

Title A suggestion for a model on the effect of packaging on the purchasing behaviors for fast moving consumer good

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Abstract

The usage of the packaging become more important than ever for organizations to survive in to day's rapid changing competitive environment because of the functions of packaging is not limited with the protecting, keeping and wrapping the product but also provide the communication between product and consumers. According to resent researches, 73% of the consumers. According to recent researches, 73% of the consumers decide what to buy at point of sale which lasts just 7 seconds. That 's why packaging is a very important marketing tool and is called "silent salesman" of the shelves. In 1980s, parallel to the establishing of the large supermarkets like Migros (1954), retailing started to spread fast than ever and nowadays hypermarkets are the 20-25 percent of the all markets in turkey. With the increasing of the average incomes, increasing numbers of megacities, increasing of average life, the changing of the consumer purchasing behavior, increasing numbers of women in business life and changing of consumer expectation packaging become more essential than ever in our daily lives. In this research, the effects of the communication, design and convenience functions of the packaging on purchasing decision are investigated through a focus proup interview which is applied which is applied to products that are belong to fast moving consumer goods. The aim of this research is analyze and assessment of the questionnaire which has 224 participants and find the effect of packaging functions on the purchasing behaviours.