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## HOW CONSUMER BRAND PREFERENCE IS AFFECTED BY THE PACKAGING FEATURES AND ATTRIBUTES OF A PRODUCT

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### ABSTRACT

This study aims to describe How consumer brand preference is affected by the packaging features and attributes of a product, the part of packaging in Lebanese consumer's

perception of product quality at the purpose of procurement. The examination involves four free factor: Protection of products and purchaser, Promotion of products, assistance of capacity, utilize, and accommodation of products, help of reusing and decreasing ecological harm and the reliant variable is Lebanese consumer's perception of product quality at the Point of procurement. The analyst tries to create and test a model to accomplish the examination destinations. Information was gathered from a comfort test of 200 respondents utilizing a survey. Survey comprises of 23 things measured on five point Likert scale. The information is dissected utilizing a few measurable methods to test the expressed theories. Graphic factual measures are utilized to depict the examination's specimen attributes. Different relapse examination is utilized to discover the impact of the autonomous factors on the dependent variable. It was discovered that all the free factors significantly affected Lebanese consumer's perception of product quality at the purpose of procurement. Proposals for future research, promoting suggestions, and confinements of this investigation are proposed.

**KEYWORDS** :Packaging, Lebanese consumer's, product quality, Protection, brand

### INTRODUCTION

Today, always meeting due dates and keeping boisterous timetables drives the buyer to depend vigorously on made merchandise and prepared nourishment things. The new innovations identified with creations and appropriations have prompted a gigantic expansion in the number and sort of products and brands accessible in the market. Ghani and Kamal (2010), expressed that packaging has turned into a crucial methods for separating things and drawing in the buyer's consideration (Ghani & Kamal,2010).

Package draws in buyer's regard for specific brand, upgrades its picture, and impacts consumer's perceptions about product (Rundh ,2005). In addition, package gives one of a kind incentive to products, fills in as a device for separation, is as well the case of packaging products i.e. causes shoppers to pick the product from extensive variety of comparable products, animates clients purchasing conduct Underwood, (Klein & Burke, 2001); (Silayoi & Speece, 2004). Mohd et al. (2010), Mallinckrodt and Mizerski (2007) have reasoned that apparent esteem and precision has fundamentally impacted the buying aim of nourishment products and that shopper mark preferences direct their future practices Mohd (2010); (Mallinckrodt & Mizerski, 2007).

#### A-Research Questions

1. What are the vital components of natural product packaging? What is the effect of packaging on a client purchasing a product? What are customer' perceptions of product packaging?
2. Which of the package components rely on the impact of time weight, level of inclusion and shopper's individual attributes?
3. Is there measurably noteworthy connection between perceived sustenance value and brand preference? Can these connections leads to client dedication through packaging?

The fundamental reason for this examination is to assess the part of packaging in Lebanese consumer's perception of product quality, value and brand preference at the purpose of procurement. In order to meet this target, the accompanying destinations taken up under our consideration (Gaafar ,2012).

#### B-Specific objectives

RO1. To distinguish the critical components of product packaging in clients purchasing for a long term

RO2. To inspect the connection between attitude toward Features packaging and brand preference.

RO3. To analyze the connection between attitude Design packaging and brand preference

RO4. To analyze the connection between Quality packaging and brand preference.

RO5. To analyze the connection between Value packaging and brand preference.

### C-Research Hypothesis

With a specific end goal to accomplish the destinations intended for this investigation, the accompanying examination speculations are expressed in view of the disclosure in the audit of writing.

**H01:** There is no critical measurable impact of "the role of Features packaging in ensuring the products and consumer" on Lebanese consumer's perception of brand preference product quality at the point of procurement

**H02:** There is no critical measurable impact of "the role of Design packaging in advancing the products" on Lebanese consumer's perception of brand preference product quality at the point of procurement.

**H03:** There is no critical measurable impact of "the role of Quality packaging in encouraging the capacity, utilize, and comfort of product" on Lebanese consumer's perception of brand preference product quality at the point of procurement.

**H04:** There is no critical measurable impact of "the role of Value packaging in reusing and lessening ecological harm" on Lebanese customer's perception of brand preference product quality at the point of procurement.

### D-Importance of the study

The significance of this examination comes from the accompanying reasons:

1- Lack of studies and logical research that deal with the role of packaging in Lebanese customer's perception of product quality at the purpose of procurement. As indicated by the scientist's restricted information and after a far reaching review on the packaging writing in Lebanon, this examination is the first in packaging field particularly for products.

2- It perceives the essential properties of packaging in shopper's perception of product quality at the purpose of procurement.

3- The consequence of this examination will be valuable for organizations that fare their products to Lebanon, organizations that work in Lebanon, and help Lebanese organizations in outlining their products' packages in a most fitting manner that makes a superior mindfulness for their products.

4- The consequences of this examination will be valuable for academicians; they can pick up bits of knowledge and proposals for future research.

## 2. Literature

### A-Theoretical framework of the study: The Nature of Packaging and Branding

As indicated by the American advertising affiliation (1994) a mark is a name, term sign, image or outline, or a blend of them in rose to urge forthcoming clients to separate a maker's items from those of contenders. Murphy (1997) characterizes a brand as a trademark which comes into the brain of the buyer to grasp a specific and attaching set of qualities and attributes, both substantial and impalpable, it is along these lines a great deal more than the item itself, it is significantly more than only a name. To the customer it speaks to an entire host of traits and a tenable assurance of value and root. To the brand over it is as a result an annuity, a certification of future money streams. Murphy sees marking as the yield of a dedication t by administration to put resources into the item administration. For instance, most ranchers would see Monsanto's herbicide image Roundup as a quality from a solid organization, however a similar synthetic definition is an unmarked drum is probably not going to pick up a similar level of agriculturist certainty. Marking can likewise give the premise to non-value rivalry. Murphy (1997) sees marking as the yield of a dedication by administration to put resources into the advancement of an advantage. In a few sections of the world, set up brands are affixing as resources on asset reports and are being surveyed for their benefit acquiring ability. Marking can increase the value of an item and is, hence, an imperative part of item administration, for instance, most ranchers would see Monsanto's herbicide image Roundup as a quality item from a solid organization; yet a similar concoction detailing in an unmarked drum is probably not going to pick up a similar level at agriculturist certainty.

### B-Previous studies

Govind and Deepak (2012), "Impact of packaging in consumer decision making procedure of Namkeen products": expressed that packaging has an imperative part in advertising correspondences, particularly from the purpose of offers and could be dealt with as a standout amongst the most essential elements impacting consumer's buy choice (Govind and Deepak, 2012). The consequences of the examination are: For the mediators, it has turned into a successful apparatus in accomplishing ideal utilization of space effective utilization of rack space in anticipating stock misfortunes and pilferage. For the consumers, packaging has endeavored to serve their educational, limited time and comfort needs.

Packaged sustenance is a basic part in the current way of life because of the more prominent interest for advantageous, versatile, simple to-plan dinner arrangements that decrease the bothers of shopping for food and setting up a supper. As indicated by Matsatsinis et al. (2007), advertise rivalry powers sustenance firms to constantly showcase their items to acquire the biggest piece of the pie (Matsatsinis, 2007). In such circumstance, advancement in Packaging turns into a crucial procedure for focused achievement and survival inside an aggressive worldwide market. Rundh (2005) unmistakably showed that an inventive Packaging configuration can change item

discernment and make another market position (Rundh,2005). A decent Packaging plan is viewed as fundamental pieces of effective business rehearse. The reason many organizations contribute gigantic measure of cash on Packaging is on the grounds that they are very much aware that a staggering Packaging will draw shopper's consideration and is equipped for killing the purchaser on or off.

### C-Packaging elements towards product

The mix of shape imagination and shading together with very much outlined designs frames the package and makes purchaser passionate interest. Here, the coordination and showcasing viewpoints are considered and performed in taken a toll effective way. An organization's dependability and benefit are reliant on its item significance and business execution.

Figure 1- Packaging design and trigger to purchase

Source: Rundh (2005)

In Figure 1 the system of the package effect on the thing use is shown. The primary concern that summons buyer thought is thing plot. By investigating the visual segments, a purchaser looks into the substance and information about the real thing. The package, secured by different arrangement parts, may summon the desire to purchase the thing. At the point when the acquiring choice is made and the item is purchased, the item quality and request is built up.

### D-Brand Image and Consumer Behavior

Brand picture has been mulled over broadly since the twentieth century on account of its centrality in building brand value. In the certainly forceful world business focus, associations require a more significant comprehension into customer lead and teach buyers about the brand with a particular true objective to make effective advancing strategies. In the going with area, we will discuss the association between clients' insight of brand picture and customer lead.

Figure 2: Brand Image and Consumer Behavior

### E-Impact of Brand Image on Costumer's Attitude toward the Brand

Keller thought of the thought "customer based brand value (CBBE)" in 1993, which implies the distinctive reactions to the stamping exertion from customers who think about the brand in evolving degrees. In a manner of speaking, check picture and brand care are the basis and wellsprings of brand value. As showed by Keller (1993), positive brand picture could be set up by interfacing the novel and strong brand association with (Keller, 1993).

### 3. Methodology

In general, this study aims to describe and analyze the factors affecting The objective populace for the examination the consumer brand preference is affected by the packaging features and attributes of a product at Lebanese north markets. Test assurance utilized for this examination depended on the technique created via Carvalho (1984). The aggregate example estimate was contained 200 survey

comprehend and react to questions. An accommodation inspecting method was utilized, which was by Leary (2004) alludes to a specimen of members that are promptly accessible.

**Table 1- Sample size**

Population from	Population Size
Spinneys	65
Bou Khalil	48
LIU University	27
Sahsah restaurant	20
3albal restaurant	20
coop kaddou	20

Source: researcher 2017

**A-The study framework**

Features of products	
Design of products	
Quality of storage, use, and convenience of products	
Value of recycling and reducing environmental damage	

**Figure 3 : study framework**

**Results models of the empirical study**

Source: edited by the author

In the hypothetical model which is about the connection between data hunt and its precursors, data look is a needy variable while data supply (the quantity of product qualities, combination profundity); product classification, singular contrasts and earlier learning are autonomous factors. The needy variable is one we wish to gauge and which is thought to be impacted by autonomous factors, causally affecting the needy variable, i.e. data look. Research speculations basically concern the relationship of the needy and free factors, the relationship of predecessors and data look. At long last, the contrasts amongst measured and expected data look are dissected. In light of the hypothetical model, the speculations to be inspected are talked about underneath (Figure 2).

Three bigger gatherings of theories were characterized in the exploration. We took a gander at the connection between forerunners (singular contrasts, association, earlier learning and showcasing condition) and data exploration estimate; we accepted a useful connection between data supply and data look, lastly we thought about two techniques for measuring data exploration.

In accordance with its objectives, this study was designed as an

explanatory study. The results obtained in this study **Figure 2.2A-** Conceptual framework of the effect of time pressure, involvement level and individual characteristics on the importance of package elements

Edward (2013) built up an examination display demonstrating the connection between visual Packaging configuration (hues, typeface, logos, size, and designs) and saw quality, esteem and brand inclination. This work stretches out ebb and flow research to demonstrate the connection between both visual and verbal Packaging traits and saw item quality and brand inclination. In the accompanying model state of mind toward package qualities demonstrate both visual and verbal components i.e., realistic, shading, shape, size and material are considered as fundamental visual components, though item data, maker, nation of-starting point and brand are dealt with as the primary verbal components of package (Edward, 2013).

**Figure 4- Conceptual framework of the relationship between attitudes toward packaging attributes, perceived quality, value, and brand preference.**

Source: Edward (2013)

the reasonable and hypothetical structure was clarified. An audit of pertinent writing and past examinations were analyzed in connection to the effect of Packaging in shoppers purchasing their selection of refreshments; the attributes of Packaging that assistance in creating brand faithfulness and the impact of Packaging on mark inclinations. The hypothesis and some writing illustrating the significance of development in Packaging configuration and the purchaser’s view of Packaging were inspected. This exploration study will think about the part of Packaging in impacting the buyer to buy their decision of refreshment.

**4. Results and Discussion**

This chapter as demonstrated in the first parts, this investigation endeavored to recognize the critical components of nourishment packaging and to inspect connection between mentality toward packaging properties and perceived sustenance product quality, value and brand preference. A sum of 200 questionnaires was appreciated.

Respondents were united at a typical place and time, and every respondent is made a request to finish the study questionnaire freely without cooperating with each other. The information gathered were investigated, translated and exhibited in view of the outcomes registered utilizing SPSS v.21 programming/instrument. Research comes about are exhibited in following request: at to begin with, the significance of different visual and verbal components of package that influence consumer’s product preference is introduced; second, comes about demonstrating the impact of customer’s association level, time weight and individual qualities on purchaser’s states of mind toward package is displayed; third, the relationship of buyers’ mentality towards packaging properties with perceived quality, value and brand preference is introduced.

**Frequencies**

**Table 29 Gender composition of respondents**

	Frequency
Valid	Male
female	97

48.5

Total	200
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Table 4 determines the descriptive statistics of the respondents about their gender composition from the total number of 200 respondents, 51.5 (51.5%) are male and 48.5 (48.5%) are female. So it conducted that most of the respondents Male.

**Table 3: Age Composition of Respondents.**

Age
Valid
22-25
26+
Total

Table 5 determines the descriptive statistics of the respondents about their age composition from the total number of 200 respondents, most of them are 26+, 54(54%).

## 4.2 Regression Analyses

**Table 4: Regression Analyses**

Model Summary
Model
1

a. Predictors: (Constant), BART factor score 5 for analysis 1, BART factor score 3 for analysis 1, BART factor score 4 for analysis 1, BART factor score 2 for analysis 1

The model itself represents R (.530), R square represents (.281), adjusted R square equal (.266)

As indicated by table 20, just item data and maker R <  $\alpha.05$  has factually noteworthy relationship with time weight i.e., when members need time they tend to diminish enthusiasm for these (Product and maker data) package components. For all other package components R >  $\alpha.05$ , the outcome demonstrates that the primary theory expressed there is measurably huge relationship between time weight and these package components (Features of products , Design

of products , Quality of storage, Value and the Brand preference) could be accepted. This shows despite the fact that there is a variety in members' reaction, the variety is made by chance recommending whether there is time weight or not, there is no distinction to members' greatest advantage for these package components.

**Table 5: ANOVA**

Model	Sum of Squares
1	Regression
Residual	143.153
Total	199.000

a. Dependent Variable: BART factor score 1 for analysis 1  
 b. Predictors: (Constant), BART factor score 5 for analysis 1, BART factor score 3 for analysis 1, BART factor score 4 for analysis 1, BART factor score 2 for analysis 1

ANOVA results of the employee's productivity are shown in table above in terms of employees loyalty scale. According to the results of the analysis, (F= 19.018 at .000) degree of freedom.

The information of free factors or indicators is dependable; on the grounds that the estimation of ANOVA is 19.018 which is more noteworthy than 25. The esteem is likewise positive, so the information utilized for examination is dependable

At last, According to table 21, Mean Square connection for the fifth speculation (H1-2-3-4) of the examination uncovered that there is huge positive connection between perceived nourishment product value and brand preference (F= 19.018,  $p < \alpha.05$ ) showing that a positive perceived sustenance product value brings about progressively positive impression of nourishment product and brands. All the more particularly, customers with positive observation for nourishment product value have a tendency to lean toward the product and brand. In this way, the outcome underpins for the option theory expressed that there is a huge connection between perceived sustenance product value and brand preference.

**Table 6: Coefficients**

Coefficients <sup>a</sup>	Unstandardized Coefficients
Model	
B	Std. Error
1	(Constant)
BART factor score 2 for analysis 1	.184
BART factor score 3 for analysis 1	.380

BART factor score 4 for analysis 1	.156
BART factor score 5 for analysis 1	.004
a. Dependent Variable: BART factor score 1 for analysis 1	

The above results, based on moderated regression analysis, suggest that there's a correlation between Features of products, Design of products, Quality of storage, Value and the Brand preference.

**H01:** There is no relationship between Features of products and Brand preference. Regarding hypothesis 1, there's a significant relationship between the Brand preference and Features of products at 0.005 degree of freedom. T value is high (2.855).

**H02:** There is no relationship between Design of products and Brand preference.

Regarding hypothesis 2, there's a significant relationship between Design of products and the Brand preference at .000 degree of freedom. T value is high (5.931).

**H03:** There is no relationship between Quality of storage and Brand preference.

Regarding hypothesis 3, there's a non-significant relationship between Quality of storage and the Brand preference at .016 degree of freedom. T value is too Low (-2.430).

**H04:** There is no relationship between Value and Brand preference.

Regarding hypothesis 3, there's a significant relationship between Quality of storage and the Brand preference at .952 degree of freedom. T value is low (.060).

**Table 7: T-test**

Hypothesis	Test Sig	Result
H01 - Features of products	.005	Accepted
H02 - Design of products	.000	Accepted
H03 - Quality of storage	.016	Accepted
H04 - Value	.952	Rejected

#### 4- Finding Results

**A- The relationship between attitude toward package attributes and perceived quality, value and brand preference**

This finding after effects of the inferential insights procedures utilized as a part of the investigation are exhibited. With a specific end goal to test the exploration speculation, the spearman connection coefficient was figured. Along these lines, in view of the outcomes acquired from the investigation examination, conclusions are attracted regarding every theory created for the exploration.

**B-Non parametric correlation**

The spearman's connection coefficient was processed with the end goal of deciding the connections between the factors. Spearman's connection coefficient is proper strategy to quantify the relationship when the information is measured at ordinal level (Andy ,2001).

### **C- Brand image, customer satisfaction, and customer loyalty**

The connection between brand picture and consumer loyalty has been contemplated broadly. However, a greater part of these investigations were led in benefit industry, for example, lodging, store and bank, and so on. Regardless of whether the outcomes produced from the administration business can be pertinent to different settings (e.g., fabricating industry, back industry, land industry, and so forth.) stays to be inspected.

### **D- Promotion and products**

The limited time part of a packaging in Product ought to be considered. It can be utilized to pull in clients' consideration and urge them to look at the product.

### **E-- Facilitation of storage, use, and convenience of products**

A noteworthy advantage of packaging is the data on it passed on to the buyer, for example, bearings on the best way to utilize the product and the structure of the product, which is expected to fulfill legitimate prerequisites of product exposure. Packaging comfort is characterized by how buyers utilize the package. Just place accommodation in packaging begins with a package that is anything but difficult to open and simple to close (Hogan, 2007).

## **5- Discussion**

### **A-The impact of packaging in consumers buying a product**

The outcomes were displayed in hypothesis one Correspondence fashioners and brand chiefs are stood up to with the test of making packaging frameworks for new items that impart and feature their one of kind useful advantages notwithstanding the more extensive estimations of the organization. Most of the purchasers demonstrated that they like the packaging of their products. The packaging assumes a vital part in catching buyers' consideration at the purpose of procurement. As the main piece of the advertising correspondence that the purchaser brings home, packaging assumes a key part in imparting and strengthening brand esteems after some time. Packaging has the ability to make, yet additionally to break, mark connections. It could be kept up that "the package might be the main correspondence between an item and the last customer in the store" (Gonzalez, 2007). Therefore the part of package in showcasing interchanges builds: it must draw in shoppers' consideration and transmit satisfactory estimation of the item to the purchaser in the brief time frame appropriate in the place of offer.

### **B-The characteristics of packaging that help in developing a brand loyalty**

The outcomes were introduced in hypothesis two the investigation demonstrates that clients can embrace an item in view of its packaging foundation. Kuvykaite's (2009) think about presumed that the material is the most essential visual components for obtaining with shading and realistic viewed as immaterial components of bundle (Kuvykaite, 2009). From a utilitarian point of view, packaging is regularly part of the use/utilization encounter. Not exclusively is it a method for giving any fundamental data, however it can likewise shape some portion of the real item and gives practical advantages to illustration, being anything but difficult to utilize, fitting into storage room (Louw & Kimber, 2006). The examination comes about demonstrated the greater part of the members like the foundation, this incorporate shading, of the refreshment packaging. Rettie and Brewer (2000) focused on the significance of appropriate situating of components of package, partitioning the components into two gatherings: verbal (for instance, mark mottos) and (visual interest, picture, and so forth.) components (Rettie & Brewer, 2000). Essentially package components were ordered by Butkeviciene, (Stravinskiene & Rutelione, 2008). Dissecting shoppers' basic leadership process they recognize non-verbal components of package

(shading, shape, estimate, symbolisms, illustrations, materials and smell) and verbal components of package (item name, mark, maker, nation, data, unique offers, direction of use). Their grouping incorporates mark as a verbal segment, though Keller (2003), for instance, considers packaging as one of the five components of the brand, together with name, logo, realistic image, identity, and the trademarks (Keller, 2003).

### **C-The change of brand perception based on the package quality**

Packaging is likewise a source to give data about fixings to the clients and directions to utilize the product, for which there are some legitimate necessities. Purchasers settle on conclusive decision on the premise of these data for example there are a few products wrong for diabetics patients on account of having high calories. Thus, directions on packaging can spare diabetic patients on opposite. There are a few fixings which are precluded for some particular religion (as pork is restricted in Islamic and Jews lecturing) henceforth through directions and fixing rundown, Muslims and Jews can maintain a strategic distance from such illegal nourishments. Packaging is a mean of correspondence (Gardner, 1967). In this examination the change of brand perception based on the package quality for example paper packaging qualities assess as far as eight factors i.e. Estimate, shape, wellbeing, timeframe of realistic usability, comfort of capacity, accommodation of utilization, additional utilization and bundle engaging quality in setting of consumable oil however Kotler (2003) characterizes these attributes as far as six variable i.e. measure, brand, content, shading, material and trick (Kotler, 2003). Moreover, Ampuero and Vila (2006) same as Underwood (2003) characterized parts of package components ( as shading, shapes utilized, typography and pictures ) and auxiliary components as (frame, size of the holders, and materials) ((Ampuero & Vila, 2006); (Underwood, 2003)). This exploration paper inspects how packaging attributes impact purchasing brand value choice especially for palatable oil. The package qualities assume a crucial part in the purchaser basic leadership as it imparts to buyers while the time they choose what to buy in the store.

### **D-The packaging can increase the brand preference**

Packaging can increase the brand preference by pulls in the buyer's focus to purchase specific brand and increment brand picture and impact towards shoppers (Rundh, 2005). Packaging attributes makes uniqueness in brand (Silayoi & Speece, 2004). Packaging attributes gives the capacity to separate between the comparable items and instigates the customers for buy (Wells, Farley & Armstrong, 2007). This investigation looks at the compelling variable which relates packaging attributes to the shopper's image preference. Packaging is additionally an apparatus of showcasing correspondence and assumes an indispensable part in customer brand preference. The prime part of packaging is to give security to the brand against any conceivable harm may it be amid transporting, putting away or notwithstanding warehousing (Gonzalez, Thorhsbury & Twede, 2007). Packaging increase the brand preference attributes additionally demonstrates the quality judgments which to a great extent impact the buyer in brand preference. Customer much of the time expects that if packaging attributes are suitable it demonstrates that brand is of high caliber and aides in basic leadership of shopper.

### **E-Role of packaging in influencing brand preference**

The outcomes were exhibited in hypothesis four Underwood and Klein (2002) presumed that for choices made at the purpose of procurement, packaging goes up against an elevated significance in respect to other specialized apparatuses due to its simple accessibility (Underwood & Klein, 2002). As indicated by Rundh (2005) package draws in customers' thoughtfulness regarding a specific brand, improves its picture, and impacts shoppers' observations about the item (Rundh, 2005). Likewise bundle gives novel incentive to items Underwood, Klein & Burke (2001); Silayoi & Speece (2004), fills in

as an apparatus for separation, i.e. causes shoppers to pick the item from an extensive variety of comparable items, animates clients purchasing conduct (Wells, 2007).

### F-Consumers' perception of packaging and package design

The outcomes were exhibited in hypothesis three as indicated by the writing Silayoi & Speece (2004); Grossman & Wisenblit (1999); Butkeviciene, Stravinskiene & Rutelione (2008) the effect of package components on shoppers' buy choices can be more grounded or weaker relying upon the customer's inclusion level, time weight or individual attributes of purchasers. Warlop, et al. (2005) offered that buyers' observations straightforwardly impact their obtaining choice and that discernment can without much of a stretch be affected by visual jolts gave by items packaging (Warlop, 2005). The outcomes in this investigation affirmed this idea and furthermore included that customers' discernment can be impacted by family or companions. Purchasers have the recognition that driving brands ought to have better packaging.

### G- Innovation in product packaging

The outcomes were exhibited in hypothesis one, Members showed the requirement for new thoughts and advancement in packaging in spite of the fact that an adjustment in packaging configuration won't impact their decision of refreshment. As indicated by Keller (2003: p.212) basic packaging advancements can make a state of distinction that allows a higher edge (Keller, 2003). He proceeded with that new packages can likewise extend a market and catch new market fragments. The greater part (81%) of the respondents might want to see advancement in refreshment packaging, this underlines the point that packaging ought to not simply be seen as the securing material for an item however as the showcasing device.

### Summary

Packaging assumes a vital part in the showcasing of refreshment items. The right packaging can enable a brand to procure a special position in the commercial center and in the brains of buyers.

Despite the fact that the writing had recommended that an adjustment in packaging can bring about loss of offers, the aftereffects of this examination demonstrated the inverse; while the buyers see the packaging as imperative they won't change their product decision because of changes in packaging. Packaging advances and strengthens the buy choice at the purpose of procurement, as well as each time the item is utilized. As the market turns out to be more focused and retire space is at a top notch, items should have the capacity to emerge from the group and packaging needs to give something other than utilitarian advantages and data. Under time weight and in low-inclusion buys, less time is spent taking a gander at the detail and data gave on packaging. In any case, customers demonstrate that they like perusing the data, foundation as well as pictures on the packaging material. This exploration into packaging has discovered that distinctive packaging prompts affect how an item is seen. Frequently the packaging is seen to be a piece of the item and it can be troublesome for buyers to isolate the two. Perspectives, for example, packaging shading, typography, outlines and illustrations can impact how an item is seen.

## CONCLUSION

Based on the test results and discussion of research can be concluded that the factors affecting manager performance and impact on the competitive advantage as follows:

First, the variable entrepreneurial orientation that includes indicators (innovativeness, Could organizations stand to

disregard packaging hues when speaking with clients? Shade of packaging assumes an imperative part in basic leadership by clients to buy a decent. At the point when there are time imperatives amid shopping, the preferences of clients shift and therefore their purchasing practices fluctuate.

The researchers proposed the accompanying proposals.

- It is prescribed that the organizations must organize putting resources into packaging innovation and embracing the elements motivating product sales as this will upgrade intensity of their products.
- The scientists likewise suggest that when outlining packages, originators of the assembling firms must guarantee that the package secures the product inside to a more noteworthy stretch out as this is thought to be the principle part of packaging.
- The socio-cultural condition should be enormously considered and the scientists suggest that organizations ought to separate their item packaging outlines to comply with the objective market
- The analysts likewise suggest that organizations consider packaging protestations from clients important and also they ought to make a stage for input from clients concerning their products
- It is vital that products organizations and advertisers take in more about the green products keeping in mind the end goal to build up a package that has no inconvenience on condition (well-disposed packages to environment).In request to fabricate buyers' mindfulness toward condition and to construct customers' duty toward it.
- It is essential that products organizations and advertisers take in more about the credits that purchaser looks to get in their products through standard surveys of customers, shoppers' compliments or proposals.
- Great consideration ought to be paid to special part of packaging to be more appealing on the grounds that it assumes basic part to draw in more shoppers, it is critical to put into thought utilizing assortment of media to upgrade this part, since buyers have diverse perspectives toward product. (By outlining and executing the limited time designs convenient).
- Products organizations and advertisers should stay aware of the consistent change to set up a particular and aggressive position. This may require a reasonable comprehension of their buyers' recreational dispositions and inclinations, through product advancement, improvement and update.
- The package configuration has an extremely solid effect on purchasers' observation. As indicated by past examination, comes about had demonstrated that distinctive components of package configuration assumed imperative parts, for example, picture, size, shading, and shape. Customers will have simple guidelines on the package, a simple dealt with opened shut package. Every one of these components adds to pull in customers' consideration and intrigue. The blend of these components gives the item more

fascination.

### Implications for further study

The present examination has a few delimitations. It concentrates just the product package properties. Future examinations could concentrate on other product package plans and by stretching out the exploration to a national level to check if the discoveries point towards a social or a sub social setting. Moreover, Gender and sexual orientation based distinction in state of mind towards packaging traits crosswise over different salary gatherings. At last, this examination demonstrates that an uplifting mentality towards packaging properties brings about progressively positive assessments of nourishment product and brands. Further, the investigation was directed in the common capital of Lebanon, thus how inquire about discoveries could fluctuate if comparable research is attempted in various condition is zone of future research. For future research distinctive thought might be prescribed:

1. Future investigations could concentrate on different variables that may influence purchasers' view of product quality.
2. Future investigations could concentrate on other measurement to quantify these elements.
3. Future investigations could be connected these variables on different examples.
4. Future investigations could likewise reflect more statistic subtle elements of respondents.

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