

Product packaging and consumer goods buying decision

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Considering most consumer purchasing decisions are made at the point the sale thus under this circumstances one of the most distinguishing factor that can act decisive is the product with the most appealing package. The study therefore had a main objective of determining the influence of product packaging on customer goods buying decision in Tanzania. The study emphasized on how three packaging elements of material, labelling and design can influence the consumer in making purchasing decision. The study the survey strategy where structured questionnaires were administered to a sample of 95 respondents determined through simple random sampling. In order to obtain a more diverse population, the study was conducted within the vicinity of Dar es salaam region where most supermarkets are located. The data were collected and analyzed using SPSS where descriptive statistics and multiple regression analysis was conducted in order to determine the relationship between the predictor variable and dependent variable. The findings established that a significant relationship exists between package labelling, design & material and consumer goods buying decision. However, it is established that product package does not influence repeat purchases decision as other factors such as service quality are considered by customers. Considering environmental conservation and sustainable economic growth are one of the trending issues in the global business arena, the study therefore recommends that policy makers should increase awareness programs so as to ensure consumes consider eco-friendly packages and eco-labelling in making purchase decision