



NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
BUSINESS ADMINISTRATION MASTER`SPROGRAM

**BEHAVIOUR OF STUDENTS WHEN BUYING FOOD
PRODUCTS AND THE IMPACT OF
PACKAGING EFFECT: A CASE STUDY OF NORTHERN CYPRUS**

RIDA ASHRAF

MASTER'S THESIS

NICOSIA
2021

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THESIS SUPERVISOR

DR. KAREN HOWELLS

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2021

APPROVAL

We as the jury members certify the 'THE BEHAVIOUR OF STUDENTS WHEN BUYING FOODPRODUCTS AND THE IMPACT OF PACKAGING EFFECT: A CASE STUDY OF NORTHERN CYPRUS' prepared by the RIDA ASHRAF defended on/...../..... has been found satisfactory for the award of degree of Master.

JURY MEMBERS

Dr. Karen Howells (Supervisor)
Near East University
Department of Marketing
Faculty of Economics and Administrative Sciences

Prof. Dr. Serife Eyupoglu
Near East University
Department of Business Administration
Faculty of Economics and Administrative Sciences

Prof. Dr. Ahmet Ertugan
Near East University
Department of Marketing
Faculty of Economics and Administrative Sciences

Prof. Dr. Husnu Can Baser
Institute Of Graduate Studies
Director

DECLARATION

I **RIDA ASHRAF**, hereby declare that this dissertation entitled '***Behaviour of students when buying food products and the impact of packagigng effect: A case study of Northern Cyprs***' has been prepared myself under the guidance and supervision of '***Prof. Dr.Karen Howells***' in partial fulfilment of the Near East University, Graduate School of Social Sciences regulations and does not to the best of my knowledge breach and Law of Copyrights and has been tested for plagiarism and a copy of the result can be found in the Thesis.

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ABSTARCT

Behaviour of students when buying food products and the impact of packaging effect: A case study of Northern Cyprus

This study is set up to analyse the factors influencing students' behavior when buying food products; examine the packaging materials available at branding food products; identify the role of packaging on students' buying behavior; and establish the relationship between packaging effect and students' behaviour when buying food products.

The participants (respondents) in this study are students of higher institution of learning in Northern Cyprus. 382 students randomly selected to participate in this study. The research tool to measure opinion of respondents on "behavior of students when buying food products and the impact of packaging effect" will be a structured questionnaire. The questionnaire will be carefully picked to minimize interference of any known source. Statistical Package for Social Science (SPSS) is used to analyze primary data that will be generated from the field. And the outcome of the study is not expected to derail from the findings of Rani (2014); Shekhar and Raveendran (2013), Raheem et al (2014); and Singh (2016) who wrote extensively on the variables of the current study.

This study showed Packaging plays a vital role in the influencing of purchase intention and buying behaviour. The right packaging can be helpful for a brand to get a distinctive spot in terms of market and in the minds of buyers. Packaging expedites and support the purchase intention and buying behaviour at the point of purchase

Key words: consumer behavior, packaging, packaging effect, purchase intention, buying behaviour

ÖZ

Behaviour of students when buying food products and the impact of packaging effect: A case study of Northern Cyprus

Bu çalışma, gıda ürünleri satın alırken öğrencilerin davranışlarını etkileyen faktörleri analiz etmek için düzenlenmiştir; gıda ürünlerini markalaştırmada mevcut olan ambalaj malzemelerini inceleyin; paketlemenin öğrencilerin satın alma davranışları üzerindeki rolünü belirlemek; ve gıda ürünleri satın alırken ambalaj etkisi ile öğrencilerin davranışları arasındaki ilişkiyi kurar.

Bu araştırmadaki katılımcılar (katılımcılar) Kuzey Kıbrıs'taki yüksek öğrenim kurumunun öğrencileridir. Bu çalışmaya katılmak üzere rastgele seçilen 382 öğrenci. Katılımcıların “gıda ürünleri satın alırken öğrencilerin davranışları ve ambalaj etkisinin etkisi” hakkındaki görüşlerini ölçmek için araştırma aracı yapılandırılmış bir anket olacaktır. bilinen herhangi bir kaynak. Sosyal Bilimler için İstatistik Paketi (SPSS), sahadan üretilecek birincil verileri analiz etmek için kullanılır. Ve çalışmanın sonucunun Rani'nin (2014) bulgularından sapması beklenmiyor; Shekhar ve Raveendran (2013), Raheem ve diğerleri (2014); ve Singh (2016) bu çalışmanın değişkenleri üzerine kapsamlı bir şekilde yazmıştır.

Bu çalışma, Ambalajın satın alma niyetini ve satın alma davranışını etkilemede hayati bir rol oynadığını gösterdi. Doğru ambalaj, bir markanın pazar açısından ve alıcıların zihninde farklı bir yer edinmesine yardımcı olabilir. Ambalaj, satın alma noktasında satın alma niyetini ve satın alma davranışını hızlandırır ve destekler

Anahtar Kelimeler: tüketici davranışı, paketleme, paketleme etkisi, satın alma niyeti, satın alma davranışı

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

At first, the main function of product packaging is to protect products while undergoing the distribution process. It is “the process of giving materials a befitting wrap around a good or item serving as a medium to containing, identifying, describing, protecting, displaying, promoting couple with making the good or item clean and sellable” (Agariya et al., 2012). Currently, product packaging serves three functions which are - logistic, commercial, and environmental function (García-Arca et al., 2016; Regattieri&Santarelli, 2013). The logistic function of packaging has to do with its physical necessities which serve as product protection and enabling the distribution of product from the point of production to the point of consumption (Engelseth, 2005; Saghir, 2004). The growing sentience of environmental concerns at present also calls for packaging to satisfy an environmental function, for example, the reusability, recyclability, right packaging choice, and so on should be considered. By so doing, this can present a noteworthy area of research. Nevertheless, the commercial function of product packaging is thus far the foremost one. (Rundh, 2013).

In the commercial function of product packaging, the tool of communication tool is put to use (Regattieri&Santarelli, 2013; Wyrwa&Barska, 2017). Within the framework of an integrated marketing strategy, a properly designed package has the potential of building brands and driving sales, which becomes a significant component to build customer value and exclusive competitive advantage” (Rundh, 2013). More indicatively, product packaging can function as a silent sales representative and a brand builder (Mills, 2016; Nilsson &Öström, 2005). As a sales-point communication medium, the objective of product packaging is for attraction, communication, creation of desire and to sell the product (Agariya et al., 2012; Mohebbi, 2014;

Silayoi&Speece, 2004; Wyrwa&Barska, 2017). As a result, it affects the buying behavior process (Cortina-Mercado, 2017; Ghosh, 2016; Mazhar et al., 2015; Oaya et al., 2017; Raheem et al., 2014; Zekiri&Hasani, 2015) and purchase intention (Oaya et al., 2017; Zekiri&Hasani, 2015).

Buying behavior is the selection, purchase, and consumption of products for the fulfillment of individual wants (Ramya& Ali, 2016). Pinki (2014) described it as the buying behavior of the final consumer. Buying behavior has a direct connection with the use of products that are prompted by the decision procedure, early or late. It is the buying behavior of individuals in substitution for the exchange of goods or services in money (Shih et al., 2015). Notwithstanding, the customer purchasing process cannot be dissociated from packaging, (Popovic et al., 2019). It is the prospect to buy a product at some point in the future (Joshi & Rahman, 2015; Yu & Lee, 2019). Conversely, it also means that customers are to be expected to buy a product after assessment. It can be used for describing illustrative customers' financial, functional, personal, or social values (Chaiinkam et al., 2019). Purchase intention comes about due to some of the factors that concern customer desires, where the desires are commonly associated with emotion (Mazhar et al., 2015; Reynaldy et al., 2020).

Besides, Royo (2017) describes students as customers and this study aligns with this idea. Hence, the importance of packaging becomes significant in the development of brand image and representational communication of the organization to model student buying behaviors and their support to prompting the purchase intention (Cortina-Mercado, 2017; Hussain et al., 2011; Raheem et al., 2014; Underwood & Klein, 2002). Consumers with increasing purchase intentions normally bring about actual purchase behavior Morwitz, 2014; Peña-García et al., 2020; Wee et al., 2014; Wekeza&Sibanda, 2019). Customer intention to purchase helps marketers in their prediction of future consumer behavior and improves suitable marketing

strategies. For that reason, marketers can target to improve consumer purchase intentions which can directly influence buying behavior.

1.2 PROBLEM STATEMENT

As discussed previously, packaging can serve as a medium to convey messages about a product to its buyers. But there can be some problems clearly associated with product packaging. According to Silayoi and Speece (2007), if an organization does not acknowledge the marketing power of packaging, one inevitable thing is that packaging will still perform its commercial function because the product attribute is what customers do perceive. In other words, a negative message can be the outcome of poor product packaging. Likewise, if a product packaging is carefully designed, it will not only attract the attention of buyers, it will also convey a positive message to its buyers (Silayoi&Speece, 2007).

An average supermarket is known to display on shelves many products and different brands of the same product. There can be one product in a section with vast numbers of brands like diapers, soap, noodles, and so on. It now lies in the discretion of the customer to stand and make a choice out of the varieties of brands. The question is this: what will make a customer select Lux bathing soap over Imperial Leather soap or Heinz Ketchup over Calve Ketchup? Of course, factors like price and quality may traditionally influence the buying behavior and intention. Yet, buyers are conscious of the fact that factors like packaging color or adverts can influence them to buy.

One much-known problem that organizations experience is the growing competition among producers of similar products. Coupled with this problem are price and quality. Young (2010) noted that product packaging stands out as a factor to thrive in the market. Even amid many factors that matter at the point of buying, the packaging of products cannot be underestimated. Hence, according to Agariya et al (2012), brands need to decipher a potent way to play the game – using packaging to drive a wedge across the visual clutter of

shelves in supermarkets and encourage buyers to purchase their products. Without this, brands will lose their shelf distinctness, and customers will not purchase the products, hence, drop in sales. Young (2010) demonstrated that in engaging in new packaging designs of products, just 10% of this brought about an increase in sales while 20% brought about an incline in sales. As a result, Young (2010) stated clearly that the brand-damaging power of packaging is higher and organizations must not be ignorant of this.

Knowing the commercial function of packaging as one that can attract attention, influence customers to buy, convey impressionistic messages, and communicate a brand image, it is cardinal to understand completely how the packaging effect can affect buyers' behavior and intention. This is expressly significant because modifications in the product packaging are apt not to go as planned, causing sales reduction and unwanted brand image in the views of buyers (Agariya et al., 2012).

1.3 OBJECTIVES OF THE STUDY

The objective of this study is to obtain a thorough knowledge of the interactions between packaging effect, purchase intention, and buying behavior. In the interest of investigating this effect, the following research questions were presented:

- a. Does the packaging effect has a positive and significant relationship with buying behavior?
- b. Does the packaging effect has a positive and significant impact on buying behavior?
- c. Does the packaging effect has a positive and significant impact on purchase intention?
- d. Does purchase intention mediate the relationship between packaging effect and Buying Behaviour?

Hence, this study proposed the following hypotheses:

Hypothesis 1: Packaging color has a positive and significant relationship with Buying Behaviour.

Hypothesis 2: Background Image has a positive and significant relationship with Buying Behaviour.

Hypothesis 3: Packaging Material has a positive and significant relationship with Buying Behaviour.

Hypothesis 4: Font Style has a positive and significant relationship with Buying Behaviour.

Hypothesis 5: Design of Wrapper has a positive and significant relationship with Buying Behaviour.

Hypothesis 6: Printed Information has a positive and significant relationship with Buying Behaviour.

Hypothesis 7: Innovation has a positive and significant relationship with Buying Behaviour.

Hypothesis 8: Packaging effect has a positive and significant impact on Buying Behaviour.

Hypothesis 9: Packaging effect has a positive and significant impact on Purchase Intention.

Hypothesis 10: Purchase Intention mediates the effect of packaging effect on Buying Behaviour

1.4 SIGNIFICANCE OF STUDY

For the body of literature that concerns Northern Cyprus, this study fills the literature gap by introducing purchase intention as a mediator in the relationship between packaging effects and buying behavior. Also, this study extended the Theory of Planned Behavior in the attempt of explaining the mediation role of purchase intention.

Besides, the study of the relationship between packaging effect and buying behavior springs up an area of concern as there is no much study in this context in Northern Cyprus. The result of this study illuminates the context of this study in Northern Cyprus. However, for the implication, this study floats ideas for marketers to increase buying behavior of customers by understanding the role packaging behavior can play directly and through purchase intention in Northern Cyprus markets. In all, if packaging effects are topnotch and prudently maximized by marketers, customers are probably going to have more refined buying behavior. More refined buying behavior will encourage producers to continue to improve their whole quality of produce and continue to make customers happy and satisfied.

1.5 ORGANIZATION OF STUDY

The first chapter of this study introduces the thesis coupled with germane background information, problem discussion, objective, the research questions, and hypotheses guiding this study. The second chapter concerns the literature review. The third chapter presents the methodology connected to the detailed research questions of this thesis. The fourth chapter reveals the analysis and results. Lastly, the fifth chapter of this study presents the discussion, conclusion, implication, limitations, and recommendation of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

The review in this current study was focused on literature related to packaging effect, purchase intention and buying behavior. Before delving into the literature review proper, on a general note, packaging ensures the protection and delivery of products to customers. Additionally, it communicates specific information and facts in respect of the packaged product. Packaging effects conveys purchase consequences, affects purchase intention and buying behaviour. Every customer has a goal or value to achieve when doing a purchase, however, it lies in the confines of packaging effects to make the goals or values to be fulfilled.

2.2 PACKAGING EFFECT

According to El Gammudi (2017), packaging is the technology of enclosure or protection products for distribution, storage, sales event, and usage. Based on facts, packaging acts as a silent salesman, as in, there is a dual role of packaging: it both offers protection to what is sold and put to sales what it protects (El Gammudi, 2017). Basically, the entirety of package is what becomes an eventual selling offer that excite the craving for buying behavior (Raheem et al., 2014). Meanwhile, when a customer is at the verge of selecting a materials to purchase, the time is always short and one thing has been confirmed to affect this purchasing moment, and that is packaging (Azad &Hamdavipour, 2012). A product with good packaging can appeal and attract customers, and in other words, it reinforces sales and market share and cut down market and promotional costs (Raheem et al., 2014).

Accordingly, packaging offers the business organizations with the final attempt to attract or convince potential customer before brand selection (Borishade et al., 2015). This is because customers are open to packages

likewise the way they are in other kinds of promotion. Also, according to Borishade et al (2015) consumers can well surmount the situation of observably gauging quantity embedded inside different sorts of shapes. Reason being that many product labels give detailed information through packaging.

Package appeals consumer's attention towards a particular brand, intensify its image, and excite consumer's views about product (Mahmoud &Kazem, 2012; Mazhar et al., 2015; Imiru, 2017; Oaya et al., 2017). In the absence of packaging, a lot of products will lose their identifiable characteristics quickly (Zhou et al., 2018). It is believed that after quality assurance, packaging follows and it communicates with the consumer by making known to them about the content of the products (Magnier&Cri  , 2015). Hence, packaging effect play a crucial role on consumer product perceptual experience and approval.

However, it is believed that packaging is important and known as one of the aspects of product strategies to engage in marketing, nevertheless, its attributes are very important to promote a brand and giving value to a product as much as possible so as to meet the needs of customers (Mohebbi, 2014; Subramanian, 2017). Also, packaging aesthetics such as the values of the design and the experience accrued for product packaging are known to affect the purchasing decision of customers (Kumar et al., 2015; Reimann et al., 2010). This means that marketers must make sure that customers' view of impressive brand value is improved through packaging with the resultant effect of fostering the relationship between customer and the brand (Chen et al., 1-15). This leads us to shedding light roles designers play in the market. The reason is because they are the one that will create a successful product that ensures that the needs and desires of customers are met. Presently, there are systematic changes happening as regards packaging appearance. Attention have shifted to designs that are humanistic and tactical which fulfills the needs and concerns of customers. As an example, the emotional and

psychological needs of customers are fulfilled via designs of packaging (Schifferstein et al., 2013). Accordingly, what designers do is to improve the spending power of customers and this happens by doing a practical and visual upgrade that will marry the taste of targeted customers (Silayoi&Speece, 2004).

There are seven effects that reflects packaging and they are Packaging colour, Background Image, Packaging Material, Font Style, Design of Wrapper, Printed Information, and Innovation.

2.2.1 Packaging Colour

One of the visual elements and extrinsic attributes of packaging is colour (Westerman et al., 2013). According to Piqueras-Fiszman and Spence (2012), colour of packaging influences the perception of consumers, behaviour and their product preferences. This is the responsibility of designers and what they do is to create captivating product images that best communicate their effectiveness to the customers by different packaging colour. For example, chocolate bottle can alter the perception of customers about the amount of content of the chocolate. Therefore, the colour of packaging influences customers' perception based on observation.

In addition, colours in packaging have been instrumental in giving the positive image of a product (for example, the image of an eco-friendly-product, organic or genuine (Magnier&Crié, 2015; Magnier&Schoormans, 2017). Packaging colours give additional graphic communication customer-product relationship by providing customers with extraordinary most obvious signs of emotional arousal (Chitturi et al., 2019; Imiru, 2017; Theben et al., 2020). Packaging colours give organic choices for customer in decision-making while doing selections brands or products. In fact, on-shelf impact is created by packaging colour so that a product can be distinctive such that it can attract the attention of consumer on the market.

Packaging colour indicate what a brand represent which a customer can value (Ahmed Javed&Javed, 2015). Customers can know the identity of a brand via packaging colours. This requires business organization to cautiously choose colours that can successfully build their brand identity. The use of primary colours can offer significant and specific elements to the brand logo which makes consumers to reminisce and arouse their fidelity and faithfulness in the company.

2.2.2 Background Image

It forms a customer's desire for the product (Sial et al., 2012). It has a relationship with background colour. Before a product can have a background colour, the background image must be well considered. The former is always below the later and where there are transparent areas in an images, the background colour fills up the area.

2.2.3 Packaging Material

The feature of materials also provides positive responses in terms of disposal behaviour, protection and durability (Steenis et al., 2017). The packaging materials should be more durable, stable and recyclable (Ncube et al., 2020). The materials used could stimulate negative responses if they are easy to break and dangerous for children (Hahladakis&Iacovidou, 2018). This may influence the purchase intention as well. Different packaging materials are perceived as different in their environmental impact (Fernqvist et al., 2015).

2.2.4 Font Style

As font style clearly reflects the information laid out on the packaging, and its powerful effect is demonstrated on the specific message is disseminated (Şener et al, 2015). This packaging effect practically attracts the attention of customers (Rundh, 2005). As we have innovations happening in the IT world, different font styles are being developed to suit messages of unique context. Many companies have made use of it as one of their features for successful

marketing (Grohmann et al., 2013). There are specialists who do this font styles, and companies employ them to help them develop amazing and captivating font styles.

2.2.5 Design of Wrapper

Customers are easily attracted to a product when the design of the wrapper is visible and attractive (Ahmad et al., 2012). This increase the buying decision of the customers. There are going to be a lot of products of same taste, ingredients, applications and size or weight, but what will make the customers to quickly see the product is the wrapper design. This is why the design of a wrapper must be carefully done to ensure a product gets the packaging effect it deserves.

2.2.6 Printed Information

From protection to content description, theft blockage, and product advert, product container has a couple of its function. Packages are often labeled to give a brand its identity, and ensure product name identification. It is certain that package printed information is potent enough to influence the purchase decision of customer (Waheed et al., 2018). This makes labels important as they make customers to have a knowledge of ingredients, values and or materials used in the production of the good (Van der Merwe & Venter, 2010). In fact, for ease in locating products, labels serve this purpose well. Having a first-timer in buying a product, printed information gives a form of unique identity, description and recognition to the product of interest.

2.2.7 Innovation

Packaging with innovation can give more value to a product especially if it meets the needs of customers (NaghaviAlhosseini et al., 2015; Wyrwa&Barska, 2017). These needs include recycling ease, strong handles, opening ease, carrying ease, and so on. Cost of production with high level of innovation may be high but producers endeavour to have low cost packaging

that is distinct and appealing on market shelf. These packages done innovatively can influence buying behaviour. However, ability to notice a product on the market shelf is relatively dependent on the innovation of the container.

2.3 PURCHASE INTENTION

This construct is one that has gained a wide usage in the marketing research and practice world (Nasution et al., 2019; Wang et al., 2013). It cuts across areas such as forecasting (Lin et al., 2015), advert research (Dehghani&Tumer, 2015; Yoo& Peña, 2011), and testing of products (Kim & Chung, 2011). According to Sommer (2011), intention is a conscious plan of an individual woven around his/her motivation in demonstrating a behaviour. In other words, purchase intention would mean a customer's conscious plan woven around his/her motivation to carry out a purchase of a product (Huang & Dang, 2014).

There are many products in the market shelf with varieties of brand names, which sometimes make it difficult for customers to quickly make a decision to purchase (Spenner& Freeman, 2013). Nowadays when the business environment is getting complex, concepts such as price, recommendations from friends and family, product quality and brand, promotion, and past experience are known to affect customer's purchase decision.

Purchase intention can be understood as a degree of individual commitment to a latent action, self-prediction of an anticipated behaviour (Hoque&Hossan, 2020; Peña-García et al., 2020). It is mostly shaped under the belief of an unfinished transaction, as a result, being considered an essential sign of actual purchase (Kim, 2020). Generally, purchase intention is based on both practical benefits expected to be derived from a brand and how the purchase would facilitate customers to achieve specific social goals (for example, self-presentation and acquiescence of social norms) (Ghahtarani et al., 2020; Hussain et al., 2021). It is argued that the extent to

which customers can simply view themselves consuming a product has the tendency of affecting their prospects of purchasing the product (Yu & Lee, 2019). According to Ajzen and Fishbein's (1991) theory of reasoned action (TRA), it is maintained that behavioural intentions arising from attitude concerning a behaviour and intrinsic norms bring about the actual behaviour as per the ease of access of resources and window of opportunities. Based on this theory, Luo et al (2011), purchase intentions are mostly understood to predict the actual behaviour of customers. Similarly, some scholars consider that overt purchase behaviour concerning a product is primarily depending on purchase intention of customers (Wekeza&Sibanda, 2019). Besides, researchers can apply purchase intention as an important measurement for valuation of consumer behaviour (Beldad&Hegner, 2018; Wee et al., 2014). For that reason, having customers with a positive purchase intention, formation of a favourable brand commitment will be observed and this will motivate customers to engage in an actual purchase (Wu et al., 2011).

Further, purchase intention is the indirect personal assurance of a customer to buy a product another time when the opportunity comes up (Frik&Mittone, 2019; Soomro et al., 2020). This has a significant importance because every business firm desires to increase the sales of their products so as to maximize profit. Intention to purchase describes the concept of customer retention (Curras-Perez et al., 2017; Ikhsan et al., 2018).

The theory of planned behaviour (TPB) is one of the popular theory that postulated the antecedent of perceived behavioural control and the intention itself (Ajzen 1991). According to Wiyadi and Ayunintyas (2019), feelings and emotions as a factor cannot be dissociated from purchase intention. The former affects the latter. As an instance, if product or good 'X' makes a person happy coupled with satisfaction in buying it, the intention to purchase the products is the implication. Accordingly, Kim (2020) defined purchase intention as the feeling, thought, experience, and a couple of external factors which individuals consider prior to engaging in purchase of particular goods

or service. Otherwise stated, purchase intention accounts for what the thought of customers may or will be as regards buying and the extent to which a product meets their demand and satisfaction (Bhakar et al., 2015)

The intention of purchasing the product of a company is a competitive advantage that companies leverage on to be ahead of their other competitors (Gatti et al., 2012). Therefore, to increase a company's competitive advantage, purchase intention is to be taken advantage of. It becomes important to study purchase intention because it has often been studied in consumer research and it is above all remarkable upon the researching of multisensorial product packaging as an alluring product can certainly affect this metric. Therefore, in the case of this study, purchase intention is shown as the suitable metric to be investigated.

2.4 BUYING BEHAVIOUR

The main concern with studies on buying behaviour can be traced back to the inception of modern marketing concept (Malter et al., 2020). The core idea of this concept is that customer's perception is what should suggest the production strategy of producers (Kim & Lee, 2018). That is, whatever a producers would offer is what the customers wants. The understanding of marketing heavily rest on the application of this idea. Consumer power is expected to increase marketing stimuli and would be subjected to pressure due to the appearance of demanding customers that would be difficult to satisfy, hence, growing less loyal customer base (Garrido-Morgado et al., 2016).

It is clear that consumers are adopting a variety of points of views about themselves as regards the world at large. This means marketers are compelled to strongly compete in the attraction of customers employing available resources effectively and efficiently. There are challenges facing organizations when it comes to attracting or retaining customers and they are

1. Less attention to adverts;
2. Large exposure to mass communication triggering rejection of false information;
3. Absence of local monopolies due to opened borders;
4. Much customer oriented approach and less or no cost oriented approach (Lewis & Bridger, 2000).

These four challenges render promotion activities of organization insufficient and there propelling them to increase their efforts in their marketing activities.

Marketers view the consumer behaviour as reactions in response to their activities (Barmola& Srivastava, 2010). This makes them to attempt to be familiar with the way customers respond to their marketing strategies. Additionally, they endeavor to conduct studies on the characteristics of the consumer and their causal factor on consumer consideration of marketing activities (Maia et al., 2018). These studies give the organization a competitive edge as it offers them an ample of information about the way customers view the features, price and promotional activities of their products. These studies bring to the notice of the organization the strength of cultural, social, psychological and personal factors. These are beyond control, but understanding them opens a doorway for its management. Hence, the main idea on the effective management of these influences is a reflection of the discernment of the factors structure and the degree of their effects on buying behaviour. Distinctly, this helps organizations to create an impressive marketing programme.

In the context of this study, a student is a consumer. By definition, a consumer is any individual or households who are users of goods and services produces within the market (Roach et al., 2018). The concept of a consumer is a product of various framework, and it means its conceptualization would be differ. A consumer buying behavior is the study of the ways that people or organizations buy and sell goods or services with the motive giving satisfaction on needs and wants (Kotler & Keller, 2011). It is

studied as a subset of the marketing and its primary aim is to discover the how people or organizations decide, purchase, utilize and sell the goods. It considers the past experience, taste, price and branding which are factors that affects the purchasing decisions of consumers (Kotler & Keller, 2012). As previously identified, it has many factors as a part which are observed to affect the purchasing decisions of the customers.

2.5 FACTORS DETERMINE BUYING BEHAVIOUR OF CONSUMER

Everyone, either male or female, young or old, educated or uneducated is a consumer. Every day, everyone buys and consumes many varieties of products. Meanwhile, tastes are different, likes and dislikes are not similar, adoption of behavioural patterns are contrasting. Piligrimienė et al (2020), Sofi and Najar (2018) have asserted that behavior of a consumer highly depends on interaction between inner self and outer stimuli. According to Stávková et al (2008), consumer buying behaviour is influenced by social, psychological, and personal factors.

A. Social Factors

These factors refer to the exerted forces of other people with a resultant effect on consumers' purchase behaviour (Zhang & Yu, 2020). Reference group, family unit, and social duty and position of consumer are social factors that affect consumer's behaviour (Durmaz&Durmaz, 2014; Fernandes& Panda, 2018). In a society where there are permanent and structural settings like academic and social clubs, religious bodies, student unions, trading unions and so on, and individual behaviour is highly influenced by these groups because of the shared related values, interest, preferences and behaviours (Balyer&Tabancalı, 2019). It is hard to find society without a social class structure, and with this in existence, members of such class tend to behave in accordance to the values and behaviours of the class (Khan &Panarina, 2017). Also with groups having numerous and committed membership, influence is strong on the members (Roth et al., 2018). There

are also reference groups in which the activities of the group influences, either directly or indirectly, members' behaviour. A buying family, group or social class have influence on individual buyer's behaviour (Durmaz&Taşdemir, 2014).

B. Psychological Factors

These are internal to an individual and create forces within that individual's purchase behavior (Ding et al., 2020). The major forces include motives, perception, learning, attitude and personality (Ding et al., 2020).

C. Personal Factors

These factors include things that are specific to an individual and determines purchase behavior (Pemani& Massie, 2017). These factors include demographic factors, lifestyle, occupation, and situational factors (Hemsley-Brown &Oplatka, 2016). Taking age as an example of a demographic factor, a consumer of a particular age is not expected to continuously buy the same products throughout their lifetime because as they grow in age, behaviour changes and there product demand changes too. Likewise lifestyle influences the product purchased by consumers. While economic situation includes trends in personal income and power of purchase, it means buying behavior is affected by the amount of disposable income means the purchasing power of consumers influenced their behavior and purchasing decisions based on income and capital (Kim et al., 2000; Minai et al., 2014). The family life cycle of the individual will also have an influence on his values, lifestyles and buying behavior depending whether he's single, in a relationship, in a relationship with kids, etc (Kim et al., 2000; Hetan, 2020).

D. Cultural Factors:

A fundamental cause of an individual's wants and behavior is culture (Shavitt& Cho, 2016). In fact, human behavior is mostly learned (MacDonall, 2016). As a child grows in a society, learning of some elementary values,

views, orientation and behaviours is inevitable and this takes place via a socialization process (Grusec, 2011). This process mostly involves the family portal and some other institutions that shape the destiny of a child. Every society has its innate and unique culture that has spanned for centuries with a robust ideologies, tradition and customs (Hassi&Storti, 2012). The continuous relationship between a society and its people always bring about a set of unique consumer, orientations and behaviours that are in tandem with the core values of the society (Haro et al., 2014; Kacen, & Lee, 2002).

2.6 THE RELATIONSHIP BETWEEN INVESTIGATED VARIABLES

2.6.1 Packaging Effect and Purchase Intention

In this competitive environment, packaging turn out to be operative instrument employed to gain the customer purchase intention (Popovic et al., 2019). So it can be affirmed that purchase intention is a projected eventual behaviour and the reason for this is because it gives opportunity for a consumer to unite varieties of factors that bring about the decision to purchase (Mirabi et al., 2015). In fact, a couple of previous studies have asserted a positive relationship between intention and some behaviours which makes the former to be used as substitutes for or predictor of future behaviour (Allom et al., 2013; do Paço et al., 2011; Doniec et al., 2020; Mullan et al., 2014). There is a caveat which states that intention is not a perfect predictor of behaviour – meaning that the prediction sometimes can be inflated or deflated (Chandon et al., 2005; Sheeran, 2002). However, the relationship can be significantly positive but the strength varies across studies. What makes this strength to vary is because of individual differences, product class or changes that is hinged on time.

Shafiq et al (2011) carried out a study in Pakistan with six major hypotheses using public sector employees. One of the hypotheses of the study was to test the relationship between packaging design and purchase intention. Packaging design is one of the elements of packaging effect, and according the statistical analysis done, a significant relationship was observed. It was

believed it could be because designers put into consideration emotions in packaging design. In fact, the study of Kim and Lenno (2010) established the positive relationship between emotions and purchase intention.

In the study of Akbari et al (2018), packaging effect was grouped under two categories which are visual elements and informational elements. Visual elements was aid to include dimensions such as color, size and pictures on the packaging. These elements influence the sentiment and emotion of individual when making purchase decision-making (Akbari et al., 2018). The other element, informational elements include information (such as symbols) that concerns product and technology utilized in packaging and are known to mainly have an effect on individual reasoning when making purchasing decision-making (Akbari et al., 2018). However, the authors, Akbari et al (2018), investigated the impact of information that contains Islamic symbol in food packages on the purchase intention of Iranian Muslim consumers. It was discovered that there was a positive and significant relationship between the investigated variables.

On the other hand, Wang (2017) carried out a study to examine packaging benefits and the impact it has on perceived quality and purchase intention. This study was carried out in the in the food product industry and a comparison of benefits was made between utilitarian food packaging and hedonic food packaging. This comparison was done to understand which of the two food packaging has more impact on perceived quality and purchase intention. As the findings of this study would reveal, what was discovered was a positive effect between perceived hedonic and utilitarian benefits of retail food packaging and purchase intention.

2.6.2 Packaging effect and Buying Behaviour

Packaging actually affects the buying behavior of people especially young men and women. Colour is one potent element of packaging effect and it can quickly bring a reminder to the memory of a customer about a specific brand.

According to Munyarazdi and Mutsikiwa (2013), colour of the product packaging has a great intensity to arouse customer buying behavior. According to Oaya et al (2017), visual elements such as color, wrapper, and other characteristics have the potential effect of influencing buying behavior

In the study conducted by Raheem et al (2014), it was statistically proven that packaging is a vital instrument that impacts customer's buying behavior. This result was buttress by the fact that the packaging elements gives products attractive forms and catch the attention of consumer's attention and interest. Mazhar et al (2015) established this relationship. According to the authors, in the marketing of goods, packaging is just very essential for it aids communication between the product and the audience, hence, changing their buying behaviour.

Similarly, Ahsan Ansari and Siddiqui (2019) carried similar study in the food industry. Their findings showed that the packaging elements attributes communicate the quality of products and consequently influences purchase behaviour. Zekiri and Hasani (2015) studied the visible and information dimensions of packaging effects and they concluded all the dimensions have impact on the buying behaviour. They made emphasis on packaging material, innovation, and the package design as the three major dimensions that are very important on product selection during buying process (Zekiri&Hasani, 2015).

In Slovak, the yoghurt industry was focused on by Kádeková et al (2020). The perception of people below the age of 25 were targeted and impressively, they found out that perception of private label packaging make no significance on the gender of respondents. This is interesting as it was supported that the insignificance is because the packaging labels are unattractive, and making the packaging not to affect their buying behaviour.

Hysen et al (2009) carried out a study in the Kosovo dairy industry. These authors, in one of their research objectives, examined the interactions

between packaging and buying behaviour. What seem interesting about their findings was that there was no significant relationship between packaging of dairy products and consumers' buying behaviour. It meant that packaging has no significant effect on the purchase of dairy products. Since packaging effect has turned to be a potent instrument in the hands of organization, this study proposes the statement below:

2.6.3 Mediation of Purchase Intention

A lot of studies have demonstrated that packaging effect is an antecedent to the broader idea of buying behaviour (Imiru, 2017; Karedza&Sikwila, 2017; Ogba& Johnson, 2010). While another have proven otherwise (Hysen et al., 2009). Having a mixed observation about the relationship between packaging effect and buying behaviour calls for the introduction of a mediator in this study. Many studies have focused mainly on the direct relationship without considering the role of a mediator.

In order to provide the explanations of why or how the packaging effect and buying behaviour are related, the construct of purchase intention was the assumed mediator variable of this study to fill the gap of previous studies. Drawing from the theory of planned behaviour (TPB), understanding the major determinants of intentions can be obtained. In fact, this theory is important in respect to this study as it is superior to other theories when it concerns the prediction of behaviour due to its total variance explained (Armitage & Conner, 2000). However, Ajzen (1991) has explained that behaviour is determined by intention. Buying behaviour is a human behaviour, and according to Ajzen (1991), it is affirmed that intention to buy can be predicted by buying behaviour. In other words, to predict if an individual will intend to engage in an action, one must identify if the individual is in control of the action. Knowing this will place the individual on a high probability of intention to act, hence, increasing the likelihood to actually carry out the behaviour. Hence, this study will demonstrate if purchase intention can mediate the relationship between packaging effect and buying behaviour.

CHAPTER THREE

METHODOLOGY

The world is dynamic and research works are needed to be conducted to inform the best way to tackle issues and challenges facing mankind. Benefiting from definition of research, it is the systematic procedure that expresses problems, assumptions, collection and analysis of data and giving a conclusion that serve as solutions and or recommendation (Ghauri et al., 2020). Hence, this chapter offer to provide classification, explanations; predicts and acquire logic while putting in place rigorous and systematic control of variables both critically and empirically. To achieve the pre-set objectives this aspect will deliver research method flowing from the research questions and objectives.

3.1 RESEARCH DESIGN

Research design gives a framework which is always impregnated with research questions and desired answers. This is comprehensively but exclusive means of describing the method create, collect, input, analyze and interpret data which gives researchers opportunity to achieve generalised or descriptive interpretations as a result confirmatory hypothesis-driven investigations (Dinov, 2016). Based on the idea that establishes research design, this study is designed to represent a case study and the rationale behind it is that it gives researcher an opportunity research and focus in their social perspective using the keywords of this study (packaging effects and behaviour when buying).

3.2 RESEARCH APPROACH

Research designs, the path this study will follow have been identified, and then the research approach is important. Usually, there are two approaches

commonly involve in research which are qualitative and quantitative (Rahman, 2017).

Qualitative methods are engaged in answering questions raised about experience, meaning and perspective, fed in from the view perspective of the participant (Rahman, 2017). These methods basically use language at the core of research. Other methods used include textual, observations or visual analysis from books or videos and interviews.

Quantitative methods are built on the basic tenet of gathering numerical data, generalizing it across groups of people to clarify a particular phenomenon (Rahman, 2017). It is scientific, places emphasis on figures and numbers while collecting and analysing data. The idea here is to find out if assumptions are true with respect to generalization made by theory. Questionnaire is one of the most used forms of quantitative method; it has been described as very effective in investigating research questions. This study used questionnaire, hence quantitative method.

3.3 RESEARCH MODEL AND HYPOTHESIS

Based on the aims of this study, the model of this study is presented in Figure 3.1.

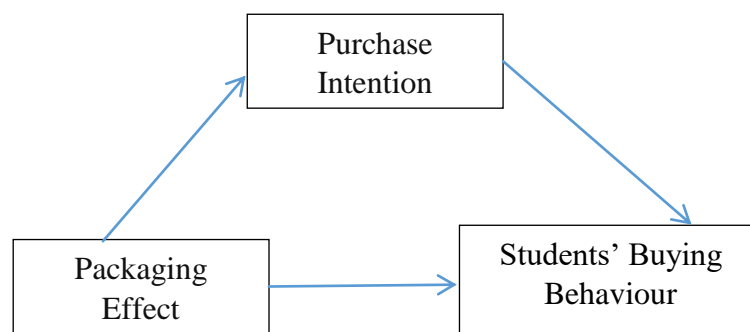


Figure 3.1: Research Model

3.4 POPULATION OF THE STUDY

The population of this study are the students of Northern Cyprus Universities who are foreign students. From the available statistics, there are 80,000 foreign students in Northern Cyprus (studyinnorthcyprus.org, 2020).

3.5 SAMPLE SIZE

Since it has been established that there are 80,000 student in Northern Cyprus, considering confidence level of 95% with a 5% margin error gives sample size of 383, hence the participants of the study. To reach out to this sample size, a convenience sampling method is employed. This sampling method is typically a non-random sampling type in which respondents of the total population who are the most eligible to participate in a survey are easily accessible, available and situated in the anticipated geographical location at a set period of time. This method is practically suitable for this research as members of the sample size are going to be accessible by the researcher. Coupled with this reason is that respondents are situated, spatially close to the location of research.

3.6 DATA COLLECTION

Data collection allows researchers to systematically collect information about questions, objects, people, or phenomena and about the situation in which they occur. Generally, sources of data are two; primary and secondary data. Primary data are collected to provide solution to main research problems by gathering that interviews, Focus group discussion, observation, or surveys. It is a raw data, not synthesised. On the other hand, secondary data sources give account of information that are already in existence, available in published (printed) or electronic form. It includes government survey, report from corporate organizations, or international agencies such as United Nations. For this study, a primary data source is engaged, because it affords the researcher to create raw data that have not existed. Precisely, the

primary data is collected online using Google Forms. The link is posted on student Facebook groups and pages, WhatsApp groups, status and friends, Instagram, and other related social media that has a pool of people living in Northern Cyprus. According to Gorodovich et al (2020), the Google form as a Web-based survey is utilized for the administration of the questionnaire due to the fact that it is able to reach a large population of the respondents at various locations coupled with its ability to save costs. Also, it enables researchers to engage in data analysis and presentation of figures online. Soon after the online surveys are filled, there is an automatic input of the data is a spreadsheet that allows easy analysis of dataset (Vasanth&Harinarayana, 2016). The researcher limited responses to one person each for a survey and the reason behind this is to circumvent multiple responses.

3.7 RESEARCH TOOL

The questionnaire was designed by the researcher; it was structured into five sections. Section A measured socio-demography of the respondents; section B measured the factors influencing students' behavior when buying food products; section C examined the packaging materials available at branding food products; section D asked questions about purchase intention, while analysed buying behavior.

The independent variable of this study is the packaging effect. It has seven factors which measure it and they are packaging color, background image, packaging material, font style, design of wrapper, printed information, and innovation. The dependent variable is buying behavior. The mediating variable is purchase intention.

The questionnaire is not ambiguous; the questions content of the questionnaire is closed ended. The questionnaire was vetted and validated using reliability test to minimize interference of any known source. The study was carried out in open sphere not regimented nor controlled but limited to

the scope of buying behavior. The time estimated to complete a single questionnaire administered will be between 5 to 8 minutes. In the socio-demography, age was measured in year, while Likert scale will be used in measuring respondents' opinion in section B to E.

3.8 DATA ANALYSIS

The data generated from field was entered into excel working sheet and later exported to some other data analysis software (SPSS) where inferential statistics were deployed to make correlations of variables, that is to analyse the correlation between packaging effect and behaviour when buying food product, standard multiple regression was used at p-value set at 0.05 to explore the questions raised in this study. This involved all the independent, mediating and dependent variables being entered into the data tray. The results indicated how well these set of variables are able to predict buying behaviour; and also give quality information about unique mediation effect that exist the independent variable and the dependent variable.

CHAPTER FOUR

ANALYSIS AND RESULT

This chapter presents the analysis of the collected data of this study. As a continuation of the previous chapter, the analytical strategies laid down were aimed to test the proposed research hypotheses of this study. This study has nine main hypotheses and they were all tested using correlation matrix and Process v 3.4. The results generally are explicitly presented subsequently.

4.1 PREPARATION FOR ANALYSIS

Before going proper into the different statistical analyses of this study, all variables were coded to ensure that data usage and representation are easy. Table 4.1 presents the coding symbols for all the variables of the study.

Table 4.1: Coded variables

	Variable	Code
1	Packaging Effect	PE
2	Packaging colour	PC
3	Background image	BI
4	Packaging material	PM
5	Font style	FS
6	Design of wrapper	DW
7	Printed information	PI
8	Innovation	INN
9	Purchasing Intention	PURINT
10	Buying behaviour	BB

4.2 PILOT STUDY

A pilot study was done to test the appropriateness of the online survey system (using Google Form). Coupled with this is knowing the accuracy of

the research instrument, determining the time-frame to answer the items of the research instrument, and testing the reliability of the constructs.

Responses for the pilot study were collected through Google Form with a total of 25. This online system was appropriate as the outbreak of the Covid 19 pandemic allows not the face-to-face administration of the questionnaire. This is an ethical consideration embraced by the researcher to keep all respondents safe in this challenging time. As regards the accuracy of the research instrument, no reports of difficulties were gathered on all of the items. This means it was simple and easy to understand. Meanwhile, it took an average of 10 minutes to answer all the items of the research instrument.

To test the reliability of the instrument, what was focused on and measured was the Cronbach's alpha coefficient. This coefficient indicates the internal consistency of the items of all the variables (Green et al., 2016; Kawakami et al., 2020). The rule of thumb, as provided by George and Mallery (2003) in Table 4.2, reveals the explanation of the range of reliability values.

Table 4.2: Reliability scale evaluation

	Range	Description
1	≥ 0.90	Excellent
2	0.80 - 0.89	good
3	0.70 - 0.79	acceptable
4	0.60 - 0.69	questionable
5	0.50 - 0.59	Poor
6	< 0.50	unacceptable

Source: George and Mallery (2003)

The table showed all the Cronbach's alpha values for all variables of the study. About the Table 4.3, it is shown that all the variables range from 0.93 to 0.95 which depicts that they are all excellently reliable.

Table 4.3: Reliability Statistics

Variable	N of Items	Cronbach's Alpha	Description
PE			
PC	4	0.93	Excellent
BI	5	0.95	Excellent
PM	4	0.93	Excellent
FS	5	0.95	Excellent
DW	5	0.94	Excellent
PI	5	0.93	Excellent
INN	5	0.94	Excellent
PURINT	5	0.94	Excellent
BB	7	0.95	Excellent

4.3 DESCRIPTIVE STATISTICS AND ASSUMPTIONS

4.3.1 Normality Test

The test of normality was tested using skewness and kurtosis. These two techniques are common for testing normality. The former is the degree to which the average score of a construct is not centrally situated in distribution while the latter is the degree to which the average score of a construct is either flat or peak in a distribution. According to Schmider et al (2010), when there are samples greater than 300, skewness should be above the absolute value of |2| and kurtosis should not be above the absolute value of |3|. All the variables as shown in Table 4.4, are all normal data.

Table 4.4: Descriptive Statistics for the Study Variables (N = 37)

Range	Mean	SD	Skewness	kurtosis
PE				

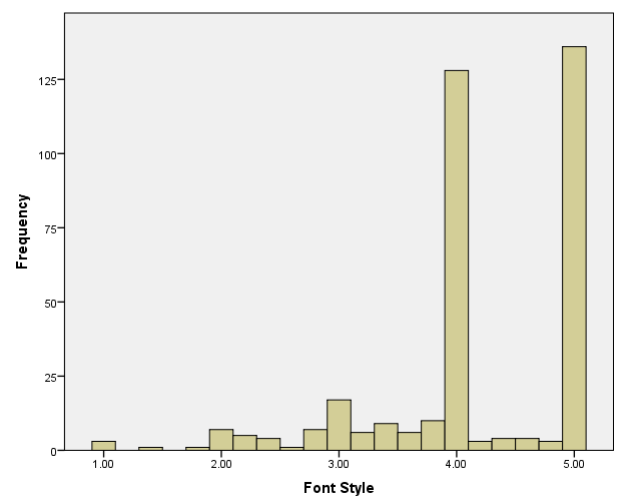
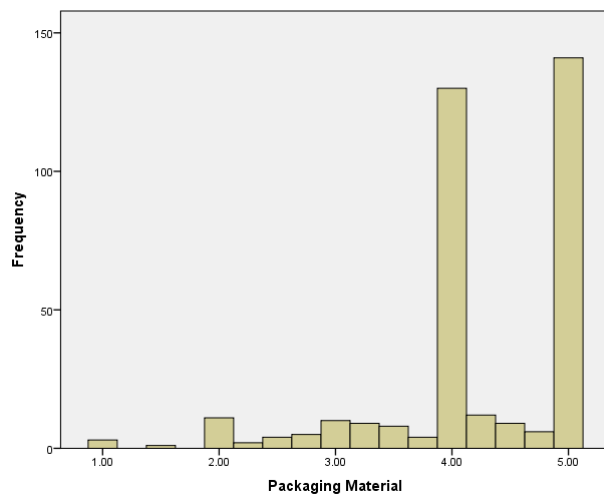
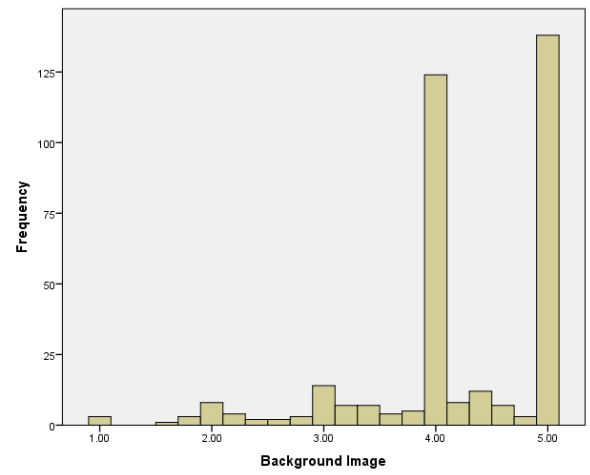
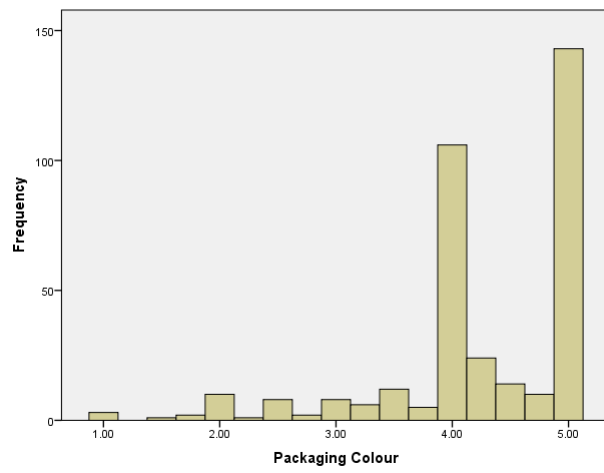
	Range	Mean	SD	Skewness	kurtosis
PC	1 - 5	4.26	0.45	-1.42	2.14
BI	1 - 5	4.21	0.45	-1.26	1.68
PM	1 - 5	4.23	0.44	-1.29	1.91
FS	1 - 5	4.17	0.46	-1.08	1.18
DW	1 - 5	4.16	0.45	-1.11	1.30
PI	1 - 5	4.16	0.46	-1.04	1.02
INN	1 - 5	4.15	0.46	-1.07	1.07
PURINT	1 - 5	4.19	0.44	-1.19	1.64
BB	1 - 5	4.18	0.05	-1.17	1.59

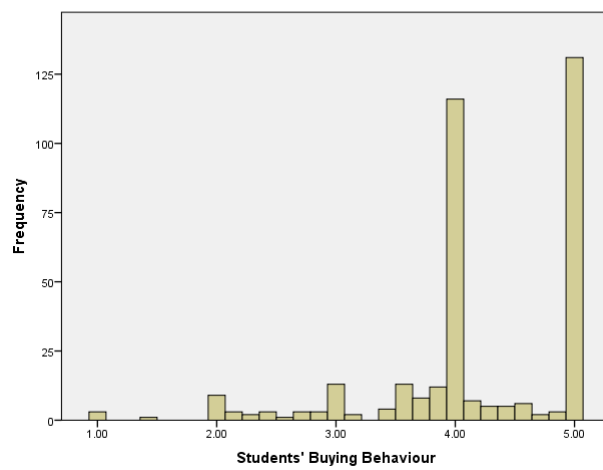
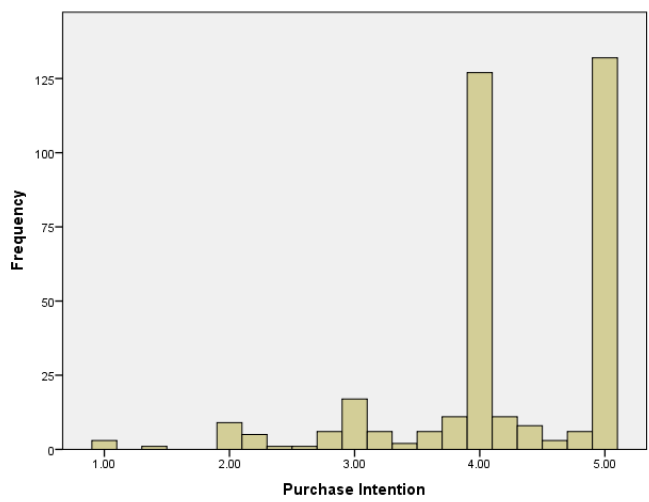
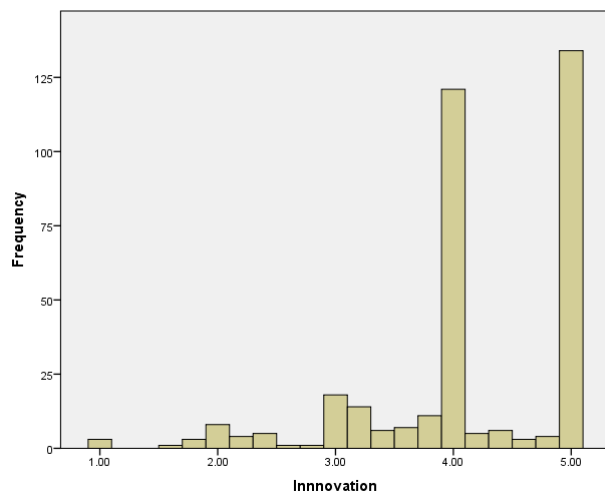
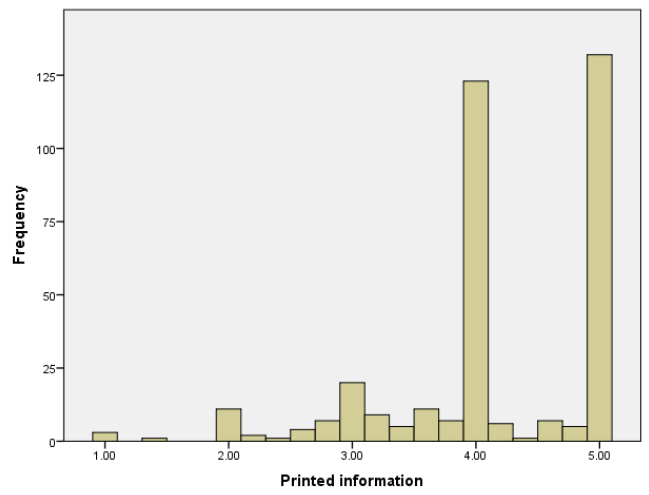
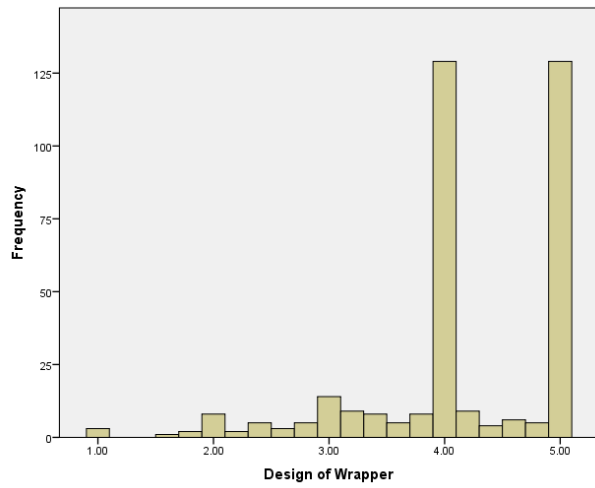
All variables in the analyses were also tested for normality using Kolmogorov-Smirnov and Shapiro-Wilk tests. These tests were carried out for each variable. The tests results indicated that packaging effect, purchasing intention and buying behaviour were all normally distributed. However, the null hypothesis of normality was rejected for packaging colour ($D(355) = 0.22$, $p < .001$; $W(355) = 0.80$, $p < .001$), background image ($D(355) = 0.23$, $p < .001$; $W(355) = 0.81$, $p < .001$), packaging material ($D(355) = 0.23$, $p < .001$; $W(355) = 0.80$, $p < .001$), font style ($D(355) = 0.22$, $p < .001$; $W(355) = 0.83$, $p < .001$), design of wrapper ($D(355) = 0.22$, $p < .001$; $W(355) = 0.83$, $p < .001$), printed information ($D(355) = 0.21$, $p < .001$; $W(355) = 0.84$, $p < .001$), innovation ($D(355) = 0.21$, $p < .001$; $W(355) = 0.83$, $p < .001$); innovation ($D(355) = 0.21$, $p < .001$; $W(355) = 0.83$, $p < .001$); and buying behaviour ($D(355) = 0.20$, $p < .001$; $W(355) = 0.83$, $p < .001$).

Table 4.5: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PE						
PC	0.22	355	.000	0.80	355	.000
BI	0.23	355	.000	0.81	355	.000
PM	0.23	355	.000	0.80	355	.000
FS	0.22	355	.000	0.83	355	.000
DW	0.22	355	.000	0.83	355	.000
PI	0.21	355	.000	0.84	355	.000
INN	0.21	355	.000	0.83	355	.000
PURINT	0.22	355	.000	0.82	355	.000
BB	0.20	355	.000	0.83	355	.000

Histograms showing all the variables appear in Figures 1 through 9. It revealed the pictorial details of the distribution which shows that all the variables did not violate the assumption of normality.





4.4 SAMPLE PROFILE

A total of 393 responses were gathered. After data cleanup and removing problem causing responses, a total of 355 responses were graduated to the next series of analysis. As presented in Table 4.6, more than half of the sample (n = 193, 54.4%) were female, and the rest were male (n = 162, 45.6%). Most of the respondents fall within the age range of 17 - 27 years (n = 307, 86.5%). The majority of the respondents (n = 388, 95.2%) are single while the rest are either married (n = 16, 4.5%) or divorced (n = 1, 0.3%). Mainly in descending order, the top five university of the respondents are Near East University (n = 118, 33.2%), Girne American University (n = 113, 31.8%), Cyprus International University (n = 47, 13.2%), Eastern Mediterranean University (n = 36, 10.1%), and Bahçeşehir Cyprus University (n = 36, 10.1%). The majority of the respondents are found mainly in these three faculties: business administration (n = 171, 48.2%), health science (n = 103, 29.0%) and law (n = 36, 10.1%).

Table 4.6: Descriptive statistics of the respondents' demographic profile

Variable	Frequency	Percentage
Gender		
Male	162	45.6
Female	193	54.4
Age		
17 - 27 years	307	86.5
28 - 45 years	47	13.2
45 years and above	1	0.3
Marital		
Single	338	95.2
Married	16	4.5
Divorced	1	0.3
University		
Near East University	118	33.2

Variable	Frequency	Percentage
Girne American University	113	31.8
Cyprus International University	47	13.2
Eastern Mediterranean University	36	10.1
Bahçeşehir Cyprus University	36	10.1
AkdenizKarpazÜniversitesi	1	0.3
European University of Lefke	1	0.3
KIBSU	1	0.3
Unknown	2	0.6
Faculty		
Business Administration	171	48.2
Health Sciences	103	29.0
Law	36	10.1
Art	14	3.9
Engineering	13	3.7
Education	4	1.1
Communication and Media Studies	2	0.6
Unknown	12	3.4

4.5 MAIN ANALYSIS

4.5.1 Correlational Analysis

This analysis was carried out to report the statistical relationship between all the investigated variables of the study. Hence, the hypotheses test for significance and degree of the relationship was tested with a correlation matrix presented in Table 4.7.

Hypothesis 1: Packaging colour has a positive and significant relationship with Buying Behaviour. There was a significant positive relationship between packaging colour and buying behaviour. Those higher in perception on packaging colour reported higher in buying behaviour, $r = 0.92$, $n = 355$, $p < 0.01$.

Hypothesis 2: Background Image has a positive and significant relationship with Buying Behaviour. There was a significant positive relationship between the background image and buying behaviour. Those higher in perception on background image reported higher in buying behaviour, $r = 0.93$, $n = 355$, $p < 0.01$.

Hypothesis 3: Packaging Material has a positive and significant relationship with Buying Behaviour. There was a significant positive relationship between packaging material and buying behaviour. Those higher in perception on packaging material reported higher in buying behaviour, $r = 0.93$, $n = 355$, $p < 0.01$.

Hypothesis 4: Font Style has a positive and significant relationship with Buying Behaviour. There was a significant positive relationship between font style and buying behaviour. Those higher in perception on font style reported higher in buying behaviour, $r = 0.94$, $n = 355$, $p < 0.01$.

Hypothesis 5: Design of Wrapper has a positive and significant relationship with Buying Behaviour. There was a significant positive relationship between the design of wrapper and buying behaviour. Those higher in perception on design of wrapper reported higher in buying behaviour, $r = 0.94$, $n = 355$, $p < 0.01$.

Hypothesis 6: Printed Information has a positive and significant relationship with Buying Behaviour. There was a significant positive relationship between printed information and buying behaviour. Those higher in perception on printed information reported higher in buying behaviour, $r = 0.94$, $n = 355$, $p < 0.01$.

Hypothesis 7: Innovation has a positive and significant relationship with Buying Behaviour. There was a significant positive relationship between innovation and buying behaviour. Those higher in perception on innovation reported higher in buying behaviour, $r = 0.95$, $n = 355$, $p < 0.01$.

Table 4.7: Correlations

	P	BI	PM	FS	DW	PI	IN	PURIN	SBB
	C							T	
PC	1	0.954 [*]	0.944 [*]	0.937 [*]	0.935 [*]	0.920 [*]	0.916 [*]	0.925 ^{**}	0.922 [*]
		*	*	*	*	*	*		*
BI		1	0.959 [*]	0.950 [*]	0.947 [*]	0.934 [*]	0.937 [*]	0.937 ^{**}	0.934 [*]
			*	*	*	*	*		*
PM			1	0.956 [*]	0.940 [*]	0.935 [*]	0.945 [*]	0.938 ^{**}	0.933 [*]
				*	*	*	*		*
FS				1	0.971 [*]	0.959 [*]	0.954 [*]	0.944 ^{**}	0.939 [*]
					*	*	*		*
DW					1	0.961 [*]	0.953 [*]	0.941 ^{**}	0.939 [*]
						*	*		*
PI						1	0.951 [*]	0.938 ^{**}	0.936 [*]
							*		*
INN							1	0.946 ^{**}	0.947 [*]
									*
PURIN								1	0.961 [*]
T									*
BB									1

^{**}. Correlation is significant at the 0.01 level (2-tailed).

4.5.2 Regression Analysis

Before conducting further analysis, the presence of homoscedasticity and multicollinearity symptoms was observed. For homoscedasticity, Breusch-Pagan (BP) and Koenker test were employed. It was observed that there is an absence of heteroscedasticity (BP: $p = 0.005$; Koenker: $p = 0.387$). In the multicollinearity symptom check, according to the rule of thumb, variance inflation factor (VIF) must be between 1 and 10 to confirm the absence of

multicollinearity. For this data, VIF equals one which indicates the absence of multicollinearity.

In the regression model as shown in Table 4.8, packaging effect ($b = 0.46$, $S.E. = 0.05$, $p < 0.001$) significantly and positively predict buying behaviour. This validates Hypothesis 8 of this study which states that: packaging effect has a positive and significant impact on buying behaviour. This coefficient indicates the direct effect of packaging effect on buying behaviour within the path model.

Table 4.8: Impact of packaging effect on buying behavior

B	S.E.	Lower	Upper	P value
0.46	0.05	0.36	0.55	0.00

In the simple regression, packaging effect significantly (positive) impacts ($b = 0.96$, $S.E. = 0.02$) purchase intention. The coefficient indicates the direct effect of packaging effect on purchase intention within the path model. The standardized path coefficient is 0.96 as shown in Table 4.9. This validates Hypothesis 9 that states that: packaging effect has a positive and significant impact on Purchase Intention.

The total effect of X on Y as shown in Table 4.9 is 0.96. Based on the rule of thumb which states that when zero lies between the lower and upper bounds of the 95% confidence interval, there is significance. The standardized indirect effect (IE), as shown in Table 4.9, is 0.53. This effect is significant because zero does not fall between the lower and the upper bound of the CI. This validates Hypothesis 10 that states that: Purchase Intention mediates the effect of packaging effect on buying behaviour. Figure 4.1 shows the summary of the analysis result.

Table 4.9: Mediating Effect of purchase intention in the Relationship between packaging effect and student's buying behaviour.

	B	S.E.	Lower	Upper	P-value
Total Effect	0.96	0.02	0.93	0.99	0.00
Direct Effect	0.46	0.05	0.36	0.55	0.00
Indirect Effect	0.53	0.05	0.43	0.62	0.00

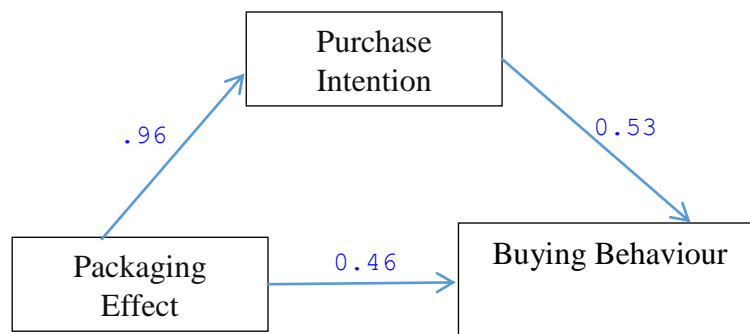


Figure 4.11: Summary of Analysis Result

Table 4.10: Summary of Findings

Research Question	Hypothesis	Explanation/Statistical significance
RQ1: Does the packaging effect has a positive and significant relationship with buying behaviour?	H1	Statistically significant, Correlation $r = 0.92$, $p < 0.01$.
	H2	Statistically significant, Correlation $r = 0.93$, $p < 0.01$.
	H3	Statistically significant, Correlation $r = 0.93$, $p < 0.01$.
	H4	Statistically significant,

Research Question	Hypothesis	Explanation/Statistical significance
		Correlation $r = 0.94$, $p < 0.01$.
	H5	Statistically significant, Correlation $r = 0.94$, $p < 0.01$.
	H6	Statistically significant, Correlation $r = 0.94$, $p < 0.01$.
	H7	Statistically significant, Correlation $r = 0.95$, $p < 0.01$.
RQ2: Does the packaging effect has a positive and significant impact on Buying Behaviour?	H8	Statistically significant, coefficient $b = 0.96$, $p < 0.001$
RQ3: Does the packaging effect has a positive and significant impact on purchase intention?	H9	Statistically significant, coefficient $b = 0.96$, $p < 0.001$
RQ4: Does purchase intention mediate the relationship between packaging effect and Buying Behaviour?	H10	Statistically significant, coefficient $b = 0.93$, $p < 0.001$

CHAPTER FIVE

FINDINGS AND DISCUSSION

This chapter is concerned with the discussion of results. According to the research questions of this study, the discussion addressed each of the research questions and its related hypothesis.

5.1 RESEARCH QUESTION ONE

The first research question of this study is explained by seven hypotheses. The seven elements of packaging constituted each of the seven hypotheses of this research question. The first hypothesis states that “*Packaging color has a positive and significant relationship with buying behaviour*”. As expected, the findings of this study are similar to the findings of Zekiri and Hasani (2015). This revealed that color significantly has a positive relationship with buying behavior. This implies that choosing the right color matters a lot. Besides, marketers need to think of the best color to choose from the target customer's perspective. According to de Sousa et al 2020, Luo et al (2019), and Spence and Velasco (2018), there is no single color across all demographic characteristics. This means if the products are targeting adult women, the packaging color must appeal to this group of people. Likewise other demographic characteristics. In other words, based on the findings of this study, buying behavior will be affected by well-toned, beautiful, and artistic patterned colors.

Concerning the second hypothesis of this study which states that “*Background Image has a positive and significant relationship with buying behaviour*”. This study demonstrated that background image has a relationship that is positive and significant with buying behavior. This finding is in tandem with the findings of Imiru (2017). A product with a background image that complements the other packaging elements makes a product to distinctive and can influence customers to buy the product. A good

background image makes a product interesting to view. This study has shown that selecting the correct background image is key to attracting the attention of buyers. As other elements are put into consideration while selecting the right background, the tendency is high that the packaging elements combined will redirect the focus of the customer to the product.

The third hypothesis of this study states that “*packaging material has a positive and significant relationship with buying behaviour*”. This study confirmed this hypothesis to be true and it was validated by Hussain et al (2011). This implies that selecting high-quality packaging material for a product can be appealing to customers thereby motivating them to buy the product. This may occur when packaging material impacts the customer's observation of a brand. An average customer would want to buy a product with high-quality packaging materials on normal occasions. These occasions can include protection, movement, and usage.

As regards the fourth hypothesis of this study which states that “*font Style has a positive and significant relationship with buying behaviour*”, findings revealed significance and it is similar to the findings of Imiru (2017). This has shown that font styles play a role in attracting the attention of the buyer to a product on the market shelf. In addition, with the appropriate font styles, buyers get to have unforgettable moments activated by the emotional connection between the buyer and the brand. These unforgettable moments are expressions of lasting impression channeled through the right font styles. Ordinarily, before a customer buys a product, some texts must be read by the customers. For a customer to know if a brand stands out and worth purchasing, the font used matters a lot. This is the core idea this study presents. Also, as noted in the literature, the font style reflects the information laid out on the packaging. In as much as this is basic knowledge, font styles have to be arranged accordingly to their intended purpose to create the intended buying effect.

Also, this study supported the fifth hypothesis of this study which states that *“design of wrapper has a positive and significant relationship with buying behaviour.”* Similarly, Amin et al (2015) and Imiru (2017) established this relationship. This may be because it facilitates the buying behavior of customers. When customers see products, one of the main elements that are speedily seen is the wrapper. Ahmad et al (2021) affirmed the wrapper of product needs to be much visible and attractive. With the presence of a lot of brands on the market shelf, designs of wrapper make products to be easily seen and it can potentially appeal to the customers and impacting their buying behavior.

The sixth hypothesis of this study which states that *“printed information has a positive and significant relationship with buying behaviour”* stands significantly true. This is not contrary to the finding of Imiru (2017). The explanation for this finding is that customers get attracted to package that display useful information about the product. This is an expectation of customers that is satisfying and can impact buying behavior. The more understanding this printed information is, the more the customers understand what they want to buy. This alone triggers a happy mood.

The last hypothesis for the first research question of this study states that *“innovation has a positive and significant relationship with buying behavior.”* This study affirms that innovation has a relationship with buying behavior. Many similar brands can be found on market shelves but as this study reveals, innovation can make brands become visible and engage the buyers until they have a taste of what they are buying.

5.2 RESEARCH QUESTION TWO

The second research question of this study states that *“does the packaging effect has a positive and significant impact on buying behaviour?”* This research question informed the eighth hypothesis of this study. Accordingly, the result of this study demonstrated that the packaging effect has a positive

and significant relationship with buying behavior. These findings are in tandem with the study of Raheem et al (2014) who proved that packaging is a vital instrument that impacts customer's buying behavior. This is a clear indication that the majority of the respondents are going to buy a product based on the packaging effects. The findings of this study suggest that packaging effects perform a significant role in catching the attention of customers at the point of buying a product. Hence, this study maintains and supports the emphasis of Gonzalez et al (2007) that the communication gap between a product and its buyers is closed by packaging. Drawing from the deeper revelation of this study, insight into the communication power of packaging is floated and it does mean that brand managers coupled with the communication designers have to be careful so that the power inherent in packaging does not break the brand relationship. Accordingly, the valid point that is crystal clear in this study is that all the elements of packaging, such as color, background image, the material of packaging style of fonts, wrapper design printed information, and innovation have an important role in marketing communications for they can attract the attention of consumers, and convey suitable product value to their targets in the brief time amid the sales area.

5.3 RESEARCH QUESTION THREE

The third research question of this study states that "*does the packaging effect has a positive and significant impact on purchase intention?*" This research question leads to the ninth hypothesis of this study. The findings of this study revealed that the packaging effect positively and significantly impacts intention to purchase. It has successfully built upon the fact that the packaging effects have innate emotional effects which are the reason why customers feel attached to a product, giving them a fulfilling and meaningful life. The findings of this study are similar to the findings of Holmes and Paswan (2012). These findings also showed that the cultural elements inherent in the packaging effect permits customers to acknowledge the

products and influencing the intention to purchase the product. It can be reiterated that packaging effects indicate an explicit meaning that calls attention and enables a customer to have the motivation to purchase.

5.4 RESEARCH QUESTION FOUR

The fourth research question of this study states that "*does purchase intention mediate the relationship between packaging effect and Buying Behaviour?*" Accordingly, this brought about the last hypothesis of this study. From the findings of this study, it was revealed that the relationship between packaging effects and buying behavior is mediated by purchase intention. Findings from this study proffer answers to the third research question via the extension of understanding of the mediation effect of purchase intention. Packaging is known as a reference of conjecture for customers for one glance at product packaging. This can initiate an influence on the judgment of the customer and the decision-making process to make a purchase and this is according to the generated impetus due to perceptions. However, this study confirmed the theory of planned behavior. As it is known that TPB put forward that the lens of intention to perform purchase is a prediction of behavior, this study demonstrated that buying behavior is influenced by packaging effects through purchase behavior. This thus suggests that as package elements attract the attention of the customers, a message is communicated that will likely trigger the customer's conscious motivation to engage in buying behavior.

CHAPTER SIX

CONCLUSION

This chapter is the concluding chapter of this study. By reiteration, the objective of this study is to obtain a thorough knowledge of interactions between the packaging effect, purchase intention, and buying behavior. By the results of this study, the answers to the four research questions informed the implication of this study. Besides, this chapter concludes with the limitations and recommendation of this study

6.1 IMPLICATION OF STUDY

Customers' behavior towards a product is an issue that is considered imperative for product marketers. Marketers are compelled to come up with varieties of strategies to ensure that their products are known and purchased by customers. The findings of this study demonstrated that packaging effects influence buying behavior either directly or indirectly through purchase intention. This will surely offer ideas for a new approach to product marketing. Couple with this, marketers would need to come up with efficient package effects to motivate customers to buy the products.

It is important that before choosing the color to package a product, marketers must know what is trending in the market and in the industry they fall into. This is a good starting point to combine, resonate, define and showcase the brand values. Above and beyond, colors that will be used must be visible enough from a distance because the color is one of the elements that customers would notice first. With this, a well-packaged product on the market shelf will trigger the expected feeling and behavior. However, marketers must get the color element of a package right so that the combined effort on the package designed will not be rendered impotent in influencing buying behavior of the customers.

Importantly, marketers need to know that the background image of the product must cautiously be designed not regardless of the general layout of the product. This is important so that the entirety of the product packaging effect will not distract the customers but influence them to buy the product. Marketers will not always stand beside their products in all markets to persuade people to see and buy them, but with the right background image, this difficult task is made easy. Hence, marketers must select the most relevant background for their product that can stir responsive connections. Without mincing words, background images must never be underestimated so that the message intended to be conveyed would be conveyed with maximum impact.

According to Ampuero and Vila (2006), what first introduces a customer to a product is the product packaging. This suggests that packaging elements must not be overlooked by marketers. Alongside other effects, packaging material depicts the content of the product. This means that marketers must be consciously ready to understand the desires of their targeted customers so that the packaging material will attract and compel customers to consider buying the products. In clear terms, marketers must be aware that an appropriate packaging material will save their products and their business reputation.

Every marketer wants their product to be ignored not. This suggests that the right font styles for products stand to create a difference, making customers recognize the product and ultimately sending a vital message to the buyers. Marketers can use the font styles to send different kinds of clear, bold, and legible messages and also using them in generating specific moods through their artistic characters. Therefore, to continuously attract new and old customers from a distance, marketers need to ensure that they use different font styles to craft a vibrant feel and appearance on the product package designs. Also, to give products the right personality, marketers must ensure that the right styles and sizes must be used to fulfill this function.

Marketers need to take advantage of the design of wrapper to continuously keep attracting the attention of customers to their products. Coupled with this, the design of a wrapper must be carefully done to ensure a product gets the engagement it deserves.

Managers must embrace the fact that a product can communicate by itself and this happens through the information printed on the product package. However, this information, alongside other elements should be carefully made available on the product package so that it will attract the targeted customers and motivating them to purchase the product.

Marketers want their products to experience fast sales and staying ahead in the competitive market. This study has established that innovative packaging can influence buying behavior at the point of sale. So it is vital that marketers continuously innovate their product packaging so that there will be an evident distinction of products in a multitude of similar items. No marketer would want its excellent product to be unseen on the shelf, hence, it explicitly implies that they have to develop innovative packaging ideas that are new and difficult to replicate by other competitors. An idea here is the use of sustainable materials that are recyclable and healthy.

In essence, marketers need to put into consideration all the elements of packaging identified above, preferably the ones that can raise motivation that would affect the buying behaviors. While doing this, marketers must be very careful so that packaging effects would not be of disadvantage to their products.

In addition, as stated by Piqueras-Fiszman and Spence (2012), packaging elements are effective in increasing good customer reaction and can have an impact on the customer's intention to purchase. Marketers need to be more aware of the fact that the general packaging effects can ensure customers have a good impression and mental image of an exceptional product. In other

words, marketers must acknowledge that good packaging effects can induce customers' purchase intention and ultimately influence buying behavior.

6.2 CONCLUSION

Packaging plays a vital role in the influencing of purchase intention and buying behavior. The right packaging can be helpful for a brand to get a distinctive spot in terms of market and the minds of buyers. Packaging effects expedite and support the purchase intention and buying behavior at the point of purchase. In a competitive market with a shelf space constituting a major expense, products should have the possibility to be noticeable as a whole, and packaging should offer beyond functional advantage and information. Customers in markets may be in a hurry with little time used up to inspecting packaging elements such as color, font styles, printed information, etc. Nevertheless, customers have shown that they still observe elements of packaging and it influences their buying behavior through intention. Coupled with this, the packaging is seen to be characteristic of a product and it is going to be a futile effort for a customer to put a separation into them. Hence, the packaging effect has the power to influence buying behavior and customers' purchase intention can mediate this relationship.

6.3 LIMITATIONS AND RECOMMENDATION FOR FUTURE STUDIES

This study identified two constraints which are research method, sample size, time. One of the limitations of this study was its research design. The research method utilized was a quantitative method by the online administration of the questionnaire. This method was limited to cover students in sample sets. The respondents who are students provided limited information. The researcher deliberated using the mixed-method approach but due to the Covid-19 pandemic outbreak in Northern Cyprus, the approach was abandoned. It could have been promising to make use of surveys and

interview to have a rich understanding of the studied constructs. The reason is that it would be a combination of a research analysis that was objective and subjective. Future studies can embrace a mixed-method approach to study the packaging elements, purchase intention, and buying behavior. This combined research approach would permit future studies to measure the investigated construct of this study.

Another limitation is the time allotted for data collection. The sample size was small which is a possible constraint in having an in-depth understanding of the construct of this study. Although there was a given duration for this study, and when the time for data collection was over, the phase of the collection was truncated. If there were to be more time, more data would have been collected to address the research questions of this study. This study identified this as a limitation but its effect on this study cannot be described to be significant. However, it is suggested that more time should be given to the data collection phase in future studies.

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APPENDIX ONE: QUESTIONNAIRE

Participant Information Sheet and Informed Consent Form

Dear Participant,

This Survey is part of research study that we are carrying out in order to understand the behaviour of students when buying food products and the impact of packaging effect.

As a respondent, your identification will stay anonymous. There is no right or wrong answers. The questions do not keep any record of your identity. I kindly request for your assistance in my research, and I would be obliged if you could complete the attached questionnaire. Participation in this survey is voluntary hence participants are not compelled to answer this questionnaire and reserve the right to opt out of participating in the research study. All rights are reserved by the participants in choosing not to answer the questions. All information given in response to the questions in the attached questionnaire shall be treated confidentially, presented as group data and used for academic purposes only.

Please note that you have the right to quit participating in our study at any time by contacting us via an instant message or by sending an email. If you opt out of the study, your data will be deleted from our database and will not be included in any further steps of the study.

In case you have any questions or you need more clarifications, please contact us using the information below.

E-mail: 20177271@std.edu.neu.tr

Student Name Rida Ashraf

Master Business Administration, Near East
University

Tel: +905338629221

Research Supervisor

Dr. Karen Howell

Marketing Department Supervisor, Near East University

E-mail: Karen.howells@neu.edu.tr

Questionnaire on “Behaviour of students when buying food products and the impact of packaging effect: A case study of Northern Cyprus”

SECTION A: Socio-demographic characteristics of the respondents

1. What is your gender? (a) Male ☐ (b) Female ☐
2. How old are you? (a) 17-27 years ☐ (b) 28-45 years ☐ (c) 45+ years ☐
3. Name of University
4. Faculty
5. Relationship status: (a) Single ☐ (b) Married ☐ (c) divorce ☐

SECTION B: Factors influencing students’ behavior when buying food products

Indicate to what extent you agree to the following statement. 1 = “Strongly Agree”, 2 = “Agree”, 3 = “Not sure”, 4 = “Disagree”, 5 = Strongly Disagree.”

SECTION A: Socio-demographic characteristics of the respondents

6. What is your gender? (a) Male ☐ (b) Female ☐
7. How old are you? (a) 17-27 years ☐ (b) 28-45 years ☐ (c) 45+ years ☐
8. Name of University
9. Faculty
10. Relationship status: (a) Single ☐ (b) Married ☐ (c) divorce ☐

SECTION B

Packaging Effects

Indicate to what extent you agree to the following statement. 1 = “Strongly Disagree”, 2 = “Disagree”, 3 = “Not sure”, 4 = “Agree”, 5 = Strongly Agree.”

S/N	Packaging colour	1	2	3	4	5
	I am driven by the color of food packaging when deciding whether or not to purchase a product.					
	I am persuaded to purchase a product by a color combination that is easily recognized.					
	I am attracted to buy a product by the color combination that makes it stand out among competitive products.					
	I am more likely to purchase a product if the packaging is appealing.					
Background image						
	The look of the background image affects my decision to purchase a product.					
	The depicted picture persuades me to purchase an item.					
	I am more likely to purchase a product if the background picture is positive.					

	I am influenced to purchase a product by a background picture put on top of the box.					
	The use of a transparent background image persuades me to purchase a product.					
Packaging material						
	Packaging that is of high quality affects my product or brand purchase.					
	I am influenced to purchase a product by artistically crafted materials.					
	Nature-inspired packaging materials affect my decision to purchase a product.					
	Packaging materials that facilitate food safety and protection motivate my decision to purchase a product.					
Font style						
	The use of a bold font design persuades me to purchase a product.					
	I am more likely to purchase a product if the font is easy to read.					
	The use of a creative font design persuades me to purchase a product.					
	Font style that mimics the product itself influences me to buy a product					
	Attractive font style influences me to buy a product					
Design of wrapper						
	Attractive packaging persuades me to purchase a product.					
	Exclusively designed wrapper influences me to buy a product					
	Wrapper designed with stickers influences me to buy a product					
	Tradition wrapping design influences me to buy a product					
	Wrapper designed around sporting activities influences me to buy a product					
Printed information						
	Food product packaging labels influence me to buy a product					
	Too small to read food products labels influence me to buy a product					
	The font used on the food product packaging is legible and can be understood by customers influences me to buy a product					
	The font used on food products that attracts my attention from distance influences me to buy a product					
	The information contained on labels influence me to buy a product					
Innovation						

	Innovative packaging influence me to buy a product					
	Packaging that can be recycle influence me to buy a product					
	Tamper-proofing packaging influence me to buy a product					
	Child-proofing packaging influence me to buy a product					
	Easy-open packaging influence me to buy a product					

Purchasing intention

Indicate to what extent you agree to the following statement. 1 = “Strongly Disagree”, 2 = “Disagree”, 3 = “Not sure”, 4 = “Agree”, 5 = Strongly Agree.”

S/N	Purchasing intention	1	2	3	4	5
	I would like to purchase in the supermarket					
	I would like to shop longer					
	I would like to visit the supermarket again					
	I would like to repurchase in future					
	I would like to tell my family and friends about the supermarket					

Students’ buying behaviour

Indicate to what extent you agree to the following statement. 1 = “Strongly Disagree”, 2 = “Disagree”, 3 = “Not sure”, 4 = “Agree”, 5 = Strongly Agree.”

	Students’ buying behaviour	1	2	3	4	5
	I use time to search information about the product					
	I make impulse buying decisions					
	I buy different brand if advertising is appealing					
	I look for promotions, deals and discounts					
	I buy the same product every time					
	I use time to evaluate between alternatives					
	I have my own preferences or opinions on which to base my buying decision					

RIDA ASHRAF BEHAVIOUR OF STUDENTS WHEN BUYING FOOD PRODUCTS AND THE IMPACT OF PACKAGING EFFECT: A CASE STUDY OF NORTHERN CYPRUS

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YAKIN DOĞU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

05.10.2021

Dear Rida Ashraf

Your application titled “**Behaviour of Students when Buying food products and the Impact of Packaging effect: A case study of North Cyprus**” with the application number NEU/SS/2021/869 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Note:If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.