

# The importance of packaging in purchase and usage behaviour

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This study's primary objective is to analyse how consumers evaluate product packaging in two distinct phases of the consumer decision-making process: at the moment of acquisition and post-consumption. The packaging's technical, functional and informative attributes, as well as its influence on satisfaction and loyalty, were evaluated. An empirical study was conducted with a product of immediate consumption, milk, using four versions of packaging and a total sample of 265 family units. The model was evaluated using partial least squares (PLS), and differences were compared using variance analysis. The results demonstrate the most and least valued attributes, the primary differences between the four types of packaging, and the perception generated at each moment. The research provides interesting theoretical and empirical perspectives and has business implications for marketing directors and product managers. © 2015 John Wiley & Sons Ltd.

After usage

Empirical study

Moment of purchase

Packaging

Partial least squares