

IMPACT OF PACKAGING ON CONSUMER BUYING INTENTIONS TOWARDS FMCG PRODUCTS

Sumair Hasan Siddiqui and Emad-Ul-Karim

ABSTRACT

The purpose of this research is to analyze the impact of Packaging on consumer buying intentions in FMCG Industry. The research conducted based on Fast Moving Consumer industry Goods in Pakistan and researcher evaluates the packaging and colors impact of consumer selection of products. The Packaging has significant role on consumer buying and attraction and hence marketers and researchers focuses on colors and analyze customers based on attraction points in packaging. The Consumer Behavior changes with preferences of Colors, has been evident with this research and many researches in same domain have been conducted based on consumer psychology. The primary data collected from the Consumer who are using the Fast Moving Consumer Goods Brands (FMCG) and involve in purchasing of Brands. The research conducted based on Positivism research paradigm and quantitative approach used to collect and analyze the data. The 385 Questionnaire filled from customer based on Non Probability convenience sampling and using online portals. The reliability analysis performed and values of Cronbach's Alpha for all variables are greater than 0.7 shows more than 70% consistency of response over the scale. The Correlation Analysis shows the positive and significant relationship with Consumer buying intentions and factors Color Scheme in packaging, Color perception towards packaging, Personality Traits, Evaluations and Excitement towards packaging on consumer buying intentions. The results shows that all four independent variables having significant relationship and impact on Consumer buying intentions.

Keywords: Color Scheme in Packaging, Perceptions of consumers towards packaging, Personality Traits, Evaluations towards packaging and Consumer Buying intentions.

INTRODUCTION

Background of Research

The Product packaging is significant decision for marketers and producers. The product packaging affects the sales of brands and impact of consumer buying intentions. The consumer buying intentions affected due to products packaging and colors in packaging. The marketers create customers attraction by creating effective packaging and better colors scheme so that they can effectively target the consumers and increase sales of brands (Baker et al., 2020). The researcher focuses on color psychology and enhance the customer attraction towards buying the products specially in FMCG Brand and clothing brands.

The Consumer Behavior changes with preferences of Colors, has been evident with this research and many researches in same domain have been conducted based on consumer psychology. The Color Scheme and Ecological valance used in Packaging and Branding used by marketers to increase customer attraction and increase the sales of Brands. The Consumer Buying behavior is changed with change in Colors and selection of products may vary with change in colors scheme. The Colors affects the consumer decisions and change in Colors, Packaging affects the consumer's decisions. The colors should be eye catching and attractive so that consumers focus may increase and aesthetics of color demand for purchased and affects the purchases decisions (Bethan&Nobbs, 2020).

Color plays a vital role in alerting (attracting attention), attribution (consistency with product range), and consistency (consistent with positioning and brand personality). Obviously, packages that are different from neighbors have a greater impact on the shelves and will attract more consumer attention (Devismes, 2000; Rouillet, 2006). Color can affect the speed of perception. In fact, colors do not have the same inherent ability to draw attention (Rouillet, 2006). Some colors are more focused on linearity than others. First orange, red, blue, green, and finally yellow. In addition, Arabi (2017) uses colored backgrounds instead of figurative backgrounds, which arouse interest in visual and cognitive ergonomics.

Color preference is a significant part of human interest. It impacts a wide range of choices individuals make all the time, including the items they purchase, the garments they wear, the manner in which they embellish their

homes and workplaces, and how they plan their own and expert sites, to give some examples models. One motivation behind why shading inclination assumes such a conspicuous job in dynamic (Arabi, 2017). The Kolenda (2016) describes the importance of Colors in marketing and branding, the marketer used the colors in Branding and Advertising to promote the Brands and creates customers attraction. The Kolenda also describes the colors vision, consumer perception, and how consumers attracted towards the colors. Kolenda evaluates the brightness in colors increase attention and recall and hence consumers are intended to buy the products and services. Colors schemes based on Ecological valance includes the dimensions of Exposition, Attention, Hue and Brightness, Comprehension, and Retention.

In the Study of Colors, Psychology specialists fostered the applied model later investigating the writing that the Colors Psychology and Ecological valance made sense of to Learning and Perception of purchasers and afterward influences on Consumer purchasing conduct or expectations. Numerous associations are dealing with marking and presenting Neuro marketing furthermore, one of the methods that is connected with the comprehension of customer insights and colors plans as it truly draws in the purchaser conduct and view of individuals (Kolenda,2016).Buyer Buying conduct is changed with change in Colors and the determination of it emsmay shift with change in colors plot. The Colors influence the customer choices and change in Colors Packaging influences the customer's choices. The tones ought to be attractive and alluring so that customers' center might increment and style of variety interest for procurement furthermore, influences the buys choices (Bethan and Nobbs, 2020). Variety inclination is a critical piece of human interest. It influences a great many decisions people make constantly, including the things they buy, the articles of clothing they wear, the way in which they decorate their homes and work environments, and how they plan their own also, master destinations, to give a few models. One inspiration driving why concealing tendency expects such an obvious work in unique (Arabi, 2017).

Kolenda (2016) depicts the significance of Colors in advertising and marketing, the advertiser involved colors in Branding and Advertising to advance the Brands and make client's fascination. The Kolenda additionally depicts the tones vision, shopper discernment, and how buyers are drawn to the varieties. Kolenda assesses the brilliance in colors increment consideration and review and thus customers are planned to purchase the items and administrations.

Colors plans in view of Ecological valance incorporate the elements of Exposition, Attention, Shade and Brightness, Comprehension, and Retention.

The Theory of Ecological valance made sense of by Palmer and Schloss (2010), expounds that Brands have worth and this is shown through brand picture and acknowledgment of brands by buyers. The creators depict the Natural valance, in light of acknowledgment, variety, picture, splendor Consumers are drawn in towards brands, for example, Lipton and Tapal both have contrasts in tones and brand values same as the case with Olpers and Milk Pack. This exploration was directed to assess the significance of varieties in marking and dissect the effect of variety plans, biological valance, and purchaser discernment on shopper purchasing choices. There are different exploration has been led in this space, however scientists dissect the interceding job of purchaser learning, buyer insight, and impact on buyer purchasing conduct.

Overview of FMCG Industry in Pakistan

The FMCG is the biggest industry in Pakistan and worldwide and industry related the routine buying and monthly bulk buying of various products and services. The core products includes Milk, Tea, Water, Bevarages and other Food items. There are many Brands in FMCG Sector give the items related food and refreshments incorporates the Coca Cola, Pepsi, Nestle, Unilever, P&G, R&B, Engro Food varieties, McDonalds, Tapal, etc are the Brands. Taking a model Nestle has 300 Brands in assortment of classifications incorporates the Mineral Water, Furita vitals, drinks brands, Power items incorporates Nido, Every Day, Cereal, Chocolates, etc. The Industry is developing and contest is additionally developing, and neighborhood marks likewise presented in the business furthermore, give Quality items. The specialist needs to assess purchaser insight towards brands in light of Colors, and hardly any FMCG's chosen and with agreeable items Like Milk Pack by Nestle and Olpers by Engro Foods, Tapal and Lipton, Aquafina and Dasani to assess the significance of varieties and shopper decisions in light of Colors and Perception of Quality.

Scope of Study

The research will be conducted to analyze the influence of colors in packaging design and consumer with evaluations and how they are affecting consumer buying intentions. The research will be conducted in FMCG Sector

of Pakistan considering with competitive brands with different packaging and how the marketers use colors in design and packaging to influence the customers. The consumer can be gained attention towards colors, and quickly their perceptions have been developed and this may effect on buying decisions. This research addresses the Sustainable development goal No. 8.1 which relates to better production and better growth and overall affects the output and economic growth of country.

Statement of Problem

The Packaging of product is the core decision for organizations and Brands. The marketers and advertisers concern for better product packaging which attracts consumers and enhance the consumer buying behavior. The Consumers buying pattern and choices are based on various factors packaging and colors is one of the core factor among them. The research conducted based on Fast Moving Consumer industry Goods in Pakistan and researcher evaluates the packaging and colors impact of consumer selection of products. The Packaging has significant role on consumer buying and attraction and hence marketers and researchers focuses on colors and analyze customers based on attraction points in packaging. This research addresses the impact of colors scheme in packaging and design and consumer perception on buying intentions with mediating impact of consumer evaluations and excitement towards precuts and this affects on consumer buying behavior.

Objectives of Research

1. To analyze the impact of Colors Scheme in Packaging on Consumer Buying Intentions.
2. To analyze the impact of Colors Perception towards Packaging on Consumer Buying Intentions.
3. To analyze the impact of Personality Traits towards consmer Buying Intentions.
4. To analyze the impact of Evaluation and Excitement towards packaging on Consumer Buying Tntentions.

Research Questions

1. What is the impact of Colors Scheme in Packaging on Consumer Buying Intentions?
2. What is the impact of Colors Perception towards Packaging on

Consumer Buying Intentions?

3. What is the impact of Personality Traits towards Consumer Buying Intentions?
4. What is the impact of Evaluation and Excitement towards packaging on Consumer Buying Intentions?

Hypothesis

H1: There is significant impact of Colors Scheme in Packaging on Consumer Buying Intentions.

H2: There is significant impact of Colors Perception towards Packaging on Consumer Buying Intentions.

H3: There is significant impact of Personality Traits towards Consumer Buying Intentions.

H4: There is significant impact of Evaluation and Excitement towards packaging on Consumer Buying Intentions.

Definitions of key terms

Color Scheme

Color is the combination of brightness, attraction and useful for recognition of some thought and memory. Colors Scheme impact on human mind and cause for learning and perception of people and affects the decision making capability (Alexandra and Nobbs, 2020).

Consumer Perception towards packaging

The consumer preferences are changing over the period of time, and consumer perceive colors in packaging differently, the perception develop the intention to buy the products and service (Ezan and Piris, 2010).

Personality Traits

The Attributes of person which relates to psychographic characteristics that helps in decision making. The personality type, learning, emotions, cognition towards brands and people helps consumer towards buying decision (Sawean & Ali, 2020; Arabi, 2017).

Evaluations and Excitement of consumers

The process related to human cognition where consumers relates the packaging and colors with emotions and creates favorable and unfavorable

behavior towards purchase and hence purchase decision may be affected due to packaging and colors of packaging (Spangenberg, Crowley, Henderson, 2019).

Consumer Buying Intentions

The Consumer attraction towards brand based on various factors includes its Brand image, Colors, Advertising, Promotion and consumer loyalty (Kotler, 2012). The Consumer attraction is based on Colors, and consumer buy the product due to attraction of packaging and brands (Kolenda, 2016).

Delimitations of Research

The research conducted to analyze the colors of packaging and how packaging affects the human perceptions and decision making towards buying. The buying behavior is changed due to change in packaging and colors in packaging. The research conducted to analyze the packaging impact of consumer buying decisions and sales of the organization. This research was conducted in Karachi, Pakistan and limited to FMCG products and specifically in packaging and design context of products. The data collected from consumers based on online Google forms due to unavailability of consumers.

LITERATURE REVIEW

The Consumer Buying behavior is changed with change in Colors and selection of products may vary with change in colors scheme. The Colors affect the consumer decisions and change in Colors, Packaging affects the consumer's decisions. The colors should be eye-catching and attractive so that consumers' focus may increase and aesthetics of color demand for purchased and affects the purchase decisions (Bethan & Nobbs, 2020).

Color preference is a significant part of human interest. It impacts a wide range of choices individuals make all the time, including the items they purchase, the garments they wear, the manner in which they embellish their homes and workplaces, and how they plan their own and expert sites, to give some examples models. One motivation behind why shading inclination assumes such a conspicuous job in dynamic (Arabi, 2017).

The Kolenda (2016) describes the importance of Colors in marketing and branding, the marketer used the colors in Branding and Advertising to promote the Brands and create customer attraction. The Kolenda also describes the colors vision, consumer perception, and how consumers are attracted towards

the colors. Kolenda evaluates the brightness in colors increase attention and recall and hence consumers are intended to buy the products and services. Colors schemes based on Ecological valance includes the dimensions of Exposition, Attention, Hue and Brightness, Comprehension, and Retention. **The Theory of Ecological valance explained by Palmer and Schloss (2010)**, also elaborates that Brands has value and this is shown through brand image an recognition of brands by consumers, this terms refers Palmer has Ecological valance, based on recognition, color, image, brightness consumer are attracted towards brands, such as Lipton and Tapal both have difference of colors and brand values same as case with Olpers and Milk Pack.

In the Study of Colors, Psychology specialists fostered the applied model later investigating the writing that the Colors Psychology and Ecological valance made sense of to Learning and Perception of purchasers and afterward influences on Consumer purchasing conduct or expectations. Numerous associations are dealing with marking and presenting Neuro marketing furthermore, one of the methods that is connected with the comprehension of customer insights and colors plans as it truly draws in the purchaser conduct and view of individuals (Kolenda,2016).Buyer Buying conduct is changed with change in Colors and the determination of it emsmay shift with change in colors plot. The Colors influence the customer choices and change in Colors Packaging influences the customer's choices. The tones ought to be attractive and alluring so that customers' center might increment and style of variety interest for procurement furthermore, influences the buys choices (Bethan and Nobbs, 2020). Variety inclination is a critical piece of human interest. It influences a great many decisions people make constantly, including the things they buy, the articles of clothing they wear, the way in which they decorate their homes and work environments, and how they plan their own also, master destinations, to give a few models. One inspiration driving why concealing tendency expects such an obvious work in unique (Arabi, 2017).

Branding and Advertising to advance the Brands and make client's fascination. The Kolenda additionally depicts the tones vision, shopper discernment, and how buyers are drawn to the varieties. Kolenda assesses the brilliance in colors increment consideration and review and thus customers are planned to purchase the items and administrations. Colors plans in view of Ecological valance incorporate the elements of Exposition, Attention, Shade and Brightness, Comprehension, and Retention. The Theory of Ecological

valence made sense of by Palmer and Schloss (2010), expounds that Brands have worth and this is shown through brand picture and acknowledgment of brands by buyers. The creators depict the Natural valence, in light of acknowledgment, variety, picture, splendor Consumers are drawn in towards brands, for example, Lipton and Tapal both have contrasts in tones and brand values same as the case with Olpers and Milk Pack.

Consumer Buying Intentions

The Consumer attraction towards brand based on various factors includes its Brand image, Colors, Advertising, Promotion and consumer loyalty (Kotler, 2012). The Consumer attraction is based on Colors, and consumer buy the product due to attraction of packaging and brands (Kolenda, 2016).

Color preference is a significant part of human interest. It impacts a wide range of choices individuals make all the time, including the items they purchase, the garments they wear, the manner in which they embellish their homes and workplaces, and how they plan their own and expert sites, to give some examples models. One motivation behind why shading inclination assumes such a conspicuous job in dynamic (Arabi, 2017). The Kolenda (2016) describes the importance of Colors in marketing and branding, the marketer used the colors in Branding and Advertising to promote the Brands and creates customers attraction. The Kolenda also describes the colors vision, consumer perception, and how consumers attracted towards the colors. Kolenda evaluates the brightness in colors increase attention and recall and hence consumers are intended to buy the products and services. Colors schemes based on Ecological valence includes the dimensions of Exposition, Attention, Hue and Brightness, Comprehension, and Retention.

A consumer buys products according to his needs, his preference and the purchasing power whether he is buying a routine life product or some special product out of routine. How, what, when consumer buy is totally dependent on the consumers perception, age, family cycle, personality, motivation and many more. A consumer also consider before buying any product that whether he should really buy this product or not or from which seller he should buy (Ma, Zhang, Ding & Wang, 2021).

This study is in support of the factors that influence consumer buying behavior. These factors are personal, psychological, social and economic factor. This study summarizes the research and concluded that consumers are

affected at the different age of life cycle. Consumer behavior also affected by perception and motivation. Surrounding of a consumer has a big and important role in the buying decision of consumer (Qazzafi, 2020).

The Brand image is important construct in the organizations and every brand build Brand image with various sources, includes customer satisfaction, Brand image, loyalty, developing relationships and so forth. The Brand image is the value of Brand in the mind of customers and how brand is giving revenues to organizations. The Brand image is effected by many ways includes the organization branding, advertising and promotion, customer satisfaction, customer value and so forth. The Corporate Social responsibility is also important construct that effects the Brand Equity, organization spending on CSR to build value and recognition in the minds of customers and create value for organizations (Bajic & Yurtoglu, 2018).

Physical appearance with variety of casing designing, lure the end user directly which identifies the product and assess However color plays very essential role in describing consumer's choice in selecting any product. Are we then affected by color? If it is so then at what level color effects on our emotions, choices, assurance and vantage point regarding wrapping style which we select? As his previous buying experience buyer establishes his choices and detestation for the product design based on several factors such as, age, sex, rituals, faith, sentiments and his behavior. For different surveyors color has different uses. Most of the time we first notice the color and get inspired as color has strong first imprison on consumer's mind. Inspiration comes from color, which has a far-reaching first hurdle to consumer thinking (Arabi, 2017; Motoki, Toshiki, Nouchi& Kawashima, 2019; Bethan & Nobbs, 2020).

The Consumer Buying conduct is changed with alternate in Colors and selection of products may additionally range with alternate in colorations scheme. The Colors impacts the customer choices and alternate in Colors, Packaging influences the consumer's selections. The colours need to be eye catching and attractive in order that clients consciousness may additionally boom and aesthetics of shade demand for purchased and influences the purchases decisions (Bethan&Nobbs, 2020).

Color choice is a vast part of human interest. It impacts a extensive variety of choices people make all of the time, which includes the items they buy, the garments they wear, the manner in which they enhance their homes and

offices, and the way they plan their very own and expert web sites, to present a few examples fashions. One motivation in the back of why shading inclination assumes this kind of conspicuous activity in dynamic (Arabi, 2017).

Color performs a vital role in alerting (attracting attention), attribution (consistency with product range), and consistency (steady with positioning and logo persona). Obviously, programs which might be distinct from acquaintances have a more effect at the cabinets and could appeal to more purchaser attention (Devismes, 2000; Roulet, 2006). Color can affect the rate of belief. In fact, hues do now not have the identical inherent capacity to draw interest (Roulet, 2006). Some hues are extra centered on linearity than others. First orange, pink, blue, inexperienced, and subsequently yellow. In addition, Arabi (2017) uses coloured backgrounds in place of figurative backgrounds, which arouse hobby in visible and cognitive ergonomics.

The Packaging of product is the center decision for groups and Brands. The marketers and advertisers issue for better product packaging which pulls consumers and decorate the consumer buying behavior. The Consumers buying sample and selections are primarily based on different factors packaging and hues is one of the middle component among them. The research carried out based on Fast Moving Consumer enterprise Goods in Pakistan and researcher evaluates the packaging and shades effect of purchaser choice of products.

The Packaging has good sized role on customer buying and attraction and therefore entrepreneurs and researchers makes a speciality of colors and analyze clients based totally on appeal factors in packaging. This studies addresses the effect of colors scheme in packaging and design and customer perception on buying intentions with mediating impact of patron opinions and exhilaration closer to precuts and this affects on patron buying behavior.

For making a successful brand, brand should be matched with human characteristic i-e; lifestyles and preferences. A retrospective analysis makes this thing clear that a little effort has been made to prove the relationship psychological element of human and the brand itself. Therefore it becomes a dire need of studying human psychology. Psychologists' states that streams of information comes to human on daily basis and all these informational flows can't be perpetually stored in human mind. In addition to it, human mind is thought to be insecure when it comes to emotional and rational vulnerability. Starbucks seems to be a remarkable example expounding this very matter of fact.

Consumer is requested to understand the surrounding environment of the sight that describe that in the process of perception color is dominant variable that intercede occurring again in way of product choice. Mostly colors are the very fast procedure to transmit messages, colors make easy for the consumer to behave, sustain and remembering information in more practical way then black and white. Usually colors are used as a sign of product's category that make easy recognition by consumer (Bethan and Nobbs, 2020).

The Brand image assets for advantage able social running system were resulting in a negative relationship between the investors and management. On the other hand, many other researchers have find out that increased in social performance may lead to acquiring better assets great experience of working areas which are better in advertising of products with management benefit. Additionally, it is also studied that it also results in better chances of increasing higher market of products (Tiwari, 2015).

The exploration led to research because of Celebrity supports on buy aim in cell phones. It was found that aptitude and dependability impact buy expectations in cell phones. The estimated VIP support influences the brand unwaveringness of Nepalese purchasers. The review affirmed source aptitude and coordinating impact buy aim. The exploration led to research on the viability of celebrity underwriting via web-based media towards buyers' buy goals in FMCG. It was affirmed that source aptitude, dependability, and commonality impact buy expectation. The effect of source mastery, reliability, and commonality is dependent upon male and female shoppers

Color Scheme in Packaging

Consumers are attracted towards colors, and develop image in the mind act accordingly to increase customer intentions to buy. The ecological valence hypothesis in this manner expect that a person's shading inclinations at a specific time are controlled by their consolidated full of feeling reaction to natural articles and circumstances related with each shading. Environmental valence hypothesis in which shading inclinations emerge from individuals' normal full of feeling reactions to shading related items (Palmer and Schloss, 2010). Comparative with elective hypotheses, the environmental valence hypothesis the two fits the information better (even with less free boundaries) and gives an increasingly conceivable, far reaching causal clarification of shading inclinations (Motoki, Nouchi, Kawashima & Sugiura 2019). Buyer Buying conduct is changed with change in Colors and the determination of it

ems may shift with change in colors plot. The Colors influence the customer choices and change in Colors Packaging influences the customer's choices. The tones ought to be attractive and alluring so that customers' center might increment and style of variety interest for procurement furthermore, influences the buys choices (Bethan and Nobbs, 2020). Variety inclination is a critical piece of human interest. It influences a great many decisions people make constantly, including the things they buy, the articles of clothing they wear, the way in which they decorate their homes and work environments, and how they plan their own also, master destinations, to give a few models. One inspiration driving why concealing tendency expects such an obvious work in unique (Arabi, 2017).

Customer pride is the predominant factor of brand equity, it influences on brand fairness and will increase purchaser consciousness toward unique manufacturers. Customer happiness by using the products and services, and services and products designed consistent with wishes of Consumers, boom Customer Satisfaction. Customers Satisfaction is a behavioral aspect, evaluated from an understanding of consumer values and achievement of wishes. The requests through clients hold to increment considering that value and high-quality end up extra equivalent and they're looking for emblem esteems that healthy their very own herbal beliefs. Critically, those sports additionally assist to construct emblem ubiquity and energize brand devotion amongst clients (Jones, 2015).

The Product packaging is substantial selection for entrepreneurs and manufacturers. The product packaging influences the sales of manufacturers and impact of consumer buying intentions. The purchaser buying intentions affected because of merchandise packaging and colours in packaging. The marketers create clients attraction by way of developing effective packaging and higher colorations scheme so they can effectively goal the purchasers and growth sales of brands (Baker et al., 2020). The researcher specializes in coloration psychology and decorate the consumer enchantment closer to shopping for the products specially in FMCG Brand and clothing brands.

The Consumer Behavior changes with possibilities of Colors, has been obvious with this studies and lots of researches in same domain had been carried out based on client psychology. The Color Scheme and Ecological valance used in Packaging and Branding used by marketers to growth consumer enchantment and boom the income of Brands. The Consumer

Buying conduct is modified with trade in Colors and selection of products may additionally range with trade in hues scheme. The Colors affects the client selections and trade in Colors, Packaging affects the consumer's selections. The colorations should be eye catching and attractive so that clients awareness can also increase and aesthetics of coloration demand for purchased and impacts the purchases decisions (Bethan&Nobbs, 2020).

Color desire is a widespread part of human interest. It affects a huge variety of choices individuals make all of the time, which include the objects they buy, the garments they wear, the way wherein they adorn their houses and offices, and how they plan their personal and expert web sites, to offer a few examples fashions. One motivation behind why shading inclination assumes this type of conspicuous activity in dynamic (Arabi, 2017). The Kolenda (2016) describes the significance of Colors in advertising and branding, the marketer used the colors in Branding and Advertising to promote the Brands and creates clients appeal. The Kolenda also describes the colours vision, patron notion, and the way consumers attracted in the direction of the colors. Kolenda evaluates the brightness in colorations increase interest and bear in mind and therefore clients are meant to shop for the goods and offerings. Colors schemes based totally on Ecological valance includes the scale of Exposition, Attention, Hue and Brightness, Comprehension, and Retention.

In the Study of Colors, Psychology specialists fostered the carried out version later investigating the writing that the Colors Psychology and Ecological valance made experience of to Learning and Perception of customers and later on impacts on Consumer buying conduct or expectancies. Numerous institutions are handling marking and supplying Neuro advertising and marketing furthermore, one of the techniques this is related with the comprehension of patron insights and shades plans as it truely attracts within the client behavior and consider of individuals (Kolenda,2016).Buyer Buying conduct is changed with change in Colors and the determination of it emsmay shift with trade in colors plot. The Colors influence the patron selections and trade in Colors Packaging impacts the customer's choices

Consumer Perceptions towards packaging

Color is the combination of brightness, attraction and useful for recognition of some though and memory. Colors Scheme impact on human mind and cause for learning and perception of people and affects the decision making capability (Alexandra and Nobbs, 2020).

Color plays a vital role in alerting (attracting attention), attribution (consistency with product range), and consistency (consistent with positioning and brand personality). Obviously, packages that are different from neighbors have a greater impact on the shelves and will attract more consumer attention (Devismes, 2000; Rouillet, 2006). Color can affect the speed of perception. In fact, colors do not have the same inherent ability to draw attention (Rouillet, 2006). Some colors are more focused on linearity than others. First orange, red, blue, green, and finally yellow. In addition, Arabi (2017) uses colored backgrounds instead of figurative backgrounds, which arouse interest in visual and cognitive ergonomics.

Consumers especially need a line of sight to understand his surroundings. This explains why color is a key variable in its perceptual process and repeatedly intervenes in product selection. Color is one of the most direct ways to convey information. Color helps consumers process, retain and remember information more effectively than black and white (Arabi, 2017; Motoki, Toshiki, Nouchi & Kawashima, 2019; Bethan & Nobbs, 2020).

Advertising company used as celebrity endorsements support draws consideration, expands trust towards the brand, and assembles validity that is brought about higher deals. Distinctive promoting requests are utilized to make the interests of customers that will uphold buy aim. Advertisers designate more assets to build up their image. Advertisers support VIPs and convey supported messages to various media to make natural their image. Big name support is a significant part of present day publicizing nowadays. Big name support adds to the arrival of promoting interest in publicizing (Hunjet & Vuk, 2017).

The organization anticipates great monetary advantages consequently after big name support. It is seen that superstar support is the triumphant equation in advertising and brand the executives deliberately. Big name underwriting makes moment brand mindfulness, upholds building up the brand, and expands brand review. Celebrity is high-profile characters so they are embraced in the brand. Superstar underwriting elevates to start the precedent in the business sectors that assistance to build buy expectation in the embraced brand (Muthukumar, 2014). Supporting superstar is a costly errand yet an organization can get more advantages through big name underwriting. Purchasers see it as of superior grade whenever embraced Celebrity. The supported brand draws speedy consideration. Media openness

is powerfully expanded. The supported brand could get more apparent on the lookout. The organization could get a monetary return. The big name supported item could be separated effectively from contenders. Big name support straightforwardly affects buy aim (Shimp, 2018).

The Consumer Behavior changes with preferences of Colors, has been evident with this research and many researches in same domain have been conducted based on consumer psychology. The Color Scheme and Ecological valance used in Packaging and Branding used by marketers to increase customer attraction and increase the sales of Brands. The Consumer Buying behavior is changed with change in Colors and selection of products may vary with change in colors scheme. The Colors affects the consumer decisions and change in Colors, Packaging affects the consumer's decisions. The colors should be eye catching and attractive so that consumers focus may increase and aesthetics of color demand for purchased and affects the purchases decisions (Bethan&Nobbs, 2020).

Color plays a vital role in alerting (attracting attention), attribution (consistency with product range), and consistency (consistent with positioning and brand personality). Obviously, packages that are different from neighbors have a greater impact on the shelves and will attract more consumer attention (Devismes, 2000; Rouillet, 2006). Color can affect the speed of perception. In fact, colors do not have the same inherent ability to draw attention (Rouillet, 2006). Some colors are more focused on linearity than others. First orange, red, blue, green, and finally yellow. In addition, Arabi (2017) uses colored backgrounds instead of figurative backgrounds, which arouse interest in visual and cognitive ergonomics.

The Consumers are using online networks and engage in online shopping via various sources includes companies websites and other E-commerce tools. The COVID-19 has change the pattern of buying of products and services. The firms inclined towards launching services via websites and provide access to people to do online shopping. There are various issues that companies are facing, includes the various organizations operating through online and E-commerce network provides like Daraz.pk, i-shopping, Ali Baba, etc these are various networks to provide facilities to consumers.

Consumers are using online networks and available on social media websites like Google, YouTube, Instagram, Facebook, Snapchat and so forth. The Marketers and advertisers used to attract to them on online mediums to

promote their brands. The organization want their customers to buy online and use various mediums to perform online shopping. The COVID-19 pandemic is the paves way to move consumers from traditional to online mediums and enhance their exposure of online shopping (Alavi, Mehdinezhad & Kahshidinia, 2019)

E-commerce is the availability of infrastructure to consumers to change the mind of set of consumers to buy online and sale the products and services via online mediums. The online medium is used to enable the consumers to perform shopping online. There are various networks provides the opportunity and availability to sale products online and B2B business transactions need to perform. The COVID-19 is the pandemic and medium to promote the consumers to perform online. The platforms include the Ali Baba, Amazon, E-Bay, WalMart, Daraz.pk and so forth. There websites are central and core business platforms for all to develop and enhance their business and for customers is the ease of shopping and availability of products (Bosman, , Boshoff, & Van Rooyen, 2013).

As previously discussed several times that consumer purchasing behavior plays an essential role when it comes to the marketing of fast moving goods. This behavior is usually caused by many factors. In this current era with the passage of time consumer's needs and wants are changing rapidly. FMCG sector plays a major role in the increase in a country's GDP. It is necessary to maintain the knowledge of change that comes in the consumers buying behavior with time. This study proved that consumer behavior works according to the place, product, and way of promoting the product, price, and physiological and psychological factors. The effect of these factors is different with different products (Elliot & Maier, 2014).

Personality Traits

The Attributes of person which relates to psychographic characteristics that helps in decision making. The personality type, learning, emotions, cognition towards brands and people helps consumer towards buying decision (Sawean & Ali, 2020; Arabi, 2017).

The critical human psychological factors in decision making and may change the relationship of Perception and Purchase intentions. That's also explained in way consumer willing to buy due to change in preferences unable to buy the Brands. Evaluating to various color, some contributions suggest that different

variables such as age and gender influence consumer color preferences. Each color affects the consumer differently. It can stimulate or calm. Some studies have shown that warm colors (red, yellow, orange) stimulate the individual's sympathetic nervous system. In fact, red seems to increase blood pressure, pulse rate, and respiratory rate. Thus this play moderating role between impact of colors on Consumer perception and buying behavior, Due to age and Sex the preferences may change even positive and strong perception towards brand to buy may reduce (Alexander & Nobbs, 2020).

Consumers establish product appearance choices and aversions based on several factors such as age and gender, culture and beliefs, emotions and attitudes. For marketers, colors have many uses. Often this is the first thing we notice. Color directly and internally shapes our thinking. Color can be a key tool for marketers. In a society facing an overload of information and stimuli, colors communicate with fresh simplicity and influence. Colors have a strong association meaning they can communicate quickly and can trigger a strong subconscious response (Yadav and Paul, 2014).

Advertising company used as movie star endorsements assist draws attention, expands accept as true with closer to the emblem, and assembles validity that is delivered about better offers. Distinctive promoting requests are applied to make the pursuits of customers a good way to uphold buy purpose. Advertisers designate greater property to build up their photograph. Advertisers help VIPs and produce supported messages to diverse media to make herbal their photograph. Big call support is a considerable part of modern publicizing nowadays. Big name support provides to the appearance of selling interest in publicizing (Hunjet & Vuk, 2017).

The company anticipates super monetary advantages consequently after huge call guide. It is visible that celebrity aid is the successful equation in advertising and logo the executives deliberately. Big name underwriting makes second logo mindfulness, upholds constructing up the logo, and expands logo review. Celebrity is excessive-profile characters so they are embraced within the brand. Superstar underwriting elevates to start the precedent within the business sectors that assistance to construct buy expectation within the embraced emblem (Muthukumar, 2014). Supporting celebrity is a expensive errand yet an employer can get extra benefits through huge call underwriting. Purchasers see it as of superior grade on every occasion embraced Celebrity. The supported emblem attracts rapid consideration.

Media openness is powerfully elevated. The supported emblem should get more obvious looking out. The employer could get a financial go back. The big call supported object could be separated effectively from contenders. Big name help straightforwardly influences purchase goal (Shimp, 2018).

The Endorsement is the method, via which celebrities are worried in marketing and advertising and recommended the manufacturers. The logo endorsements affects the client intentions to shop for the product, the purchaser's desires complete information, interest and the manner to apply the product and service. The celebrities are endorsing severa brands, the endorsements direct the consumer selections to shop for the goods and offerings (Bhatt, Jayswal, & Patel, 2016).

The Endorsement is the system, thru which celebrities are concerned in marketing and encouraged the manufacturers. The logo endorsements impacts the patron intentions to buy the product, the patron's needs complete records, recognition and how to use the product and carrier. The celebrities are endorsing numerous brands, the endorsements direct the consumer choices to buy the products and offerings (Bhatt, Jayswal, & Patel, 2016).

Marketers and Advertiser used Celebrity endorsements as tool for prompting the manufacturers. The diverse brands like FMCG products, need to be promoted by using information with familiarity and similarity of product like Shahid Afridt selling the Clear Shampoo, Waseem Akram Promoting actual estate tasks, Mahira Khan selling diverse splendor merchandise and Soaps these are referred as celeb endorsements.

Celebrity endorsement is used as device for advertising and advertising and logo promotions. The Celebrity is credible supply for selling the manufacturers thinking about the significance and repute of celebrities inside the marketplace. The movie star endorsements is used to investigate the clients attitude of usage of merchandise and how they product may be used and gain to clients. The Celebrity can be Actor, Doctor, Cricketer, Sports Man, and Politician, Anchor person any person, whose credibility is in people and people understand him and recall his or her recommendation for usage of services or products (Shrestha, 2019).

Evaluations and Excitement towards Packaging

The Packaging has tremendous role on client buying and appeal and as a result entrepreneurs and researchers focuses on hues and examine customers

based on attraction factors in packaging. The Consumer Behavior modifications with possibilities of Colors, has been glaring with this studies and plenty of researches in same area were performed primarily based on patron psychology.

Color psychology research the extraordinary reactions of people on certain colors and how colour allows people to evaluate certain components of an object. Color may be seen whilst mild passes thru an item whose atomic shape causes it to supply a awesome colour. As the atoms range from one object to any other, so does the colour they produce. Color performs a vital function in alerting (attracting attention), attribution (consistency with product range), and consistency (consistent with positioning and logo character). Obviously, programs which might be specific from acquaintances have a greater impact on the shelves and could appeal to more consumer interest (Devismes, 2000; Rouillet, 2006). Color can have an effect on the speed of notion. In fact, colours do not have the same inherent ability to draw attention (Rouillet, 2006). Some shades are extra centered on linearity than others. First orange, purple, blue, inexperienced, and in the end yellow. In addition, Arabi (2017) uses coloured backgrounds in place of figurative backgrounds, which arouse hobby in visible and cognitive ergonomics.

Color preference is a sizeable a part of human interest. It affects a huge variety of choices people make all of the time, such as the items they purchase, the clothes they put on, the manner wherein they beautify their houses and workplaces, and the way they plan their own and expert websites, to provide a few examples fashions. One motivation behind why shading inclination assumes this sort of conspicuous task in dynamic (Arabi, 2017). The Kolenda (2016) describes the importance of Colors in advertising and branding, the marketer used the colours in Branding and Advertising to sell the Brands and creates clients appeal. The Kolenda additionally describes the colours imaginative and prescient, purchaser perception, and how clients attracted in the direction of the colours. Kolenda evaluates the brightness in colorings boom attention and consider and for this reason clients are supposed to shop for the goods and services. Colors schemes based on Ecological valance includes the scale of Exposition, Attention, Hue and Brightness, Comprehension, and Retention.

RESEARCH METHODOLOGY

Geographical Distribution of Sample

The research conducted in FMCG organizations and selected organizations

are focused includes Nestle and Unilever. The research conducted based on primary data collection and Positivism research paradigm. The research conducted based theory of ecological valance and Kolenda model of colors and packaging. The researcher targets the FMCG consumers of brands who are attracted towards advertising and use brands which are endorsed by celebrities. The data collected from population or consumers of Karachi Pakistan.

Demographic Distribution of Sample

The research respondents are varying in terms of demographic factors. The respondents are the FMCG consumers of Karachi Pakistan. The respondents are males and females both and with various level of income, age groups and education.

Research Design

The research design elaborates the selection of research Paradigm, Methods, approach, data collection and data analysis technique. The marketers focus on packaging to increase customer attraction and better packaging influence customer behavior and enhance sales.

Type of Research

The research conducted based on Positivism research paradigm and primary data collected through questionnaires. In this research our approach is deductive approach. The theory is adopted and results are analyzed based on hypothesis testing, hence research is applied research and explanatory in nature.

Population of the Study

The research conducted for FMCG Brands in Pakistan and Population consider the customers of Nestle and Unilever. The research has taken 95% confidence interval and 5% margin of Error approach for collection of data. The target population is the customers of Nestle and Unilever Brands in Karachi Pakistan.

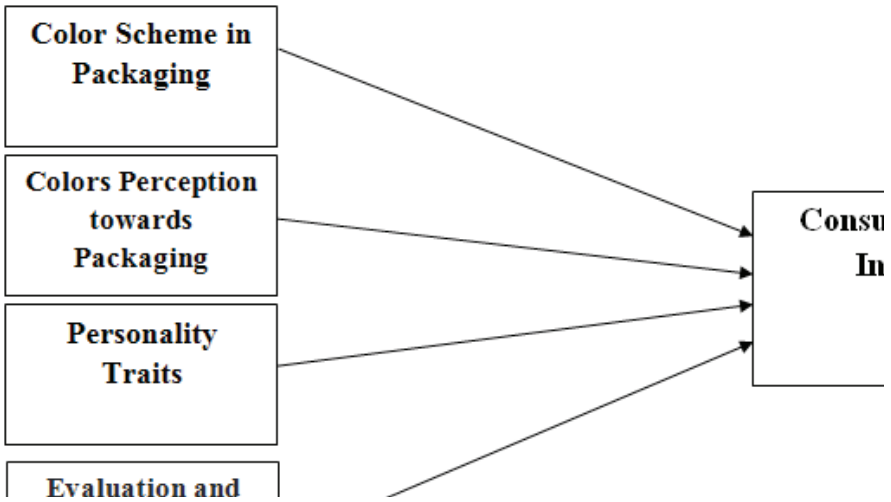
Sampling Technique and Sample Size

The sampling method is the Convenience sampling. The researcher taken sample based on 95% confidence interval approach and statistics calculator describes the minimum sample size to cover is 385 customers. The researcher collected the data from 385 consumers of FMCG Brands in Karachi Pakistan and data collected through online Google survey forms based on adapted questionnaire.

CONCEPTUAL FRAMEWORK

Independent variables (IV)

Dependent variable (DV)



Source: Adapted: Alexander & Nobbs (2020), Arabi (2017) & Babin, Hardesty & Suter; (2013)

Research Instrument

The research conducted based on Questionnaire and survey conducted from consumers of FMCG Brands, those who are involved in buying the consumer products related to foods, grocery and beverages.

Data Collection & Analysis Techniques

The data will be collected through the Questionnaire, then collected data processed through the SPSS Software.

DATA ANALYSIS

The research conducted to analyze the impact of social media advertising on Brand image. The research analyzes how social media creates attraction for consumers, how consumer involved in buying decisions and how this affects on brand image. The research conducted to analyze the brand image of FMCG brands specifically the brands of Nestle and Unilever while consideration of population. The consumers are watching the social media advertisements for brand awareness, for information and for consumption of brands. The consumers prefer that organization promotes their brands on social media and millions of customers are available online watching social media advertisements.

The research conducted to analyze the impact of social media advertising on consumer decisions and overall brand image of FMCG Brands. The Primary research conducted to analyze the impact of based on customer perspectives, the data collected from 385 users of FMCG Brands and prefer social media advertng for brand awareness and brand promotions. The data collected through online Google forms, Questionnaire is based on Likert scale, and collected data analyzed through SPSS software, reliability testing, correlation analysis, regression analysis and hypothesis testing performed to evaluate the results.

Reliability Testing

The data collected through questionnaire the internal reliability test (IRT) conducted to analyze the consistency of response over the scale.

Table 1: Reliability of Collected Data

Reliability Statistics	
Cronbach's Alpha	N of Items
0.86	20

Table 2: Reliability of Constructs

Variables	Items	Cronbach's Alpha
Color Scheme in Packaging	4	0.86
Consumer Perception towards Packaging	4	0.79
Personality Traits	4	0.699
Evaluation and Excitements of Consumers	4	0.70
Consumer Buying Intentions	4	0.70

The reliability test of constructs, elaborated in the table, the table shows the collected data is reliable and Color Scheme in Packaging with 5 items the value of Cronbach's alpha is 0.86 which is reliable. The Consumer Perception towards Packaging value is .79, the value of Personality Traits is .70 and value Evaluation and Excitements of Consumers is 0.669 and Consumer Behavior intentions are 0.70 The values are above 0.6 in primary research that is consistent and all construct invidiously having sufficient reliability.

Demographics of Respondents

Table 1: Demographics - Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	295	76.6	76.6	76.6
	Female	90	23.4	23.4	100.0
	Total	385	100.0	100.0	

The data collected from both customers male and female, among 385 customers 295 are males and 90 are females.

Table 2: Demographics - Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	179	46.5	46.5	46.5
	26-33	154	40.0	40.0	86.5
	33-40	52	13.5	13.5	100.0
	Total	385	100.0	100.0	
	18-25	179	46.5	46.5	46.5

The research data collected from people of various age groups includes 18-25 years includes 179 customers, 26-33 are the 154 customers, 33-40 years are the 52 customers and total are 385 customers.

Table 3: Demographics – Education

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	13	3.4	3.4	3.4
	Graduate	270	70.1	70.1	73.5
	Post graduate	102	26.5	26.5	100.0
	Total	385	100.0	100.0	

The data has been collected from the people of different level of education, so that has clear idea about level of purchase and how they are attracted towards online shopping. The customers normally are Graduate and about 270 customers are Graduate and under graduate people and 102 are people with Masters degree.

Table 4: Demographics – Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs. 40,000 - 60,000	110	28.6	28.6	28.6
	Rs. 60,001 - 80,000	172	44.7	44.7	73.2
	80,001 - 100,000	103	26.8	26.8	100.0
	Total	385	100.0	100.0	

The data has been collected from the people of different income groups, the majority of customers having income in between 60,001 to 100,000. The 172 customers having income in range of 60,000 to 80,000 and 103 customers are having range of income of 103.

Correlation Analysis

Table 6: Correlation Matrix

Correlations						
		CS	CP	PT	EE	CB
CS	Pearson Correlation	1	-.007	.223**	.615**	.566**
	Sig. (2-tailed)		.928	.003	.000	.000
	N	385	385	385	385	385
CP	Pearson Correlation	-.007	1	.033	-.028	.199**
	Sig. (2-tailed)	.928		.658	.709	.007
	N	385	385	385	385	385
PT	Pearson Correlation	.223**	.033	1	.095	.058
	Sig. (2-tailed)	.003	.658		.203	.040
	N	385	385	385	385	385
EE	Pearson Correlation	.615**	-.028	.095	1	.749**
	Sig. (2-tailed)	.000	.709	.203		.000
	N	385	385	385	385	385
CB	Pearson Correlation	.566**	.199**	.058	.749**	1
	Sig. (2-tailed)	.000	.007	.040	.000	
	N	385	385	385	385	385

** . Correlation is significant at the 0.05 level (2-tailed).

The above Correlation Matrix table shows the relationship of independent and dependent variables. The Color Scheme (CS), Ecological Valance (EV) is independent variables and Associative learning (AL), Consumer

Perception (CP) is mediating variables and Consumer buying Intention (CBI) is dependent variable. The Correlation Matrix just explains the relationship of all variables with dependent variable based on 95% confidence Interval and 5% Margin of Error on which sample is drawn from population. The Variables Color Scheme in Packaging, Consumer Perception towards packaging, Personality Traits, Evaluation and Excitement towards packaging, values 0.00 have strong positive relationship and personality traits value of probability is 0.18 shows the significant relationship with consumer buying intentions.

Regression Analysis

The model explains the model summary, ANOVA and analysis of coefficients based on variables.

Table 7: Regression Model Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791	.715	.7142	.27635

The R Square is the model shows the model explanatory power, the model shows the R Square value 0.71, this elaborates the model is significant and 71% consistency can be gained through selection of these variables.

Table 8: Regression Model Results - ANOVA

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.369	5	6.274	13.715	.000 ^b
	Residual	173.372	379	.457		
	Total	204.741	384			

The model shows the significance with the value of F Statistics, as probability value less than 0.05, the model is significant and value. The model is significant and value of F Statistics is significant. The overall model is significant and value is significant based on variables, thus all variables explained that social media advertising is significant and affects on brand image of consumers.

Table 9: Regression Model Results – Co-efficient

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	Std. Error	Beta				
1	(Constant)	2.100	.624		3.365	.001
	CS	.212	.056	.184	3.779	.000
	CP	.334	.051	.325	6.618	.000
	PT	.097	.065	.077	2.503	.013
	EE	.138	.049	.140	2.794	.005

a. Dependent Variable: BI

The Variables Color Scheme in Packaging with Consumer Buying Intentions with t value 3.7 and probability value 0.00, with Consumer Perception towards packaging with t statistics value 6.6 and probability value 0.00 and Personality Traits with t value 2.5 and probability value 0.013 and last Evaluation and Excitement towards consumer buying intentions with value 2.74 and probability value 0.05 these are significant predictors.

Hypothesis Testing

Table 10: Hypothesis Testing

Hypothesis	T Value	Sig Value	Decision
H1: There is significant impact of Entertainment provided in Social media advertising on Brand image.	3.779	.000	Accepted
H2: There is significant impact of Information provided in Social media advertising on Brand image.	6.618	.000	Accepted
H3: There is significant impact of Customization provided in Social media advertising on Brand image.	2.503	.013	Accepted
H4: There is significant impact of Trendiness in Social media advertising on Brand image.	2.794	.005	Accepted

The Hypothesis H1, H2, H3 and H4 are accepted are t value greater than 2 and probability value less than 0.05. The Variables Color Scheme in Packaging with Consumer Buying Intentions with t value 3.7 and probability value 0.00, with Consumer Perception towards packaging with t statistics value 6.6 and probability value 0.00 and Personality Traits with t value 2.5 and probability value 0.013 and last Evaluation and Excitement towards consumer buying intentions with value 2.74 and probability value 0.05 these are significant predictors.

CONCLUSION

The research analyzes the Colors Scheme and Ecological valance on Consumer Buying intentions in FMCG industry in Pakistan. The researcher

analyzed the impact based on Kolenda Model and Quantitative approaches with empirical founding's. The research evaluate that the Colors Schemes is very important construct in consumer buying decisions marketers understand it's important to work upon packaging, trade marketing and Display or products in shopping malls and markets. The marketing approaches differ today based on understating consumer behavior and analyze basis of customer decisions in various contexts. The research conducted considering the Color Scheme in packaging, consumer perception, personality traits and evaluation and excitements are is independent variables and Consumer Buying Intentions is dependent variable.

The Color Scheme towards packaging, Consumer perception, Personality Traits, used in Packaging and Branding used by marketers to increase customer attraction and increase the sales of Brands. The pilot testing conducted based on 30 responses and internal reliability test showing the 92% consistency of responses over the scale. The correlation analysis and regression analysis applied to evaluate the relationship and impact of various factors on Consumer Buying Intentions. The Correlation Analysis shows the positive and significant relationship with Consumer buying intentions and factors Color Scheme, Ecological Valance, consumer perception, associative learning, and gender affects the buying decision.

The regression results show the Color Scheme, Ecological valance and associative learning has significant impact of Consumer buying intentions. The variables are significant and impact on consumer buying intentions. The results shows that all three independent variables having significant relationship and impact on Consumer buying intentions but moderating factor impacts the relationship of independent and dependent.

SUMMARY OF FINDINGS

The reliability test of constructs, elaborated in the table, the table shows the collected data is reliable and Color Scheme in Packaging with 5 items the value of Cronbach's alpha is 0.86 which is reliable. The Consumer Perception towards Packaging value is .79, the value of Personality Traits is .70 and value Evaluation and Excitements of Consumers is 0.669 and Consumer Behavior intentions are 0.70 The values are above 0.6 in primary research that is consistent and all construct invidiously having sufficient reliability.

The above Correlation Matrix table shows the relationship of independent

and dependent variables. The Correlation Matrix just explains the relationship of all variables with dependent variable based on 95% confidence Interval and 5% Margin of Error on which sample is drawn from population. The Variables Color Scheme in Packaging, Consumer Perception towards packaging, Personality Traits, Evaluation and Excitement towards packaging, values 0.00 have strong positive relationship and personality traits value of probability is 0.18 shows the significant relationship with consumer buying intentions.

The regression analysis shows the values of t statistics and probability, the criteria based on 95% confidence interval, the t value greater than 2 and probability value less than 0.05 shows the variable is significant and can explain and predict the dependent variables. The Variables Color Scheme in Packaging with Consumer Buying Intentions with t value 3.7 and probability value 0.00, with Consumer Perception towards packaging with t statistics value 6.6 and probability value 0.00 and Personality Traits with t value 2.5 and probability value 0.013 and last Evaluation and Excitement towards consumer buying intentions with value 2.74 and probability value 0.05 these are significant predictors.

RECOMMENDATIONS

The research evaluates the impact of Colors Scheme in Brands of FMCG and its effects on consumer buying decisions. The research is useful for FMCG organization and marketers to create customer attraction based on FMCG Brands and increase customer focus towards the selection of goods and services.

- The research is considerably important to analyze the colors scheme in packaging on consumer buying behavior.
- The research is considerably important marketers must focus on consumer perception towards of packaging while consider the packaging material in buying intentions.
- The research conducted and analyzed the personality traits are important to evaluate in packaging of FMCG Brands.
- The research is conducted to and analyzed the evaluation and excitements towards purchasing the brands.

REFERENCES

- Alexander, B., & Nobbs, K. (2020). Multi-sensory fashion retail experiences: “The impact of sound, smell, sight and touch on consumer based brand equity”. In *Global Branding: Breakthroughs in Research and Practice* (39-62). IGI Global.
- Arabi, A. (2017). “Influence of colors on consumer behavior” conceptual and theoretical approaches”. *Annals of Constantin Brancusi University of Targu-Jiu. Economy Series*, (3).
- Babin, B. J., Hardesty, D. M., & Suter, T. A. (2013). Color and shopping intentions: The intervening effect of price fairness and perceived affect. *Journal of business research*, 56(7), 541-551.
- Chiva M. (1996), Le mangeur et le mangé : la complexité d’une relation fondamentale, in Giachetti (ed.), *Identités des mangeurs, images des aliments*, Polytechnica, 11-30.
- Dichter E. (1964), *Handbook of Consumer Motivation*, New York, NY: McGraw-Hill
- Holbrook & Ray assessing the role of emotions as mediators of consumer responses to advertising, *Journal of consumer research*, vol 14, 1987.
- Grossman, R., P. & Wisenblit, J., Z. (1999). What we know about Consumers’ Color Choices. *Journal of Marketing Practice: Applied Marketing Science*, 5 (3), 78-88.
- Härtel, C. E., & Russell-Bennett, R. (2010). Heart versus mind: The functions of emotional and cognitive loyalty. *Australasian Marketing Journal (AMJ)*, 18(1), 1-7.
- Hemphill M. (1996), A Note on Adults’ Color-Emotion Associations, *Journal of Genetic Psychology*, vol. 157 (3), 275-280.
- Huang, Xun (Irene), Zhongqiang (Tak) Huang, and Robert S. Wyer Jr. (2018), “The Influence of Social Crowding on Brand Attachment,” *Journal of Consumer Research*, 44 (5), 1068–84
- Jacobs L.W., Keown C.F., Worthley R. & Kyung-IL G. (1991). Cross-cultural Colour Comparisons: Global Marketers, Beware !, *International Marketing Review*, 8 (3), 21-30
- Kolenda, N. (2016). The psychology of choice, *Journal of Psychology*,

Consumer Researches, Wiley Online.

- Motoki, K., Saito, T., Nouchi, R., Kawashima, R., & Sugiura, M. (2019). "Light colors and comfortable warmth: Crossmodal correspondences between thermal sensations and color lightness influence consumer behavior. *Food quality and preference*", 72, 45-55.
- Palmer, S.E., & Schloss, K. B. (2010). An ecological valence theory of human color preference. *Proceedings of the National Academy of Sciences of the United States of America*, 107(19), 8877–8882.
- Percy L. (1974), *Determining the Influence Of Color On A Product Cognitive Structure: A Multidimensional Scaling Application*, *Advances in Consumer Research*, vol. 1, 1974, 218-227.
- Petty R.E. Cacioppo J.T. et Schumann D.(1983), Central and peripheral routes to advertising effectiveness: the moderating role of involvement, *Journal of consumer Research*, 10,2,135-146
- Puisseguer, A. (2014). *La perception visuelle : un facteur déterminant dans la reconstruction photo mimétique d'un sourire (Thèse de doctorat)*. Université Toulouse III-Paul Sabatier.
- Puzakova, Marina and Pankaj Aggarwal (2018), "Brands as Rivals: Consumer Pursuit of Distinctiveness and the Role of Brand Anthropomorphism," *Journal of Consumer Research*, 45 (4), 869–88.
- Sanjit Kumar Dash, (2018). *Role and Importance of Color in Marketing*" Marketing, Color, Light, Psychology, Differentiation approach "Institute of Telecom & Management, Pune Maharashtra 411033.
- Saunders, M., Lewis, P., & Thronhill, A. (2013). *Research Methods for Business Studies*. Essex, England: Pearson.
- Saunders, M., Lewis, P., & Thronhill, A. (2013). *Research Methods for Business Studies*. Essex, England: Pearson.
- Scherer, K. R., & Paper, M. (2001). Psychological theories of emotion and neuropsychological research. In F. Boller & J. Grafman (Eds.), *Handbook of Neuropsychology Vol. (5)*, (17-48). Amsterdam: Elsevier.
- Sekran, U., & Bougie, R. (2016). *Research methods for Business*. Chichester,

West Sussex, United Kingdom: Wiley

Sekran, U., & Bougie, R. (2016). *Research methods for Business*. Chichester, West Sussex, United Kingdom: Wiley.

Spangenberg ER, Crowley AE, Henderson PW (2019), Improving the store environment: do olfactory cues affect evaluations and behaviors? *J Mark* 1996;60:67

Suanders, M., Thornhill, A. and Lewis, P. (2009) *Research methods for business students*, New Jersey: Pearson

Torelli, Carlos J., Rohini Ahluwalia, Shirley Y. Y. Cheng, Nicholas J. Olson, and Jennifer L. Stoner (2017), “Redefining Home: How Cultural Distinctiveness Affects the Malleability of In-Group Boundaries and Brand Preferences,” *Journal of Consumer Research*, 44 (1), 44–6.

VanHoren, Femke and RikPieters (2017), “Out-of-Category Brand Imitation: Product Categorization Determines Copycat Evaluation,” *Journal of Consumer Research*, 44 (4), 816–32

Yadav, Manjit S. and Paul A. Pavlou (2014), “Marketing in Computer-Mediated Environments: Research Synthesis and New Directions,” *Journal of Marketing*, 78 (1), 20–40