

IMPACT OF PACKAGING OF YOGHURT ON CONSUMER BUYING BEHAVIOUR

**E.M.S. Ekanayaka, Y.M. Wickramasinghe, A.P.S. Fernando
C.S. Ranadheera**

*Department of Agricultural Systems, Faculty of Agriculture, Rajarata University o Sri Lanka,
Puliyankulama, Anuradhapura, Sri Lanka.*

In an environment where self-service facilities are enhanced and consumers' lifestyle is dynamic, package and brand name are important tools in promoting sales and stimulating impulsive buying behavior. The marketer must understand this phenomenon clearly and he must be well aware of consumer preferences, time and the quantity of goods and services that a consumer may require. Other than these factors, in developing countries, price also can influence the consumer buying behavior. The objective of this research was to study the importance of packaging, price and brand on consumer buying behavior. The study was conducted in three supermarkets of Anuradhapura city in Sri Lanka. Required data were gathered through field interviews conducted with 65 consumers who visited those supermarkets during the study period May-June 2013 . The Conjoint analysis was performed in data analysis using SAS software package. Results indicated that 45% of the consumers do consider the brand name, 33 .5% do pay attention to the package and 2 1.5% consider price in making a purchasing decision. The level of attention paid to price level is relatively low among supermarket consumers, because most of them are the consumers with middle and high income. As a result the brand name and quality (taste) have become the most important attributes for many consumers. This may be due to that the consumers are relatively better off in terms of income and therefore more concerned about product quality. It was also found that only few consumers do purchase only the branded products. Attractive package design has influenced heavily on the consumer purchasing decision. Some even purchased items those were alternatively packed, ignoring the brand name. It also occurred that certain ethnic group preferred special packaging that has religious connotations like "Halal".

Key words: Brand, Buying behaviour, Consumer, Package, Price