The Study of Relationship between Packaging Elements and Purchase Behavior: Consumers of Food, Cosmetics and Health Products

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Abstract
The present research has been conducted to examine the relationship between packaging elements and purchase behavior consumers of food, health and cosmetics products of Sanandaj city stores. Therefore, all customers who have literacy of food, health and cosmetics products of Sanandaj city stores were examined as statistical community. The present study, in terms of the purpose is practical, and in the terms of methodology is descriptive - correlational method, and in the terms of collection of data is correlational one. The data collection tool was questionnaire which was used separately for each food, health and cosmetics products and was distributed among respondents after estimating validity and reliability (through factor analysis) of them. The ultimate findings of research in the SPSS and Lisrel software show the existence of a significant relationship between factors of the package or dimensions (visual elements and informational elements) and the purchase behavior. From statistical results we found that consumers in general care about information elements more than visual elements.

Keywords: purchase behavior, visual of package elements, information package elements, food products, cosmetics and health products

Introduction
We're all consumers. This means that on a certain order, we use or consume food, clothing, housing, education, services, ideas, etc. Decisions that we make for consumption, demand for raw materials, transportation, technical services and deploy and allocate resources cause to get the success of some industry or failures of others. Thus, consumer behavior is an important factor in recession or boom of commercial activity (Bakhtai and Golchin Far, 2006).

In the present world, many companies are concerned about attracting new customers and retaining existing customers and expanding the market. Hence, due to intense competitive pressures, companies and organizations use various methods of promoting sales and marketing in order to convince consumers to buy their desired item among various brands. These companies according to the type of activity use different methods such as high quality, reasonable price, good service and dealing effectively with the customer, etc. to gain the customer's satisfaction. One of the methods that companies apply is stylish packaging with high-quality (Ranjbarian, 1999, 38).

To investigate the detailed behavior of consumers, one of the issues that must be studied, is the factors influencing these behaviors. In general consumer behavior can be influenced by several factors. Experts of consumer behavior classify these factors into three categories: social factors, situational factors and marketing factors. Social environment with some cases such as culture, social class and reference groups, with consumption location such as time pressure, personal moods, shopping trends and each component of the marketing mix includes...
product, price, promotion and place can affect the behavior of consumers in different ways (Kong Sompong, 2006).

Meanwhile, the impact of product characteristics on consumer behavior is of particular importance. Many features of products such as commercial brand, quality, complexity and being new can affect consumer behavior. A review of literature on the product indicates that the traditional analysis only concentrated on intrinsic characteristics of the product, so this issue cannot meet any requirement of current changing market at the same time consumers are influenced by different levels of product. In the marketing literature, packaging is considered to be a part of product and brand. Packaging can have a positive impact on purchasing behavior and ultimately cause to retain previous customers and attract new customers (Enneking and et al, 2007).

World takes a step toward self-service. In the various and different stores, similar products with different brands and significant features attract attention and the relationship between sellers and ultimate consumers significantly decrease. Sometimes packaging can do seller responsibility better than alive man, because "people in different situations are different with characteristic emotional, behavioral and mental health". Sometimes they are depressed, inexperienced and exhausted. However, proper packagings always give complete information to consumer. On the other buyer without spending much time on the basis of experience, talent, taste can select proper products. However, the storage and packaging of goods are not less than their production. Therefore, in producing each goods, packaging is critical factor to keep and retaining item before reaching consumer, and the other hand it is the best and the biggest promoters of a company products (Afrasiabi, 2010).

**Research literature**

Definition of packaging:

Product packaging includes any container or package in which the product is marketed for sale or by which necessary information about product is transmitted to consumers (Rousta and et al, 216, 1387). Package includes designing and producing the container or wrapper for goods (kotler& Armstrong, 2005).

One of the best definitions for packaging was proposed by Pin in 1962, which today is used as a complete definition of Packaging. From Pin's point of view packaging is:

1. A system that decreases the time of supplying goods for transportation, distribution, storage, retailing and consumption.

2. A ensuring concept for safe delivery of goods to end-users in optimal conditions and with minimal cost.

Four key elements of the package that primarily affect consumer purchasing decisions can be classified into two distinct groups: the visual elements and information elements

**Visual elements**

Graphics and color:

Graphics includes layout, color combinations, typography, and product photography, all of which create an image. For low involvement, there is a strong impact from marketing communications, including image building, on consumer decision-making. Evaluation of attributes is of less importance in low involvement decisions, so graphics and color become critical (Grossman and Wisenblit, 1999).

For many consumers in low involvement, the package is the product, particularly because impressions formed during initial contact can have lasting impact. As the product attribute which most directly communicates to the target consumer (Nancarrow et al., 1998).
Packaging size and shape:
Package size, shape, and elongation also affect consumer judgment and decisions, but not always in easily uncovered ways. Consumers appear to use these things as simplifying visual heuristics to make volume judgments. Generally they perceive more elongated packages to be larger, even when they frequently purchase these packages and can experience true volume. (Raghubir and Krishna, 1999).
Different sizes also appeal to consumers with somewhat different involvement. For example, low price for some low involvement products, such as generics, is made possible through cost savings created by reduced packaging and promotional expenses. Generics are usually packaged in larger a size, which communicates to consumers who are specifically looking for good deals. Such consumers find the low price of the generics, in the right size of packaging, offers excellent value for money (Prendergast and Marr, 1997).

Information:
Written information on the package can assist consumers in making their decisions carefully as they consider product characteristics. However, packaging information can create confusion by conveying either too much information or misleading and inaccurate information. Manufacturers often use very small fonts and very dense writing styles to pack extensive information onto the label, which lead to poor readability and sometimes confusion. As noted, many consumers feel that it is important to consider information on the package in order to compare quality and value. The trend toward healthier eating has highlighted the importance of food labeling, which allows consumers the opportunity to cautiously consider alternatives and make informed food choices (as in the West). Consumers consider many packaged food products as higher involvement, requiring more evaluation. They tend to read the message on the label more often to ensure quality, even though graphics and shape may affect their attention at the beginning. (Silayoi & Speece, 2004)

Technology:
Technology developed for packaging comes directly from the current trends in products and consumer behaviors. Customers are often prepared to pay slightly more for enhanced product value, indicating desire for more quality. However, product and packaging development also constrained in creating products that fully meet the consumer and channel criteria. Such constraints might be categorized as ingredient, processing, and cost restraints.

Innovation must respond and develop new products that are more efficiently produced, packaged for a longer shelf life, environmentally friendly, nutritionally responsive to each of the emerging segments of society, and meet maximum food safety requirements (McIlveen, 1994).

Definition of consumer behavior
Consumer behavior is one of the new topics of marketing. The first books about this have been written in 1960. However, the history of this issue goes back to earlier time. For an example, we can note 1950s when Freud's ideas were used by marketers. Consumer behavior is challenging and controversial issue which includes people and what they buy, how and why they buy, marketing and marketing mixing with market. Consumer behavior is defined as follows: physical, mental and emotional activity which people during selecting, purchasing, using and disposing of goods and services do in order to satisfy their needs and their own desires (Samadi, 2003).
The general impression is that consumer behavior is how people purchase goods and services, but in fact it is nothing more than the purchase of consumer goods and services by individuals. Consumer behavior in general, is defined as:

Consumer's final decision regarding the acquisition, use and dispose of goods, services, time and ideas from different parts of the decision in a period of time (Hoyer, 2001).

Different stages of the consumer purchasing behavior : (kotler & Armestrang,2005)
1- Activities before purchase  1. Diagnosis the problem
2. Gather information
3. Evaluation of options
2- Activity during shipping   4. Choosing and buying decision
3- After purchasing activities 5. Assessment of the Acquisition

In the following, we note some of the research done in the field of packaging:
Gaining competitive advantage from packaging and labeling in marketing communications was examined by Nancarrow and et al (1998), and have come to the conclusion that among packaging factors, the element information affects both on the activity of pre-shopping and on the stage information searching. Underwood and et al (2001) on Packaging communication: attentional effects of product imagery, concluded that the communication aspects of the three products packed in a virtual space Show that virtual images of packaging products in the shop cause to draw attentions for brand of products in stores whether the product has familiar brand or not. In some research doing by Silayoi & Speece (2004), they examined the effect of packaging on decisions of consumer for shopping with respect to two variations, level of complexity as well as time pressure during buying food products. In this study, the researchers attempted to classify the elements of the package in to two categories of visual factors and data factors. Each of these factors has also been made of various components. The multifaceted dimension of packaging: Marketing logistic or marketing tool? were studied by Rundh (2005), In this study, in the examining of Packaging of five different products, we found that marketing demands to use products packaging in different size. Packaging is one of the key components which can provide competitive advantage for many products. Zand (2007) examined the effect of color on the sale of food Packaging, and he concluded that packaging coloring is often effective in attracting customers to purchase. Lively colors are quite effective in attracting buyers, warm colors are more suitable for sweet foods. Packaging value of cosmetics products: an insight from the view point of consumers has been studied by Topoyan & Bulut (2008). In this study, based on the structural model, the value of Packaging is associated with three dimensions (price, perceived product name, customer satisfaction), and among them, the value of Packaging on the product is higher. A research doing by Firuziyan et al (2009) is about the influence of packaging factors on different process of the behavior of consumers of food products Packaging in Tehran. According to the results of this study, all components of Packaging consumer food products are particularly important, and packaging has an impact on all stages of consumer buying behavior, also among the demographic variables, only age and educational status of the respondents were significant. Impact of Labeling and Packaging on Buying Behavior of Young Consumers with Mediating Role of Brand Image was studied by Farrukh Sial & et al (2011). They have concluded that brand image has a positive impact on the purchasing behavior of young consumers, labeling has no effect on the purchasing behavior of young consumers, brand image mediates the relationship between packaging and young consumer purchasing behavior, the brand image does not mediate the relationship between labeling and buying behavior. Customer behavior towards the new Packaging FMCG products was studied by Deliya (2012), and the result
of this study is that 67% of customers are impressed with the packaging while 32% of them are not affected. According to the results, 32% of them prefer information on package, 28% of them non-commercial packaging, 24% of them protective packaging aspects, and 16% of them cosmetic aspects of packaging.

Theoretical framework and research model

The theoretical framework of research is conceptual model based on theoretical relations between factors and variables influencing the subject of research are taken from the research literature. Accordingly, packaging factors based on the classification of Silayoi and Speece (2004) can be divided into two categories: visual factors and information factors. We consider consumer behavior according to perspective Kotler and Armstrong (2005), who note consumer behavior as three-stage process and five-step process.
Methodology
With respect to content of subject, since in this research phenomena or present factors have been examined and described, the methodology is descriptive; moreover in terms of relation between variations, the research is correlational one. The method of data collection is correlation. In terms of the nature and purpose since this research intends to extend knowledge for applying in a particular area in marketing products, it is practical method.

Statistical population
Statistical population consists of individuals or units that have at least one common trait by which researcher wants to study about them (Sarmad and others, 2006). In this research, community is the purpose of all educated consumers of food, cosmetics and health products however, due to various practical constraints such as cost and time limits, stores in the city of Sanandaj have been selected as the domain of research. Among the reasons for choosing, we can point out the way of establishing of food, health care and beauty shops in the area, higher power for choosing goods in such stores by buyers, buyers have access to a number of food cosmetics and health products in one place, and attendance of the wide range of buyers in the market.

Sampling method and sample size
Research sampling with respect to conditions and features of research method, represent characteristics and traits of the study population, and the statistical technique of cluster sampling was used to select stores. Accordingly, four stores separately from north, west, east and south of Sanandaj were selected. In the present study for choosing food, cosmetics and health products customers, in each of the selected stores use random sampling; moreover the number of questionnaires distributed among them due to the large number of customers, the following formula, Cochran's unlimited community formula was used for calculating where \( z_{(\alpha / 2)} \) represents the normal distribution critical value at the \( \alpha \) level. Accordingly, the ratio of reliability of research has been considered as \( P = 0.95 \), therefore it has been \( \alpha = 0.05 \) and \( \alpha / (2) = 0.025 \). Accordingly, the critical number is equal to \( z_{(\alpha / 2)} = 1.96 \).

\[
\begin{align*}
n &= \frac{z^2(\alpha/2)pq}{\varepsilon^2} \\
&= 384 \approx 400 \\
n &= \frac{1/962 \times 0.5 \times 0.5}{0.05^2}
\end{align*}
\]

Data collection tools
The main data collection tools in this research are questionnaires which consist of two kinds of various questionnaires for consumers of foods, cosmetics and health products. Due to the sample size and data collection needed to perform data analysis, a total of 400 questionnaires were distributed among customers, then the questionnaires with missing and unreasonable data were eliminated and ultimately the numbers of 384 questionnaires were used in this study. 192 of them are related to food products and 192 others are related to cosmetics and health products. Measurement level of questionnaires is ordinal and based on 5 Likert scale, questions of the questionnaire was set in the positive direction. This questionnaire is completed by the customers so that the items to the extent are true for packaging of products, and based on the 5-point Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree) they determine grade rating is related to positive items from 1 to 5 respectively. To assess the validity of the questionnaire, the method of content validity was used and
questionnaire sample was confirmed by the eleven university professors specializing in Marketing Management Sciences at Azad University of Sanandaj. Also, in order to assess the reliability of questionnaire, Cronbach's alpha was used. For this purpose, a prototype of 30 questionnaires of pretest was taken. The results show that the questionnaire used in this study has had a proper reliability for achieving objectives where Cronbach alpha value is equal to 843/0.

**Data Analysis**
First, descriptive statistics were used to examine the characteristics of the population. Then hypotheses have been tested by lisrel and SPSS software. According to the analysis of survey data, more than 61% of the respondents to the questionnaire with food products were women and more than 63% of the respondents to that of cosmetics and health Products were men. In the age group 30-20 years 34% of the food questionnaire had the highest frequency, and the majority of respondents to both questionnaires were high school graduates or less, also most respondents were married. A total number of 384 questionnaires were collected.

**Testing hypotheses:**
**The main hypotheses:** there is a significant relationship between the packing elements and consumer purchase behavior
between Packaging elements and consumer purchase behavior is not significant The relationship

P = 0: H₀
Between Packaging elements and consumer purchase behavior the significant relationship exists.

P ≠ 0: H₁
According to the following table if a significant level is greater than the error value, we can conclude the null hypothesis, and if a value of the significant level is smaller than the value of error, we conclude hypothesis 1.

Chart 1-1: The result of Pearson correlation coefficient between the packaging elements and consumer purchase behavior

<table>
<thead>
<tr>
<th>Consumer purchase Behavior</th>
<th>Pearson Correlation</th>
<th>Packaging Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>597/0</td>
<td>0/000</td>
<td>N</td>
</tr>
<tr>
<td>0/000</td>
<td>Sig</td>
<td></td>
</tr>
<tr>
<td>384</td>
<td></td>
<td></td>
</tr>
<tr>
<td>p &lt; <strong>0/01</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Research Data

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Significance test at 99% reliability level **. ¹
According to the above results since the significance level is less than 0.01, hypothesis 0 is rejected, and hypothesis 1 (based on research hypothesis) is accepted. It means that Consumer purchase behavior and the relationship between elements of the package is accepted.

The first hypothesis: there is a significant relationship between the visual elements and consumer purchase behavior. The relationship between visual elements and consumer purchase behavior is not significant. 

\[ \text{H}_0: \rho = 0 \]

\[ \text{H}_1: \rho \neq 0 \]

The result of Pearson correlation coefficient between the visual elements and consumer purchase behavior is:

<table>
<thead>
<tr>
<th>Consumer purchase Behavior</th>
<th>Pearson Correlation</th>
<th>visual Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>501/0</td>
<td>0.000</td>
<td><strong>0.000</strong></td>
</tr>
<tr>
<td>384</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\[ p < **0.01 \]

According to the above results since the significance level is less than 0.01, hypothesis 0 is rejected, and hypothesis 1 (based on research hypothesis) is accepted. It means that Consumer purchase behavior and the relationship between visual elements of the package is accepted.

The second hypothesis: there is a significant relationship between the informational elements and consumer purchase behavior. Between informational elements and consumer purchase behavior is not significant. The relationship exists.

\[ \text{H}_0: \rho = 0 \]

\[ \text{H}_1: \rho \neq 0 \]

The result of Pearson correlation coefficient between the informational elements and consumer purchase behavior is:

<table>
<thead>
<tr>
<th>Consumer purchase Behavior</th>
<th>Pearson Correlation</th>
<th>informational Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>572/0</td>
<td>0.000</td>
<td><strong>0.000</strong></td>
</tr>
<tr>
<td>384</td>
<td></td>
<td></td>
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</tbody>
</table>

\[ p < **0.01 \]

Source: Research Data

According to the above results since the significance level is less than 0.01, hypothesis 0 is rejected, and hypothesis 1 (based on research hypothesis) is accepted. It means that Consumer purchase behavior and the relationship between information elements of the package is accepted.
The third hypothesis: There are differences between consumer purchase behavior (influenced by the packaging), according to the type of product. The differences between consumer purchase behavior (influenced by the packaging), according to the type of product is not significant

\[ P = 0: H_0 \]

Between information elements and consumer purchase behavior the significant relationship exists

\[ P \neq 0: H_1 \]

Chart 1-4: The result of Pearson correlation coefficient differences consumer buying behavior (influenced by the packaging), according to the type of product.

<table>
<thead>
<tr>
<th>Cosmetics and health products</th>
<th>Pearson correlation visual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase behavior</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
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<tr>
<td>1</td>
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<tr>
<td>.573</td>
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<td>192</td>
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<td>N</td>
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<table>
<thead>
<tr>
<th>Cosmetics and health products</th>
<th>Pearson correlation informational</th>
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<tbody>
<tr>
<td>Purchase behavior</td>
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<tr>
<td>2</td>
<td></td>
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<td>1</td>
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<td>192</td>
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<tr>
<td>N</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Food products</th>
<th>Cosmetics and health products</th>
<th>Pearson correlation graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase behavior</td>
<td>Purchase behavior</td>
<td></td>
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<tr>
<td>2</td>
<td></td>
<td>.445**</td>
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<td>1</td>
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<td>.000</td>
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<td>192</td>
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<td>.543**</td>
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<tr>
<td>.459**</td>
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<td>N</td>
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<td>192</td>
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<td>1</td>
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<td>.622**</td>
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<td>192</td>
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<td>.335</td>
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<tr>
<td>.622**</td>
<td></td>
<td>N</td>
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</tbody>
</table>

According to the above results since the significance level is less than 0.01, hypothesis 0 is rejected and hypothesis 1 (research hypothesis) is accepted. It means that differences between consumers buying behavior (influenced by the packaging) according to the type of product are accepted.

As can be observed, there is a 99% significant differences between consumer purchase behavior of food, cosmetics and health products in terms of image factor packaging. According to their correlation coefficient, the correlation coefficient of cosmetics and health...
products is equal to 0.573, which is greater than the correlation coefficient of 0.413 for food products. However, the result is contrary for data factor of packaging and food products correlation coefficient of 0.460 is higher than the correlation coefficient of health care and beauty products with a 0.477.

The fourth hypothesis: Packaging factors have the same effect on consumer purchase behavior.

This hypothesis has been carried out by structural equation model.

Diagram 1-1: The structural model of research packaging in the standard estimate mode

Diagram 1-2: The structural model of research packaging in the standard estimate mode
Diagram 1-3: The model size of packaging elements of the standard estimate of third order.

Chi-Square=418.15, df=293, P-value=0.00000, RMSEA=0.028
Measurement models in standard estimates demonstrate the effect of each variable or items in the variance explanation of variable scores or main factor. For model of elements of packaging in the standard estimate mode, third-order confirmatory factor analysis of each factor that has a greater factor loading, it is more effective than other factors. According to the model, it can be seen that packaging factors don't have the same effect on consumer purchase behavior and the fourth hypothesis is rejected. Results showed that informational factors with factor loading of (0/88) have the most influence on consumer buying behavior. Also Among data factors, a technology with general loading of (0/86) have a more effect than packaging factors, and visual factors with general loading of (0/74) have a less effect than data factors.

Discussion and conclusions
According to the findings, the research's main hypothesis, which proposes that there is a significant relationship between the packaging elements and consumer purchase behavior, According to the correlation coefficient is approved. This means that the more manufacturers pay attention to packaging elements and try to improve it, the more customers and sales increase. The reason is that today only the packaging to protect the goods are not used, rather they give a lot of roles and responsibility for it. Including adding value and prestige to the buyer and to inform them. It needs to attract consumer.

Also, the first research sub-hypothesis that there is a significant relationship between the image of the packaging and consumer buying behavior, According to the correlation coefficient is approved. The reason for this can be that successful in packaging needs to have a picture. Beautiful and colorful pictures can draw the eyes of customers. Even having the picture is impulse and stimulates customers to purchase the goods and convinces individuals even once to buy a desired item. Second sub-hypothesis of this research that there is a significant relationship between information factors of packaging and consumer purchase behavior based on the correlation coefficient is approved. The reason is that each packet such as brochures, posters, displays stands etc. can act independently, it means it should be so exciting and perfect that it stimulates customer to buy the product, though he doesn't have enough information about it.

Packaging technology can make the necessary changes which in the economic and social conditions could lead to differences in preferences. Types of packaging with regard to product they have in are different. For example, packages associated with camping, sports equipment, tools associated with traveling are completely different from those of daily normal items.

The third hypothesis, which has been accepted, it refers to difference between consumer purchase behaviors of two kinds of product in terms of packaging factors. The results of the significant correlation coefficient test show that consumer buying behavior of cosmetics and health products in terms of visual factors is more effective than that of food products because correlation coefficient of visual factors of cosmetics and health products which include design element, graphic and size element, is more than that of visual factors of food products. This more common in the cosmetics and health products because Home cosmetics and health products every day are In front of consumers at home health places. Also, cosmetic packages usually exist in calm places of consumers, and they everyday deal with them. Additionally, these packages because of the relatively high prices of luxury goods; they also have aspect of recognition (prestige).Therefore, the consumers look great aesthetic. The result is contrary to informational factors, the results suggest that buying behavior of consumers of food products with a correlation coefficient (0.573) is more than the correlation coefficient of health care and beauty products with value of (0.413). The requirements needed for packaging of food products is complex. Unlike the goods that are packed internally, in...
most cases the dynamics of systems of food products with limited food storage need very specific packaging. In addition, since the food uses to preserve and continue life, need to ensure the safety of the materials are considered to be the most important dimensions of the packaging for these materials. The other hand, some consumers pay much attention to the details of the package, because they are concerned about their nutritional health. Thus, these consumers are involved in decision-making, and they will widely use available information on the packages. This technology and Info for pack can be responsive to these needs.

Considering to the results for the fourth hypotheses leads us to this conclusion that in this test, measurement models in standard estimates show the effect of each variable or items in the explanation of the variance or main factor. For model of packaging elements in the standard estimate mode, third-order confirmatory factor analysis of each factor which has a greater factor loading, it has more impact than other factors, so the result will be more effective. Results show that informational factors have the greatest factor loading (0/84), thus it is the top priority and the most important of packaging elements and visual factors of packaging with positive factor of loading (0/77) is in the second place of importance. Moreover, in the informational factors, Technology component of factor loading (0/097) is greater than information element with factor loading (0/94). The reason could be that different cultures have different values and different criteria. Some societies hold more value for convenience. Perhaps convenience is considered at the time of shopping, consuming or saving and packaging would be in such way that it opens and closes easily.

**Suggestions for future research**

According to the study results, the following recommendations for future research are necessary:

- Study of relationship of each factor of packaging separately and consumer buying behavior
- Evaluation of the relationship between packaging factors and consumer buying behavior in different industries and products separately such as household appliances & Clothing.
- Carry out similar studies of this research, but based on other tools such as observation, interviews and practical tests, etc.
- Effects of demographic variables (education on the relationship between packaging) factors and consumer buying behavior.
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