Abstract: The objective of this study is to determine the role of packaging on consumer buying behavior. The purpose of this research is to examine the essential purchasing decision model, by understanding consumer behavior towards the role of packaging on consumer buying behavior in Patan district.

The role of packaging in our everyday and social life has so increased that it is crucial to understand the consumer buying process and where packaging becomes a key role in decision making and ensures consumer attention. Consumer preferences and consumer buying behavior are major issues that influence buying behavior and what packaging elements are most important to them. The role of packaging has evolved from the traditional function of protecting the product to becoming a significant factor in marketing and encouraging or influencing buying behavior.

ABSTRACT

The aim of this research is to investigate the role of packaging on consumer buying behavior, with the objective of understanding consumer behavior towards the role of packaging in consumer buying behavior in a specific district. The study aims to measure the impact of packaging and labeling on consumer buying behavior and to find the relationship between consumer buying behavior and packaging. It seeks to determine how packaging influences consumer behavior and what packaging elements are most important to consumers.

The role of packaging has changed with the move to self-service retail formats. Packaging elements like packaging color, design, and brand image play a crucial role in attracting consumers and influencing their purchasing decisions.

Components of Packaging

Components of packaging include packaging material, design, color, labeling, and brand image. These components are essential in influencing consumer behavior and decision-making processes. Effective packaging design can attract consumers, create a positive brand image, and influence consumer behavior positively.

References

Evaluation of options, consumer choice process, behavior of after purchasing. The Role of Package Color in Consumer Purchase. Color of a product's packaging affects consumer choice. Given the potentially powerful influence of packaging on consumer behavior, managers are now.