

## IMPACT OF YOGHURT PACKAGE ON CONSUMER BUYING BEHAVIOR

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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 purchase. 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. Data were gathered through 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 45.0% of the consumers do consider the brand name, 33.5% do pay attention to the package and 21.5% 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 levels. As a result, the brand name and quality (taste) have become the most important attributes for them. That is not a surprising, as these consumers are relatively better off in terms of income and therefore, more concerned about product quality. It was also found that only few consumers purchase the branded products. Attractive package design has influenced heavily on the consumer purchasing decision. Some even purchased items were alternatively packed, ignoring the brand name. It also occurred that certain ethnic group preferred special packaging that has religious connotations like "Halal". Yogurt producers targeting supermarkets can use this information to enhance their market share.

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