

A Study of Impact of Packaging on Consumer Buying Behaviour in Haldiram, Nagpur.

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Abstract: *Packaging performs a central role as a medium in the marketing mix, in specifying the character of new products, in promotional campaigns, as a pricing pattern, and as a tool to create shelf impact. Packaging is usually considered as the most utmost form of advertising at the very crucial point of entire in the journey of purchasing: the point of purchase." It reflects the level of creativity, innovation, modernism, cutting-edge qualities the brand might possess. The place of packaging in marketing has become entirely significant since it is one of the channel companies can capture consumers to take notice of products*

Keywords: Haldiram's Snacks, Likert Scale, Friedman's Rank Test

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- [1]. By this article (Kuvykaite, Dovaliene, & Navickiene, 2009) aimed to reveal that the elements of package possess the basic effect on consumer preference. The research model was prepared and tested in order to exhibit impact of verbal and visual package elements on consumer's buying decisions.
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