

The Impact of Product Package Elements on Consumer Purchase Decision: Dairy Food Product Industry in Sri Lanka

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Package plays an important purchasing trigger for consumers at the event of purchase occasion and it has become an integral part that provides product information to consumers. Accordingly, main purpose of this study is to explore the impact of dairy product packaging elements on purchase decisions in Sri Lankan environment. Among several elements of packaging, only five elements were considered (i.e. package color, size, material, and printed information and package innovation) by doing extensive literature review. This study purely based on quantitative research method and total of 150 respondents have been approached in Gampaha and Colombo districts by using convenient sampling technique. Descriptive statistics and correlation analysis applied as main analysis techniques to test the hypothesis formulated in this study. It shows that, from five elements of packaging, and printed information on dairy product package are the prominent factors which impact to consumer' purchase decision. Regression analysis shows that product packaging elements have an impact on purchase decisions of dairy products.

As for the author's knowledge, no previous studies exist on impact of packaging elements of dairy products on purchase decision in Sri Lankan context and therefore this study filled the empirical gap in packaging literature. However, due caution should be given in the event of generalization of the research findings.

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