

# **The Impact of Packaging on Purchasing Decision with Special Reference to Dairy Brands in Sri Lanka**

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The promotion plays an important role in achieving the organization's goals and objectives in competitive markets. From the past, advertising and personal selling has been considered as significant promotional tool but the current trend has been changing and packaging is also used to communicate the message. While other modes such as TV advertisements are considered as expensive tool and reach of target crowd also limited, packaging is considered as a comparatively low expensive and it could reach all kind of target crowd. Packages are kept at the house hold with the consumer after purchasing & it's important that it provides the details consumers' need. Therefore, this research focuses impact of packaging on purchase decision. Based on the previous literature, it is anticipated that visual and verbal elements could influence customer preference positively, and this could eventually lead to the purchasing of the products.

For this purpose, researcher adopted to the quantitative approach and carried out sample survey among 150 respondents in Colombo district. Target population were the people who purchase dairy products at least twice a month and structured questionnaire adopted for data collection. The finding revealed that both visual and verbal elements positively associated with purchasing decisions in dairy market. Further it was found visual elements are more important than verbal element of the packing in respective industry.

**Keywords:** Packaging, Visual elements, Verbal elements, Purchasing decisions