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ACOL 202 Final

Research and Information Gathering Project 2

The Impact of Utilizing Premium Packaging
Versus Standard Packaging on Consumers'
Desire to Purchase a Product; Case of Tanuki, a
Sushi Restaurant.

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Abstract

This study will conduct a theoretical inquiry, which is an investigation of the fundamental principles and causes of a particular occurrence, process, or phenomenon (Edgar & Manz, 2017), in addition to managerial research, which is the application of gathered and analyzed data to the resolution of a given problem or question. It ought to contribute to an organization's decision-making processes, either directly or indirectly (publishing, 2021). The aim of this article is to gather research on the function of packaging in client purchase behavior. In this study, we have tested out an experimental hypothesis by using several ways to determine how costly and affordable packaging influences the purchasing customer's behavior toward the goods.

There are two types of research methodologies: quantitative and qualitative, which differ in their reliance on words or numbers. The goal of qualitative research is to collect and analyze words (written or spoken) and textual data, whereas quantitative research aims to measure and test using numerical data (Jansen, 2020). When a researcher must quantify a problem, he or she will use quantitative data to answer questions like "what," "how many," and "how often." Researchers utilize quantitative tools to observe situations or events that affect humans. Quantitative research yields objective facts that may be communicated succinctly through statistics and figures (Howe & Eisenhart, 1990).

In this study, we used the quantitative research approach, in which we conducted two surveys to assist us collect the data we required to answer our research question.

In the following research, we will discuss more detailed information about our client Tanuki Sushi Restaurant, as well as a literature review that will conclude deep information about the client's business and market, a summary of the main literature points that are related to our topic and addressing some of the objectives that were set, as well as the methodology of our research, the research objectives, 2 survey questions and their findings and discussion, as well as us limitations we have faced during this research, suggestions for further research and finally a conclusion recalling the research's core idea.

Title: The Impact of utilizing Premium Packaging Versus Standard Packaging on Consumers' Desire to Purchase a Product; Case of Tanuki, a Sushi Restaurant.

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Introduction

A consumer is somebody who is participating in the consumption process. Consumers are those who make purchases for their own use or to fulfil the needs of their families and households as a whole (Jisana, 2014). Consumer behaviour refers to the way people decide how to use their given resources, such as time, money, and effort on consumption-related goods and services. It involves what people purchase, their motivations, when and where they purchase, how often they buy, frequency of use, how they evaluate after buying, how their evaluations affect future purchases, and how they get rid of it. Consumer behaviour includes both the mental and social processes that occur before and after a person makes a purchase or uses a product or service (Dhayal & Shamim, 2014).

Purchasing intent supports more profitable firms in the area, particularly when customers are delighted with the items. As a result, buying intent has emerged as one of the most critical parts of the business sector. Customer satisfaction is frequently described as how customers evaluate production after using a product and estimate production services by comparing it to products from other companies in the same industry. Furthermore, purchasing intention is in charge of determining if a product meets the expectations and desires of customers in order to further examine their evaluation of products and services. According to this notion, customers will be pleased if the production and service sectors meet their expectations (Aiyun & Yang 2018 ,)

Whether a product is purchased online or in-store, the packaging is the first thing the client notices, and it frequently leaves an impression. This first impression will continue to reflect on the product and the entire brand (deltaglobal, 2021). The importance of packing has grown in recent years, with an increase in individuals sharing 'present opening,' 'food reviews,' and 'unboxing' moments on social media. This growing trend demonstrates that brand packaging may be a very effective marketing strategy (deltaglobal, 2021).

The safety and preservation of your products is always the first concern, and packing is crucial in ensuring that these things arrive at their final destination in immaculate condition. In today's

competitive environment, the purpose of the package has altered due to growing self-service and changing client lives. Businesses are becoming more interested in using packages as a sales marketing technique. Packaging is becoming the ultimate selling point, driving impulsive purchases, increasing market share, and decreasing promotional costs (Alhamdi, 2017).

Unlike normal packaging, expensive packaging can affect client purchase in a variety of ways. Consumers use their senses to consume. Aesthetically pleasant commodities, such as food, are produced. Consumers want to not only eat the cuisine, but also believe that it tastes better. This highlights the importance of product packaging in marketing. A remarkable presentation will have an impact on image and keep consumers returning. The quality and attractiveness of a product's packaging impact customers' opinions of your brand (Lomayani, 2021). The quality and attractiveness of a product's packaging impact customers' opinions of your brand. While attempting to establish an ability to supply the service, it is critical to understand the influence packaging has on consumers' purchase decisions. The packaging is the final attempt you must persuade a buyer to choose your product over a local competitor. Analyze how various package elements, such as color and material, may influence whether a buyer picks your product over a competitor (Lomayani, 2021).

Research Aim

This study will conduct theoretical inquiry, which is an investigation of basic principles and reasons for the occurrence of a specific event, process, or phenomenon (Edgar & Manz, 2017), as well as managerial research, which is the application of gathered and analyzed information to the resolution of a given problem or question. It should contribute, either directly or indirectly, to an organization's decision-making processes (publishing, 2021). The goal of this essay is to obtain the research to highlight to the role of packaging on customer purchasing behavior. In this we will test an experimental hypothesis by experimenting with various approaches to see how expensive and inexpensive packaging affects the purchasing customer's behavior towards the product.

Research Question

What form of packaging has the most influence on client purchasing behavior?

Research Objectives

- To determine the impact of packing quality on client purchasing behavior
- Describe how packaging affect customer's buying behavior
- Determine which goods will be packaged using this method
- Analyze how color can influence the packaging's appeal
- Determine whether sustainability in packaging might be a factor influencing purchasing behavior
- To explore the importance and factors affecting consumer buying behavior

In the following section of this research, we will hold a discussion that will include more detailed information about our client Tanuki, a summary of the main literature points that are related to our topic, and addressing some of the objectives that were set, as well as the methodology of our research, along with deciding on our survey questions.

Client

Brand Overview

Tanuki is a Saudi brand launched in 2022 by a Saudi chef in Jeddah. Tanuki is a Japanese culinary passion wrapped up in fresh ingredients and chosen set pieces. Customers may enjoy an unparalleled experience that smoothly offers the renowned range of sushi's, makis, and nigiris. Tanuki originated as an Instagram sushi concept store in 2020, and a year later the idea of establishing a cloud sushi bar was created, which was subsequently accomplished in 2022.

Competitors

Local eateries such as Maki, old sushi, and wakami are among the Tanuki's competitors.

Market Segmentation

This market consists of people of various ages, but particularly of young people and families. Many people feel that it is only for those searching for a healthy lunch alternative, but it is also for those who value delicious cuisine and are willing to shell out for it. Sushi enthusiasts are drawn to the flavor, quality, and presentation of sushi.

Demographic Segmentation

- Age: 19 to 45
- Gender: Male & Female
- Income: Middle to high income

Geographic Segmentation

- Region: Saudi Arabia, Jeddah
- Location: Online cloud kitchen

Psychographic Segmentation

- Social Class: Middle to upper class
- Personality: Moral, Trustworthy, Versatile, Creative, Appreciative

Behavioral Segmentation

- Usage Rate: occasionally orders sushi
- Purchase Occasion: Family night, date night, friend's gathering, occasional cravings...

Literature Review

Packaging is being used by businesses to promote their products. The wrapping, color, and other aspects of the package impact the consumer's purchase decisions. Packaging is a systematic methodology that converts into a unique selling factor and stimulates impulse purchases.

According to Rundh (2005), a packaging entices the attention of buyers in a certain brand, increases its credibility, and piques the buyer's perceptions of the goods. Furthermore, packaging indicates a product's distinct value (Underwood, 2003; Silayoi, & Speece, 2007). Packaging serves as a technique for differentiation, assisting customers in selecting a product from among a selection of comparable ones. Packaging also encourages customer purchase behavior (Wells, Farley & Armstrong, 2007).

Packaging serves several functions. It contains information about the firm and its products, as well as a way of communication with clients and a guarantee of the product's superiority. Environmental awareness has increased in recent years, prompting people to get more interested in green shopping. Purchasing ecologically friendly items is referred to as "green buying." Color has a tremendous impact on a prospective customer's decision-making process since different colours may elicit different emotions and draw the attention. Something used to keep something safe, such as packing or wadding. Customers can change the material used in their packaging. Also, the overall design is critical for attracting customers. Most children aged 10 to 18 are highly interested in package design. Businesses make great effort to create packaging that is visually appealing.

Factors Affecting Consumer Buying Behaviour

Consumer buying behaviour is the choice, purchase, and consumption of products and services for the fulfilment of their needs. The consumer buying behaviour involves a variety of procedures. The consumer's decision-making process, shopping habits, purchasing behaviour, the brands he chooses to buy, or the stores he visits are all influenced by a variety of factors and characteristics. Each and every one of these elements contributes to a purchase decision. The customer first looks for the commodities he would like to consume and then only chooses those that appear to offer greater benefit. He then estimates the amount of money he has available to spend after choosing his goods, and lastly, the consumer evaluates the current

product pricing to determine which one he should purchase. Furthermore, a number of other factors, including social, cultural, economic, personal, and psychological ones, influence consumer purchases (Ramya & Ali, 2016).

Businesses must comprehend consumer purchasing habits if they are to succeed in the marketplace. Businesses that understand consumer behaviour are 60% more profitable than those who do not, according to research by Econsultancy. Businesses may develop efficient marketing strategies and pinpoint the correct audience by understanding what drives consumers to make purchases. Businesses can also develop goods that cater to the wants and preferences of their target market, giving them a competitive advantage in the market and boosting client loyalty (Schiffman & Kanuk, 2010). The consumer buyer behaviour is affected by several factors which are divided into four categories including personal, psychological, social and economic.

Personal factors such as age, gender, income, occupation, and lifestyle can have a big impact on how consumers make purchases. For instance, studies have shown that younger customers are more inclined than older consumers to make impulsive purchases, while people with higher earnings tend to buy more expensive goods (Perner, 2021). The life styles, purchasing concerns, and choices vary greatly depending on the occupation. For instance, it is simple to distinguish between a doctor's purchase and those of a lawyer, teacher, clerk, businessperson, landlord, etc. So, the marketing managers must create several marketing tactics that are tailored to the purchasing intentions of various occupational groups (Ramya & Ali, 2016).

Psychological factors such as motivation, perception, learning, beliefs, and attitudes can also influence consumer buying behaviour. For instance, Customers could be persuaded to buy a product because they feel they need it, or they might be persuaded by their attitudes and ideas about the brand or product (Kardes, Cronley, & Cline, 2011). Perception is the most important part of the psychological factor. A motivated person's favourable response to a product is referred to as having a positive perception of that thing. A motivated person's negative

response to any thing is referred to as having a negative perception of that product (Qazzafi, 2020).

Consumer purchasing behaviour can also be influenced by social factors like family, friends, culture, and socioeconomic class. For instance, studies have shown that consumers are more inclined to buy goods that are well-liked by their social circle or that are connected to their cultural heritage (Chen & Gupta, 2019).

Economic factors also influence the buying behaviour of consumers. A consumer's financial situation affects their decision to buy and their preference for a certain brand or product.

Businesses are able to research consumer spending and saving patterns. For instance, Samsung sells both expensive and inexpensive mobile devices (Qazzafi, 2020).

Consumer purchasing behaviour can also be influenced by the marketing mix, which consists of product, price, promotion, and place. Customers might be more likely to buy a product, for example, if it is competitively priced or if it is advertised in a way that appeals to their requirements and tastes (Kotler, Armstrong, Wong, & Saunders, 2017).

Understanding How Packaging Influences Client Purchasing Behavior

Currently, corporations use packaging as a technique for sales promotion. Quality, color, wrapper, and other package features can also influence consumer behavior. Packaging is a complete package that transforms into an ultimate selling point and encourages impulsive purchasing. Packaging boosts sales, expands market share, and lowers market and advertising expenses. Rundh (2005) asserts that a package piques a consumer's interest in a particular brand, enhances its reputation, and piques the consumer's perceptions of the goods. Moreover, packaging adds distinct value to products (Underwood, 2003; Silayoi & Speece, 2007), serves as a tool for distinction, aids consumers in choosing a product among a large selection of similar products, and influences their purchasing behavior (Wells, Farley & Armstrong, 2007).

Food packaging is an essential element that can have a range of effects on client purchase behavior. These are a few instances of how food packaging might influence customer purchase behavior:

Appealing and eye-catching design: The visual beauty of food packaging may play an important role in capturing customers' attention and influencing their purchase decision. People are more likely to purchase things with appealing container designs, according to study published in the Journal of Food Products Marketing (Tat et al., 2016). Packaging with brilliant colors, eye-catching pictures, and distinctive shapes may help things stand out on store shelves and attract shoppers' attention.

Informative: Food packaging provides information to customers about the product, such as nutritional information, ingredients, and cooking instructions. Consumers who have access to clear and straightforward information are more likely to make informed purchase decisions and believe in the quality of the goods. Consumers perceive things with informational packaging to be of higher quality, according to study published in the International Journal of Consumer Studies (Loureiro et al., 2012).

Sustainability: Consumers' growing awareness of environmental issues has made sustainability an essential aspect in food packaging design. Environmentally friendly packaging materials, such as biodegradable or compostable packaging, can attract environmentally conscious customers and influence their shopping habits. According to Tetra Pak study, 40% of shoppers are willing to pay more for things packaged in environmentally friendly packaging (Tetra Pak, 2019).

Brand Loyalty: Food packaging may influence brand loyalty by creating an emotional relationship between the customer and the brand. Packaging that is consistent with the company's values and identity may help purchasers feel more connected to the product and increase brand loyalty. According to a study published in the Journal of Food Products Marketing, package design has the potential to influence brand image and consumer loyalty (Yin et al., 2015).

Convenience: Convenient and easy-to-use packaging may influence client purchase behavior. Packaging that is easy to open, close, and store may boost customer enjoyment and loyalty. A study published in the Journal of Marketing found that packaging design that promotes convenience and simplicity of use can increase consumer pleasure and loyalty (Wansink et al., 1998).

Ultimately, food packaging has an impact on customer purchasing behavior through influencing purchase intention, perceived quality, brand loyalty, and environmental values. Firms should examine the design, information, sustainability, and convenience components of their food packaging to meet the needs and aspirations of their target customers.

The goal of the study is to identify the most important aspects of product packaging and how they affect consumer purchasing decisions. The internet is increasingly being used in packaging as a tool for sales promotion & as a motivator for impulsive purchasing due to rising self-service and shifting customer lifestyles (Nawaz Ahmad 2012). Hence, packaging plays a crucial role in marketing, encouraging or occasionally deterring the consumer from purchasing a product, particularly at the point of sale or when the consumer is deciding between other brands of the same sort of product (Asad Ali Lakhan).

This might be considered one of the most crucial elements affecting a consumer's buying choice. In conducting this study, it was important to consider both the significance of product packaging and significant influence it might have on the choice to purchase (Mohib Billoo 2012).

Sustainability in Packaging

When a brand or retailer uses sustainable packaging, over two-thirds (64%) of respondents say they are more inclined to buy from that brand or shop (d, et al., 2020). Sustainable packaging is described as having a minimal environmental effect as determined by life-cycle assessment methods (Glavi and Lukman, 2007). Sustainable packaging is defined as "a package design that invokes clearly or implicitly the eco-friendliness of the product" (Magnier and Crié, 2015). Packaging, in this consumer's opinion, delivers meaningful indicators from which customers

infer sustainability using their stored knowledge and perception. Packaging design combines structural (e.g., material) with graphical and verbal (informational) aspects. Packing materials are the primary source of direct (objective) environmental consequences, and they indicate sustainability (Lindh et al., 2016b). Designs and colors on packaging may also be used to communicate sustainability, with green being implicitly connected with it (Hoogland et al., 2007, Magnier and Schoormans, 2015, Pancer et al., 2015)

Research Methodology

The practical "how" of any given piece of research is simply referred to as research methodology. More precisely, it is concerned with how a researcher designs a study in a systematic manner to produce accurate and trustworthy results that address the research aims and objectives. For example, how did the researcher decide what data to collect, who to collect it from, how to collect it, and how to analyze it (Jansen, 2020). There are two sorts of research methodology methods: quantitative and qualitative, which differ in whether they rely on words or statistics. Qualitative research is concerned with gathering and analyzing words (written or spoken) and textual data, whereas quantitative research is concerned with measurement and testing using numerical data (Jansen, 2020).

When a researcher has to quantify an issue, quantitative data is utilized to answer queries like "what," "how many," and "how often." Quantitative approaches are used by researchers to observe conditions or events that influence people. Quantitative research generates objective facts that may be expressed concisely using statistics and figures (Howe & Eisenhart, 1990).

We will utilize the quantitative research technique in this study, conducting a survey to collect the data we need to answer our research question.

Survey 1 Questions

1-Age

2-Gender

3- Occupation

4-Location

5- What is the highest level of education you have completed?

6- On the scale from 1-5 as per the photo how likely would you purchase this item?

7- Do not answer this question if you answered previous questions truthfully and with thought

8- From a scale of 1-5, how much would you agree on the following?

a) I would buy this product rather than any other available

b) I am willing to recommend that others buy this product

c) I intend to purchase this product in the future.

9- Answer no if you have answered the questions randomly



Survey 2 Questions

1-Age

2-Gender

3- Occupation

4-Location

5- What is the highest level of education you have completed?

6- On the scale from 1-5 as per the photo how likely would you purchase this item?

7- Do not answer this question if you answered previous questions truthfully and with thought

8- From a scale of 1-5, how much would you agree on the following?

a) I would buy this product rather than any other available

b) I am willing to recommend that others buy this product

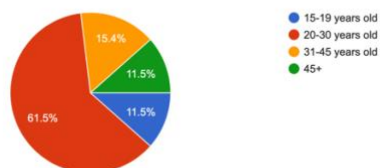
c) I intend to purchase this product in the future.

9- Answer no if you have answered the questions randomly

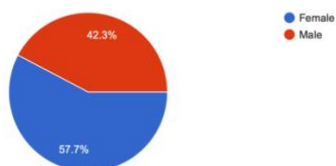
Findings

Premium Packaging

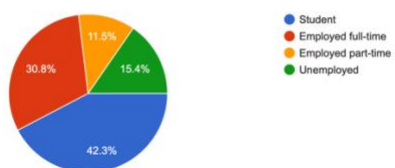
1-What is your age?
26 responses



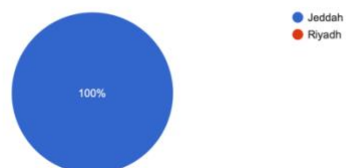
2-What is your gender?
26 responses



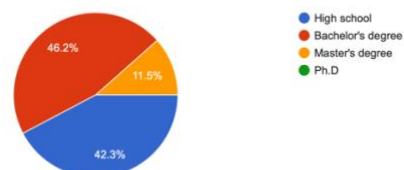
3-What is your occupation?
26 responses



4-Where are you located in Saudi Arabia
26 responses

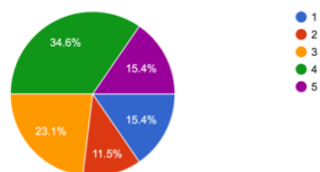


5-What is the highest level of education you have completed?
26 responses



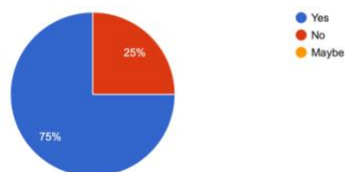
6- On the scale from 1-5 as per the photo, how likely would you purchase this item? (5 being the highest)

26 responses



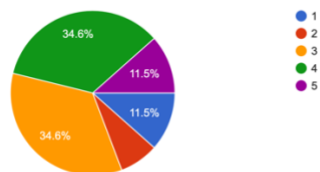
7- Do not answer this question if you answered previous questions truthfully and with thought

4 responses



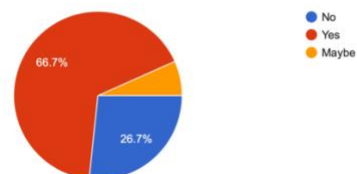
8- On a scale of 1-5, how much would you agree on the following? (5 being the highest) a) I would buy this product rather than any other available b) ... c) I intend to purchase this product in the future.

26 responses



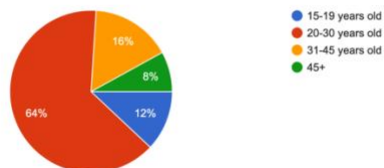
9- Answer no if you have answered the questions randomly

15 responses

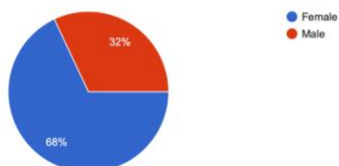


Standard Packaging

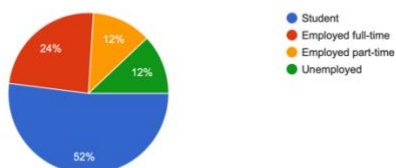
1-What is your age?
25 responses



2-What is your gender?
25 responses



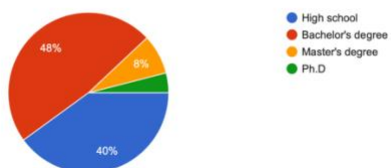
3-What is your occupation?
25 responses



4-Where are you located in Saudi Arabia
25 responses

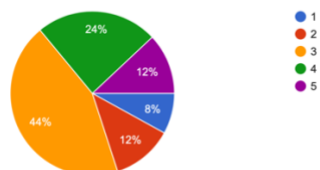


5-What is the highest level of education you have completed?
25 responses



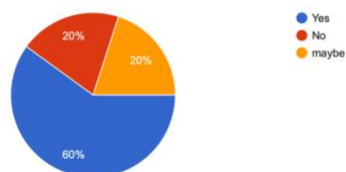
6- On the scale from 1-5 as per the photo, how likely would you purchase this item? (5 being the highest)

25 responses



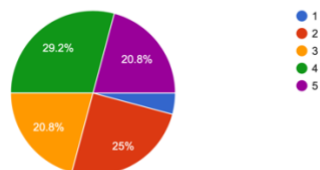
7- Do not answer this question if you answered previous questions truthfully and with thought

5 responses



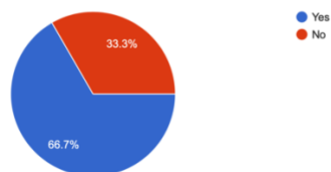
8- On a scale of 1-5, how much would you agree on the following? (5 being the highest) a) I would buy this product rather than any other available b) ... c) I intend to purchase this product in the future.

24 responses



9- Answer no if you have answered the questions randomly

15 responses



Intention to Purchase the Product Analysis



According to the demographic data stated above, the following bar chart depicts the desire to acquire a product by comparing basic and premium packaging in the instance of Tanuki Sushi restaurant. As clearly shown, the average purchase intention of the standard packaging is 3.1 and of the premium packaging is 3.3. Although the numerical difference may appear tiny, because this survey was performed on a smaller scale, the findings are presented differently, given that there are a few respondents who have not taken this survey seriously, as evidenced by the trick questions we have incorporated into the survey. This small variation provides enough evidence to demonstrate that the kind of packaging does influence customer purchase decisions and is an important factor, according to the research sample.

Discussion

As indicated in the pie charts above, the demographic statistics of the participants for the initial survey of Tanuki Sushi restaurant standard packaging were a total of 20 persons, with 63.6% being female and 36.4% being male, both geographically located in Jeddah, Saudi Arabia. The bulk of respondents were between the ages of 20 and 30, 18.2% were between the ages of 31 and 45, and the remainder were between the ages of 15 and 45. 45.5% of the participants were

students, mostly in high school and university, with a bachelor's degree, 27.3% were full-time employees, and the rest were a mix of part-time and unemployed.

The demographic statistics of the participants in the second survey evaluating the premium packaging of Tanuki Sushi restaurant were a total of 26 people, with 57.7% being female and 42.3% being male, both geographically located in Jeddah, Saudi Arabia. The bulk of respondents were between the ages of 20 and 30, 15.4% were between the ages of 31 and 45, and the remainder were between the ages of 15 and 45. 42.3% were students, mostly in high school and university, with a bachelor's degree, 30.8% were full-time employees, 11.5% were part-time employees, and 15.4% were jobless.

There is one thing more essential than your product in any business, and that is how you package that product. Simply said, product packaging has a significant influence on a consumer's choice to buy or even judge your goods. The interior and outward appearance of a product is incredibly significant because "the eye eats first," implying that before you eat, you are looking at the meal and viewing the appearance of the food makes the food more appealing. Furthermore, the packaging protects the food and ensures that clients receive it just as the chef has delivered it. Poor and inadequate packaging affects the shelf life of your product, resulting in a variety of health and safety hazards for customers. If you want your consumers to receive high-quality food, you must only utilize high-quality food packaging, both visually and materially.

After conducting this survey to test our hypothesis of determining whether such premium packaging with striking appearance can affect customer purchase behavior towards the product, and as seen and mentioned previously in the findings and charts above, although the difference in survey answers wasn't quite large, it was sufficient enough for the hypothesis to be accepted.

Our subsequent research has theoretically contributed, insisted, and reassured us that packaging, in addition to protecting the product, contributes to efficient distribution, makes storage easy, and can c, all while promoting your company and product and driving sales! And, based on our findings, we strongly encourage all business types that possess a product to market and distribute to exercise caution and care in selecting the ideal packaging for the product's appearance and quality, as packaging by itself may work as a marketing tool.

Conclusion

In conclusion, the study sought to determine how packing quality affects client purchase behavior. Surveys and interviews were conducted, data was analyzed, market research and consumer insights were considered, and color psychology and sustainability studies were researched. The study sought to get a better knowledge of the elements that influence customer behavior as well as to educate on the optimal packaging alternatives for various commodities. This research is vital and valuable since it is necessary to increase and perceive the Saudi population's perspective and on packaging, as well as how it affects customer's inclination to buy a product. In this study, we performed two surveys and discovered that varied packaging influences product purchase intent in Saudi Arabia.

This study looked at the difference between the intention to buy a product and the price of the packaging, and we discovered that more costly packaging makes the buyer more inclined to buy the product. We might propose to corporations that they use more expensive packaging since it would help them sell the product.

Our second advice for additional study is theoretical, because the Saudi populace is gravitating toward ecologically friendly items as a result of the Saudi 2030 vision. This will increase the likelihood of the Saudi public wanting to acquire the goods.

Limitation

Research limitations are those aspects of design or methodology that had an impact on the interpretation of your research findings. They are the constraints placed on the ability to generalize from the results, to further describe applications to practice, and/or to the utility of findings as a

result of the ways in which you originally decided to structure the study or the approach you used to establish internal and external validity, or as a result of unexpected challenges that emerged during the study (USC, 2023). Examples of these limitations include sample size and representativeness, measurement and instrumentation, time and resource constraints, formulation of research aims and objectives, and limited access to data. Throughout conducting our research proposal, my group members and I have faced certain challenges along the way. A major problem we've been through was gathering an adequate sample size for the survey as our research was based on statistical tests which require a larger sample size in order to establish a representative distribution of the population and to be regarded representative of groups of persons to whom the results will be generalized or transferred. Another significant issue we confronted was struggling with time and resource constraints. The length of time available to study our research problem and observe change or stability over time was limited due to our assignment's submission date, therefore didn't possess enough time to gather as much results as we inclined for. In addition, the measure used to collect data was a minor issue we went through as after finalizing our evaluation of the findings, we realized that the method we used to collect data limited our capacity to undertake a complete analysis of the results. For example, we did not include certain questions in the survey that could have possibly helped address a specific issue that arose later in the study.

Suggestions For Further Research

After observing the problems and obstacles we faced as a group whilst working on our research article, we believe it is helpful and useful to state any suggestions we may have to further improve our research in the future. To begin with, we could extend the duration of our data collection method to a longer period of time in order to gather more precise results instead of having to rush everything in a short amount of time. Another recommendation for further enhancing our investigation is conducting the research on a bigger scale through increasing the number of volunteers participating in the surveys. This indicates that as our sample size becomes larger, our confidence in our estimate grows, our uncertainty reduces, and our precision increases. In addition, expanding our research and collecting data in different regions within the kingdom will provide us with more accurate results. With a larger market, we could have access to a greater volume of data hence can lead to higher data quality.

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