



## **Impact of Aesthetically Appealing Packaging on Consumer Buying Behavior: Moderated Effect of Consumer Attitude towards Hedonic Vs. Utilitarian Product `Benefit**

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### **Abstract**

The key purpose of this study is to explore and provide an investigation whether consumer attitude towards hedonic vs. utilitarian product benefits moderates the relationship of aesthetically appealing packaging and consumer buying behavior. Study established with 200 Pakistani consumers of both hedonic and utilitarian products. Moderation effects show that consumer attitude towards hedonic vs. utilitarian product benefits moderates the direct relationship of aesthetically appealing packaging and consumer buying behavior. Findings of this study have important implication for brand packaging strategy for hedonic and utilitarian products. Limitations and suggestions for future studies are discussed. A model was created and used to study the relationship between aesthetically appealing packaging, consumer buying behavior and consumer attitude towards hedonic and utilitarian product benefits. Packaging has been considered by numerous researchers in the past years. Because of its advertising effect in today's marketing world it articulates itself in the field of consumer buying behavior. The relationship between aesthetically appealing packaging and consumer buying behavior has been effectively proved in this research. Furthermore, we have found that consumer attitude towards hedonic vs. utilitarian product benefits moderates the relationship between aesthetically appealing packaging and consumer buying behavior of Pakistani consumers.

### **1. Introduction**

Product packaging has a very strong promotional power and helps to break clutter in the market. It adds uniqueness and attractiveness to the product. The product packaging has gained a huge significance as a part of product strategy (Kotler, Keller et al. 2009). Packaging is a considerate topic now a days because it can affect

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buying decision of consumer (Harminingtyas 2013). Earlier, publics considered the product packaging as solitary protection for the product it covered from loss and harmful materials, but its purpose now has advanced as a marketing tool (Silayoi and Speece 2007). A product could have similarities with its competing product, but the thing that can distinguish them is the packaging (Sogn-Grundvåg and stli 2009). The size, color, printed text, graphics, material and shape of product packaging are the aesthetic components of package. Appealing packaging influences not only the choice of consumers but also enhances their product experience (Ghoshal, Boatwright & Cagan, 2011). While designing the product package, the marketers should make use of color associations of consumers to generate a positive impact on buying decision (Priluck Grossman and Wisenblit 1999). New packaging design and shapes make the product more interesting and make it prominent on the store shelf while enhancing its brand image (Agariya, Johari et al. 2012). Packaging materials also influence and change the perceived quality of a product. Packaging is a combination of several elements and all these elements generate the image of the product and finally influence the consumer buying decision (Parisa Karimi, 2013).

The opinions, feelings and behavioral intentions of a person combine to form his attitude towards an object in the field of marketing (Perner, 2010). A consumer can have both positive as well as negative attitude towards a product or service. The behavioral intent of an individual depends on his belief or feeling about the product or service. Very often consumers have to make choice between the hedonic vs. utilitarian product benefits and this choice criterion is an important part of consumer purchase related decision making. Many times the consumer makes choice by giving more weight to hedonic aspects of the product or service relative to functional benefits.

Numerous researches have been conducted related to the impact of product packaging on consumer buying behavior. This particular research seeks to add to the literature on packaging by emphasizing the role that consumer attitude towards the hedonic vs. utilitarian product benefit plays in the purchase decision. We will test the relationship between aesthetically appealing packaging and consumer buying behavior and will also check how consumer attitude towards the hedonic vs., utilitarian product benefits moderate the relationship between these two variables. Aesthetics supports this research study according to which aesthetically appealing objects are pleasurable and gain attention and likeness of people. This research seeks to investigate whether the impact of attractive packaging on consumer buying behavior gets affected by consumer's different attitude for hedonic and utilitarian products.

### **1.1 Research Question**

What is effect of packaging (visually attractive and can provide consumer a pleasant feeling) on consumer purchase behavior in when consumer attitude is different for hedonic and utilitarian product values?

## 1.2 Statement of the problem

The research problem is expressed as follows:

Investigate the impact of aesthetically appealing packaging on consumer buying behavior with moderating effect of consumer attitude towards hedonic versus utilitarian products benefits.

## 1.3 Research aim and objectives

The overall goal of this research is to investigate the influence of aesthetically appealing packaging on consumer buying behavior with moderating influence of consumer attitude towards the packaging of hedonic versus utilitarian products. The particular objectives of this study are:

- To study how the consumer attitude towards packaging of hedonic products affects the relationship between aesthetically appealing packaging and consumer buying behavior
- To study how the consumer attitude towards packaging of utilitarian products affects the relationship between aesthetically appealing packaging and consumer buying behavior

## 2. Literature Review and Hypothesis Development

### 2.1 Aesthetically Appealing Packaging

Hannele Kauppinen-Raisanen, (2010) claimed that consumers show a favorable response towards the product packaging if the features of the product packaging convey the meaning of the product. Packaging encloses a physical object, usually a product that is offered for sale. Packaging is known as a vital part of modern marketing operations, which includes all stages of activities involved in the transferring of goods and services from the producer to the consumer.

Packaging communicates the image and identity of the company besides protecting the product. Philip Kotler defines product packaging as "All the activities of designing and producing the container for a product."

In highly competitive market of today, packaging helps to achieve marketing objectives of the company and also it gratifies the wants of consumers through its aesthetics elements(Rundh 2013). As a component of product strategy packaging has become important because innovative packaging can provide a competitive edge to a brand (Keller, 2009). Packaging not only helps in creating favorable brand associations but also works as a tool of brand recognition important tool of brand recognition (Keller, 2009). Aesthetic elements of packaging include packaging shape, design, cuts, color, size and text (Keller, 2009).

For marketers the potential of a package is much more than a medium of distribution, storage and security of a product. Producers of food and other shopper products invest huge quantities of money in evolving "easy-to-open" packaging

which is more suitable and appropriate for fast meals or for convenient dispensing and attractive packaging which communicates extra information about the product. Apple invests huge money in designing attractive and visually good-looking packaging for its products now retailers are investing substantial amounts of money in developing the wrapping of their private label products with the goals to show the high quality of their products. These examples show that packaging has an impact on consumers in case of their product selection or on their experience of using product (Ghoshal, Boatwright & Cagan, 2011).

## **2.2 Consumer Buying Behavior**

In consumer buying behavior we study the procedure of how individuals purchase the product, uses it and dispose of it after using the product in order to satisfy his/her needs and wants.

At present, it has become essential to study and understand consumer behavior. Consumers are the rulers of markets as without consumers no company can run and flourish. The goal of all the business activities which are concerns with consumers is satisfaction. Know how about consumer buying behavior assists the marketer to analyze how consumers think, feel and choose from alternative brands and how the environment, their reference groups, friends and family etc. influences consumer behavior.

Factors such as cultural, social, personal and psychological all influence consumer behavior. These factors are mostly uncontrollable and outside the hands of marketers but they have to be well-thought-out while trying to understand the multipart behavior of the consumers (Solomon, 1995). Packaging creates a direct connection with the consumers at the point of purchase because of being able to change the consumer's perceptions for a particular brand. An outstanding packaging draws the attention of the consumer towards the brand in a crowd.

## **2.3 Consumer Attitude**

Dr. Lars Perner (2010) defined consumer attitude as a compound of a consumer's opinions, beliefs, feelings, moods, and behavioral intentions towards something in the perspective of marketing. A consumer can have adverse or optimistic beliefs, feelings and moods towards a product or service. A behavioral intent is defined on the basis of the consumer's belief or feeling for product or service.

Maybe the attitude formed as the result of a positive or negative personal experience. It is possible that influence of other people persuaded the consumer's view of a product or service. Attitudes are relatively enduring according to (Oskamp & Schultz, 2005). Attitude is a learned tendency to proceed in favor of or resistant to a given object. In the environment of marketing, attitude is known as the filter to which every product and service is scrutinized.

The ABC Model of Attitudes consisting of the three constituents who are (1) affect (2) behavior, (3) cognition and emphasizes the relationship between knowing,

feeling, and doing (Solomon, 2008). Affect element means the feelings of an individual regarding an object. In the current context, affect represents the emotion or opinion about a product or service. Behavior component means the reactions of a consumer resulting from affect component and cognition component. Behavior indicates intention. Cognition is defined as belief or knowledge of an individual about an attitude object.

#### **2.4 Aesthetically Appealing Packaging and Consumer Behavior**

Aesthetic elements of packaging include packaging shape, design, cuts, color, size and text (Keller, 2009). Consumers have color memory and according to that memory they relate certain colors to particular brands when they recall a particular color. In addition, color preferences of consumers vary with changing trends and demographics. Packaging color has power to aggravate purchase behavior of consumer. Packaging color and the product category should match with each other to throw an impact of packaging color on customers and to speed up purchase behavior (Mutsikiwa and Marumbwa 2013).

Marketers devote significant time in choosing colors for reflecting the values of business and company as well as fondness of the target audience. This results in increased sales and consumer loyalty. Color helps to sell products as it is persuasive in nature and influences consumer's buying behavior (Hemphill 1996).

One of the most important factors in marketing is visual packaging design which refers to a cover, container, or shield made of various materials that protects a product and conserves its quality during manufacturing process, handling, transportation, storage and distribution until it is delivered to consumers, by considering various technical principles and requirements (Jafari, 2011). Packaging design should emphasize sensory motivation and enthruse viewers' perception. Among many types of packaging designs and shapes on the shelves in stores, consumers often look through and observe the packages. New packaging design, shapes and cuts make the product more interesting and make it prominent on the store shelf while enhancing its brand image (Agariya, Johari et al. 2012). Good-looking packaging designs surges the hunger of consumers and induces them to eat the food and purchase the product (Ahmadi, Bahrami et al. 2013). Attractive packaging plays an important role in product display which leads to impulse buying behavior (Ghani and Kamal, 2010). When consumer is confused and is not able to decide among alternative products then often he makes decision on the basis of product attractive packaging because it communicates with the consumer (Silayoi and Speece 2007). Packaging materials communicate with consumers and they relate particular certain deep-down values with the material of a product packaging.

Packaging layout is highly significant concern in providing information related to product because consumers become confused with overloaded information and inexact information. Product information is relatively less important for the

consumers in case of low involvement products and highly important in case of high involvement products because it enable consumers to make right decisions and in such a way can influence their buying decision. Appropriately conveyed makes a strong impact on consumer buying behavior which increases consumer trust in the brand and assist them in making product choice(Silayoi and Speece 2004).

Packaging graphics make a brand unique, make prominent the brand name, adds more value to the physical appearance and makes the product aesthetically appealing and catches the customer attention (Silayoi and Speece 2004).

So after this review we hypothesize:

**H1: A product presented in an aesthetically appealing packaging has a significant effect on consumer buying behavior**

## **2.5 Aesthetically Appealing Packaging and Consumer Behavior in the Moderation of Consumer Attitude towards Hedonic vs. Utilitarian Product Benefits**

Packaging considers important component of product design and aesthetics of packaging has an autonomous specific impact on the valuation of products and consumer behavior. Overall aesthetics is now considered as an important part of the product experience after use that may have a ample impact on observations about product and consumer buying behavior (Hoegg & Alba 2008). Two main dimensions of product performance are its functional performance and aesthetic performance(Mano and Oliver 1993).Utilitarian benefits are the functional and practical benefits while hedonic benefits are the aesthetic, experience and enjoyment-related benefits of products. On the basis of these dimensions, products can be categorized as primarily hedonic versus utilitarian (Okada 2005).

Kempf (1999) Argued that wish is higher during trial of a hedonic product as compared to a utilitarian product. The main advantage of a hedonic product is in the form of experiential pleasure, while the main benefit of a utilitarian product is practical functionality (Okada 2005). Given this, aesthetically appealing packaging would be weighted more for hedonic products not utilitarian products. For utilitarian products, packaging may be seen as utilitarian benefit- only functioning as for protection and storage of the product but in case of hedonic products, aesthetically appealing packaging works to provide hedonic benefit (Batra and Ahtola 1991). Attitudes towards a brand or product strongly affects consumer behavior (Easey 2009).

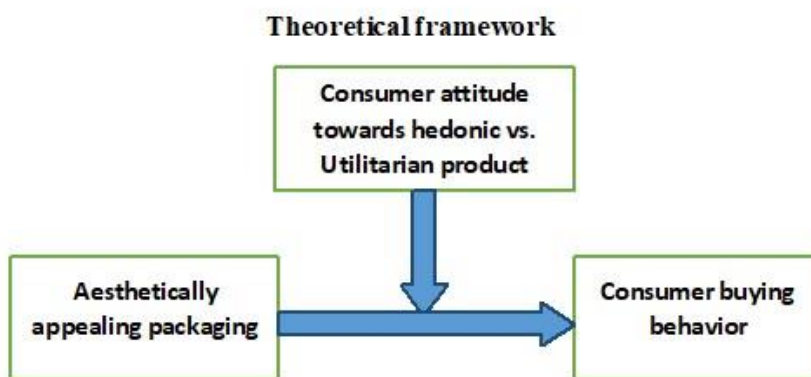
Marketers of fashion articles are concerned about consumer attitudes as they have a close link with their actual behavior. According to many studies positive attitudes for a fashion article do not always generates more sales. Easey (2009) and Ajzen and Fishbein (1980) debated about the attitude model presented by Rosenberg, Hovland et al. (1960) that the model over generalizes things that attitude become apparent

after purchase and that after purchase experience with fashion products can change consumer attitude, both positively and negatively (Easey 2009).

When consumer makes an eye contact with the product packaging it leads to a reaction towards product packaging which in turn leads to an attitude towards that product based on consumer thoughts, feelings and intention to buy which finally influences behavior.

Now the review supports the fact that in case of consumer whose attitude towards hedonic benefits of product is positive, the impact of aesthetically appealing packaging is significant on purchase behavior. Where as in case of consumer whose attitude towards utilitarian benefits of product is positive and attitude towards hedonic benefits is negative, the impact of aesthetically appealing packaging on consumer behavior reduces. So we hypothesize

**H2: Impact of aesthetically appealing packaging on consumer buying behavior is greater for hedonic products and less for utilitarian products.**



**Figure 1:** “Consumer attitude towards hedonic vs. Utilitarian product benefits moderates the relationship between aesthetically appealing packaging and consumer buying behavior”.

**Source:** author

**Figure 1:** “Consumer attitude towards hedonic vs. Utilitarian product benefits moderates the relationship between aesthetically appealing packaging and consumer buying behavior”. **Source:** author

### 3. Method and Procedure

The relationship of aesthetically appealing packaging with consumer buying behavior has been examined in this study where consumer attitude towards the packaging of hedonic vs. utilitarian product moderates the relationship between aesthetically appealing packaging and consumer buying behavior. Impact of aesthetically appealing packaging on consumer buying behavior in the moderation

of consumer attitude towards the packaging of hedonic vs. utilitarian product has been studied in this research study as shown in Figure 1.

### **3.1 Research Design**

Deductive method was used in this study. Questionnaire was used for data collection. The data is utilized to test the hypotheses of research and to find answers of the research question and to ascertain the elements related to packaging that have a significant effect on the consumer's buying behavior.

### **3.2 Population and Sample**

The population of this research study involves Pakistani consumers. The unit of analysis in this study is the customers of both hedonic and utilitarian products. Non probability convenience sampling has been adopted for this study. A convenience sample of Pakistani consumers has been selected from Lahore and its surrounding cities to create a high level of demonstration to the study population. A field survey was designed and 200 responses were collected.

### **3.3 Data Collection**

Primary data and secondary data collection technique were used for data collection. While collecting the data respondents were described the purpose of the research and we requested them to complete the survey for collection of factual information. The questionnaire included four parts, the first part contained items for measuring the variable aesthetically appealing packaging, the second part contained items for measuring the variable consumer buying behavior, the third part contained items for measuring consumer attitude towards the packaging of hedonic vs. utilitarian products and the fourth part contained personal details of respondents. The survey was designed in English using a seven-point Likert scale.

### **3.4 Survey Questionnaire's Validation and Reliability**

The survey questionnaire was appraised by experts to ensure that each question item is quantifying what we intend to be measure. Also, a pilot study was run on 40 forms for three different sites to test the questionnaire before distributing it to complete sample. The pilot study assisted to change unclear items and to confirm the understanding of all questions. Hard words have been altered to easy ones to facilitate responding the questions. Cronbach's alpha test was used to compute coefficients of reliability. Cronbach's alpha total value was 0.849, which shows that the reliability outcomes of the study are tolerable.

### **3.5 Aesthetically Appealing Packaging**

Aesthetically appealing Packaging was measured with seven items, adopted from study conducted by Tong Hoi Yi, Kaye on the relationship of packaging and generation y's consumer behavior (2011) like "I believe the product is in good quality", "I believe the product is produced in a good manufacturing process",



“Aesthetically appealing package helps me to determine the quality of the product. (I.e. performance)”, “It is generally worth it to pay more for aesthetically appealing package”, “This is a good indicator of product price”, “Aesthetically appealing package reflects a product/brand’s value” and “I believe the product/brand can meet my expectation”.

### **3.6 Consumer buying behavior for aesthetically appealing packaged product**

Consumer buying behavior was measured with seven items, adopted from adopted from study conducted by Tong Hoi Yi, Kaye on the relationship of packaging and generation y’s consumer behavior (2011) like “I prefer buying brand/product which is attractive in appearance, even with similar contents”, “Aesthetically appealing package can increase my interest to possess the brand/product” , “When I intend to buy a product/brand, attractive packaged-product/brand is always my first choice” , “The probability of repurchase the product/brand is higher after I found that the package of that brand/product is attractive to me” , “Attractive package can always excite my desire to buy” , “I switch brand/product due to the attractiveness of the packaging” and “I would like to buy product/ brand which is aesthetically appealing”.

### **3.7 Consumer attitude towards the packaging of hedonic products**

Consumer attitude towards the packaging of hedonic products was measured with four items, adopted from (Sweeney and Soutar 2001) like “I would enjoy using this product”, “This product would make me want to use it”, “and I would feel relaxed while using this product ”and“ This product would make me feel good”.

### **3.8 Consumer attitude towards the packaging of utilitarian products**

Consumer attitude towards the packaging of utilitarian products was measured with four items, adopted from (Sirdeshmukh, Singh et al. 2002)like “Compared to the price I need to pay, the use of this product would offer a good value for the money” , “Compared to the effort I need to put in, the use of this product would be beneficial to me” , “Compared to the time I need to spend, the use of this product would be worthwhile to me” and “Overall, the use of this product would deliver me good value”.

## **4. Analysis of data**

### **4.1 Profile of Respondent**

55% of respondents (111 respondents) were males, and 44% (89 respondents) were females, as it is obvious that the largest percentages of respondents were males. According to the age, the age category of “15 to 25” are (81.5%) of the whole respondents, the age category of "26 to36 " are (14.5%) of the whole respondents, the age category of "37 to47 " are (1%) of the whole respondents, the age category of "58 to 68 " are (1%) of the whole respondents and the age category of "60 and above " are (2%) of the whole respondents.

## 4.2 Descriptive Statistics and Correlation Matrix

**Table 1: Descriptive Statistics and Correlation Table**

Variables	Mean	SD	Gender	Age	AAP	CBB	CA
Gender	1.45	.498	1				
Age	1.28	.722	-.146	1			
AAP	5.35	1.01	-.073	-.121	1		
CBB	5.19	1.09	-.198	-.105	.447	1	
CA	5.81	0.89	-.060	.040	.333	.186	1

*Note: AAP is aesthetically appealing packaging; CBB is Consumer buying behavior; CA is Consumer attitude towards hedonic vs. utilitarian product benefit*

## 4.3 Reliability Test

Table 2 shows that alpha coefficient of part one to part three were 0.80, 0.812, and 0.743 respectively.

**Table 2: Reliability Test**

	No. of items	Cronbach's Alpha
<b>Part 1 ( Q1-7)</b> Products having aesthetically appealing packaging	7	0.80
<b>Part 2 (Q8-14)</b> Purchase decision of aesthetically appealing packaged product	7	0.812
<b>Part 3 (Q15-22)</b> Hedonic vs. Utilitarian benefit	8	0.743

All parts surpass the acceptance threshold of 0.7. Especially for section 1 and 2, the Cronbach's alpha are over 0.8, this shows very internal consistency reliability for these two sections.

#### 4.4 Exploratory Factor Analysis

In the factor analysis, the initial factors were extracted using the principal factor method followed by an oblique rotation. The solution contains 3 factors (each with an Eigen value greater than 1). To access factor loadings for each item in the scales, the traditional cut-off of .40 was used.

**Table 3: Rotated Component Matrix**

Items	Component 1	Component 2	Component 3
	Aesthetically appealing packaging	Consumer buying behavior	Consumer attitude towards hedonic vs. utilitarian product benefit
1	.768		
2	.690		
3	.520		
4	.600		
5	.641		
6	.677		
7	.664		
1		.658	
2		.734	
3		.734	
4		.669	
5		.777	
6		.670	
7		.509	
1			.682
2			.828
3			.690
4			.724

## 4.5 Hypotheses Testing:

### Hypothesis 1

Hypothesis 1 is used to test the relationship between aesthetically appealing packaging and consumer buying behavior. Simple linear regression is adopted. The hypothesis is as following:

**H1:** A product presented in an aesthetically appealing packaging has a significant effect on consumer buying behavior

**Table 4: Hypothesis Testing 1**

Variable	R- square	Beta	P value	Remarks
Aesthetically appealing packaging	0.234	0.425	0.000	Significant

Dependent variable: consumer buying behavior

Table 4 showed that the model of hypothesis 1 explains 23.4% of the variance (Adjusted R square =0.234). From the table 6 p-value <0.05, the positive relationship of the positive relationship of aesthetically appealing packaging with consumer buying behavior is supported. This result is well supported that an increase in aesthetics of packaging will result in a favorable purchase decision. Therefore hypothesis 1 is supported. By the standard coefficient (Beta), 0.425 for purchase decision we can state that changing a one standard deviation of aesthetically appealing packaging would change purchase decision by 0.425 standard deviations.

### Hypothesis 2

To test the hypothesis that the consumer buying behavior is a function of aesthetically appealing packaging, and more specifically whether consumer attitude towards the hedonic vs. utilitarian benefits of the product moderates the relationship between aesthetically appealing packaging and consumer buying behavior, a hierarchical regression analysis was conducted. We accept our second hypothesis that consumer attitude towards hedonic vs. utilitarian product benefits moderates the relationship between aesthetically appealing packaging and consumer buying behavior.

**Table 5: Hypothesis Testing 2**

Independent variable	moderator	Consumer buying behavior	
		Direct effect	P- value
Aesthetically appealing packaging	Consumer attitude towards hedonic product benefit	.5973	0.000
	Consumer attitude towards utilitarian product benefit	.4084	0.000

In this model, we identified that consumer attitude towards hedonic vs. utilitarian product benefits positively moderates the direct relationship of aesthetically appealing packaging with consumer buying behavior. The impact of aesthetically appealing packaging on consumer buying behavior is greater for hedonic benefits (0.5973,  $p < 0.01$ ) and lower for utilitarian benefits (0.4084,  $p < 0.01$ ). So we accept our second hypothesis.

## 5. Discussion

Present study examined the relationship of aesthetically appealing packaging and consumer buying behavior and the effect of consumer attitude towards hedonic and utilitarian product benefits in terms of moderation. Several studies focused on the relationship of packaging and consumer buying behavior, like (Mutsikiwa and Marumbwa 2013) link the relationship of packaging color with consumer buying behavior. Silayoi and Speece (2007) Demonstrated in their study that when the consumer is unsure, the package becomes a dynamic factor in the buying choice because it communicates to the consumer during the decision making period. Silayoi and Speece (2004) Explained that packaging graphics with attention of consumer and positive buying behavior. Consumers now have become more used to packaging and have high hope that the product package should fulfill both of their functional and emotional requirements. Ståhlberg & Maila (2010) showed that a newly designed packaging can work for five to eight years. Packaging has extensive promotional life than other promotional tools indeed. Result of this study showed that aesthetically appealing packaging has a positive impact on consumer buying behavior; we see the direct effects of aesthetically appealing packaging on consumer buying behavior and the results are significant.

Furthermore Kempf (1999) says that urge is higher during trial of a hedonic product as compared to a utilitarian product. So, to respond their call this study not only clarifies the casual relation but also investigates this relationship with moderator “consumer attitude towards hedonic vs. utilitarian product benefit”. Both hedonic

and utilitarian products were shown in attractive packaging. We found that consumer attitude towards hedonic vs. utilitarian product benefit moderates the relationship between aesthetically appealing packaging and consumer buying. So on the basis of this result we state that money invested in creating is more profitable for hedonic products. Given this, aesthetically appealing packaging would be weighted more for hedonic products as compared to utilitarian products. For utilitarian products, packaging may be seen as utilitarian benefit- only functioning as for protection and storage of the product but in case of hedonic products, aesthetically appealing packaging works to provide hedonic benefit (Batra and Ahtola 1991). Today consumers are demanding products having both good appearance and functionality so in such case package appearance influences consumer choices (Creusen and Schoormans 2005).

Aesthetically appealing packaging basically helps to get emotional response from consumers and that response becomes greater for hedonic products because these products always touch the emotions, feelings, moods and sentiments of consumers so in case of hedonic products it becomes necessary to package them beautifully to touch consumer's emotions more strongly. In case of emotional reactions to the products, beautiful packaging is the first point because it is the first thing that communicates with the consumer on the store shelf. Attractive packaging of products especially hedonic products give rise to expectation in consumers that the consumption of product will give pleasure to the consumer so marketers of hedonic brands can use packaging as a powerful marketing and communication tool to communicate the promise of pleasure to the consumers to generate an impulsive buying behavior in them. Aesthetically appealing packaging could be used to generate positive product expectations among consumer. Utilitarian products are judged by consumers on the basis of their functional performance so such brands should focus more on good performance of the product rather than on just packaging however for such brands a win-win situation would be to offer product with exceptional functional performance along with attractive packaging in which the focus is on labeling and product information because this study suggests that attractive packaging positively impact consumer buying behavior however the impact of such packaging is less for utilitarian products.

## 6. Conclusion

The main purpose of this study was to investigate the role of attractive product packaging which influence the buying decision of consumers. A model was established and was used to study the relationship between aesthetically appealing packaging, consumer buying behavior and consumer attitude towards hedonic and utilitarian product benefits. Packaging has been studied by many researchers in the past years. Because of its promotional effect in today's marketing world it expresses itself in the field of consumer buying behavior. The relationship between aesthetically appealing packaging and consumer buying behavior has been successfully proved in this research. Moreover, we have found that consumer

attitude towards hedonic vs. utilitarian product benefits moderates the relationship between aesthetically appealing packaging and consumer buying behavior.

It has been found that aesthetically appealing packaging has more weightage for hedonic products related to utilitarian products and utilitarian products. That is the impact of aesthetically appealing packaging becomes greater on consumer buying behavior when the product offered for sale is a hedonic product. For utilitarian products we don't have sufficient evidence that attractive packaging would work for them in terms of more perceived value and positive attitude toward the product itself so it makes more sense for utilitarian products to reduce cost on packaging and to invest and focus on the functional performance of the product. Though in case of hedonic products the manufacturers and marketers must focus on product design and its package attractiveness to get more surpluses from consumers in the form of positive buying behavior.

## **7. Implications and Future Research**

In this research we have explored the promotion and aesthetic related influence of packaging on consumer buying behavior by involving consumer attitude towards hedonic vs. utilitarian product benefits as a moderator. The findings of our study well support the influence of aesthetically appealing packaging on consumer buying behavior. According to this study consumer attitude towards hedonic vs. utilitarian product benefits moderates the relationship between aesthetically appealing packaging and consumer buying behavior. This study suggests numerous contributions and implications for future exercise. This study provides insight to the marketers for marketing of both utilitarian and hedonic products. It tells marketers that pleasant and visually attractive packaging has more weightage for hedonic products and less for utilitarian products and plays a significant role in the marketing of both kinds of products. A new launch product can be promoted well by presenting it in appealing packaging and by emphasizing its hedonic aspects. This research can help marketers of fashion industry about how can they increase exposure of their customers. Now a day's retail competition is increasing day by day and without marketing tools it becomes difficult for retailers to survive. Through use of attractive package that has become a long lasting advertising and communication tool retailers can give their customer a much high and positive exposure. , retailers can hardly survive. Retailers are trying to maximum their exposure to customers. Future researchers can study the topic with different hedonic and utilitarian products and with different target populations and can also focus on other factors that affect the relationship between beautiful packaging and consumer buying behavior.

## **8. Limitations**

This research is based on the examination of 200 respondents only due to the limited time and resources available. The results of this study may become different when the study is carried out with different target consumers and in different industry. Only the customers of Lahore and its surrounding areas were included in the study

to select a sample of customers as respondents. Self-administrating technique was used during data collection and participants were allowed to fill the questionnaire at their homes or places of their choice therefore the responses of respondents may not be totally accurate because some of them may have filled the survey with diversion. Few variables are consistently examined in this paper yet more independent and dependent variables can likewise be considered. Because of constrained time and money related stipulations information from cities of Punjab is analyzed, for future analysts more urban communities ought to be considered. The data was collected in May of 2015.

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