

The Impact of Product Package Elements on Consumer Purchase Decision with Specific Reference to Dairy Food Product Industry in Sri Lanka

M.P.C.H.K. Marasingha

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

Dr. Renuka Herath

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

Today, Packaging is one of the most important factors influencing customers' mind at the time of purchase. It has become an integral part of modern society and Packaging acts as the language of product and provides necessary information regarding the product to customers. Identifying the extent to which product package elements impact on consumer purchase decisions in dairy food products in Sri Lanka' can be considered as the research problem.

The purpose of this study was set to identify the impact of package elements on consumer purchase decision relating to Dairy product industry in Sri Lanka .Among several elements of packaging, only five elements were considered based on reviewed literature and those are package color, size, material, printed information and package innovation.

Qualitative research design has been chosen and data was gathered using questionnaire targeting 150 respondents in Colombo and Gampaha Districts. Sample was selected by using convenience sample technique.

Researcher developed five hypotheses and all null hypotheses were rejected based on the correlation coefficients derived from collected data set. Empirical results show that, from five elements of packaging, printed information on dairy product package is the prominent factor which impact to consumer purchase decision. Finally overall results of research suggest that there is an impact of package elements when consumers make the purchase decision on dairy products.

Key words: *Packaging, Packaging elements, consumer purchase decision, Dairy industry*