtz, Wilhelm Wundt, and Gustav Fechner in the 19th century. These pioneering researchers laid the groundwork for understanding sensory processes through experiments and observations on sensation and perception.

The theory posits that sensory perception involves multiple stages, beginning with the reception of sensory stimuli by specialized sensory receptors, such as photoreceptors in the eyes, mechanoreceptors in the skin, and chemoreceptors in the nose and tongue. These receptors detect various forms of energy, such as light, sound, touch, taste, and smell, and convert them into neural signals that can be processed by the brain.

Once sensory stimuli are detected, they undergo neural processing in the central nervous system, where they are relayed to different regions of the brain responsible for perception, such as the primary sensory cortices. Here, sensory information is integrated, organized, and interpreted to form coherent perceptual experiences, such as seeing, hearing, feeling, tasting, and smelling.

Key principles of the sensory perception theory include:

Transduction: Sensory receptors convert physical stimuli into electrochemical signals that can be transmitted to the brain for processing. This process, known as transduction, allows sensory information to be encoded into a neural format that the brain can understand.

Sensory Thresholds: Sensory perception theory also explores the concept of sensory thresholds, such as absolute threshold and difference threshold, which represent the minimum amount of stimulation required for a sensory experience to occur or for a difference in stimulation to be perceived, respectively.

Sensory Adaptation: Organisms exhibit sensory adaptation, whereby their sensitivity to a constant stimulus decreases over time. This phenomenon allows individuals to focus on new or changing stimuli in their environment while filtering out irrelevant or repetitive sensory information.

Perceptual Constancy: Despite changes in sensory input, individuals maintain stable perceptions of objects' size, shape, color, and other attributes. This phenomenon, known as perceptual constancy, enables individuals to perceive objects accurately despite variations in viewing conditions.

Sensory Integration: Sensory perception theory emphasizes the role of sensory integration, whereby information from different sensory modalities (e.g., vision, hearing, touch) is combined and synthesized to create a unified perceptual experience. This process allows individuals to perceive the world as a coherent and multisensory whole.

Lastly, the theory of sensory perception provides a framework for understanding how sensory stimuli are detected, processed, and interpreted by the brain, ultimately shaping individuals' perceptual experiences and interactions with their environment. It continues to be a central focus of research in psychology, neuroscience, and related fields, driving advancements in our understanding of sensory processing mechanisms and their implications for human behavior and cognition.

2.2.5 Gestalt Theory

Gestalt theory, developed in the early 20th century by German psychologists Max Wertheimer, Kurt Koffka, and Wolfgang Köhler, is a foundational concept in the fields of psychology, cognitive science, and visual perception. The term "Gestalt" itself translates to "form" or "shape" in German, reflecting the theory's focus on understanding how individuals perceive and organize visual stimuli into meaningful patterns and wholes.

At its core, Gestalt theory proposes that individuals perceive objects and scenes as unified wholes rather than mere collections of individual elements. This holistic approach to perception emphasizes the role of perceptual organization principles in shaping our understanding of the world. Some key principles of Gestalt theory include:

Law of Proximity: Objects that are close to each other tend to be perceived as a unified group or pattern. This principle highlights how the spatial arrangement of elements influences our perception of visual scenes.

Law of Similarity: Objects that share similar attributes, such as shape, color, or texture, are perceived as belonging together. This principle underscores the importance of visual similarity in organizing perceptual experiences.

Law of Closure: When presented with incomplete or fragmented visual stimuli, individuals tend to mentally "fill in" the missing parts to perceive a complete and meaningful whole. This principle reflects our tendency to perceive patterns and shapes even when they are not fully present.

Law of Continuity: Lines and contours that flow smoothly in a continuous direction are perceived as belonging together. This principle highlights our preference for perceptual continuity and smooth transitions in visual stimuli.

Law of Prägnanz (Good Continuation): People tend to interpret ambiguous or complex visual stimuli in the simplest, most organized way possible. This principle reflects our inclination towards perceptual simplicity and coherence.

Gestalt theory has profound implications for various aspects of human perception and cognition. In addition to its relevance in visual perception, Gestalt principles are applied in fields such as design, advertising, and user experience to create visually engaging and intuitive products and interfaces. By understanding how individuals perceive and organize visual information, designers can leverage Gestalt principles to enhance the clarity, efficiency, and aesthetic appeal of their creations. Furthermore, Gestalt theory has contributed to our understanding of higher-level cognitive processes, such as problem-solving, creativity, and insight. Gestalt psychologists, including Köhler, conducted pioneering research on insight learning, which involves sudden and profound realizations or solutions to problems. These insights are often characterized by a restructuring of perceptual or conceptual elements to achieve a new understanding or perspective.

Gestalt theory offers a profound understanding of how humans perceive and make sense of the world around them. At its core, Gestalt theory emphasizes the idea that the whole is greater than the sum of its parts, highlighting the importance of holistic

perception in shaping our understanding of visual stimuli. One of the key principles of Gestalt theory is the concept of perceptual organization, which refers to the process by which individuals organize and interpret sensory information into coherent perceptual experiences. This process occurs effortlessly and automatically, allowing us to perceive complex scenes and objects as unified wholes rather than disjointed collections of individual elements.

For example, consider a scene with a group of birds flying in the sky. Gestalt theory suggests that we perceive these birds as a single cohesive group rather than as individual birds flying independently. This perception is facilitated by Gestalt principles such as proximity (the birds are close together), similarity (they share similar attributes), and continuity (they follow a smooth trajectory). Another fundamental principle of Gestalt theory is the idea of perceptual grouping, which refers to the tendency to group together elements that are perceived as belonging to the same object or category. This grouping occurs based on factors such as proximity, similarity, and common fate (elements that move together are perceived as belonging together). Perceptual grouping allows us to organize complex visual scenes into meaningful patterns and structures, making sense of our environment more efficiently.

Gestalt theory also emphasizes the importance of figure-ground perception, which involves distinguishing between the main object of focus (the figure) and the background against which it is perceived (the ground). This process helps us to selectively attend to relevant information while filtering out irrelevant background stimuli. For example, when looking at a photograph of a person standing in front of a landscape, we perceive the person as the figure and the landscape as the background, allowing us to focus our attention on the main subject of interest. In addition to its relevance in visual perception, Gestalt theory has important implications for other cognitive processes, such as problem-solving, creativity, and insight. Gestalt psychologists, such as Wolfgang Köhler, conducted influential research on insight learning, which involves sudden and profound realizations or solutions to problems. These insights often occur when individuals restructure their perceptual or conceptual frameworks to achieve a new understanding or perspective, highlighting the role of Gestalt principles in facilitating creative problem-solving. Overall, Gestalt theory provides a powerful framework for understanding how humans perceive, organize, and interpret visual stimuli. Its principles have broad applications in fields such as

psychology, neuroscience, design, and education, shaping our understanding of perception, cognition, and human behavior.

2.3 Empirical Review

Pokhrel and Subedi (2023) examined the impact of nutrition labeling on food choices among Nepalese youths. The study utilized statistical analysis to identify patterns in nutrition label usage and its influence on food purchasing decisions. The findings emphasized the importance of clear and informative nutrition labeling to empower consumers to make healthier food choices and promote overall well-being.

Hallez et al. (2023) investigated the effects of packaging color and claims on young consumers' perceptions of healthiness, sustainability, and tastiness of products. Their study highlights the role of packaging attributes in shaping consumer perceptions and preferences, particularly among younger demographics. By analyzing the impact of packaging on young consumers, Hallez et al. offer valuable insights for marketers seeking to develop packaging strategies that resonate with target audiences and drive consumer engagement and loyalty.

Timsina (2020) analyzed the caffeine content in local tea brands from Dharan, Nepal, to ensure compliance with national standards and inform consumer choices. Through laboratory analysis of tea samples, Timsina provided valuable information for consumers to make informed decisions about their tea consumption based on caffeine content and quality standards.

Sharma et al. (2019) conducted a study examining caregivers' perceptions of commercial snacks for young children in Kathmandu Valley. The research aimed to elucidate the influence of advertising on these perceptions and identify any associated health concerns. Through surveys and analysis of caregiver responses, the study revealed a significant impact of advertising on perceptions of commercial snacks, despite existing health concerns. The findings underscored the importance of education and awareness campaigns to promote healthier eating habits among children in Nepal.

Machiels et al. (2019) explored the symbolism of beverage packaging and its impact on consumer perceptions and behavior. Their research suggests that consumers may infer product attributes, such as power or quality, based on certain label

characteristics, highlighting the importance of packaging design in shaping brand perceptions. By examining the relationship between packaging design and consumer behavior, Machiels et al. provide valuable insights for marketers seeking to optimize packaging strategies to influence consumer perceptions and preferences effectively.

Visram et al. (2017) analyzed the children and young people's attraction to energy drinks, focusing on factors such as branding, packaging colors, sizes, and associations with extreme sports. Their research underscores the role of packaging design and marketing in attracting younger consumers to energy drinks, raising concerns about the potential impact on children's health and well-being. By examining children's views, Visram et al. highlight the need for targeted interventions and regulatory measures to address the marketing tactics used by energy drink companies to appeal to youth demographics.

McCrorry et al. (2017) examined the Canadian youth perceptions of caffeinated energy drink packaging, particularly noting the design elements intended to appeal to teenagers, such as vibrant colors. Their findings provide valuable insights into the influence of packaging on young consumers' perceptions and purchasing decisions. By analyzing the packaging preferences of Canadian youth, McCrorry et al. contribute to our understanding of the marketing strategies employed by energy drink companies to target specific demographic groups and shape consumer perceptions.

Dhungana and Pfefferle (2016) investigated the increasing consumption of packaged beverages in rural Nepal and the role of education in addressing this trend. The study highlighted the need for educational interventions to raise awareness about the health implications of excessive consumption of packaged beverages and promote healthier alternatives among rural populations.

Bunting et al. (2013) examined the insights into how energy drinks are perceived by adolescents and young adults, shedding light on the industry's marketing strategies aimed at young consumers. Their study highlights the social dynamics within peer groups related to energy drink consumption, emphasizing the influence of social norms and peer pressure on individuals' attitudes and behaviors towards these beverages. By exploring youth perceptions, Bunting et al. contribute to our understanding of the complex interplay between marketing tactics, social influences,

and individual preferences in shaping energy drink consumption patterns among young people.

Yadav (2011) conducted a study on the marketing strategies of Coke and Pepsi in Birgunj, Nepal, aiming to understand consumer behavior and preferences regarding these soft drink brands. The research findings emphasized the importance of consumer behavior research for effective brand positioning and marketing strategies in the Nepalese market.

Bhulon (2010) conducted a case study investigating consumer behavior towards cold drinks in Nepal, aiming to understand the preferences and purchasing decisions of buyers. Through surveys and interviews with consumers, Bhulon gained insights into the factors influencing cold drink purchases and highlighted the importance of understanding market dynamics and consumer preferences to develop targeted marketing strategies.

Ghimire (2010) analyzed Coca-Cola's marketing strategy in Parwanipur, Nepal, focusing on market promotion and packaging. The study identified areas for improvement in Coca-Cola's marketing efforts and packaging to attract consumers and increase market share in the region.

Bhulon's (2010) examined the cold drinks in the Barahthawa area emphasized the importance of understanding buyer behavior and suggested that market promotion and packaging are critical areas for improvement to better meet consumer preferences and enhance market competitiveness.

Pathak (2009) explored the marketing strategies of PEPSI in Dhangadhi, Nepal, aiming to assess the effectiveness of the company's marketing efforts and identify areas for improvement. The study highlighted the need for stronger market promotion and packaging enhancements to enhance PEPSI's competitiveness in the region. Through market analysis and consumer surveys, Pathak identified potential strategies for PEPSI to increase its market share and better meet consumer demands.

Shrestha (2009) examined the marketing trends and consumer preferences between Sprite and Dew in Janakpur, Nepal, were examined. The research sought to understand the factors driving consumer choices between these two soft drink brands. Through surveys and market analysis, the study suggested a need for deeper insights

into consumer behavior to inform more effective marketing strategies and improve brand positioning in the Nepalese market.

Draskovic et al. (2009) emphasized the communicative role of packaging in influencing consumer perceptions and purchasing decisions. Their research highlights the importance of packaging design, branding, and messaging in conveying product attributes and values to consumers. By considering factors that could affect consumer perceptions, Draskovic et al. provide valuable insights for marketers seeking to leverage packaging as a strategic tool to differentiate their products and enhance brand positioning in the marketplace.

Table 1

Summary of Empirical Review

Author (Date)	Objectives	Methodology	Findings
Pokhrel and Subedi (2023)	Examine impact of nutrition labeling on Nepalese youths' food choices	Statistical analysis of nutrition label usage patterns	Clear and informative nutrition labeling empowers healthier food choices
Hallez et al. (2023)	Investigate effects of packaging color and claims on young consumers' perceptions	Study packaging attributes' impact on healthiness, sustainability, and tastiness perceptions	Insights for marketers to develop resonant packaging strategies
Timsina (2020)	Analyze caffeine content in local tea brands	Laboratory analysis of tea samples	Informed consumer decisions based on caffeine content and quality standards
Sharma et al.	Explore caregivers'	Surveys and	Advertising

(2019)	perceptions of commercial snacks	analysis of caregiver responses	significantly influences snack perceptions despite health concerns
Machiels et al. (2019)	Study symbolism of beverage packaging	Examine consumer inferences from label characteristics	Packaging design shapes brand perceptions and consumer behavior
Visram et al. (2017)	Analyze children and young people's attraction to energy drinks	Focus on branding, packaging colors, sizes, and associations	Need for interventions to address energy drink marketing tactics
McCrorry et al. (2017)	Examine Canadian youth perceptions of caffeinated energy drink packaging	Consider design elements appealing to teenagers	Insights into packaging's influence on young consumers' perceptions and decisions
Dhungana and Pfefferle (2016)	Investigate packaged beverage consumption in rural Nepal	Role of education in addressing excessive consumption	Educational interventions needed to raise awareness and promote healthier alternatives
Bunting et al. (2013)	Explore energy drink perceptions among adolescents and young adults	Focus on marketing strategies and social dynamics	Social norms and peer pressure influence attitudes and behaviors towards energy

			drinks
Yadav (2011)	Study Coke and Pepsi marketing strategies in Birgunj, Nepal	Understand consumer behavior and brand preferences	Consumer behavior research crucial for effective brand positioning
Bhulon (2010)	Investigate consumer behavior towards cold drinks in Nepal	Surveys and interviews with consumers	Factors influencing cold drink purchases and need for targeted marketing strategies
Ghimire (2010)	Analyze Coca-Cola's marketing strategy in Parwanipur	Focus on market promotion and packaging	Identify areas for improvement to attract consumers and increase market share
Bhulon's (2010)	Examine cold drinks in Barathawa area	Understand buyer behavior	Market promotion and packaging critical for meeting consumer preferences
Pathak (2009)	Explore PEPSI's marketing strategies in Dhangadhi, Nepal	Assess effectiveness and identify improvements	Stronger market promotion and packaging enhancements needed
Shrestha (2009)	Investigate marketing trends and consumer preferences between Sprite and Dew	Survey-based insights	Deeper understanding of consumer behavior for effective

			marketing
Draskovic et al. (2009)	Emphasize packaging's role in consumer perceptions	Consider packaging design, branding, and messaging	Packaging as a strategic tool for differentiation and brand positioning

2.4 Research Gap

Various studies have been done in various developing and developed nations regarding packaging strategy which includes design, innovation, labeling etc. But in case of Nepal there are only few studies that have been done in such area. So, this study enlightens the consumer's perception towards packaging strategy of energy drinks in Nepal.

CHAPTER III

RESEARCH AND METHODOLOGY

A problem can be solved systematically using research technique. It lays out the general plan for a study and is used to gather data and information. Publications research, interviews, surveys, and other research methods are all included in the approach, which may also incorporate material from the past and present. It describes the different processes that a researcher should take in order to explore a problem with certain goals in mind. Without a methodology, there's a chance that the conclusions reached will be interpreted incorrectly. Consequently, this chapter provides an explanation of the technique used in this five-section study. The study plan and design are described in section one; the population, sample, and enterprise selection are described in section two; the data instrumentation is covered in section three; the analysis method is covered in section four; and the model specification is explained in the final section.

3.1 Research Design

Descriptive and causal-comparative research designs are used in this study. In order to obtain sufficient information on the underlying problems related to variables that affect consumers' purchasing decisions through packaging, a descriptive study approach was chosen. The research design used for this study was also a casual comparative one. This design was chosen in order to identify and comprehend the patterns, strengths, and directions of the observed relationship between packaging strategy and consumer choice. The cause and effect link between package approach and the consumer's purchasing choice was investigated using casual comparative design.

3.2 Population and Sample, and Sampling Design

This study has based on primary sources of data. Simple random sampling was used to track the respondents for the study. The random sampling is appropriate for this study because in this technique, each individual in the large population set has the same probability of being selected and it's free from bias. The target population for this study was the youth. Similarly, the sample size of 400 respondents was

considered to collect the data. The respondents of Kathmandu Valley were only considered in this research.

3.3 Nature and Sources of Data

Primary data were used in this study. Using a standardized questionnaire, the respondents provided the primary data. The initial survey served as the foundation for this study's conclusions. A series of questionnaires was created in order to gather data, and the bank's clients were then given access to the questionnaires. As a result, the conclusions are entirely dependent on the information and facts that the sampled respondent supplied. To obtain accurate and trustworthy data, the study employed instruments for data collection such questionnaires.

3.4 Instrumentation of Data Collection

Primary sources of data served as the foundation for the investigation. The quantitative research used data from primary sources. The customer's information about the impact of packaging strategy on the consumer's purchase choice was gathered using the primary data. The purpose of the structured questionnaire was to gather data regarding consumer purchase decisions. The demographic questions on the first section of the surveys dealt with factors including gender, age, education level, and monthly income. In a similar vein, the purpose of the questionnaire's second section was to examine how different circumstances affected consumers' decisions to buy. Each of the three to four statements that describe the factors influencing a consumer's buying choice is present. A Likert scale is used to rate each assertion. The survey was conducted using a 5-point Likert scale, where 5 represents strong agreement and 1 represents extreme disagreement. The second section of the questionnaire is made up of a number of statements about packaging innovation, design, labeling, and brand image. The consumer's choice of purchases was ascertained using these factors.

The valid responses were tabulated and analyzed using the SPSS application for data analysis. A thorough data file was first developed. Next, variables were defined, together with their labels and values. A user-friendly menu of SPSS controlled commands was used to enter data. In order to determine the impact of packaging strategy on consumers' purchasing decisions, a variety of statistical tools were employed in this study, including correlation, regression, mean, median, standard

deviation, comparative mean t-test, and frequencies. The average score was also calculated using a Microsoft Excel sheet, which was also utilized for the necessary tables and data collection process.

3.5 Methods of Analysis

The financial and statistical techniques used to assess the data and draw the research's conclusion will be covered and included in the thesis. Various techniques are used to examine the data in order to derive specific findings from this study. The focus on statistical tools is in line with the topic requirement, hence the following statistical tools will be employed in this research.

The methods of data analysis have many sections. First section is primary data analysis which includes summary of descriptive statistics associated with general information of respondents like age, gender, education and monthly income.

The descriptive statistics, including mean and weighted average values, of the four contributing factors—packaging design, packaging innovation, package labeling, and package brand image—are analyzed in the second part. The study also makes use of mean scores for Likert scale questions and percentage frequency distributions. The third section examines the relationship between various variables using Pearson's correlation analysis. In a similar vein, the fourth portion covers primary data regression analysis. To determine the relationship between the dependent and independent variables, a regression model is used. SPSS was used to analyze the data that had been gathered.

The SPSS spreadsheet contained the coded and tabulated total responses that were gathered from the respondents. The purpose of SPSS is to analyze survey results and assist in interpreting the results. A variety of methods, including reliability analysis (Cronbach's alpha), descriptive statistics, and frequencies, were used to arrive at the conclusion. Additionally, the p-value was employed to assess the significance degree of each of the claims.

3.5.1 Arithmetic Mean

The mean is the value that indicates the concentration of values in the middle of the distribution and serves as a representative of the group of values. The average gives us a position that most accurately depicts the data. It depicts the qualities that the entire group has in common. The arithmetic mean value of the entire data set can be located in the space between the two extreme observations. It serves as a messenger for the uniform mass of data.

By adding up each item and dividing the sum by the total number of things, the AM's value can be found.

Mathematically,

Arithmetic Means (AM) is given by,

$$\bar{X} = \frac{\sum x}{n}$$

Where,

\bar{X} = Arithmetic Mean

$\sum X$ = Sum of all the values of the variable X

n = Number of observation

3.5.2 Standard Deviation

The standard Deviation (σ) measure the absolute dispersion. The greater the standard deviation, greater will be magnitude of the deviations of the values from their mean. A small standard deviation means a high degree of uniformity of the observation as well as homogeneity of a series and vice versa.

Mathematically,

$$\sigma = \sqrt{\frac{1}{n} \sum (X - \bar{X})^2}$$

3.5.3 Correlation Coefficient (r)

Correlation is the term used to describe the right statistical methods used to uncover, measure, and express a quantitative connection in a concise formula. A positive correlation exists when there is a direct proportionality between the values of the variables. In contrast, if the variable values are inversely proportionate, the correlation is considered to be negative; nonetheless, Karl Pearson states that the correlation coefficient always stays between +1 and -1. The simple correlation coefficient (between two variables, for example, X and Y) is given by,

$$r_{xy} = \frac{cov(X, Y)}{\sigma_X \sigma_Y}$$

$$r_{xy} = \frac{N \sum XY - \sum X \sum Y}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

Where, r_{xy} is the correlation between two variables X and Y, 'r' lies always between +1 and -1

When 'r' = +1, there is perfect positive correlation.

When 'r' = -1, there is perfect negative correlation.

When 'r' = 0, there is no correlation.

When 'r' lies between 0.7 to 0.999 (or -0.7 to -0.999) there is high degree of positive or negative correlation.

When 'r' lies between 0.5 and 0.699, there is a moderate degree of correlation.

When 'r' is less than 0.5, there is low degree of correlation.

3.5.4 Regression Analysis

Regression is the statistical technique that enables us to forecast the value of an unknown variable from the known value of any other variable. If two variables have a strong correlation with one another, we can calculate the value of one variable

using the value of the other. The independent variable is one whose value is known, whereas the dependent variable is one whose value needs to be approximated. Regression therefore uses the average likely change in one variable to forecast the particular amount of change in another. It is a statistical method for determining the relationship between the variables by establishing an approximated functional connection between the variables. It is employed to determine whether the independent variable supplied affects the dependent variable. Regression analysis is a widely used statistical theory application in nearly all scientific domains.

Multiple Regression model

Data regression model has been used in the analysis. The technique of data estimation takes care of the problem of heterogeneity in the 2 banks selected for the study. The econometric model employed in the study is given as:

$$Y = \beta_0 + \beta X_{it} + e_{it}$$

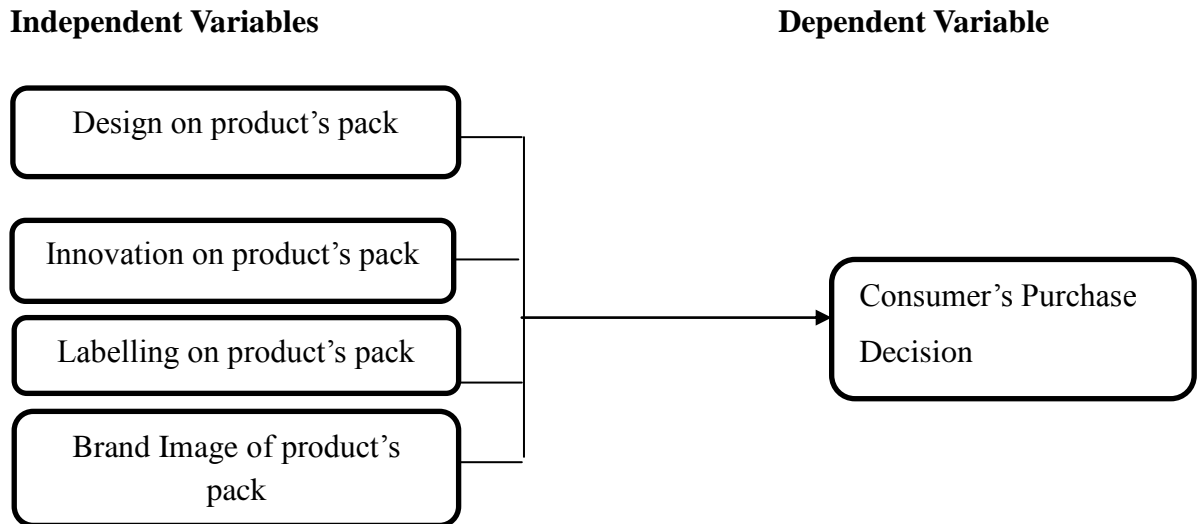
Here, X_{it} is the vector of explanatory variables, β is the coefficient of explanatory variables, Y is the dependent variable, e_{it} is the error term (assumed to have zero mean and independent throughout the time period), and β_0 is the constant. The impact of non-performing loans (which regulate the effect of cash reserve requirements and bank size) on the performance of commercial banks has been calculated using the regression equation below by using the prescribed econometric model, specifically tailored to this study:

3.6 Research Framework and Definition of Variables

A conceptual framework is a structure that the researcher feels best explains how the thing under study evolved naturally (Camp, 2001). The packing in the figure below is an independent variable, and the customer's choice to buy is a dependent variable. There is a positive or negative relationship between the two variables: product packaging influences customer behavior.

On the basis of overall preliminary review of literature related to packaging and its impact on customers, the present researcher has developed a conceptual framework to govern the research in a more systematic manner. The present researcher aims to

make the study of concerned research more clearly by developing the conceptual framework of the study.



Source: Wang et al. (2022)

Figure 1 Research Framework

Figure 1 presents with the detailed elements of conceptual framework governing the present study. This study is based on the research project proposed by Khalid Azeem with the topic Role of Packaging on the Consumer's Buying Behavior.

Understanding packaging and the variables influencing customer purchasing decisions is necessary in order to investigate the relationship between packaging and consumer behavior. The package in this instance is the independent variable, and it contains strategic components like design, labeling, innovation, and brand image that affect the dependent variable, which is the choice to make a purchase. This study attempts to estimate the effect that packaging has on the purchasing decisions of consumers.

3.6.1 Definition of Variables

Consumer's Purchase Decision

Consumer's Purchase Decision is the alternative choice that a consumer makes regarding the purchase of certain goods and services. This decision is guided by many factors, one of which is the packaging. Packaging is one of the important factor that has an impact on consumer's purchase decision. Von et al., (2018) stated that the effect of packaging on purchasing decisions of customer is significantly recognized.

Moreover, various researches have indicated that buyer review of packaging influence individuals buying intention and behaviour, just as attitudes towards products and sellers (Gopal & Jindoliya, 2020). Generally, increasing packaging awareness lead to greater sales and attitudes while neglecting packaging aspect reduce them.

Design of the Product's Pack

There is more to packaging design than first meets the eye. Packaging design is the process of creating a product's container and how it appears to potential customers. For this reason, products aimed for children usually have a cartoon character, although products for adults may have high-quality packaging. Packaging design helps to preserve and extend the contents in addition to promoting a product. According to a study by Mazhar, Sayeda, Bhutto, and Mubeen (2015), various design elements can aid to capture attention and set diverse moods, and packaging design plays a significant part in a potential customer's decision-making process.

Innovation on the Product's Pack

It's not only about what you know in packaging innovation—it's also about who you know. Innovation in the field of research and development as well as throughout the packaging supply chain facilitates the growth of a broad market network. The creativity and technology at the core of the packaging process. Numerous disruptive forces are at play, pushing packaging innovation and propelling the retail industry's rapid evolution. Innovation in packaging has a big impact on what consumers decide to buy. According to Chukwu and Enugu (2018), consumers are more drawn to innovative packaging than low-quality packaging. The consumer is free to decide on a different packing material.

Labeling on the Product's Pack

Any printed information attached to a product (usually retail items) that is shared by the manufacturer with customers or other users is referred to as a "product label" in general. Labeling facilitates product identification and is a component of branding. It is printed material with comprehensive product information that is adhered to the product for identification. When consumers view the product label at the time of sale, they may readily make their decision. One efficient way to convey a product's look, quality, and other attributes is through its printed packaging. Occasionally, print

design also contributes to defining the brand's and the product's personality. According to a Sumner (2017) survey, 90% of customers prefer printed product packaging. This holds true for all sales and promotion-related collateral. A product's print display is one of the most important aspects to be taken into account while packaging, whether it be food or a brand.

Brand image of the Product's Pack

The package's brand image can be characterized as the way used products are disposed of. The act of getting rid of something, usually by throwing it away, is called disposal. The act of discarding a discarded product's package by either sending it to be recycled or tossing it away at designated disposal sites preserves the product's brand image. More clients are drawn to small and medium-sized enterprises' items because of their branding and packaging. A product that comes in a nicely designed package and is well-packed will draw in more clients. Moreover, appealing branding of a product conveys professionalism and the high caliber of the item. A print advertisement is one type of medium that may be used to brand a product and push design as the main weapon. Brand image benefits include: making the company identifiable to consumers and the general public; appealing packaging persuades buyers to buy the product; it makes purchasing decisions easier; it can be used as a marketing tool; and it fosters consumer loyalty (Mousavi and Jahromi, 2014).

CHAPTER IV

RESULTS AND DISCUSSION

This chapter includes the data analysis and presentation of the relevant data to obtain the objective of the study. The chapter is devoted to find various relationships between dependent and independent variables. This chapter gives knowledge about the background of the respondents, and find out various relationships through correlation analysis, regression analysis.

4.1 Results

The results section of the dissertation presents a comprehensive analysis of various aspects, starting with the demographic profile of the study participants, which outlines key characteristics such as age, gender, education level, and socio-economic status. Descriptive statistics offer a summary of the data collected, including measures of central tendency and variability, providing insight into the distribution of variables under investigation. Correlation analysis explores the relationships between different variables, indicating the strength and direction of associations. Furthermore, regression analysis delves deeper into understanding the predictive power of certain variables on others, elucidating potential causal relationships and informing theoretical frameworks. Together, these analytical approaches offer a nuanced understanding of the research phenomena, shedding light on patterns, trends, and factors influencing the study outcomes.

4.1.1 Demographic Profile of Respondents

The demographic analysis and interpretation of the gathered data are covered in this section. Four hundred participants were chosen for the poll, and each participant works for a bank. This part includes a demographic profile that includes information about age, gender, education level, and work experience. The respondent's demographic profile is displayed in the table.

Table 2*Demographic Profile*

Profile	Option	Frequency	Percent
Gender	Male	220	55
	Female	180	45
Age Group	15-25	220	55
	26-35	160	40
	36 and above	20	5
Education Level	SLC or below	5	1.1
	+2/Intermediate	60	15.0
	Bachelor	211	52.8
	Masters and above	124	31.1
Monthly Income	10000 or below	103	25.6
	10001-25000	117	29.4
How often they buy energy drink?	Above 25001	180	45.0
	Daily	18	4.5
	Most Often	104	26.1
	Occasionally	129	32.2
	Rarely	149	37.2
Total		400	100.0

Source: Primary Survey, 2024

Table 2 presents a comprehensive demographic profile of a surveyed population, detailing various aspects such as gender, age group, education level, monthly income, and frequency of energy drink purchases. The table provides a breakdown of each

demographic category, including the frequency and percentage distribution within the surveyed population.

In this study the gender distribution, the table indicates that 55% of the respondents identify as male, while 45% identify as female. This suggests a slight skew towards males within the surveyed population.

Similarly, the age group distribution shows that the majority of respondents, accounting for 55%, fall within the age range of 15 to 25 years. Following this, 40% belong to the 26 to 35 age group, while only 5% are aged 36 and above. This distribution highlights a significant representation of younger individuals within the surveyed population.

The education level, the data reveals a varied distribution among respondents. A small proportion (1.1%) have attained SLC or below education, while a larger percentage (15%) have completed +2/Intermediate education. The majority of respondents (52.8%) hold a Bachelor's degree, with 31.1% having pursued education beyond Bachelor's, such as Masters and above.

Monthly income distribution showcases varying levels of financial status within the surveyed population. Approximately a quarter of respondents (25.6%) earn a monthly income of 10,000 or below, while 29.4% earn between 10,001 and 25,000. The highest proportion (45%) earns above 25,001 per month, indicating a significant segment of the population with relatively higher disposable income.

The frequency of energy drink purchases reveals insights into consumer behavior. A small percentage (4.5%) buy energy drinks daily, while a significant portion (26.1%) purchase them most often. Additionally, 32.2% buy energy drinks occasionally, while 37.2% buy them rarely.

4.2 Descriptive Statistics

This section of the study describes the descriptive analysis of the information gathered from respondents via questionnaires throughout the investigation. Descriptive analysis uses statistical metrics and methods to provide an explanation for the data. The three statistical metrics are the standard deviation, mean, and frequency. The tabular version of this mean and standard deviation is displayed. Bank workers were given questions for this study on a five-point Likert scale, ranging from:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The mean and standard deviation of independent and dependent variables are shown in Table 3.

Table 3

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Design on product's pack	400	1.25	5.00	3.5200	.63909
Innovation on product's pack	400	1.50	5.00	3.5344	.70126
Labelling on product's pack	400	1.00	5.00	3.7125	.80125
Brand Image of product's pack	400	1.00	5.00	3.5692	.73743
Consumer's Purchase Decision	400	1.00	5.00	3.5894	.67211

Source: Primary Survey, 2024

Table 3 presents descriptive statistics related to various aspects of the product's packaging and consumer behavior. The table includes the number of observations (N), the minimum and maximum values observed, the mean, and the standard deviation for each variable.

The Design on product's pack, indicates ratings given by respondents regarding the design of the product's packaging. The ratings range from 1.25 to 5.00, with a mean value of 3.5200 and a standard deviation of .63909. This suggests that opinions on the design of the packaging vary, but on average, it is rated moderately positively.

The Innovation on product's pack, reflects ratings related to the level of innovation incorporated into the product's packaging. Similar to the design, ratings range from 1.50 to 5.00, with a mean value of 3.5344 and a standard deviation of .70126. This indicates that perceptions of innovation in packaging also vary, with a slightly higher mean compared to the design aspect.

The Labelling on product's pack, pertains to ratings concerning the labeling of the product's packaging. Ratings range from 1.00 to 5.00, with a mean value of 3.7125 and a standard deviation of .80125. This suggests that labeling is relatively positively perceived, with a higher mean compared to design and innovation.

The Brand Image of product's pack, represents ratings related to the brand image portrayed through the product's packaging. Ratings range from 1.00 to 5.00, with a mean value of 3.5692 and a standard deviation of .73743. This indicates that the brand image depicted on the packaging is moderately positively perceived by consumers.

Finally, Consumer's Purchase Decision, reflects ratings regarding consumers' purchase decisions influenced by the product's packaging. Ratings range from 1.00 to 5.00, with a mean value of 3.5894 and a standard deviation of .67211. This suggests that, on average, the packaging plays a moderately positive role in influencing consumers' purchase decisions.

4.3 Inferential Analysis

The inferential analysis in the dissertation delves into the deeper understanding of the relationships between variables through correlation and regression analysis. Correlation analysis examines the degree and direction of association between two or more variables, revealing whether changes in one variable correspond with changes in another. This provides insights into the strength and nature of relationships, helping to identify potential patterns or dependencies within the dataset. Regression analysis, on the other hand, extends this exploration by assessing the predictive power of one or more independent variables on a dependent variable. It quantifies the extent to which changes in the independent variables are associated with changes in the dependent variable, thus offering predictive models or hypotheses about the relationships observed. Through these inferential techniques, researchers can infer broader implications, causal relationships, and predictive trends within their study population, contributing to the advancement of knowledge in their field of inquiry.

4.3.1 Correlation Analysis

Correlation analysis is a statistical technique used to measure the strength and direction of the relationship between two or more variables. It helps researchers understand how changes in one variable are associated with changes in another

variable. Correlation coefficients, such as Pearson's correlation coefficient or Spearman's rank correlation coefficient, are commonly used to quantify the degree of association between variables. To determine relationships between the various factors, correlation analysis between variables was examined. The relationship between the many independent and dependent variables related to the study is ascertained using Pearson's Correlation analysis. Any two variables' linear correlation is measured.

Table 4

Correlation Analysis

	Packaging Design	Packaging Innovations	Package Labeling	Package Brand image	Consumers Purchase Decision
Packaging Design	1				
Packaging Innovations	.284**	1			
Package Labelling	.286**	.255**	1		
Package Brand image	.305**	.288**	.251**	1	
Consumers Purchase Decision	.313**	.292**	.283**	.290**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output

Table 4 presents the correlations matrix between independent variables (Packaging Design, Packaging Innovation, Package Labeling, and Package Brand image) and dependent variable (Consumers Purchase Decision). The correlation coefficient is a statistical measure that quantifies the strength and direction of the linear relationship

between two variables. In this table, correlation coefficients range from -1 to 1, where:

The correlation coefficient between Packaging Design and Consumers Purchase Decision is 0.313, indicating a moderate positive correlation. This suggests that as the perceived quality or attractiveness of the packaging design increases, consumers' purchase decisions also tend to increase positively, although the relationship is not extremely strong.

The correlation coefficient between Packaging Innovations and Consumers Purchase Decision is 0.292, also indicating a moderate positive correlation. This implies that as consumers perceive more innovation in the packaging, their purchase decisions tend to increase positively, though slightly less strongly than with packaging design.

The correlation coefficient between Package Labeling and Consumers Purchase Decision is 0.283, again indicating a moderate positive correlation. This suggests that as consumers perceive the labeling on the packaging to be more informative or appealing, their purchase decisions tend to increase positively.

The correlation coefficient between Package Brand Image and Consumers Purchase Decision is 0.290, indicating a moderate positive correlation. This implies that as consumers perceive a stronger brand image portrayed through the packaging, their purchase decisions tend to increase positively.

4.3.2 Regression Analysis

Regression analysis makes the assumption that there is a causal link between two or more variables, while correlation analysis makes no such assumption. A single dependent variable is the subject of a simple linear regression, while a single dependent variable is the subject of multiple linear regressions, which illustrate the effects of many independent variables. The degree of association between two variables is all that correlation analysis can reveal. Regression analysis is thus performed in order to get a deeper comprehension of the degree of correlation between two or more variables. The influence of many independent factors on a single dependent variable is examined using multiple regression analysis. Thus, to examine the effects of several independent variables, multiple regression analysis is used.

Multiple linear regression analysis is used to predict the impact of independent variables of interest on deposit. The equation for impact of independent variables is expressed in the following equation:

$$CPD = \beta_0 + \beta_1 PB + \beta_2 PI + \beta_3 PL + \beta_4 PD + e_{it}$$

Where,

CPD = Consumer's Purchase Decision

PB = Package Brand image

PI = Packaging Innovation

PL = Package Labelling

PD = Packaging Design

B₀ = the intercept (constant)

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ = The slope which represents the degree with consumer's purchase decision changes as the independent variable changes by one unit variable.

e_{it} = error component

The results of model summary, analysis of variance (ANOVA) and beta coefficients analysed the impact of independent variables on dependent variable.

Table 5

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.185	.60680

a. Predictors: (Constant), PB, PI, PL, PD

Source: SPSS Output

Table 5 provides a summary of the regression model used to analyze the relationship between the independent variables—Package Brand Image (PB), Packaging Innovation (PI), Package Labeling (PL), and Packaging Design (PD)—and the dependent variable, Consumer's Purchase Decision (CPD).

The correlation coefficient (R) measures the strength and direction of the linear relationship between the independent and dependent variables. In this model, R is 0.439, indicating a moderate positive correlation between the independent variables collectively and the dependent variable. The coefficient of determination (R Square) represents the proportion of the variance in the dependent variable that is predictable from the independent variables. In this model, R Square is 0.193, indicating that approximately 19.3% of the variance in consumers' purchase decisions can be explained by the independent variables collectively.

The adjusted R Square is a modified version of R Square that adjusts for the number of independent variables in the model. It penalizes the addition of irrelevant predictors to the model. In this model, the adjusted R Square is 0.185, indicating that approximately 18.5% of the variance in consumers' purchase decisions can be explained by the independent variables after adjusting for the number of predictors.

Table 6

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.799	4	8.700	23.627	.000b
	Residual	145.443	395	.368		
	Total	180.242	399			

a. Dependent Variable: CPD

b. Predictors: (Constant), PB, PI, PL, PD

Source: SPSS Output

Table 6 presents the results of the analysis of variance (ANOVA) for the regression model used to examine the relationship between the independent variables (Package Brand Image, Packaging Innovation, Package Labeling, and Packaging Design) and the dependent variable (Consumer's Purchase Decision).

The F-statistic is a ratio of the mean square for the regression model to the mean square for the residuals. It tests the overall significance of the regression model. Here, the F-statistic is 23.627. The significance level (p-value) associated with the F-

statistic. In this case, the p-value is .000, indicating that the regression model is statistically significant at a significance level of .05.

Table 7

Coefficient (ROA)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.419	.228		6.217	.000
	PD	.150	.052	.143	2.911	.004
	PI	.150	.046	.156	3.221	.001
	PL	.145	.041	.173	3.532	.000
	PB	.161	.045	.176	3.571	.000

a. Dependent Variable: CPD

Source: SPSS Output

On the basis of above findings table 9, following regression equation have been developed:

$$CPD = 1.419 + 0.150PD + 0.150PI + 0.145PL + 0.161PB + e$$

Where,

PD = Packaging Design

PI = Packaging Innovation

PL = Package Label

PB = Package Brand image

CPD = Consumers Purchase Decision;

e = error terms

Table 7 presents the coefficients for the regression model, specifically focusing on the relationship between the independent variables (Package Brand Image, Packaging

Innovation, Package Labeling, and Packaging Design) and the dependent variable (Consumer's Purchase Decision).

The coefficient for Packaging Design is .150, indicating that for every one-unit increase in Packaging Design rating, Consumer's Purchase Decision increases by .150 units, holding all other variables constant. This coefficient is statistically significant ($t = 2.911$, $p = .004$), suggesting that Packaging Design has a significant positive effect on Consumer's Purchase Decision.

The coefficient for Packaging Innovation is .150, indicating that for every one-unit increase in Packaging Innovation rating, Consumer's Purchase Decision increases by .150 units, holding all other variables constant. This coefficient is also statistically significant ($t = 3.221$, $p = .001$), suggesting that Packaging Innovation has a significant positive effect on Consumer's Purchase Decision.

The coefficient for Package Labeling is .145, indicating that for every one-unit increase in Package Labeling rating, Consumer's Purchase Decision increases by .145 units, holding all other variables constant. This coefficient is statistically significant ($t = 3.532$, $p = .000$), suggesting that Package Labeling has a significant positive effect on Consumer's Purchase Decision.

The coefficient for Package Brand Image is .161, indicating that for every one-unit increase in Package Brand Image rating, Consumer's Purchase Decision increases by .161 units, holding all other variables constant. This coefficient is statistically significant ($t = 3.571$, $p = .000$), suggesting that Package Brand Image has a significant positive effect on Consumer's Purchase Decision.

4.3.3 Summary of Hypothesis

Once data and impact of independent variables and dependent variable have been analyzed, the final results of hypotheses testing are determined. They are summarized and shown as below:

Table 8*Summary of Hypothesis*

Hypothesis	P- Value	Remarks
H ₁ : There is no impact of packaging design towards consumer purchase decision.	.004	Accept
H ₂ : There is no impact of packaging innovation towards consumer purchase decision.	.001	Accept
H ₃ : There is no impact of package labeling towards consumer purchase decision.	.000	Accept
H ₄ : There is no impact of package brand images towards consumer purchase decision.	.000	Accept

Table 8 shows the results of hypothesis testing aimed at understanding the influence of various aspects of packaging—Packaging Design, Packaging Innovation, Package Labeling, and Package Brand Image—on Consumer’s Purchase Decision. Each hypothesis posited that there would be no impact of a specific aspect of packaging on consumer purchase decisions. However, the associated p-values, which represent the probability of obtaining the observed results under the assumption that the null hypothesis is true, revealed otherwise.

Starting with Packaging Design, the hypothesis testing yielded a p-value of .004. Since this value is less than the significance level of .05 commonly used in hypothesis testing, the null hypothesis suggesting no impact of packaging design on consumer purchase decisions is rejected. This indicates that there is sufficient statistical evidence to assert that Packaging Design does indeed influence consumers' purchase decisions significantly.

Similarly, the hypotheses concerning Packaging Innovation, Package Labeling, and Package Brand Image yielded p-values of .001, .000, and .000, respectively. In all cases, these p-values are below the significance level, leading to the rejection of the null hypotheses associated with each aspect of packaging. Thus, there is strong statistical support to conclude that Packaging Innovation, Package Labeling, and

Package Brand Image all play significant roles in shaping consumers' purchase decisions.

4.4 Discussion

The study offers a thorough understanding of the connections between brand image, packaging design, innovation, and labeling and how these links affect customer purchasing decisions. People tend to use the visuals on food packaging to learn more about food. As a result, it is crucial to arrange the image such that it is clearly visible and appropriate for the packaging's shape (Amhed & Parmer 2020). Wang et al. (2022) have similarly noted that a variety of circumstances have elevated packaging to the status of a crucial marketing tool. Innovative labeling and packaging design, for example, have a favorable effect on consumers' purchasing decisions. According to Sajuyigbe et al. (2021), packaging boosts sales and lowers the cost of promotion. Based on the results, it was determined that packaging components, including color, style, and brand, communicate to customers information about the caliber of the product. Karbasivar and Yarahmadi (2021) claim that packaging innovation and labeling are the foundation of impulse buying and promotional strategies.

The results highlight how important container innovation and design are as powerful determinants of customer preferences and purchasing behavior, with labeling and brand image having a comparatively minor impact. The aforementioned observations bear significance for producers of energy drinks, indicating that they should concentrate on creating eye-catching and inventive packaging to draw in customers and encourage purchases. The study also emphasizes how critical it is to modify tactics in response to shifting customer preferences and keep a close eye on shifting perceptions of packaging components. Thus, it is evident that packaging factors influence consumer decisions to buy in a favorable way. These results are consistent with Shah, Ahmad, and Ahmad's (2013) research on the influence of packaging on consumer purchasing. Small-scale business owners in Pakistan have been observed to take packaging into account when trying to draw people to their items. The study also revealed that packaging draws a buyer's attention to a particular product and affects the consumer's decision to buy. Another significant factor influencing customer purchasing decisions is packaging.

CHAPTER V

SUMMARY AND CONCLUSION

In the previous chapter, the data analysis and hypothesis testing were done according to the objectives of the study. This chapter will discuss the key research responses to the research questions, the implementation of these results and the ways they contribute to our understanding the importance of various product packaging dimensions that affect the consumers purchase decision of energy drink. The first section includes summary of the study, second section includes the conclusion of the study derived from the findings and the third section includes the implication or suggestions for the future research.

5.1 Summary

This study shows the findings on the consumers purchase decision of various factors of product packaging of energy drinks in kathmandu valley. It tries to understand the relationship of independent variables (packaging design, packaging innovation, package labeling and package brand image). The study is important and worthwhile for all the buyers of energy drinks. In the study, 400 sample size has been taken and simple random sampling techniques has been used. SPSS software tool has been used to analyse the data. Multiple regression analysis and correlation analysis was carried out. The data was collected from primary source .Using the correlation analysis, it was known that all the packaging variables has significant positive relationship with the consumers purchase decision. Similarly, packaging design was found most influencing independent variables among other variables that makes consumer purchase more.

The correlation analysis provides deeper insights into the interplay between packaging attributes and consumer behavior. The statistically significant positive correlations between packaging design, innovation, labeling, brand image, and purchase decisions highlight the symbiotic relationship between packaging elements and consumer preferences. These correlations underscore the need for businesses to invest in optimizing all facets of packaging to positively influence consumer perceptions and purchasing decisions.

Regression analysis further elucidates the impact of packaging attributes on consumer purchase decisions. The coefficients reveal the strength and direction of these relationships, with packaging design, innovation, labeling, and brand image all exerting significant positive effects on purchase decisions. These findings reinforce the notion that packaging serves as a critical touchpoint in the consumer journey, influencing brand perception and driving purchase intent. The results validate the overall significance of the regression model, further cementing the notion that packaging attributes collectively play a pivotal role in shaping consumer behavior. This holistic understanding empowers businesses to make informed decisions and allocate resources effectively towards enhancing packaging strategies that resonate with consumers.

5.2 Conclusion

The analyses conducted provide robust evidence of the significant impact of packaging attributes on consumer purchasing behavior. The findings underscore the critical role that packaging design, innovation, labeling, and brand image play in shaping consumer perceptions and driving purchase decisions. By understanding the demographics of their target audience and strategically aligning packaging strategies with consumer preferences, businesses can enhance brand perception, foster customer loyalty, and ultimately drive sales.

The positive correlations identified between packaging attributes and consumer purchase decisions highlight the importance of investing in packaging optimization efforts. From appealing designs that catch the eye to innovative features that differentiate products from competitors, each aspect of packaging contributes to creating a compelling brand experience that resonates with consumers.

Moreover, the regression analysis confirms the significant positive effects of packaging attributes on purchase decisions, providing empirical evidence to support the importance of strategic packaging initiatives. By prioritizing packaging design, innovation, labeling, and brand image, businesses can elevate their brand identity and establish a competitive edge in the market.

The acceptance of hypotheses regarding the impact of packaging attributes further reinforces the notion that packaging plays a pivotal role in influencing consumer behavior. With all hypotheses rejected due to low p-values, it is evident that

businesses must prioritize packaging strategies as an integral component of their marketing and branding efforts.

The conclusions drawn from the analyses emphasize the imperative for businesses to invest in optimizing packaging strategies tailored to the preferences and needs of their target audience. By leveraging packaging as a powerful tool for communication and brand differentiation, companies can enhance consumer engagement, drive purchase intent, and achieve sustainable growth in today's dynamic marketplace.

5.3 Implications

The present research can be a basis for energy drinks to make improvements to their overall packaging dimensions to reach the exemplary level of customer satisfaction; the present researcher would like to produce following suggestions for implications:

- Companies should use packaging strategy which should be according to consumer's desires and wants.
- Companies packaging strategy should reflect their brand personality.
- Companies should bring some changes regarding use of design and innovation, which plays a vital role in the sales of products.
- Companies should be more focused on design and innovation aspect of packaging, as labeling and brand image are of least concern in Nepalese context.
- Energy drink brands should also be further concerned about their quantity division.

Practical Implications of the Research:

The findings of the study shed light on several crucial aspects of packaging design's impact on consumer behavior and preferences. Notably, the research indicates that a majority of respondents were male, with the age group of 15-25 years being the most prominently represented demographic. In light of this, manufacturers and marketers of energy drinks should recognize the importance of tailoring their packaging designs and marketing strategies to resonate effectively with this specific demographic, capitalizing on their preferences and interests.

Furthermore, the study underscores the powerful and positive influence that packaging design and innovation exert on consumer purchase decisions. The research

emphasizes that energy drink companies should prioritize creating packaging that is not only visually appealing but also innovative, as these elements play a pivotal role in attracting consumers and driving purchase choices. Surprisingly, the research suggests that traditional factors such as package labeling and brand image hold relatively minimal sway over consumer purchase decisions in this context. This insight prompts manufacturers to strategically allocate their resources, placing greater emphasis on design and innovation to maximize their impact. The study advocates for a strategic alignment between packaging design and a brand's core personality and values. A well-designed and innovative packaging not only captivates consumers but also positively shapes their perceptions of the brand and its products, reinforcing the overall brand image. Notably, the research reflects a distinct preference among Kathmandu consumers for design and innovation over the influence of package labeling and brand image. This revelation opens avenues for companies to explore sustainable packaging solutions that align with consumer preferences, contributing not only to their branding efforts but also to environmental sustainability.

An additional recommendation arising from the study is for companies to consider educating consumers about the significance of packaging innovation and design. By enhancing consumer awareness, businesses empower individuals to make informed choices and cultivate a deeper understanding of the value that these factors hold in their purchase decisions. The study's segmentation of various demographic groups and their preferences provides valuable insights that companies can leverage to refine their marketing and product strategies, effectively targeting diverse consumer clusters.

Given the dynamic nature of consumer preferences, the study underscores the importance of continuous monitoring and analysis to adapt strategies in response to changing attitudes toward packaging elements. In a competitive market landscape, energy drink brands can leverage packaging design and innovation as a pivotal differentiating factor. By focusing on creating a packaging experience that is both distinct and memorable, brands can secure a competitive edge and establish a lasting connection with consumers.

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ANNEXURE

SURVEY QUESTIONNAIRE

I am Jeevan Prashad Dhital, an MBS student from Shanker Dev Campus. I am performing a research on Consumer perception on Packaging of Energy Drinks in Nepal. So I would really appreciate if you would fill up the form below and help me with my GRP. The information provided by you will be highly confidential and will only be used for academic purpose.

Please complete the section by writing the options applicable in the box.

Section A: Demographic and General Information

Q1. Gender

Male - 1

Female - 2

Q2. Age Group (in years)

15-25 - 1

26-35 - 2

36 and above - 3

Q3. Education Level

SLC or below - 1

+2/Intermediate - 2

Bachelor - 3

Master or above - 4

Q4. Monthly Income

Less than or equal to Rs. 10,000 - 1

Rs. 10,001-Rs. 25,000 - 2

Rs. 25,001 and above - 3

Section B: Survey Questions Related to Variables

Q5. How often do you buy energy drink?

Daily - 1

Most often - 2

Occasionally - 3

Rarely - 4

Please read each of the following statement carefully and indicate how much you agree or disagree with the statements. (Tick on appropriate box)

Q6 .Packaging Design					
Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Design of product's pack reflects its brand personality for me.					
My purchase decision is highly influenced by the design of product pack.					
I will be satisfied if the design is attractive.					
I feel that manufacturer need to focus on product's design in order to generate more sales.					

Q7. Packaging Innovation					
Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I buy the energy drinks if the packaging is convenient for me to carry.					
I buy the energy drinks in which all the ingredients are safely preserved.					
I prefer the energy drinks which can be easily opened.					
Packaging material highly influence me to buy the energy drinks.					

Q8. Package Labelling					
Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Labeling plays a vital role in influencing my purchase decision.					
I always view the expiry date while purchasing products.					
There are many examples which influenced my purchase decision on seeing its label.					

Q9. Package Brand image					
Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Brand image or logo plays important role in influencing my purchase decision					
I always view specific brand image while purchasing product					
I reuse the pack for some household work.					

Section C: Survey Questions Related to Dependent Variable.

Q10. Consumer's Purchase Decision					
Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I purchase the drink which has attractive package design.					
I purchase the drink which makes regular packaging design innovations.					
I purchase the drink which has good and visible labeling.					
I purchase the drink with attractive brand image in its packaging					

THANK YOU FOR YOUR RESPONSE

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CONSUMER PERCEPTION ON PACKAGING OF ENERGY DRINKS IN NEPAL A Dissertation submitted to the Office of the Dean, Faculty of Management in partial fulfilment of the requirements for the Master's Degree By Jeevan Prashad Dhital Roll No: 23397/20 Registration No: 7-2-25-969-2015 Campus: Shanker Dev Campus College Roll No: 3251/076 Kathmandu, Nepal i May, 2024

CERTIFICATE OF AUTHORSHIP I hereby corroborate that I have researched and submitted the final draft of dissertation entitled

"CONSUMER PERCEPTION ON PACKAGING OF ENERGY DRINKS IN NEPAL"

The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature