



Kolegji AAB

FACULTY OF ECONOMICS - MASTER STUDIES

MASTER THESIS

THEME:

**THE DESIGN OF PACKAGING AS DRIVING FACTOR OF SALES AND
CONSUMER BEHAVIOR**

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INTRODUCTION

Research importance

Aim of the research

Research questions and hypotheses

Research scientific methodology

CHAPTER ONE

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1.2 Creation of the product

1.3 Product aesthetics

1.4 Packaging concept and definition

1.5 Packaging design, its types, and characteristics

1.6 Packaging functions and types

1.7 Packaging components

1.8 Packaging as product server component

1.9 Packaging as marketing instrument

1.10 Packaging as communication instrument

PART TWO

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2.1 The impact of industrial design to the customer behavior

2.2 Perception

2.3 Incentives

2.4 Involvement

2.5 Attractivity

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2.7 Cooperation between the customer and company

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PART THREE

3. Formulation and description of the survey and interviews

3.1 Results and graphical presentation of the data and research results

5. CONCLUSIONS AND RECOMMENDATIONS

USED LITERATURE

CONCLUSIONS AND RECOMMENDATIONS

Nowadays, development of economic market underlines significant role of packaging products. Packaging plays an important role in a market where similar products exist and compete among themselves, while the packaging design is presented as a tool to confront the existing and tough competition in the market.

Based on the importance of packaging and its design, this research investigates the influence of design packaging in the choice and consumer behavior when buying and how perceptions of consumers vary according to the different types of packaging and designs of packaging of certain products.

Therefore, the main purpose of this paper is to prove the linking effects of packaging, design packaging as an instrument of marketing companies and consumer choice, while the secondary reason is to provide companies important information about the proper packaging design and its elements to increase their product consumption in market.

The design packaging is not just a decoration. Packaging can be considered among the main elements that affect the sale of products and services.

Various studies have shown how effective a pack may be, increasing the presence and the attractiveness of a product that makes it acceptable and satisfying for the customer's eyes.

Based on our data, the median household income is approximately 450 euros, which means that the income level affects their decision to choose a kind of packaging, however, the majority of our respondents have chosen products that have a reliable and safe packaging.

Since the packaging is not simply a pack is very important that in the consumer's eyes the product be attractive, informative and clearer.

Some of the recommendations that I believe that would improve packaging on the basis of this research are:

Information: Consumers through packaging should be informed in detail about what the product contains. Information should be more accurate by including product advantages and disadvantages since some of the products may have vital importance.

Design: Since the preferences of the customers vary, it is priority if innovation and new technologies are constantly used as they are quite popular among consumers in general.

Identification: Packaging in most cases sells the product. Therefore, it is necessary to be identified with the purpose of gaining consumer confidence and sell even more products.

Safety: Above all, the packaging must be very specific, clear, and safe. This is very important in sales conversion, because quite often consumers may be willing to buy a product, but if they find something confusing in the information then they will not realize the purchase or service.