Impact of Labeling on Customer Buying Behavior in Sahiwal, Pakistan

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Abstract: The objective of the study is to determine the impact of labeling on consumer buying behavior. Quantitative approach has been used in this study and data was collected through survey method from of Pakistan i.e. Sahiwal, through adapted questionnaire. The sample size was 100 questionnaires. The data has been analyzed through descriptive statistics, correlation and linear regressions techniques. Correlation results show that advertisement has positive relationship with consumer buying behavior. The results of regressions analysis shown that labeling positively influence consumer buying behavior. The results have shown that consumers purchase more quantity of the products after looking a well labeled product. Therefore labeling influences the consumer buying behavior. But there are some other factors also which influence the consumer buying behavior.

Key words: Labeling • Buying behavior • Consumer Purchase • Labeled product

INTRODUCTION

Producers and marketers tried to communicate with the consumers through promotion mix which include advertisements, public relation, personal selling and sales promotion. All are good sources of information and communication. These information sources play a vital role when consumers want to purchase products. Products itself is smart source of information and communication in the form of packaging [1, 2].

Packaging performs multidimensional roles. It provides information about the product and company, a method to communicate with consumers and protection to the quality of product [3].

Packaging is a part of product whereas labeling is the part of packaging which actually provides information about the ingredients of the product, product’s quality, taste and color, date of manufacturing, date of expiry, price, sales tax, customer care contact number and company profile. Information about the products leads the consumers to buy products. Therefore labeling is the main source which provides information at the nick time of purchase. Sometimes consumers purchase products unintentionally. Unintentionally purchases called impulse buying. Labeling motivate and stimulate the consumers to make impulse buying [4].

Packaging is crucial, given that it is the first thing that the public sees before making the final decision to buy. Packaging is now generally regarded as an essential component of our modern lifestyle and the way business is organized and a physical object, typically a product that will be offered for sale.

The first investigator of relationship between customers and brands was Myers’ [5]. Myers’[5] work generally indicates that socio demographic and personality characteristics differentiate private label buyers from non-buyers Myers’ [5] such as other studies show that customers rate and perceive private labels below national brands. Their studies are related to the consumer tendency to use product positioning and price as a cue to quality. Despite these trends, today’s market share data prove that.
See greater demand for eco-friendly products as consumers become more conscious about their environment, corporations and this trend is particularly conspicuous in the food category, which is more directly linked to health issues, also leads the globally organic food market to have a significant growth. Within the positioning strategy to see all possibilities that provides packaging of tangible products. So an experimentation-based empirical research study has been carried out to relate each positioning strategy to specific packaging elements (color, typography, shape and image) [6].

According to the customer point of view whenever he/she prefer to purchase some branded goods or willing to pay so his/her mind raise some questions that why, what, where I purchase. That mind set force to the marketer to think about that what strategy or outlay of the product is used to capture the market. In marketing mix (4 P, s) are included that build a different product so packaging is a part of product as augmented. A customer perceive about the product when augmented features of a product influence him/her to buy that. Some market players keep eye always on that features that persuade the customer to buy satisfaction. One thing that attract to consumer is labeling [7]. While market is full of goods that so labeling differentiate the goods explained by Seloey Underwood Klein [8]. But the labeling perform different role for different customers as someone feel that product is better than other and other thoughts it will protect the good from natural climates and specifically consumer perceive his/her need according to the color, size, visual image of the product [9]. Reality is near to that product format effect the individual behavior towards the acquisition. Designer maintains the standard about the demographic format not to the ISO standard, where people looking to the basic needs not to the luxury. Label where provide the awareness, it also relate to the wise men approach [10].

**Literature Review:** According to Parmar [11] the aim of study is to point out the factors which attract the consumer towards purchase. He says labeling is a tool of communication which tells the product features. Label target the consumer as demographic or economic vise. Role of labeling on consumer buying behavior is dependent (consumer buying behavior) and independent variable (color, image, material, front size) those factors are predictors to promote the sale volume and gradually increase impulse buying. To evaluate the response of the consumer they used the random research as questionnaire. They perceive that consumer look at the product first and then used. They also mentioned that consumer perceive labeling as a separate part then product.

Especially consumer likely prefers the goods on the bases of labeling factor. Singh [12] says about the packaging that it is an integral part of brand communication and a promotional tool and provide the brand attributes & value to the consumer and he develop a frame work for into four sub parts as packaging design which attract the consumer, communicate, convenience in handling. Sale ability of product depend upon the how much comfortable the product in use. Labeling is a connection which builds up between the customer and the product features as product form. They mentioned that label is a cause of consumer attraction rather than environment factors. Survey and questionnaire is used to analyze the public response which tells the result that label color, size and format are highly weighted through a random research survey. Under low time involvement and more competitive market pack designing is more than the advertising; in mind of customer awareness is created by packaging.

According to Agata [13] the study shows the consumer buying behavior in case of different elements which directly effect to it. Actually the buying decision is relate to the social, demographic classes in a society. Label itself is a part of the product which adds up the e value of the product. Marketing mix and the cultural difference put impact on purchasing decision. To measure the responsiveness of the assumptions data is analyzed by the questionnaire and results are highly in favor of those factors.

According to Rita Kuvykaite1 [14] the study reveals the self-service and changing consumers’ lifestyle having the ultimate effect on consumer choice. Increase in impulse buying behavior labeling is also communicating to the customer. Today market is closed so the pack is necessity to gain a competitive edge. Visual and verbal both are the important part of the consideration as involvement level, time pressure and most important is individual characteristics. Questionnaire result is highly responsive elements which effect to the product. As much time is short or interest level is low visual elements are more important.
Khan [15] recently highlight the factors which directly or indirectly affecting the consumer buying behavior. Consumer planned to purchase something after word of mouth or through advertisement. Sometimes demographic factors affect the consumer buying behavior. Some type of personal and survey questionnaire become the part of data collection. So results tell clearly that formal element like the size, color, form and information capture attract the consumer.

Baik [16] explained whenever a company designs a product at a high level of costing just to look a superb pack so targeted consumer will also an upper class. They first analyze the demographic aspects and then launch an awesome pack. Cultural and economic both elements will favor in that cases. Through questionnaire result is up front that related information and designing of product appeal to acquire something. Consumer wants to buy that product which awesome in features and that is stated on the pack. Managerial packaging seems to be superb, researcher highlight the products as (i pod, supplements and baking, foods items). In that research an important factor also mentioned that financial resources also affected that positioning strategy so how the optimum utilization of resources is possible.

Vila [17] said to achieve the perception of customer about the product Vila design a study and highly motivated towards the elements of packaging. He mentioned market is lacking the positioning strategy. Specific customers think about various products and someone is delighted or loyal of them. Research analyze that product packing color, form, size is different for different social classes. Today mostly no one is ready to pay extra for quality services. At the end packaging is providing differentiation strategy in market and identity.

Theoratical Framwork: My previous studies focusing the labeling elements on consumer buying behavior, these two variables are the purpose of my study that how effect both to each other, Others research have proved that now my focus point is relate to them. My hypothesis that already exists in the market is going to prove on the basis of assumptions but relate to the real world as:

Labeling is extrinsic element of the product, but not the part of the form of product. Labeling lets urge the upward buying behavior through color, form, size and the material used in that. A marketer writes the information on product after PESTL analysis.

Consumer behavior is affected by some elements as consumer perceived value to the place, price and quality through goods and services. In Pakistan to fulfill the basic need human beings are struggling at extreme level. Mostly consumer prefers the product on the basis of familiarity, price and quality as well [18].

MATERIALS AND METHODS

Objective of research from beginning is the impact of labeling on Consumer buying behavior so some studies and research fulfill the gap by me. Research is done in abroad but I m the one who is researching in that area to look the factors of labeling on purchasing g power.

Following are the research objectives of the study:

- Highlight the influence factors of labeling on consumer buying behavior
- Highlight the role of labeling on consumer behavior

Sampling:

- Sample size =100
- Sample frame= Sahiwal
- Sampling Method
- Survey= Questionnaire

Hypothesis:

H1: Is there relationship between Buying behavior and packaging color
H2: Is there relationship between Buying behavior and Packaging Material
H3: Is there relationship between Buying behavior and Font Style
H4: Is there relationship between Buying behavior and Printed Information

Independent Variable

- Packaging Material
- Font Style
- Printed Information
- Packaging color

Dependent Variable

- Consumer Buying Behavior
RESULT AND DISCUSSION

Conclusion and Future Research: In the study has been taken as independent variables (labeling elements) and dependent variables (Consumer buying behavior) to predict the consumer buying behavior. The results of this research are very important in stores market and provide chance to the marketers, labeling, future researchers and producer in understanding the impact of impact on consumer buying behavior in local market. The findings of the study have shown that the first hypothesis that there is positive relationship between the labeling and consumer buying behavior is accepted because there is positive moderate correlation among both variables. The results of regressions analysis and one way ANOVA test describes that labeling elements has a positive influence on buying behavior of the consumer.

The constraints faced in the research were time, no. of respondents, language of the questionnaire and their biased opinion. The results of the study have shown that there are some other factors also which influence the consumer buying behavior. Therefore in depth analysis is required by considering other factors like psychological, social, cultural, price, packaging of the product, brand awareness, brand loyalty income level and availability of the products in the market for complete study of consumer buying behavior. For future researchers there is a big gap to explore the impact of other factors on consumer buying behavior by taking different variables (independent, moderate and dependent), different approaches (deductive, inductive and mixed methods) or sample techniques (simple random, systematic, stratified and cluster) to determined the impact of other factors on consumer purchase decisions.

Table 1:

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Buying Behavior</th>
<th>Labeling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td>Behavior</td>
<td>N 100</td>
<td>100</td>
</tr>
<tr>
<td>Labeling</td>
<td>Pearson Correlation</td>
<td>.909**</td>
</tr>
<tr>
<td></td>
<td>N 100</td>
<td>100</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2:

<table>
<thead>
<tr>
<th>Anova</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>19.664</td>
<td>1</td>
<td>19.664</td>
<td>276.614</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Buying_behavior
b. Predictors: (Constant), Labeling

Figure 2:
REFERENCES