

IMPACT OF SMART PACKAGING AND EVALUATING ITS UNDERSTANDING EFFECT UPON CONSUMER MOTIVATION IN THE FRESH FOOD ITEMS

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Abstract

The purpose of this research is to develop the importance and value of packaging with the innovation of new techniques and ideas that show some positive aspects of packaging in the environment and focusing on consumer motivation and consumer buying behaviour towards the smart packaging that will increase sales in the markets. The two variables of packaging that develop the concept behind smart packaging are active packaging and intelligent packaging, both are relevant in the protection of packaging, as active packaging is for fresh products which increases the time limit and showing temperature that makes products fresh for several days this mainly indicates the attraction towards the consumer motivation and consumer buying behaviour and intelligent packaging is for showing the content information on the package or RFID device is innovative technology that trace and locate the products. Basically smart packaging purpose is for reusability in packaging which decline the waste packaging concept the consumer reuse packaging for several things. On the basis of hypothesis and conceptual work of the researcher and co relational researchers then the questionnaire is developed by research. The collection of data is from primary sources in a quantitative manner by distributing about 500 questionnaires in well known super markets. For questionnaire the software used SPSS, SMART PLS, & AMOS. It is expected that the result will show the positive impact of smart packaging and having an indirect relation with the motivation. Moreover, this study will provide a road map for the producers involve in the fresh food items, to understand and gauge the smart packing for making their name and understand the consumer motivation towards their products.

Keywords: Innovation, active packaging, intelligent packaging, consumer motivation, consumer buying behaviour.

Introduction

The emergence need in the perception of public demand become more sensitive towards packaging of products in different ways. Smart packaging is one of the applied source to catch the customers attention, according to the research packaging benefits is to facilitate customer with freshness of the products which have very short time of expire, smart packaging will increases the satisfactory level of consumer and make them able to select those items without damaging the freshness of products with the perfect packaging which have two stages active and intelligent packaging, as active packaging is based on colour changing process after 14 days the fresh product will be going to expire and the colour of pack is going to be changed, these colours are very prominent that can be visible to the naked eye. (Dirpan, Latief, Syarifuddin, F Rahman, Putra, & Hidayat, 2018).

According to the research of (Hamdar, Dana, & Chawa, 2018) the competition is very tough in market to maintain product place and making consumer able to get attracted towards products so packaging play a vital role to make consumer able and get motivated towards the colourful packaging also benefits for quick purchaser who take decision in few seconds so in this packaging plus quality provider will get benefit through the attractive colours will catch the customer attention and make them able to buy a product. Moreover, in many research it is proved that customers highly motivated to pay for packaging with energy related products.

Furthermore (Bahrainizad & Rajabi, 2018) marketers should know the aim of customers that how will smart packaging get influenced themselves in front of other products and left physiological effect at the customers mind that they will purchases again the same product with different packaging. According to the research of (Hultan & Vanyushian, 2011) 70% to 80% of customers are impulse purchaser who make quick decision and buy a good quality product and those customers are always ready to pay high amount on energy products. This is the main target of smart packaging that will provide simple food plus energy with eye catchy packaging. Moreover the research in Japan has shown the protection content is very important as most of people like fresh products and smart packaging will be more benefits, there is almost 51 types of packaging to functionalize the products like pre-cut packaging is to make consumers easy to use products, however 53% packaging are wasted after the use of product. (Yokokawa, Uehara, Sugiyama, & Hirao, 2018)

While consumer is more conscious about the packaging as well as the information mention on the package those will show the communication aspects towards the products especially when providing fresh quality products. Simply smart packaging is defined by (Holman, Kerry, & Hopkins, 2017) the enhancement of consumer appeal is more simultaneously focused on quality of product in term of packaged as smart packaging is introducing both with the comprehensive level in products as well as packaging, mostly these type of products motivate consumer interaction between the product and package itself speaks. Further defined by (Adegoke, 2018) while disposing of products, purchasing of products and evaluation of products, the satisfactory level need to be effected by customer through services and communication in other words the ultimate psychological impact left on customers mind with impress by service.

Therefore it is also researched by (Salmi & Tebhunen, 2007) that smart package developed awareness and motivation into customers especially the features, protection and content information, over to the Smart side (Butler, 2004) defines that by the electronic RFID

(Radio Frequency Identification) which tag the label and traceability of package that actually show the smartness which is beneficent for supply chain process that will be added in the record of specific product, the packaging is also friendly in the environment which is less plastic material more useable material which can be used further for many things that will be favourable towards the customers. Same as in the research of (Ollila, 2007) the smart package can bring such changes in the environment as smart package can smell, speak and it can react to the changes of the environment. Further defined by (Adegoke, 2018) while disposing of products, purchasing of products and evaluation of products, the satisfactory level need to be effected by customer through services and communication in other words the ultimate psychological impact left on customers mind to impress by service.

Problem Statement:

Hamdar, Dana, & Chawa, (2018) Suggested that product packaging is the important role in consumer shopping behaviour, furthermore in the research of (Yoon & Wood, 2017) that the decision is affected by age, gender, status, class and income, which is the main factor in purchasing, the same is discussed by (Andersen & Hyldig, 2015) (Padulo, 2017) that young public more attracted towards the packaging. Also researched by (Broderick, 2015) that manufacturers need to more attentive towards the design and colours of packaging to effectively motivate specific consumer. As also researched by (Garbett, March 30, 2018) that reliability is the main issues in the products. Moreover in the research of (Mumani & Stone, 2017) that through UPI (user packaging interaction) process will motivated customer towards packaging, the models are researched by (Orzan, Cruceanu, Balaceanu, & Chivu, 2018) which based on consumer behaviour TPB (theory of planned behaviour) model and VBN (values beliefs norms) model which refers the normative and cognitive aspects. Moreover (Chukwukeluo & Ugochukwu, 2018) researched that in FMCG products packaging which is used in daily bases they also relates the advertise effect in buying behaviour of consumer, also in the research of (Marques, Carisio, & Soares, 2018) that innovation in packaging forced consumer for purchasing the similar products, involving some aspects on consumer motivation, attitude, communication and intelligence. Additionally, Krishnan & Sivaraj (2018) mentioned in their research work that profit of sales developed by loyal customers who vary the products in such manners and get motivated by quality and packaging.

Research Objectives:

RO1: To measure the relative impact of basic elements on the consumer motivation and consumer buying behaviour.

RO2: To evaluate the factors that makes smart packaging value strong in markets with respect to consumer motivation and consumer buying behaviour.

RO3: To analyse the influencing power of consumer's motivation and consumer buying behaviour on smart packaging.

RO4: To examine the relationship of consumer motivation and consumer buying behaviour.

RO5: To predict the impact of smart packaging upon consumer motivation and consumer buying behaviour.

RO6: To examine the effect of smart packaging on consumer motivation and consumer buying behaviour.

Scope of Research:

In this research the impact of smart packaging is discussed through the concept of new technologies while smart packaging has two main focused on active packaging and intelligent packaging which is benefits for the transparency of fresh food items who have very short life, the research motive is to gathered that packaging elements influence on consumer motivation and consumer buying behaviour in the particular aspects of FMCG products. The dimension of smart packaging is to determine the health care, personal care and automotive which emphasize the consumer motivation and consumer buying behaviour towards the particular products, the variables is encompassing all the possible aspects of packaging material to change the concept of packaging from the society and make the environment clean as smart packaging is reuse packs that consumer can use the package for several time. Therefore it is comprehensive research to determine the concept of packaging and evaluating its effect on consumer motivation and consumer buying behaviour these patterns of products get influenced consumers mind, the main scope of smart packaging research in the area of marketing, benefited research in organizations, society and supermarkets, it is expected that smart packaging will bring innovative change in the society and the colours aspects will catch the intension of consumer in automotive products. Moreover, demand of shelf life products is need to be longer than emphasis on reducing use of preservatives food items smart packaging will increase the shelf life products without damaging its quality and taste reliability, also the impact upon sales will increases as smartness in packages will be the intension of consumer motivation and consumer buying behaviour. Additionally, smart packaging will bring some innovative changes in the consumer motivation and consumer buying behaviour and the concept of technologies become easier for every consumer, smart packaging is modified as friendly environment techniques to show smartness in the packaging.

Significance of the study:

It is discussed in the research that to show the enhancement of smart packaging in the environment is to develop the concept of active and intelligent packaging in the modern era, whereas customer motivation and consumer buying behaviour towards the product will increases as smart packaging delivered the innovative ideas in addition of codes, labels, colours, design, graphics and specific contents information in the packaging that means compiling more information of the products which changes and motivates the consumer buying behaviour and attract the consumer quickly, the smart packaging is the mean source that changes customer decision making process as per the attract in packaging is catch the eye attention.

Hypothesis of the study

H1: There is an impact of smart packaging on consumer motivation or not.

Theoretical Framework of the study

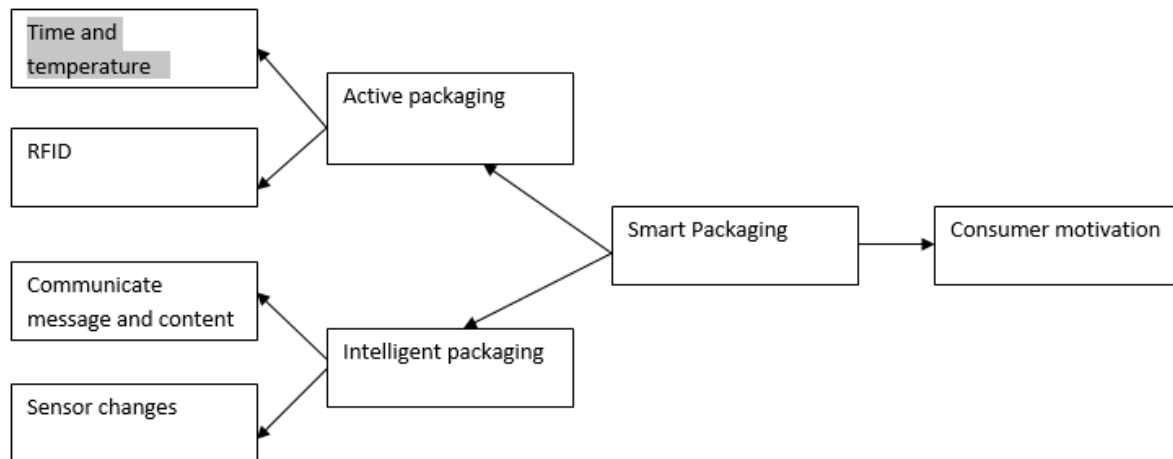


Figure no 1: Theoretical framework

Literature Review

According to the research (Holman, Kerry, & Hopkins, 2017) in active packaging is to provide the passive adjustment inside packs condition that makes product fresh for several days, the packaging concept play a vital role that motivates consumer towards something different inside the pack and also show the quality, reliability of the products. While researched by (Besch, Wikstrom, & Williams, 2018) that packaging trend is very common but innovative packaging impact is directly attract the consumer motivation and consumer buying behaviour towards the product and those products will be remembered in the mind of consumer always. Moreover the research of (Salem, 2018) that different colours, designs, size and graphics is the main elements of packaging both the producers and designers of packaging creating innovative efficient in package to motivate customer attention, it is estimated by researchers that 60 to 70 % decisions of purchase is depend upon packaging. Whereas in the research by (Bahrainizad & Rajabi, 2018) indicates that active packaging is also show the reusability of package which can directly influence on consumer perception towards reusability in packaging, plus active packaging has create strong relationship between consumer and products also developed the concept that packaging is not as waste material it can be reuse for several things and the responsibility of marketers is to notice and view that which type of colours be more attractive towards customers and inform those manufacture to increase some changes in the packaging.

However research by (Llich & Hardey, 2018) they suggested some phenomenal relationship with the dimensions of active packaging and intelligent packaging that new modern age will be influenced quickly as new young generation is quick decision maker so they like some innovation packaging that motivate quickly and young generation purchases items by the bold contents of attractive packaging. Further suggested in the research that involving consumer in the active packaging will show some extra affection towards the food material like some small bags of vegetables and fruits those will be packed by consumer according to their choices will benefit for both consumer and producers the impact will increased on sales and self-packaging motivates consumer towards the items of food will create positive interaction with packaging especially people who use the products in frequently manner will be showing more interest in self-packaging items (Hoppe, Barcellos,

Perin, Jacobsen, & Lahteenmaki, 2017). The relationship is discussed through research on direct and indirect influence depend upon the understanding level of consumer which is directly attract the consumer towards active packaging as it is also directly influence customer for purchasing the particular product and the competitive benefit is to drive the new ideas while creating some activeness in the packaging, it is also shown the different functionality of products as per as the development of active packaging which is related to the freshness indicators plus attractiveness in packaging with affordable prices (Erika, Martina, Jan, & Dopico, 2018).

The prime factors of this literature review is to identify the involvement of packaging that how consumer perceive and react towards the packaging industry, active packaging is for FMCG products which is commonly used in the daily basis products which is providing some extra protection in the products from any damage or spoilage of products as active packaging will increased the distribution channel in marketing because the package is attractive enough and well design with colours power that convey attributes of products clearly. Furthermore researchers identify that intelligent packaging is indirectly influenced the customer that will includes some basic variables like sensors device is to locate the used of product with using some various signals that will locate by supplier to their products quantity and quality assurances which responding in a few minutes through the RFID (radio frequency identification) in this device the tags are attached at the package and its work is to trace the tag which will provided by the supplier to manufacturer for location of the products, the RFDI technology is also benefits for emerging the real time information of storing the products and showing the reliability of products, usually intelligent packaging technology is useful for expensive products is showing the locate and tracking process by this technology multiple products can be monitored in few minutes that will less the time consuming system and technology usage create innovation in the smart packaging(Ahmed, et al., 2018). The intelligent packaging is drive some innovative changes in the market and the concept behind intelligent packaging is to determine attitudes of the consumer towards some innovation in packaging material for consumer motivation and consumer buying behaviour, it is also indicates the freshness of the products insight the package without disclosing packs the device show temperature of products that how many days left for expire in the particular item, the price is based upon selection of the products plus packaging material (Erika, Martina, Jan, & Dopico, 2018).

In additionally the perception of intelligent and active packaging is to remove the concept of waste packaging material to reusability packaging material while that is directly or indirectly affected consumer motivation and consumer buying behaviour that will increases sales in the market as different aspects covering bring some positive change in the environment after the usage of product the package can be reuse as the customer wants in different ways, the environmental friendly package impacts government and industry to implement positive change in the surrounding, the marketers responsibility is to manage and maintain safety plus quality of the products as packaging is mean source to motivate consumer buying behaviour (Bahrainizad & Rajabi, 2018). Eventually research has proven that active and intelligent packaging have simultaneously dependent and independent variables which influences consumer motivation and consumer buying behaviour are indirectly dependent on visual aspects that will changes the consumer decision quickly as presentation includes some extra effectiveness in the products promotions which directly delivered the message towards the consumer those message of package will increases communication between product and consumer, intelligent and active packaging both based upon attraction in packaging form but it is also show the reliability plus quality of products as

the benefits of smart packaging is also delivering a positive image in the consumers mind which is reusability of packaging this will delicate the message of clean environment, this is important phenomena to satisfaction level of customer is to be noticed and availability of active and intelligent packaging in the market (Erika I. L., Martina, Jan, & Dopico, 2018).

Overall quality is mean judgments so with the smart packaging quality assurance also influenced consumer motivation because packaging features similarly underline uniqueness and attraction towards the items, this relationship of packaging is highly communicate with their customer from different ways the product is stick in the mind on consumer while it is directly or indirectly affected, the biggest thing is that if the product looks, smell, taste is good so the consumer attraction level increased as far as towards other products smart packaging recognized by themselves as smart packaging more focus is for nutrition and healthy items those are FMCG products, as smart packaging information is less familiar to the customer so making smart packaging awareness is major aspects need to be cover by marketer and inform all the packaging industry to developed concept of active and intelligent packaging while increasing more the evaluation towards the market, in modern generation is wants some innovative products so smart packaging is one of the great source to attract young generation (Besch, Wikstrom, & Williams, 2018).

Methodology

The present research is descriptive and applied studies by researcher and co relational research to implement the survey in terms of impact on consumer motivation and consumer buying behaviour. In order to collect the generalize data from the particular environment. The experiment field was conducted in a non-contrived environment with interference on excessive position, in this research the unit analysis was considered to be individual consumer using the questionnaire as the primary data from the respondents collected specifically from the customers in the supermarkets and malls in the respective place where smart packaging well known and also some data collected by the websites. For making the research it is included many other research articles which vary to the same research, where for the primary data collection in a quantitative manner by distributing about 500 questionnaires in a well-known supermarket like Imtiaz super market and Naheed super market of Karachi Pakistan. For questionnaire the software used like SPSS, CFA, SMART PLS, AMOS and SEM. The first part of questionnaire consists with the relevant information of respondent while other part belongs to the questions based on both dependent and independent variables with an options of 6 consist that, 1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree, 6. No idea. The research was done on the bases of smart packaging material showing the impact of smart packaging and evaluating its understanding effect upon consumer motivation and consumer buying behaviour in the fresh food items.

Result and Analysis

Table_1: Construct Reliability and Validity.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Communication	0.712	0.821	0.823	0.613
content	0.732	0.838	0.834	0.624
RFID	0.715	0.820	0.835	0.629
Sensor changes	0.727	0.858	0.817	0.686
Consumer Motivation	0.746	0.829	0.810	0.711
Time	0.867	0.810	0.908	0.727
Temperature	0.817	0.828	0.891	0.620

Based on table_1, as suggested by (Mc, 2018) that Cronbach alpha mostly measures the internal reliability which is related to the real fact and provides accurate result related to the variables, where same as suggested by (Silva, Mendes, & Lima, 2018) in their research that the process of construct reliability and validity is very important for the major research to form an accurate result with some specific scaling aspects to deliver measurement reliability and validity to assessing the constructed values. Moreover researched by (Morse, Barrett, & Mayan, 2018) that in the quantitative inquiry the reliability is playing very vital role to ensuring the particular aspects with the consumer motivation as the appropriate implemented in this study. Furthermore the researcher (Helvoort, 2010) implemented some information related to construct reliability and validity that the main purpose is to scoring the variables information in certain manner to analysis the factors reliability and validity to appears the performance in the confirmation of result.

Table no 2: Discriminant Validity

	Intelligent Packaging	Active Packaging	Communication & Contents	Consumer Motivation	RFID (radio frequency indicators)	Sensoring Changes	Time & Temperature
Intelligent Packaging	0.840						
Active Packaging	0.888	0.737					
Communication & Contents	0.634	0.675	0.777				
Consumer Motivation	0.456	0.541	0.411	1.000			
RFID (radio frequency indicators)	0.680	0.711	0.602	0.529	0.864		
Sensor Changes	0.496	0.561	0.395	0.690	0.613	0.865	
Time & Temperature	0.710	0.725	0.554	0.437	0.647	0.449	0.824

Fornell-Larcker Criterion

Based on Table_2, as the above table shown that the values are validities under the constructed manner, the research by (Franke & Sarstedt, 2018) describes that the discriminant validity measures mostly the contrasting vales which is tested by the methodology and design of the research based on the particular evidence. As discriminant validity is referring to the extent in which the construct is actually differing from one another, it is also measures the degree of differences between the overlapping construct validity of data evaluation

Table 3: Discriminant Validity

	Intelligent Packaging	Active Packaging	Communication & Contents	Consumer Motivation	RFID (radio frequency indicators)	Snoring Changes	Time & Temperature
comp_1	0.657	0.688	0.555	0.464	0.608	0.463	0.863
comp_2	0.527	0.515	0.385	0.286	0.461	0.302	0.795
comp_3	0.542	0.547	0.380	0.272	0.497	0.295	0.813
csor_2	0.358	0.400	0.686	0.187	0.394	0.157	0.303
csor_3	0.564	0.560	0.818	0.338	0.517	0.357	0.509
csor_4	0.401	0.444	0.773	0.312	0.429	0.268	0.324
csor_5	0.590	0.643	0.823	0.387	0.514	0.380	0.529
cusa	0.456	0.541	0.411	1.000	0.529	0.690	0.437
cusl_1	0.503	0.530	0.387	0.536	0.558	0.822	0.432
cusl_2	0.459	0.520	0.384	0.655	0.573	0.918	0.398
cusl_3	0.332	0.411	0.256	0.593	0.462	0.852	0.342
like_1	0.643	0.691	0.550	0.510	0.884	0.558	0.604
like_2	0.560	0.578	0.505	0.434	0.866	0.529	0.524
like_3	0.551	0.563	0.503	0.420	0.841	0.498	0.544
qual_1	0.560	0.718	0.431	0.304	0.493	0.321	0.598
qual_2	0.462	0.680	0.491	0.368	0.460	0.381	0.400
qual_3	0.675	0.828	0.500	0.500	0.558	0.494	0.563
qual_4	0.622	0.784	0.566	0.458	0.527	0.438	0.470
qual_5	0.817	0.806	0.484	0.475	0.581	0.471	0.591
qual_6	0.895	0.781	0.571	0.393	0.609	0.415	0.662
qual_7	0.702	0.693	0.536	0.343	0.538	0.429	0.534
qual_8	0.438	0.571	0.407	0.267	0.418	0.311	0.499
switch_1	0.904	0.750	0.566	0.372	0.583	0.394	0.642
switch_2	0.718	0.687	0.519	0.331	0.537	0.424	0.529
switch_3	0.826	0.784	0.470	0.442	0.565	0.457	0.573
switch_4	0.901	0.746	0.584	0.369	0.596	0.384	0.640

Cross Loading

Based on table_3, as suggested in the research by (Setiawan, Dhaniarti, & Sukoco, 2018) that it is clearly shown the cross loading in the construct formed. Therefore, cross loading is the designed which clarify the factors of data technically.

Table no 4: Discriminant Validity

	Intelligent Packaging	Active Packaging	Communication & Contents	Consumer Motivation	RFID (radio frequency indicators)	Sensing Changes
Intelligent Packaging						
Active Packaging	0.762					
Communication & Contents	0.753	0.793				
Consumer Motivation	0.487	0.564	0.443			
RFID (radio frequency indicators)	0.802	0.828	0.733	0.577		
Sensing Changes	0.590	0.652	0.462	0.755	0.737	
Time & Temperature	0.850	0.864	0.653	0.465	0.780	0.532

Heterotrait-Monotrait Ratio (HTMT)

Based on table_4, from the result of HTMT the value in green boxes is showing the discriminant validity according to the research by (Hamid, Sami, & Sidek, 2017) that the constructed productivity in the measuring aspects in other words it may contains the overlapping from the respondents perception in the affected constructs. The HTMT criterion has high sensitivity and specificity in detecting discriminant validity issues and evidences is needed to use the approach.

Table_5: Collinearity Statistics (VIF)

	VIF
comp_1	1.397
comp_2	1.787
comp_3	1.888
csor_2	1.465
csor_3	1.661
csor_4	1.536
csor_5	1.572
cusa	1.000
cusl_1	1.802
cusl_2	2.564
cusl_3	1.933
like_1	1.945
like_2	2.000
like_3	1.811
qual_1	1.806
qual_2	1.632
qual_3	2.269
qual_4	1.957

qual_5	2.201
qual_6	2.008
qual_7	1.623
qual_8	1.362
switch_2	1.474
switch_3	1.751

Based on table_5, the researcher suggested that (Bahrainizad & Rajabi, 2018) collinearity is a linear association between the two variables and which is statistical predicted the data analysis in substantial degree of accuracy. Basically the collinearity statistics is shown the reliability of data and perfectly collinear the relationship between two variables with the dependent and independent variables and set the variables in mathematical table to interpret the data.

Table_6: R Square

	R Square	R Square Adjusted
Communication &Contents	0.169	0.167
Consumer Motivation	0.296	0.292
RFID (radio frequency indicators)	0.280	0.278
Sensoring Changes	0.476	0.475
Time & Temperature	0.191	0.189

Based on table_6, the suggested research by evaluate the R- Square(Wright, 2017) that R-Square measure the statistical data that fitted in the regression line those data which is close to the data that evaluates the scatter points in the regression line, R-Square is to calculate the dependent variables variation as well as the independent variable variation of the data.

Table_7: Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Active -> consumer motivation	0.163	0.166	0.066	2.477	0.014
consumer motivation -> RFID	0.690	0.692	0.033	20.843	0.011
consumer motivation -> contents communication	0.425	0.429	0.044	9.594	0.018
consumer motivation -> sensor changes	0.456	0.457	0.046	9.916	0.012
consumer motivation -> time & temperature	0.416	0.419	0.041	10.150	0.014
intelligent -> consumer motivation	0.424	0.423	0.061	6.966	0.013

Based on table_7, the path coefficients values describe the final interpretation of research that it is accepted or rejected as the above table shown that the p values are less

with the actual value of p value so according to the research hypothesis is accepted and showing all p values in the favour of researcher.

Conclusion

Packaging play a huge role in promotions campaigns which shows a significant impact on consumer motivation and buying behaviour through colours, shapes and quality to catches the consumer attention and interest. Smart Packaging could be treated as one of the most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumer motivation and consumer's buying behaviour. It is also one of the important aspects in the markets which reflected the consumer motivation and consumer buying behaviour and motivated towards the new packaging in the markets which can be reuse after consume the products. Basically in this research showing the relationship of smart packaging which is related with two variables active packaging and intelligent packaging on fresh food items, whereas active packaging is showing the time, temperature and RFID (radio frequency indicators) and intelligent packaging is showing contents on package, communication with consumer through some message on package and sensor changes showing the expire date before few days as it also changes the packaging colours before the end time of products. The packaging elements are highly important for consumer purchases decision as mostly consumer care about the packaging size, colour and easy to handle (open and close). Moreover, smart packaging need some advancement in the markets and positive responses from the consumer is working better in the quality aspects as well as the desired packaged product.

Recommendation and Future dimensions

The author is greatly recommended that the companies which is seeking high purchasing power and volume to implement the future plan based on smart packaging as Smart packaging is one of the best packaging which will open up the doors for both manufacturer and increases in sales of the products as in modern era consumer need something new for attraction to purchases the product without any query without wasting time for asking another consumer so every consumer wants self-independent purchases and smart packaging is that way towards the consumer attraction and motivation and buying behaviour. As this researcher have very short and limited time so the evaluation constructed with limited form and develop the smart packaging in the markets to improve the environmental health, need to be focuses more on smart packaging in future and finding out any source of interpretations. The design of packaging works more than advertising and has the power to influence customer choices. Furthermore, smart packaging with its carefully features can affect consumer's emotions and bring their memories to life with colours, design, shape and can impact consumers culture aspects with the packaging form as it is the creation of product personality. It is highly recommended to the marketing and business units that they should pay proper attention for good packaging. If they accept or introduce the poor packaging, then it could be one of the causes of product failure in the market also that is necessary to set the packaging standard and to implement strategy accordingly for better protection and promotion of a product.

Limitations

This research contributes to the packaging aspects which has some limitations, for instance the research model was tested in only one city in Karachi. Besides it is specific to only two categories of packaging active packaging and intelligent packaging. The constraints time forces of the researcher to conduct a cross sectional study and the sample size of research is 200 consumer survey, (the collection of data is by Smart PLS software).

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