

## **Impact of Packaging Elements on Customer Purchasing Intention: Mediating Effect of Brand Image with Special Reference to the Snack Industry in Sri Lanka**

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The packaging elements of the products provide a visual and tactile identity for consumers to purchase the products. The researchers found very limited studies regarding packaging elements in Sri Lanka. Therefore, this article aims to analyse how packaging elements, especially packaging material, packaging color, font color, packaging design, and printed information, affect consumer purchasing intention in the snacks industry in Sri Lanka and how brand image mediates this relationship. Based on a review of the literature, this study develops a conceptual framework. Research data were obtained from 395 respondents who were purchasing snack products in Sri Lanka. All responses were collected using a questionnaire through an online survey. A convenience sampling method was used to collect data, and regression analysis and correlation analysis were used to test the respective hypotheses. The findings demonstrate a positive relationship between variables, and there is a significant impact between packaging material, packaging color, font color, packaging design, and printed information on purchase intention. The results further indicate that brand image mediates the relationship between packaging elements and consumer purchase intention. Researchers faced some difficulties when finding some previous research articles regarding this context and concept, and researchers can conduct research using moderating factors and adapted context.

**Keywords:** *Brand Image, Consumer Purchasing Intention, Packaging Material, Printed Information*