

Affection from Packing on Impulsive Buying

A. K. Mishra ¹, Sudhir Rai ² & P. S. Aithal ³

¹ Research Professors, Srinivas University, India, and Kathmandu College of Management, Kathmandu, Nepal,

OrcidID: 0000-0003-2803-4918; Email: anjaymishra2000@gmail.com

² Chairperson, Alpine Knowledge Management, Kathmandu, Nepal;

E-mail: raisudhir6@gmail.com

³ Professors, Institute of Management & Commerce, Srinivas University, Mangalore, India,

OrcidID: 0000-0002-4691-8736; E-mail: psaithal@gmail.com

Area/Section: Management.

Type of the Paper: Research Paper.

Type of Review: Peer Reviewed as per [C|O|P|E|](#) guidance.

Indexed in: OpenAIRE.

DOI: <https://doi.org/10.5281/zenodo.8245655>

Google Scholar Citation: [IJMSTS](#)

How to Cite this Paper:

Mishra, A. K., Rai, S., & Aithal, P. S. (2023). Affection from Packing on Impulsive Buying. *International Journal of Management, Technology, and Social Sciences (IJMSTS)*, 8(3), 229-239. DOI: <https://doi.org/10.5281/zenodo.8245655>

International Journal of Management, Technology, and Social Sciences (IJMSTS)

A Refereed International Journal of Srinivas University, India.

CrossRef DOI: <https://doi.org/10.47992/IJMSTS.2581.6012.0298>

Received on: 17/04/2023

Published on: 14/08/2023

© With Authors.



This work is licensed under a [Creative Commons Attribution-Non-Commercial 4.0 International License](#) subject to proper citation to the publication source of the work.

Disclaimer: The scholarly papers as reviewed and published by Srinivas Publications (S.P.), India are the views and opinions of their respective authors and are not the views or opinions of the SP. The SP disclaims of any harm or loss caused due to the published content to any party.

Affection from Packing on Impulsive Buying

A. K. Mishra ¹, Sudhir Rai ² & P. S. Aithal ³

¹ Research Professors, Srinivas University, India, and Kathmandu College of Management, Kathmandu, Nepal,

OrcidID: 0000-0003-2803-4918; Email: anjaymishra2000@gmail.com

² Chairperson, Alpine Knowledge Management, Kathmandu, Nepal;

E-mail: raisudhir6@gmail.com

³ Professors, Institute of Management & Commerce, Srinivas University, Mangalore, India,

OrcidID: 0000-0002-4691-8736; E-mail: psaithal@gmail.com

ABSTRACT

Purpose: *Buyers may purchase instantly during changing social construct considering the viability of time except for priority purchases. Emotions, desires, and the immediate visual appeal of a product as packaging can leverage these psychological triggers by utilizing captivating colors, typography, imagery, and other design elements that elicit strong emotional responses from consumers. Several theories have justified the high significance of packing influence though under changing social and technical conditions its influence on impulsive buying behaviour is not studied yet in case of super market of eastern Nepal. The research aims to test the significance of packaging design and their impact among eastern Nepal consumers' impulsive purchases of supermarket consumable goods.*

Design/Methodology/Approach: *A structured questionnaire was employed to collect primary information from 222 respondents using convenience sampling. The associative impact of packing on impulsive buying behaviour has been analysed using Regression analysis in SPSS followed by literature validation.*

Findings/Result: *Different packaging elements namely color, product information, shape of the package, packaging material and image was identified and their affection with impulsive buying behavior were tested. The findings of the study conclude color, Package Material and Image does influence impulsive buying behavior of consumer whereas Product Information and Shape does not have similar impact. It also confirms that factors such as age, gender, income, and occupation do not impact the affection between product information, shape, and impulsive buying behavior.*

Originality/Value: *This is the primary experimental exploration in Easter Nepal to think about and assess the Impact of packing Elements on Imprudent Purchasing Conduct.*

Paper Type: *Research paper*

Keywords: Purchasing Conduct, Packing Elements, Imprudent Purchasing, Buying, regression.

1. INTRODUCTION :

In recent times, there has been a noticeable shift in the priorities of marketers, who are now placing increased emphasis on packaging as a strategic tool to distinguish their products and captivate the attention of potential customers attracting them at sales point (Heilman, Nakamoto, & Rao, 2002) [1]. This shift can be attributed to the growing prevalence of consumerism and the surge in impulsive purchasing, which have become prominent characteristics of today's culture. With the advent of supermarkets and their widespread availability, consumers now have greater accessibility to opportunities for impromptu buying (Mohamad Saad, Madiha Metawie. (2015))[2]. Unlike planned purchases where consumers meticulously consider their options, impulsive purchases occur when individuals make buying decisions spontaneously (Cobb & Hoyer, 1986; Rook, 1987)[3&4], often influenced by stimuli encountered at the point of sale, particularly through product packaging (Silayoi & Speece, 2015)[5]. Consequently, the design of packaging plays a pivotal role in several key aspects, including brand communication, customer education, product differentiation, and the facilitation of impulsive buying tendencies for consumer goods package (Bloomenthal, 2022) [6].

Packaging design serves as a powerful medium for brand communication (Terbanche, 2006) [7], enabling marketers to convey essential messages and values associated with their products (Martin Löfgren & Lars Witell, 2005) [8]. Through cleverly crafted packaging, companies can effectively communicate their brand's personality, positioning, and unique selling propositions (Ahmad, Billoo, & Lakhan, 2012) [9]. Well-designed packaging not only conveys information clearly but also engages consumers through creative and visually appealing elements, increasing the likelihood of attracting attention and generating interest (Velasco, Salgado-Montejo, Marmolejo-Ramos, & Spence, 2014)[10]. Product differentiation is another critical function of packaging design. In today's highly competitive market, where countless options vie for consumers' attention, packaging plays a crucial role in setting a product apart from its competitors to avoid failure of product [11-14]. Unique and eye-catching packaging designs help products stand out on crowded shelves, grabbing the attention of potential buyers and piquing their curiosity. Effective differentiation through packaging can establish a distinct identity for a product, making it memorable and easily recognizable amidst a sea of alternatives. Perhaps most significantly, packaging design is closely intertwined with encouraging impulsive buying behavior. Impulsive purchases are often driven by emotions, desires, and the immediate visual appeal of a product. Packaging can leverage these psychological triggers by utilizing captivating colors, typography, imagery, and other design elements that elicit strong emotional responses from consumers. Attention-grabbing packaging can create a sense of urgency, excitement, or desire, nudging consumers towards impulsive buying decisions.

2. STATEMENT OF PROBLEMS :

Supermarkets have emerged as the new attraction as Consumers are making more and more unplanned visits to the supermarkets as a recreational activity and window shopping is in the rise. Increase in unplanned visits to the supermarkets has led to increase in unplanned purchase or impulse buying (Muruganantham & Bhakat, 2013) [16]. Rook (1987) [4] defined impulsive buying as an unintentional, non-reflective response that occurs shortly after being exposed to stimuli within a store where the customer feels an immediate, overwhelming, and unquenchable desire to buy. Design of packaging is one of the most visible stimuli in the supermarket and can be easily controlled by the producer of the product hence more and more companies are thus increasingly interested in using design of packaging as the tool to differentiate themselves, grab attention, stimulate impulse purchase, and ultimately increase the sales. Although packaging design has significant role in shaping consumer's perception and stimulating impulse buying there has only been a few research in this subject matter especially in the eastern Nepalese context and little or no attention have been given to the increasing trend of impulse buying and the value generated by the packaging in the form of hedonic and utilitarian value. Good packaging design can attract consumer's attention, boost shelf visibility, differentiate product, enhance product's value, improve user experience, nudge customers to make impulse purchase and ultimately lead to product success. In the Nepalese market where design of the product packaging is treated as an afterthought rather than tool of strategic importance this study will aim to identify how individuals make the purchase decision and specifically what aspects of the packaging design stimulates impulse buying behaviour.

3. OBJECTIVES :

The research aims to test the significance of packaging design and their impact among eastern Nepal consumers' impulsive purchases of supermarket consumable goods.

4. METHODOLOGY :

4.1 Conceptual Framework and Hypothesis:

Packaging design may influence impulsive buying. So, understanding the impact of packaging design elements is essential for organizations to design effective packaging. It is an attempt to fill the research gap in the eastern Nepal context for impactful packaging design attributes that organizations should focus on and will help them design packaging that resonates with their target market. Let's propose a conceptual framework for the research as shown in figure1 based on different research conducted globally in different time periods such as Vyas (2015), Nayyar (2012), Khurram and Seemab (2014), Kacen and Lee (2002), Bilkisu, K., & Usman, F. (2021), Bayley, G., & Nancarrow, C. (1998), Bin, L., Minqi, H., Xiaoxi, C., & Yongxin, L. (2021), Ahmad and Ahmad (2015), Zalfiana and Cahyorini

(2011), Nanda (2015), Mersid (2014), and Mohamad and Madiha (2015) [17-27].

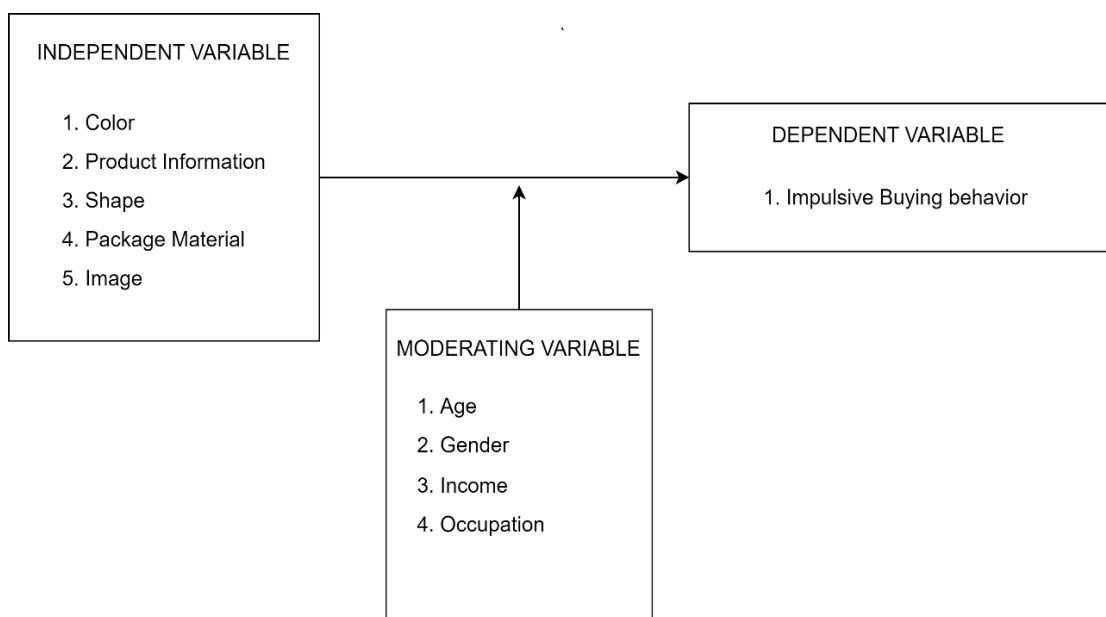


Fig. 1: Conceptual Framework

In view of the targets of the review, following speculations would be considered to make the concentrate exactly more grounded and practical.

H1: There is critical connection between Color of Package and Impulsive Buying Behavior of Consumers.

H2: There is critical connection between Product Information in a Package and Impulsive Buying Behavior.

H3: There is critical connection between Shape of Package and Impulsive Buying Behavior.

H4: There is critical connection between Package Material and Impulse Buying Behavior.

H5: There is critical connection between Image in Package and Impulsive Buying Behavior.

4.2 Data Collection Schedule and Analysis:

The population of the study are people who visit supermarket Nepal Bazar, Tinpaini Branch Chandani Chowk and Basibiyalo Kirana Store within Biratnagar. The sample size of targeted at 385 respondents through schedule survey for 7/7 days from 1 am to 8 pm and 222 respondents were assessed with response rate of 57.66 only based on convenience sampling. The respondents are diversified based on age, gender, income and occupation. Using 5-point Likert scale questionnaire survey the data were collected after pilot testing with 20 people. Cronbach’s Alpha for piloting and survey for all variables were more than 0.5 Impulse Buying Behaviour (0.759 & 0.755), Color (0.811 & 0.837), Product Information (0.791 & 0.893), Shape (0.843 & 0.829), Package Material (0.726 & 0.714) and Image (0.836 & 0.815) orderly. All the data were analysed using SPSS.

5. RESULT AND DISCUSSION :

5.1 Mean and Standard Deviation of Each Statement:

Table 1 shows the perception of respondents of statements related to different variables.

Table 1: Mean and Standard Deviation of Statement

Statement of Colour	Mean	Standard Deviation
Color of Packaging on Consumer-Packaged Goods draws my attention.	3.76	1.018

I am more likely to purchase products if I like color of packaging of a product.	3.5	1.141
I have made purchases solely because of the color of the packaging of a product.	2.96	1.279
I have been disappointed with a product after purchasing it solely because of the packaging color.	3.55	1.123
Statement of Product Information	Mean	Standard Deviation
I have made purchases because the packaging provided compelling information about the product.	3.82	0.998
Information about a product on its package inspires trust for the product.	4.11	0.817
I compare similar products on the basis of the information given on packaging.	4.05	0.873
Statement of Shape	Mean	Standard Deviation
I have made purchases because the packaging shape was unique or eye-catching.	3.62	1.102
I have made purchases solely because of the packaging shape, without any prior knowledge or research about the product.	3.09	1.271
Shape and size of a package influences the intention to buy a product.	3.78	1.037
Statement of Package Material	Mean	Standard Deviation
Packaging material of consumer-packaged goods draw my attention.	3.82	0.924
I prefer packaging that is made with ecofriendly materials.	4.03	0.922
High end material of a package evokes feeling that product itself is also of high quality	3.88	1.018
Statement of Image	Mean	Standard Deviation
I have made purchases because the image on the package of a product was attractive or eye-catching.	3.6	1.083
I make the decision to purchase solely because of the images used on the packaging.	3.23	1.191
Images of a product are important while purchasing a product.	3.75	1.088
Statement of Impulse Buying Behaviour	Mean	Standard Deviation
I get the urge to buy something unexpectedly when I am in a supermarket.	3.83	1.048
If there are rewards or incentives offered, I am more likely to purchase a product without having planned to do so beforehand. (E.g., Buy one get one free)	3.79	1.018
I make purchase decision without giving it a second thought.	3.16	1.187
I don't feel significant guilt after making any unplanned purchases.	3.27	1.162

The complete and comparable product information draws the attention most whereas colour was least effective as among all the means from the statement, 4.11 is the highest mean with standard deviation of 0.817, and 2.96 is the lowest mean with a standard deviation of 1.279.

5.2 Association between Package Features and Impulsive Buying Behaviour:

The correlation between packing features and impulsive buying behaviour is shown in table 2.

Table 2: Correlation of Package Features and Impulsive Buying Behaviour

Packing Features		Buying Behaviour
Color	Pearson Correlation	0.604
	Sig. (2-tailed)	<.001
Product Information	Pearson Correlation	.527**
	Sig. (2-tailed)	<.001
Shape	Pearson Correlation	.551**
	Sig. (2-tailed)	<.001
Package Material	Pearson Correlation	.637**
	Sig. (2-tailed)	<.001
Image	Pearson Correlation	.627**
	Sig. (2-tailed)	<.001

**Correlation is significant at the 0.001 level (2-tailed)

The analysis considered 0.01 significance level. It shows that all five variables have a moderate positive correlation with impulsive buying behavior where highest correlation is seen on Package Material with .637 followed by Image with .627 and Color with 0.604. Product Information and shape have the least correlation with .527 and .551 coefficient respectively. This result agrees upon the study conducted by (Javed and Javed, 2015) [28] whose results also showed that the color usage had significant moderate positive relation with consumer’s buying preferences as well as (Bayley, G., & Nancarrow, C.) [21] where image and color are positively correlated to Buying Behaviour. The findings also agrees with the research conducted by Ahmad, A. M., & Ahmad, Q. M.(2015) [23], where intersecting independent variables are all shown to have low to moderate positive correlation with consumer buying behaviour.

Regression analysis as shown in Annex –A also supports the correlation analysis as R value of 0.722 indicates a moderate positive correlation between the independent and dependent variables. This means that the independent variables are moderately good predictors of the dependent variable with the model explaining 52.1% of the variation in the dependent variable. However, there is major difference in the findings of the study. In a study conducted by (Janki & Prinsa, 2020) [29], printed information (Product Information) and wrapper design (Shape) of packaging have p value less than 0.05 (value of alpha), concluding that both variables have impact on consumer buying behavior. However, results of this study show the p value of these variables to be greater than 0.05 which means that the hypothesis of Shape and Product information influencing impulsive buying behavior is rejected. In another study conducted by (Bilkisu & Usman, 2021) [21], shape and of a package have significant positive and significant relationship with consumer impulse buying behavior which is similar to study of Vyas (2015) [17]. These findings also differ from the result of this study.

Moderation analysis as shown in Annex -B was also conducted to identify the impact of factors like age, gender, income and occupation on the relationship between independent and dependent variable. The results show that these factors have no impact on the relationship between Product Information, Shape and Impulsive Buying Behaviour as the p value of the moderating variables and their intercept was greater than the accepted threshold of 0.05 which concludes that they did not have any role on the rejection of the alternate hypothesis as shown in where product information and shape each impacted impulsive buying behavior. The analysis also shows that color has the most moderation as both occupation and gender have full moderation i.e., the intercept values of these variable is less than 0.05. The finding has mixed relation with the study previous study where Gender, Income, Age does not have any moderation on relationship between color and impulsive buying behavior whereas this study shows that age does have an effect.

Table 3: Summary of Hypothesis Testing

Hypothesis	Path	Correlation	Beta	P-Value	Remarks
H1	Color->IBB	0.604	0.257	<0.001	Accepted
H2	MAT->IBB	0.527**	0.133	0.062	Rejected
H3	Shape->IBB	.551**	-0.06	0.396	Rejected
H4	Pkg Mat->IBB	.637**	0.35	<0.001	Accepted
H5	Image->IBB	.627**	0.174	0.013	Accepted

6. CONCLUSIONS AND SUGGESTION :

Different packaging elements namely color, product information, shape of the package, packaging material and image was identified and their affection with impulse buying behavior were tested. The findings of the study conclude color, Package Material and Image does influence impulsive buying behavior of consumer whereas Product Information and Shape does not have a similar impact. It also confirms that factors such as age, gender, income, and occupation do not impact the connection between product information, shape, and impulsive buying behavior. However, they do have varying degrees of moderation on color and image and package material. Before choosing component of packaging, it is important to take into account the consumer's culture, taste, and preferences. Companies have to make sure that color, packaging material and the images on a package are distinguishable and eye catching to attract consumers. The inherent accessibility of packaging at the time of purchase is one of its main advantages as a marketing communication tool. It is the first thing that a consumer sees which means that its features are what makes first impression on consumers. Only Color, Product Information, Shape, Package Material and Image have been considered for the purpose of this research. New studies can include other unselected variables, such as fonts, visual elements, and other structural design features. Education and Price can be considered as other moderating variables for future studies

7. ACKNOWLEDGEMENT :

The author is thankful to all who took part in the discussions and Alpine Knowledge Management for support in data collection through academic volunteer students from different colleges and Saanvi Lavanya (Betkumar) for being with us during the discussions.

REFERENCES :

- [1] Heilman, C. M., Nakamoto, K., & Rao, A. G. (2002). Pleasant Surprises: Consumer Response to Unexpected Instore Coupons. *Journal of Marketing Research*, 39(2), 242-252. <https://doi.org/10.1509/jmkr.39.2.242.19087>
- [2] Mohamad Saad, Madiha Metawie. (2015). Store Environment, Personality Factors and Impulse Buying Behavior in Egypt: The Mediating Roles of Shop Enjoyment and Impulse Buying Tendencies. *Journal of Business and Management Sciences*, 3(2), 69-77. DOI: <https://doi.org/10.12691/jbms-3-2-3>.
- [3] Cobb, C. J., & Hoyer, W. D. (1986). Planned versus impulse purchase behavior. *Journal of Retailing*, 62(4), 384-409. [https://doi.org/10.1016/0022-4359\(86\)90043-X](https://doi.org/10.1016/0022-4359(86)90043-X)
- [4] Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, 14(2), 189-199. <https://doi.org/10.1086/209105>
- [5] Silayoi, P., & Speece, M. (2015). Packaging and Purchase Decisions: A Focus Group Study on the Impact of Involvement Level and Time Pressure. *British Food Journal*, 106(8), 607-628. <https://doi.org/10.1108/BFJ-01-2014-0040>
- [6] Bloomenthal, A. (2022, 4 2). [www.investopedia.com](https://www.investopedia.com/terms/c/cpg.asp). Retrieved from <https://www.investopedia.com/terms/c/cpg.asp>
- [7] Terblanche, N. (2006). An application of the American customer satisfaction index (ACSI) in the South African motor vehicle industry. *South African Journal of Business Management*, 37(4), 29-

38. <https://www.grafiati.com/en/literature-selections/customer-relations-south-africa-management/journal/>
- [8] Martin Löfgren & Lars Witell (2005). Kano's Theory of Attractive Quality and Packaging. *Quality Management Journal*, 12(3), 07-20, DOI: <https://doi.org/10.1080/10686967.2005.11919257>.
- [9] Ahmad, N., Billoo, M., & Lakhan, A. (2012). Effect of Product Packaging in Consumer Buying Decision. *Journal of Business Strategies*, 6(2), 1-10. <https://doi.org/10.18374/JBS-6-2.1>
- [10] Velasco, C., Salgado-Montejo, A., Marmolejo-Ramos, F., & Spence, C. (2014). Predictive packaging design: Tasting shapes, typefaces, names, and sounds. *Food Quality and Preference*, 34(1), 88-95. <https://doi.org/10.1016/j.foodqual.2013.12.005>
- [11] Mishra, Anjay Kumar, & Aithal, P. S., (2021). Analysis of Laptop Users Purchase Behaviour: A Case of Kathmandu, Nepal. *International Journal of Management, Technology, and Social Sciences (IJMITS)*, 6(1), 226-240. DOI: <https://doi.org/10.5281/zenodo.4966112>.
- [12] Mishra, A. K., & Aithal, P. S. (2021). Factors and Features Influencing Laptop Users of Kathmandu, Nepal. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 5(1), 132-142. DOI: <https://doi.org/10.5281/zenodo.5110273>
- [13] Sah, S., & Mishra, A. K. (2020). Consumers' Brand Preference of Laptop in Kathmandu, Nepal. *NOLEGEIN Journal of Consumer Behavior & Market Research*, 3(2), 7–23. [Google Scholar](#)
- [14] Mishra. A. K., (2019). Influential Marketing Strategies Adopted by the Cement Industries. *International Journal of Research - Granthaalayah*, 7(10), 155-173. [Google Scholar](#)
- [15] Mishra, A. K., Sharestha, B. (2019). Assessment of Consumer Influencing Factor in Decision Making for Selecting Cement Brands. *South Asian Res J Bus Mgmt*, 1(3), 91-105. <https://doi.org/10.29121/granthaalayah.v7.i10.2019.382>
- [16] Muruganatham, G., & Bhakat, R. S. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, 5(3), 12-20. DOI: <https://doi.org/10.5539/ijms.v5n3p12>
- [17] Vyas, H. (2015). Packaging Design Elements and Users Perception: A Context in Fashion Branding and Communication. *Journal of Applied Packaging Research*, 7(2), 95-107. DOI: <https://doi.org/10.14448/japr.02.0005>
- [18] Nayyar, E. (2012). Packaging -An Innovative source of Impulsive and Abrupt Buying Action. *International Journal of Management & Information Technology*, 1(1), 13–16. <https://doi.org/10.24297/ijmit.v1i1.1454>
- [19] Khurram, B. L., & Seemab, L. (2014). The impact of visual merchandising on consumer impulse buying behavior. *Eurasian Journal of Business and Management*, 2(1), 24- 35. https://www.researchgate.net/publication/276208244_The_Impact_of_Visual_Merchandising_on_Consumer_Impulse_Buying_Behavior
- [20] Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behaviour. *Journal of Consumer Psychology*, 12(2), 163-176. DOI: https://doi.org/10.1207/S15327663JCP1202_08
- [21] Bilkisu, K. U. F. (2021). Impact of Packaging Elements on Consumer Impulse Buying Behaviour: A Case Study of Indomie Noodle in Kaduna Metropolis. *Journal of Economics and Allied Research*, 6(3), 74–80. Retrieved from <https://jearecons.com/index.php/jearecons/article/view/152>
- [21] Bayley, G., & Nancarrow, C. (1998). Impulse purchasing: A qualitative exploration of the phenomenon. *Qualitative Market Research: An International Journal*, 1(2), 99–114. <https://doi.org/10.1108/13522759810214271>
- [22] Bin, L., Minqi, H., Xiaoxi, C., & Yongxin, L. (2021). The Moderating Role of Anticipated Regret and Product Involvement on Online Impulsive Buying Behavior. *Frontiers in Psychology*, 12(3), 33-45. DOI: <https://doi.org/10.3389/fpsyg.2021.732459>. [eCollection 2021](#).
- [23] Ahmad, A. M., & Ahmad, Q. M. (2015). Factors Influence on Packaging Design in an Impulse

Consumer. *International Journal of Marketing Studies*, 7(6), 92-101. DOI: <https://doi.org/10.5539/ijms.v7n6p92>

[24] Zalfiana, E. R., & Cahyorini, A. (2011). The Effect of Packaging Design on Impulsive Buying. *Journal of Administrative Science & Organization*, 18(1), 11-21. Retrieved from <https://scholarhub.ui.ac.id/cgi/viewcontent.cgi?article=1152&context=jbb>

[25] Nanda, A. (2015). Analysing Multiple Dimensions of Impulse Buying. *MERC Global's International Journal of Management*, 3(3), 105-115. <https://www.mercglobal.org/uploads/1/5/0/3/15039924/merc-m-288.pdf>

[26] Mersid, P. (2014). Influence of Product Packaging on Purchase Decisions. *European Journal of Social and Human Sciences*, 3(3), 144-151. Retrieved from <https://oaji.net/articles/2014/739-1411569780.pdf>

[27] Mohamad, S., & Madiha, M. (2015). Store Environment, Personality Factors and Impulse Buying Behavior in Egypt: The Mediating Roles of Shop Enjoyment and Impulse Buying Tendencies. *Journal of Business and Management Sciences*, 3(2), 69-77. [Google Scholar](#)

[28] Javed, S., & Javed, S. (2015). The Impact of Product's Packaging Color on Customers' Buying Preferences Under Time Pressure. *Marketing and Branding Research*, 2(1), 4-14. https://www.researchgate.net/publication/283459596_The_impact_of_product's_packaging_color_on_customers'_buying_preferences_under_time_pressure

[29] Janki, C., & Prinsa, P. (2020). A Study on Product Packaging Impact on Consumer Buying Behaviour. *International Journal of Novel Research in Marketing Management and Economics*, 7(1), 74-82. [Google Scholar](#)

Annex-A Regression Results

Table A1: Regression Model Summary for Impulsive Buying Behaviour

Model	R	R Square	Adjusted R Square	St. Error of the Estimate
1	.722	.521	.510	.58969

a. Predictors: (Constant), Color, Product Information, Shape, Package Material, Image

Table A2: ANOVA Table for Impulsive Buying Behaviour

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.848	5	16.370	47.074	<.001
	Residual	75.112	216	.348		
	Total	156.959	221			

a.) Dependent Variable: Impulsive Buying Behaviour

b.) Predictors: (Constant), Image, Product Info, Package Material, Color, Shape

Table A3: Regression Coefficient for Impulsive Buying Behaviour

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	0.325	0.235		1.382	0.168	
	Color	0.257	0.075	0.279	3.446	<.001	2.959
	Product Info	0.133	0.071	0.119	1.878	0.062	1.805
	Shape	-0.06	0.07	-0.071	-0.85	0.396	3.116
	Pkg Material	0.35	0.078	0.319	4.501	<.001	2.267
	Image	0.174	0.069	0.201	2.507	0.013	2.904

Annex-B moderating effects

Table B1: Moderation effect of Color

Model	p
Age	0.0530
Age x Int_1	0.0166
Gender	0.8355
Gender x Int_1	0.6727
Income	0.4870
Income x Int_1	0.9184
Occupation	0.0697
Occupation x Int_1	0.0256

Table B2: Moderation effect of Product Information

Model	p
Age	0.9669
Age x Int_1	0.8226
Gender	0.1997
Gender x Int_1	0.2844
Income	0.1953
Income x Int_1	0.3245
Occupation	0.2262
Occupation x Int_1	0.1257

Table B3: Moderation effect of Shape

Model	p
Age	0.2761
Age x Int_1	0.0890
Gender	0.4519
Gender x Int_1	0.3432
Income	0.6048
Income x Int_1	0.8168
Occupation	0.3574
Occupation x Int_1	0.1643

Package Material:

Table B4: Moderation effect of Package Material

Model	p
Age	0.0131
Age x Int_1	0.0061
Gender	0.7119
Gender x Int_1	0.5687
Income	0.9050
Income x Int_1	0.8806
Occupation	0.0691
Occupation x Int_1	0.0265

Image:

Table B5: Moderation effect of Image

Model	p
Age	0.0790
Age x Int_1	0.0266
Gender	0.9852
Gender x Int_1	0.9005
Income	0.1766
Income x Int_1	0.5325
Occupation	0.1382
Occupation x Int_1	0.0569