

ANALYSIS OF PACKAGING ELEMENTS AND ITS IMPACT TO CONSUMERS BUYING DECISIONS USING FACTOR ANALYSIS TOOL ON COFFEE PACKAGING PRODUCTS**ANALISIS ELEMEN KEMASAN DAN PENGARUHNYA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DENGAN MENGGUNAKAN ANALISA FAKTOR PADA PRODUK KOPI KEMASAN**

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Abstract: The appearance of the package plays a significant role in influencing consumers or to stir up buying desire as the packages give out images or ideas to consumers and create emotional attachment in consumers towards the products. The main purpose of this research is to analyze the packaging elements and its impact to consumers buying decisions on coffee packaging. Factor Analysis method was used in this research and the types of this research is qualitative method. 100 respondents are contributed on this research. There are three findings in this research, which are The Aesthetic of packaging, second is the Protection and Environmental of Packaging, and Promotion. The recommendations that can be drawn in this research. Companies must carefully in choosing right color on the packaging, different packaging sizes based on consumers needs, shape of packaging must attractive, convenience in handling, improve the durability of packaging, a package that has no trouble on environment (friendly packages to environment). improve the design of packaging be attractive and unique, improve the bonus pack on packaging such a buy one get one to increase the consumers on coffee packaging. improve marketing strategies, consumers buying decisions were motivated by discount that listed on the packaging.

Keywords: *consumers buying decisions, factor analysis, packaging element, coffee packaging*

Abstrak: Penampilan kemasan memainkan peran penting dalam mempengaruhi konsumen atau untuk membangkitkan keinginan membeli mereka sebagai kemasan memberikan gambar atau ide dan menciptakan ikatan emosional pada konsumen terhadap produk. Tujuan utama dari penelitian ini adalah untuk menganalisis elemen kemasan dan dampaknya terhadap keputusan pembelian konsumen pada kemasan kopi. Metode Analisis Faktor digunakan dalam penelitian ini dan jenis penelitian ini adalah metode kualitatif. 100 responden berkontribusi dalam penelitian ini. Ada tiga temuan utama dalam penelitian ini, yang pertama The Aesthetic of packaging, yang kedua Protection and Environmental, yang ketiga Promosi Kemasan. Saran dalam penelitian ini. Perusahaan-perusahaan sebaiknya berhati-hati dalam memilih warna yang tepat pada kemasan, ukuran kemasan yang berbeda berdasarkan pada kebutuhan konsumen, Bentuk kemasan harus nyaman dan menarik, meningkatkan daya tahan kemasan, paket yang tidak memiliki masalah pada lingkungan (ramah paket ke lingkungan). meningkatkan desain kemasan lebih menarik dan unik, meningkatkan paket bonus pada kemasan seperti beli satu dapat satu untuk meningkatkan konsumen pada kemasan kopi. meningkatkan strategi pemasaran terutama dalam diskon, keputusan pembelian konsumen dimotivasi oleh diskon yang tercantum pada kemasan.

Kata Kunci : *keputusan pembelian konsumen, analisa faktor, elemen kemasan, kopi kemasan*

INTRODUCTION

Research Background

Ranjbarian (2009), Packaged as one of the most important tools of marketing, can play an important role in creating sustainable competitive advantage and by applying the appropriate competitive strategies and use impact of such strategies on way of packing product, experience a Better performance (a higher proportion of sales) on the market

Packaging acts as silent salesman or salesman on the shelf due to its purpose to attract consumers to purchase the products. Therefore, packaging elements including text, color and shapes are important to change the perception of consumers towards the product. Once the appearance of overall packaging changes the perception of consumers, they might purchase them regardless of the high-end brand or not.

Coffee packaging is a product that will be analyzing in this research. There are many types of coffee package for example like Kopiko 78, Gooday coffee, Nescafe and many more, beside the quality of taste the company start make the packaging more interesting to attract the consumers attention the appearance of the package will definitely plays a significant role in influencing consumers or to stir up their buying desire as the packages give out images or ideas to consumers and create emotional attachment in consumers towards the products they perceive.

Research Objectives

The objective of this research is, to find out the factors of packaging that have impact on the Consumers Buying Decisions in Manado.

THEORITICAL FRAMEWORK

Marketing

According to Kotler and Keller (2015:45), marketing is a total system of business activities designed to plan, price, promote and distribute goods and services to satisfy the desires of both to consumers and potential consumers at this time.

Marketing Mix

According to Kotler and Keller (2009:15), marketers use numerous tools to elicit desired responses from their target market. These tools constitute a marketing mix. Marketing mix is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market.

Consumer Buying Decisions

Ebert and Griffin (2003:264), state that the consumers buying decisions process involves five stages, i.e. problem recognition, information search, and evaluating of alternatives, purchase decisions, and post purchase decisions the buying process begin when the consumers recognize a problem or need. Consumers then develop attentions in order to seek information that satisfies their perceived needs.

Packaging

Silayoi and Speece (2007:11-12), that in cases when the consumer is undecided, the package becomes an important in the buying choice because it communicates to the consumer during the decision-making time. There are various factors that influence the buying behavior of consumers such as: Packaging Color, Design of Wrapper, Printed Information, Background image, Packaging Material.

1. Innovation

Deliya and Parmar (2012:10), are of the view that innovative packaging increases the value of the goods if it meets a consumer needs. In most instance customers accept a product if its package is well innovated, thus product innovation plays a pivotal role in consumer decision making of FMCG products.

2. Typhography

Samuel and Gross (2008:35-42), found that typeface can interact with the emotional qualities of text to influence persuasion. They showed that satirical readings presented in Times New Roman were viewed as funnier and angrier (i.e., more satirical) than those presented in Arial. The finding that persuasion is enhanced when a typeface is consistent with the content of the message suggests the usefulness of typeface as a graphic design element in reacting persuasive marketing communications.

3. Durability

Zener A (2015). Durability indicates the age of the product, is the amount of use a product before it is replaced or damaged. The longer the durability would be more durable. Which product Durable will perceive more qualified than the product which sold out or quickly replaced.

4. Background Image

Underwood (2003), suggest that the product package typography affect the brand identity and personality due to multiple structural and visual elements, including brand logo(s), colors, fonts, package materials, pictorials, product descriptions, shapes and other elements providing rich brand associations. Legibility and readability of the product package are critical concepts of the product typography mostly because, when products are displayed in the shelf, the rationale for package typography is to reduce time spent looking for the particular brand, by ensuring the customer easily locates, identify and notices their preferred brand.

5. Graphic Design

Hasani and Zeqiri (2015), Packaging is used for identification of the product. It plays an important role in attracting the consumer. Eye-catching graphics make the product stand out on the shelf and attract the consumers.

6. Size

According to Smith and Taylor (2004), Consumption or frequency of use of a product increases when packages are redesigned or available in larger sizes. Packaging size depends on products features and the target market. Larger pack sizes convey better quality and increases impulse consumption (Keller 2009).

7. Shape

According to Jafari et al (2013), package shape is one of the important criteria for consumer evaluation on after-the-purchase activities. Various shapes of the package, considering the demands and conditions of the product, can play an important role.

8. Packaging Material

According to Shah (2013), Material of packaging is important element which prevents the product from loss. High quality material will attract customers more than a low. According to Smith and Taylor (2004:234) link the packaging materials is associated by consumers with certain essential values of the product. In addition, consumer perceptions regarding certain materials could change the perceived quality of a product.

9. Discount Label

According to Kotler (2003), the discounted price represents the savings offered to the consumer from the normal price of a product listed on the label or packaging of the product. According to Belch and Belch (2003), promotion of discounts provides several advantages: it can add consumers to buy in large quantities, promotion promotions compete, and support trade in larger quantities.

10. Sustainability

According to Svanes et al (2010), eco-friendly packaging can be described as packaging that has the general functions of a package, produced with eco-friendly materials (made with minimal recyclable and biodegradable materials), and is economically sustainable.

11. Convenience of Usage

According to Draskovic. N (2010), packaging convenience is directly related to the packaging material, shape and size. Packaging material determines the physical characteristics of a package like breakability, rigidity, transparency, weight, etc. Design, on the other hand, can improve packaging convenience through the modifications of shape and size, or by adding special features to a package e.g. resealing capability, which mean convenience of usage one of the visual elements of packaging.

12. Semi-Disposable

One of the important factors that may impact to consumers buying decisions is the used package can be transform into art or usefully stuff, and have initiative buy the product and think the shape and the material of the package is useful for creating and design something new, In making a design of functional products made from raw waste plastic need to know some things which is related to the product design itself. These principles are absolutely necessary as guidelines for the achievement of values aesthetics that are visually appealing and into a unity that produces Beautiful, meaningful and communicative works (Irawan. 2013).

13. Printed Information

As noted, many consumers feel that it is important to consider information on the package in order to compare quality and value. The trend toward healthier eating has highlighted the importance of food labeling, which allows consumers the opportunity to cautiously consider alternatives and make informed food choices, (Coulson. 2000).

14. Country of Origin

According to Keller, (2009), Consumers may make decisions to buy products with such national ties in order to portray a self's image and to fulfill the need. In addition, such strong positive associations and beliefs of consumers regarding various brands could create a point of difference regarding the country of origin.

15. Printed Techonlogy

Digital packaging will be even more important in the future. With digital codes it will be easy to able from store as many additional information as they like on the packaging. Drupa (2017). McNeal and Ji, (2003). Technology is somewhat of a special case relative to other informational elements, because packaging technology conveys information which is often linked to the consumer's lifestyle. In other words, technology developed for packaging comes directly from current trends of products and consumer buying decisions.

16. Color

The right choice of colors is an important factor in creating the impression needed to influence brand and product selection, Gofman (2010). Color of packaging has an important role in making apart one company product from other.

17. Shelf-life Product

Shelf life sometimes also called durable life, as the period, commencing on the day on which a prepackaged product is packaged for retail sale, during which the product, when it is stored under conditions appropriate to that product, will retain, without any appreciable deterioration, its normal wholesomeness, palatability, nutritional value and any other qualities claimed for it by the manufacturer. Plastic packaging can already triple shelf life can protect the product from temperature packaging has become a vital tool of marketing today due to such developments as increasing social prosperity, deepened awareness of health and hygiene concerns, emphasis on customer satisfaction and consumer rights protection, (Dilber 2012).

18. Bonus Pack

Foo nin Ho (1997), The bonus pack is one of the dozens of techniques used in sales promotion. As a promotional tactic, advertising serves as the most important tool in generating product awareness and stipulation of the mind of a potential consumer to take ultimate purchase choices.

19. Label

Labeling provides information regarding the product category, products ingredients, and product instructions. Consumers when making their mind whether to buy or not to buy a product they are guided not just by the taste, but also some other extrinsic factors such as, brand awareness, labeling, price and origin. According to Morris, J (1997), cited in Hasani and Zeqiri (2015), product labels help consumer to differentiate a product more easily.

20. Photography

The presence of photographic illustrations is better able to turn natural raw materials from the content of products such as fresh vegetables, fruits, meat, and others. Illustrations on packaging are also used to communicate informatively, functionally and educate the instructions on opening and closing packaging, using and preparing products, careful warnings or hazards. Usually this illustration is separate from the more aesthetic visual aesthetic and has an important purpose to provide direction for consumers Klimchuck (2007).

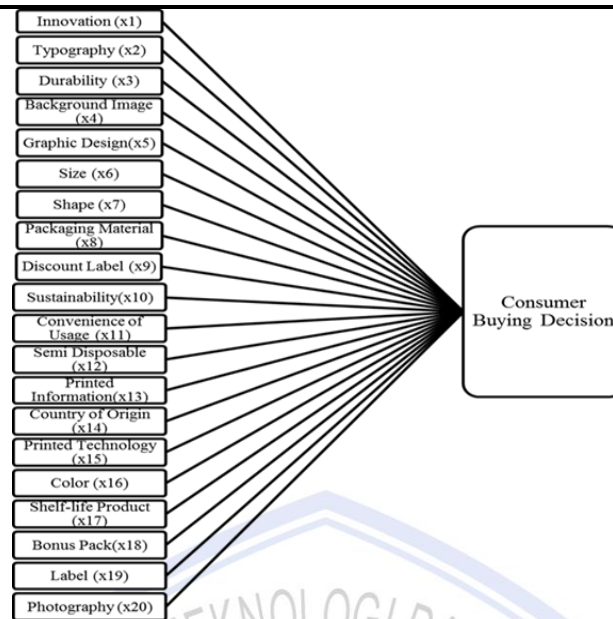


Figure 1. Conceptual Framework

RESEARCH METHOD

Type of Research

Quantitative method is used to collect the data in this research. Aliaga and Gunderson (2000) describes quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods in particular statistics. This research in field of marketing management analyzed the impact of packaging elements to consumers buying decisions on coffee packaging product in Manado.

Place and Time of Research

This research is conducted in Manado with the period taken between August 2017 - February 2018

Population and Sample

According Sugiyono (2002:57), Population is a generalization region consisting of: object / subject that has certain qualities and characteristics set by the researcher to be learned and then pulled the conclusion. The population of this research is people in Manado that consume coffee packaging products. The population that is mainly observed in this research is all the consumers of coffee packaging product in Manado.

Sample is a subset of the population. It compares some members selected from it. In other words, some but not all elements of the populations of the sample. By studying the sample, researcher should be able to draw conclusions that can be generalized to the population of interest, Sekaran (2003).

Data Collection Method

Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study Sekaran and Bougie, (2009). Questionnaires are distributed to people that consume Coffee packaging in Manado. Secondary data refer to information gathered from sources that already exist Sekaran and Bougie, (2009). The secondary data is taken from journals, textbooks, and relevant literature from library and internet. This data is readily available and can be used in this research.

Data Analysis Method

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of our conclusions, inferences of prepositions. More formally, Cook and Campbell (1979) define it as the best available approximation to the truth or falsity of a given inference, proposition and conclusion.

Ridwan and Kuncoro (2012:220), stated that reliability test done to get the level of accuracy data collection tool (instrument is used).To ensure that all questions in the questionnaire is truly reliable, so the

measurement of the internal consistency is made. The internal consistency can be seen at the Cronbach Alpha Parameter, with ideal score above 0.6.

Confirmatory Factor Analysis

This research used factor analysis method. Factor analysis is a class of procedures primarily used for data reduction and summarization Malhotra, (1999). Confirmatory Factor Analysis is a special form of factor analysis, most commonly used in social research (Kline, 2010). Variables play a key role in any multivariate analysis, whether to make a sales forecast with regression, predicting, success or failure of a new firm with discriminant analysis, or use of the other multivariate techniques, a set of variables upon which to form relationship is needed. As such, variables are the building blocks of relationship.

RESULT AND DISCUSSION

Result of Factor Analysis

Confirmatory factor analysis was used to determine how many factors were appropriate and which items belonged together. The steps that were followed for doing factor analysis were four: 1 data collection and generation of the correlation matrix, 2 extraction or initial factor solution, 3 rotation and interpretation, and 4 constructions of scales or factor scores to use in further analysis. Factor analysis are performed by examining the pattern of correlations or covariance between the observed measures.

Kmo and Barlett's Test

Table 1. Kmo and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.730
Bartlett's Test of Sphericity	Approx. Chi-Square 548.612
Df	136
Sig.	.000

Source: *Data Processed (2018)*

Table 1. shows that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.730 or greater than 0.5 which indicates that the sample is adequate and we may proceed with the factor analysis. The Kaiser-Meyer-Olkin (KMO) and Barlett's Test measure of sampling adequacy was used to examine the appropriateness of factor analysis. The approximate of Chi-square is 548.612 with 136 degrees at 0.05 of significance

Communalities

Table 2. Communalities (Principal Component Analysis)

	Initial	Extraction
Durability	1.000	.622
Size	1.000	.751
Shape	1.000	.708
discount label	1.000	.876
Sustainability	1.000	.687
semi disposable	1.000	.762
Color	1.000	.839
bonus pack	1.000	.658

Extraction Method: Principal Component Analysis.

Source: *Data Processed (2018)*

Table 2, shows that all variable has extraction value greater than 0.5. So, after deleting 9 variables, all the variables can be used for factor extraction.

Rotated Component Matrix**Table 3. Rotated Component Matrix**

	Component		
	1	2	3
Durability	.363	.634	.297
Size	.804	.313	.080
Shape	.801	.179	.184
discount label	.056	.319	.878
Sustainability	.096	.788	.239
semi disposable	.112	.865	-.040
Color	.703	-.082	.582
bonus pack	.436	.068	.681

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 5 iterations.

Sourced: Data Processed (2018)

Table 3 shows the Rotated Component Matrix value for eight variables which will be divide into three main factors, based on their value correlation per components which is Size, Shape, and Color include in the first factors because had strongest value correlation in first components, the second is Durability Sustainability, and Semi Disposable include in the second factors and the third is Discount Label and Bonus pack, they include in third factors.

Results of Regression Analysis

The present research attempted to answer research question what are the factors of packaging element that have impact on buying decisions.

Table 4. Regression Models and Variables

Regression model	Dependent variable	Independent variable
First	Aesthetic factor	Size Shape Color
Second	Protection and Environmental factor	Durability Sustainability Semi Disposable
Third	Promotion factor	Discount label Bonus pack

Source: Data Processed (2018)

From the 8 variables, there are 3 factors that conducted. It supports by the result of the values that above 1, the factoring process had stop in the third factor. The first factor named Aesthetic, the second factor Protection and Environmental and the third factor is Promotion.

Discussion

From all 8 variables, there are 3 factors conducted caused by the eigen values above one. that is why the factoring process is ended only in three factors.

First Factor (Aesthetic)

Divided by three items those are:

1. Size. Packaging size have impact to the consumers buying decisions because while in choosing product consumers compare the size of packaging with other product packaging, larger the size of packaging also higher the volume of consumption.
2. Shape. Shape have impact to consumers buying decisions also the design of shape must be creative unique and different with other product because people choosing product the attractive design of packaging

3. Color. Color on packaging have impact to consumers buying decisions the right choice of colors is an important factor in creating the impression needed to influence brand and product selection in consumer behavior

First factor is Aesthetic. This factor is related with the results of research from Jame S. Z. B, Moghanlou. S, and Mahdizadeh. H, (2016) that concluded Elements and dimensions of packaging aesthetics has impact on the consumers' buying decision. Aesthetic design, through graphics e.g. color, typeface, images and structural elements e.g., shape, size, and materials has the ability to produce emotions and related physiological responses, which are universal and involuntary. In addition, aesthetics represents beauty, good taste, or an appreciation of color and form. As everyone knows, good design can catch the attention of consumers and create strong competitiveness in the target market. Thus, product design is very important to marketers.

Second Factor (Protection and Environmental)

Divided by three items those are:

1. Durability. Durability packaging serves to protect the product against physical and mechanical effects as well as to preserve its quality.
2. Sustainability. Now the green packaging become life style on consumers purchase decision, consumer behavior. Quality, convenience and environmental friendly packaging respectively as the best predictors of consumer's attitude towards the products.
3. Semi-disposable. Semi disposable or reusable packaging can affect consumers attitude and behavior, consumers perceive a reduction in packaging's environmental consequences as an important goal compared with the need to solve other environmental and social problems.

The second factor is Protection and Environmental. Packaging elements of protection provided by the packaging and durability were found to have the strongest influence on the consumer purchase decision in the Dilber, Dilber and Karakaya, (2012). This could be interpreted to mean that durability is an important factor in building consumer trust and has a positive effect on the consumer purchase decision. According to Nguyen Hoai Anh (2017) environmental awareness is clarified as recognition of the influence caused by humans on nature and encouraging social consciousness to prevent toxic affect.

Third Factor (Promotion)

Divided by two items those are:

1. Bonus Pack. The purchase of products with a promotional of bonus pack is very beneficial because they get a quantity or additional products with normal price or similar price when consumers make purchases when there is no promotional of bonus pack.
2. Discount Label. People in Manado liked to buying product in large quantities with normal price or lower than the original price.

Sales promotions play an important role in the marketing programs of marketers and retailers. A large percentage of marketers' sales are made on promotion. It is supported by the research from Cuizon (2009) who stated that sales promotions are not only effective in attaining short-term sales as they are also more cost-effective compared to other integrated marketing communications tools such as advertising. It showed that sales promotion tools are supplementary or complementary to existing business as an additional marketing strategy. promotional tools such as price discounts listed on packaging, coupons, free samples and bonus pack or twin packaging BOGO buy one get one. In addition, the results provide new insights into the understanding of how consumers of coffee packaging respond to various promotional tools offered by marketers and the impacts on their buying Decisions, which may be essential for marketers in order to utilize accurate marketing strategies to promote products.

CONCLUSION AND RECOMMENDATIONS

Conclusion

There are three new factors formed from eight most dominant out of twenty variables: 1) Aesthetic. 2) Protection and Environmental. 3)Promotion, (Size, Shape, Color, Durability, Sustainability, Semi-disposable, Bonus pack, and Discount Label) of packaging element to buying decisions on coffee packaging product in Manado

Recommendations

The researcher recommended to companies of coffee packaging in order to attract more consumers, there are Color, companies should always improve the quality of packaging design the one of the main purpose of packaging is promotion tool, packaging have to attractive and interesting while in purchase decisions the color of packaging have to delivers them a happy feeling. Size, size of packaging have to produce in different size based on consumption situations. Shape must be unique with others packaging because consumers liked to buy unique design packaging and it describes the personality and the lifestyle of consumers. Durability, main purpose of packaging is protection, durability is an important factor in building consumer trust and has a positive effect on the consumer purchase decision. Sustainability, companies must learn about green product in order to develop a package that has no trouble with environment. Semi Disposable, consumers attract with multi function package example like as a crafting tool to produce useful items at home and to reduce the adverse effects of packaging on the environment. Bonus pack, the companies should continuously maintain and improve the marketing strategies that have been carried out which one of them the sales promotion in terms of promotional tools especially to Bonus pack in order to attract more consumers to continue to make Buying decisions on coffee packaging. Discount label, the companies should continuously maintain and improve the marketing strategies regarding the consumers' decisions towards different promotional tools on buying decisions is favorable.

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