

ERASMUS UNIVERSITY ROTTERDAM

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**Analyzing the Influence of Pricing and Product Information on Packaging on  
Consumer Buying Behavior: The Mediating Role of Customer Satisfaction**

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## Executive Summary

Amidst the evolving consumer buying landscape, crucial for gaining a competitive edge in the ever-changing business environment, is the dynamic nature of consumer purchasing behavior. From the existing body of research, it is evident that although a considerable amount of literature addresses consumer purchasing behavior, there is still a knowledge gap in studies investigating the interplay between psychological and social marketing techniques and their impact on this behavior.

Hence, this research paper aims to investigate the mediating role of customer satisfaction between consumer buying behavior and product information on packaging. Furthermore, the study seeks to assess the direct effect of product information on packaging and its correlation with consumer purchasing behavior. Moreover, the link between product pricing and customer purchasing behavior is examined. The central research question guiding this study is: **"How do price and product information influence consumer purchase behavior, with customer satisfaction serving as a mediating factor, among university students in the Netherlands?"**

Given this gap, this paper focuses on university students, a demographic characterized by a lack of deeply ingrained consumer behavioral patterns in current literature. To achieve the aforementioned objectives, a comprehensive survey was conducted among university students across the Netherlands. The collected data underwent meticulous descriptive statistical analysis and linear regression techniques. To enhance the accuracy of the findings between the product pricing and consumer buying behavior, students were categorized into distinct segments based on their sensitivity to pricing.

In conformity with the existing body of research, it was identified that product pricing and packaging information significantly shape buyer behaviors and affect their decision-making processes. Moreover, in the context of this study, it becomes evident that customer satisfaction, on the other hand, operates as a mediating catalyst between product information on packaging and consumer buying behavior.

This research solidifies the first hypothesis by highlighting the positive influence of product pricing on consumer behavior. While reasonable pricing naturally encourages purchases, it was found that higher prices can impact behavior significantly. Equally crucial, the second hypothesis was also confirmed, suggesting a positive link between product packaging information and consumer purchasing behavior. It was established that packaging plays a pivotal role in aiding consumers during decision-making, enabling them to differentiate between similar products and guiding their ultimate choices. Additionally, the significance of product information on packaging, contributing to customer satisfaction, became apparent. While the direct impact of packaging on customer behavior may be less pronounced compared to its influence through enhanced customer satisfaction, its importance in shaping purchasing decisions is irrefutable, thus confirming the third hypothesis.

Notably, the research underscores the pivotal mediating role played by customer satisfaction in nurturing positive purchasing behavior since satisfied customers are more likely to exhibit positive purchasing behavior, highlighting the relationship between product information on packaging and purchase decisions.

In future research, emphasis should be placed on ensuring the clarity and relevance of information presented on product packaging, as it directly impacts consumer decisions. Exploring pricing strategies aligned with consumer value perceptions and adapting to varying levels of price sensitivity among segments could yield valuable insights. Furthermore, investigating the direct relationship between customer satisfaction and repeat purchases, along with employing data analysis techniques to monitor consumer responses to variations in prices or products, holds promise for enhancing our comprehension of consumer behavior.

**Keywords:** product information on packaging, customer satisfaction, pricing information, customer buying behavior

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## **1. Introduction**

In today's market, whether it is for food or fashion, the number of alternatives accessible to an individual has dramatically expanded. Nowadays, everything has much diversity, no matter what the product is. For example, in the past, a consumer would ask for a product and receive it; however, due to technological advances as well as the fact that individuals are more aware and educated on subjects now, they will want a specific type of product, from a specific location, taking into account factors such as product brand, price, quality, and so on. As a result of these causes, consumer behavior has shifted. These factors, as well as individual knowledge, will only grow in the future, causing consumer behavior to be described as ever-changing. Pricing and product information on packaging will be examined to identify their current influence on customer behavior.

### **1.1. Background and Research Gap**

As customers, we make purchases every day, yet at the end of the day, we realize that certain purchases were unnecessary. The purchase was made either impulsively or for other reasons. As a result, we must comprehend what consumer behavior is and how it affects our lives. Because of the number of products available on the market and their similarities, choosing a product has become a difficult process.

Consumer behavior comprises a range of factors that influence consumer purchasing behavior. These elements, according to Qazzafi (2020), may be classified into four categories: personal, psychological, social, and economic. Considering that our data is collected from the responses of university students, personal aspects such as age will not be the focus of the research paper. However, the key components in this research paper will be psychological and social aspects such as product information on packaging and economic aspects such as price.

Since consumer behavior is dynamic, constant research is required to reflect the complexities of customer decision-making processes. While many studies have been conducted to investigate the impact of product pricing and product information on packaging on consumer behavior, there

is still a gap between comprehending the combined effect of these variables and the mediating role of customer satisfaction. Additionally, despite the fact that there is a substantial amount of literature on consumer purchasing behavior, there is still a knowledge gap in research studying the interaction between psychological and social marketing tactics and their influence on consumer buying behavior. As a result, the purpose of this study is to bridge this gap by thoroughly studying the links between product pricing, product information on packaging, consumer purchasing behavior, as well as the mediating function of customer satisfaction.

### **1.2. Research Significance**

Product pricing and information on packaging have a far-reaching impact on consumer purchasing behavior that goes beyond simple transactional decisions (Zhao, H., Yao, X., Liu, Z., & Yang, Q., 2021). Consumers assess the perceived worth of a service or product based on its pricing and accessible information. Furthermore, customer satisfaction serves as an important mediator between these characteristics, impacting brand advocacy and customer loyalty (Hride et al., 2021). Understanding the interplay of these variables is critical for firms aiming to improve client satisfaction, establish long-term partnerships, and create long-term competitive advantage.

### **1.3. Research Objectives**

The major goal of this study is to evaluate the effect of product pricing and product information on packaging on consumer purchasing behavior, with customer satisfaction serving as a mediating variable. The following are the specific research objectives:

- To investigate the role of customer satisfaction as a mediator in the link between product information on packaging and consumer purchasing behavior.
- To investigate the impact of product information on packaging on consumer purchasing behavior.
- To investigate the link between product pricing and customer purchasing behavior.

#### **1.4. Main Research Question**

The main research question serves as the focal point of this research paper. Based on Research Objectives (1.3), the main research question is the following:

***How do price and product information influence consumer purchase behavior with customer satisfaction in a mediating role among university students in the Netherlands?***

##### **1.4.1. Research Sub-questions**

To effectively answer the main research question, it is beneficial to divide the main research question (1.4) into multiple sub-questions that are in line with the research's objectives (1.3). The reason in creating these sub-questions is to better understand the correlation between different factors. As a result, using this strategy will allow us to fully comprehend the relationship of the factors and present a more thorough analysis. We will explore the following questions in more detail in the sub-question section:

- 1. How do pricing levels affect students' purchasing decisions?*
- 2. How does product information on packaging affect students' purchasing decision?*
- 3. How much does students' satisfaction play a role in mediating the link between product information and purchasing behavior?*

#### **1.5. Relevance of topic**

Nowadays, the issue of consumer behavior related to prices, product information on packaging and its mediation through customer satisfaction holds great relevance in business environment. In today's highly competitive global market it has become a reality which is very important for businesses aiming to understand complex customer decisions

The increasing range of products and services offered combined with consumer awareness and education is driving a paradigm shift in consumer behavior. Individuals no longer buy based on basic needs alone; They are influenced by various factors such as brand name, pricing strategy



and packaging information. As a result, companies must deliberately align their services to meet changing consumer tastes.

This study examined the complex interactions among product prices, packaging information, consumer satisfaction, and consumer behavior among university students in the Netherlands. The findings of this study can help firms develop marketing strategies effective, improve productivity, increase customer satisfaction, and support long term consumer loyalty and organizational success. Furthermore, the study benefits educational institutions by filling the research gap in the understanding of cognitive communication

### **1.6. Research Limitations**

Although this study attempts to highlight the complex relationship between pricing, packaging information, consumer satisfaction, and consumer behavior, it is important to recognize the limitations of this paper:

Sample characteristics: The study focuses on university students in the Netherlands, which may allow the findings to be generalized to other groups or regions.

Survey Method: Data collection is done on the basis of stated survey responses, which may tend to misinterpret question of implication or interpretation of responses.

Complex mediation: Although this study focuses on the mediating role of customer satisfaction, it should be noted that many factors beyond this study influence customer behavior.

External factors: External factors such as cultural changes, economic changes and technological advances, which have not been thoroughly explored here, can influence consumer behavior.

Quantitative approach: Surveys rely on quantitative data and may miss nuances of qualitative data that can provide sufficient insight into consumer motivations.

## **1.7. Structure**

Each major section of this paper—the Introduction, Literature Review, Data, Results, Conclusion & Recommendation —is separated into many sections. Each section in the main body contains and explains the relationship between the variables.

The purpose of this research study is explained in Chapter 1, the introduction, along with the primary research question. To make it easier to comprehend the primary research question, the study objectives and sub-questions are provided in the introduction.

Chapter 2, namely literature Review contains all of the literature used in the research paper and each of their perspective. Three more hypotheses are included in this section, which will be either accepted or rejected with the assistance of the paper's other primary sections.

Additionally, a survey has been conducted to examine the relationships between the variables. Chapter 3, the methodology, which serves as a guide to Chapter 4, data, was carried out to show how the questionnaire will enable to arrive at an answer to the main research question. Tables and figures that visually depict the relationships between variables will be exported from the survey and included in Chapter 4.

Chapter 5 and 6 —the results and conclusion/recommendation—are where it will be determined if the hypothesis was accepted or rejected. It is through these sections we will be able to find an answer to our main research topic. The main research question will be answered in Chapter 6.

## **2. Literature Review**

To build a literature framework, each key concepts will be looked into together with many research papers linked to each of them. The relationship between them will next be identified using hypothesis. These hypotheses intend to give insights into the strength and relevance of these interactions by using empirical research and statistical testing, revealing light on the processes by which price, product information on packaging influence customer behavior and how effective is customer satisfaction as a mediator between product information on packaging and consumer buying behavior. Additionally, a straightforward conceptual framework will be established to illustrate the relationship between each variable. This will involve considering the main findings from other research papers used to shape the hypothesis.

### **2.1. Customer Buying Behavior**

The study of consumer buying behavior helps to understand issues such as what buyers think, how they feel, why they make their decisions, and how they choose between numerous possibilities. External and internal factors have a tremendous impact on customer behavior, influencing their purchase process and choice (Khaniwale, Manali, 2015). Understanding these characteristics allows marketers to better understand and forecast not just the demand for their product or service, but also the purchasing reasons and frequency of purchase (Khaniwale, M., 2015).

There are several possible reasons why an individual purchases a particular thing, for example, because of the actual need, or perhaps because of someone who suggested that product (Khaniwale, M., 2015).

Companies can create products based on consumer lifestyle research. Lifestyle influences consumer purchasing behavior as a personal aspect (S. Qazzafi, 2020). According to M. Khaniwale (2015), companies that include consumer behavior research in their new product development process will be able to create a product with a better chance of success. When a customer purchases a certain product over another product, it reveals information about the consumer's

personality (S.Qazzafi, 2020). As a result, people from diverse cultural backgrounds may have different opinions on a specific product or service. They may prefer products and services that are culturally appropriate (M. Khaniwale, 2015).

## **2.2. Product Pricing on Customer Buying Behavior**

According to Al-Salamin, H., & Al-Hassan, E. (2016), knowing the consumer's perception of prices is the first step in making a priority in the marketing industry. They state that pricing is the most significant factor influencing customer purchasing behavior since other aspects of the marketing mix generate expenses while price generates income. Price is one of the four Ps of marketing, and it is seen to be the most efficient because it is the only P that creates income for the company. Furthermore, prices are decided by the balance of supply and demand and are established with the expectation that customers would pay them (Al-Salamin, H., & E. Al-Hassan, 2016).

Kaura, V. (2015) investigated customers' pricing perception in terms of price fairness and price equity. She claims that pricing perception is important in achieving client loyalty when service offers are identical and there is little price difference. As a result, it is argued that pricing plays an essential part in service context decision-making and has a major effect on customers' satisfaction.

Hence, pricing is a major element in purchasing decisions, particularly for commonly purchased items (Albari, & Safitri, I., 2018). Price determines the decision of which retailer, goods, and brand to use. However, a person's income and economic status influence the purchase they wish to make (Khaniwale, M., 2015). According to Albari & Safitri, I. (2018), customers are fairly rational towards determining what advantages they want to obtain from purchasing the products or services for which they pay.

Based on the research from Albari, & Safitri, I. (2018), even though the majority of consumers are rather sensitive to price, they also consider other factors, such as brand image, store location,

service, value, and quality. Albari, & Safitri, I. (2018) discovered that consumers refer to correlate price to product level, implying that a perceived high price represents good quality and vice versa. However, consumers always hunt for good offers such as discounts (Khaniwale, M., 2015). For example, if an alternative brand with superior features and a lower price is accessible in the market, customers are more likely to defect (Kaura, V., 2015). As a solution, for example, Samsung started offering mobile at both high and low prices (Qazzafi, S., 2020). If the buyer's economic condition is good, he/she may purchase premium products, namely the mobile with a higher price (Khaniwale, M., 2015).

In conclusion, pricing perception has a significant impact on consumer purchasing behavior and provides customers with significant meaning (Albari and Safitri, I., 2018). This leads us to the first hypothesis of this study paper:

*Hypothesis 1: Product pricing is positively correlated with consumer buying behavior*

### **2.3. Product Packaging on Customer Buying Behavior**

Packaging is usually the last impression the consumer will have of products before making a final purchase choice (Ahmad, N., 2012 & Hussain, S. A. S., 2015 & Khan, S. K., 2016). Therefore, it is important to ensure that the packaging is working hard to secure that sale, whether this is through visual, product functionality or brand values (Ahmad, N., 2012).

Packaging is defined by Khan, S. K. (2016) as an integrated approach to preparing goods for transportation, logistics, purchase, and final use. Meanwhile, Orth, U. R., & Malkewitz, K. (2008) regard package design as an essential component in projecting a brand image, which is sometimes intended to transmit images of high quality while signaling low costs. Furthermore, Hussain, S. A. S. (2015) views product packaging as a tool for brand communication. Overall, packaging distinguishes between comparable items and assists consumers in selecting the best product from a large choice of similar products. S. K. Khan (2016).

According to Ahmad, N. (2012), packaging may offer value in a variety of ways. He claims that culture difference has a significant effect in companies' packaging. He illustrates an example between West and Far East, where there is a difference in choices of packaging colors. Khan, S. K. (2016) states that the consumer's buying behavior is encouraged by the packaging color, quality, and other types of packaging. "Size and material of package are the primary visual aspects for attractions" stated Ahmed, R. R., Parmar, V. & Amin, M. A. (2014). However, Hussain, S. A. S. (2015) agrees with Ahmad, N. (2012) that color is the primary visual feature that attracts customers. He claims that each color has a particular significance, such as green, which represents the natural, secure, comfortable, or easygoing. The color red represents human enthusiasm, which is intense, passionate, and powerful. Orange color is associated with power, affordability, and informality. Brown color represents the easygoing and informal male temperament, whereas white color represents goodness, purity, cleanliness, refinement, formality, etc. He also mentions that the color of the package persuades the customer to build a positive image of the brand.

To summarize, a lot of consumers prefer a variety of product options when it comes to packaging. Marketers should thus pay a premium for original and exclusive packaging that distinguishes their products from the competitors in terms of size, guidance, performance, product innovation, and shape (Zhao, H., Yao, X., Liu, Z., & Yang, Q., 2021). Packaging conveys product information and has a significant influence on customer purchasing behavior (Ahmed, R. R., Parmar, V., & Amin, M. A., 2014).

*Hypothesis 2: Product information on product packaging has a positive effect on consumer buying behavior*

#### **2.4. Customer Satisfaction as a Mediator**

According to Kaura V. (2015), customer satisfaction is connected to expectations and perceptions of product quality. Before studying a product in real-time, a consumer establishes an expectation. Consumer expectations are based on the product's pricing, information on the product

packaging, and perceived quality. Customer satisfaction is therefore defined as the extent to which a product's perceived performance meets the buyer's expectations and is assessed utilizing the performance standards of products or services capable of meeting consumers' wants and desires (Zhao, H., Yao, X., Liu, Z., & Yang, Q., 2021).

Balleantine, Paul. W. (2005) did an experiment in which he compared customer purchasing behavior between providing textual information about the product and engaging with them. It was discovered that the level of involvement had a greater impact on satisfaction than the amount of information delivered. Hence, a high level of involvement increased the customer satisfaction, which has a huge effect as a mediator on consumer behavior.

However, sometimes the use of textual information can reduce purchase intention because of information overload. Therefore, Summerlin, R., & Powell, W. (2022) suggest using bigger letters or highlighting words on the product description that mostly attract people. Summerlin, R., & Powell, W. (2022) also concluded that while more interactivity could increase customer satisfaction and therefore sales, the actual impact of such interactivity is a promising area of future research.

Moreover, it was proved by Khaniwale, M. (2015) that when someone responds positively to a product, the perception of that product is termed positive perception. If a motivated individual offers a negative response to a product, that product's perception is known as negative perception. The most significant aspect of the psychological element is perception. As a result, it influences customer purchasing behavior for any product. Therefore our third hypothesis indicates that the higher the level of customer satisfaction, the higher the impact of product information on consumer buying behavior.

*Hypothesis 3: Customer satisfaction mediates the relationship between product information and consumer buying behavior*

## 2.5. Theoretical Framework

People are getting increasingly demanding, particularly in their product choices (Ahmad, N., 2012). As a result, pricing decisions and information on product packaging made by firms become crucial for customer purchasing behavior.

As noted by Albari & Safitri, I. (2018), the price of a product holds significant sway over customers and wields substantial influence on their purchasing behavior. For instance, reasonable pricing not only encourages purchases but also can excessive prices. This phenomenon finds support in the research of Hride, F. T., Ferdousi, F., & Jasimuddin, S. M. (2021), who demonstrate that an increase in price often signals higher product quality for the majority of consumers. Consequently, customers are often willing to pay a premium if they perceive that the price hike reflects a genuine increase in production costs rather than a mere profit-driven strategy by the company.

Furthermore, the way products are priced is not the only factor influencing customer behavior – product packaging plays a significant role as well (Zhao, H., Yao, X., Liu, Z., & Yang, Q., 2021). Research by Khan, S. (2016) and Hussain, S. A. S. (2015) highlights that packaging serves as a crucial final step in the decision-making process before a purchase. It is the point where customers differentiate between similar products and ultimately choose the right one from a multitude of options. This viewpoint gains additional support from Ahmad, N. (2012), who emphasizes that as much as 70% of purchase decisions are made right at the shelf. Ahmad also underscores that packaging stands as one of the most effective strategic methods for capturing customer attention and enhancing their perception of product quality.

In accordance with Ahmed, R. R., Parmar, V., & Amin, M. A. (2014), a solid mix of product price and package information can make the product more eye-catching and appealing. If the product's price is not compensated by outstanding packaging, the company will experience product failure and customer purchasing behavior will be drastically reduced (Hussain, S. A. S., 2015).



Solimun and Fernandes (2018) shed light on how growing competition, where numerous manufacturers strive to meet customer needs and desires, compels each firm to give utmost importance to customer satisfaction. Among the various avenues of engagement, product packaging stands out as an exceptionally potent method to connect with customers (Hussain, S. A. S., 2015).

In line with this, Srivastava (2013) underscores the significance of product information displayed on packaging in relation to customer satisfaction. This satisfaction, in turn, exerts a pivotal influence on fostering customer loyalty towards both the brand and the product, thereby significantly shaping consumer purchasing behavior.

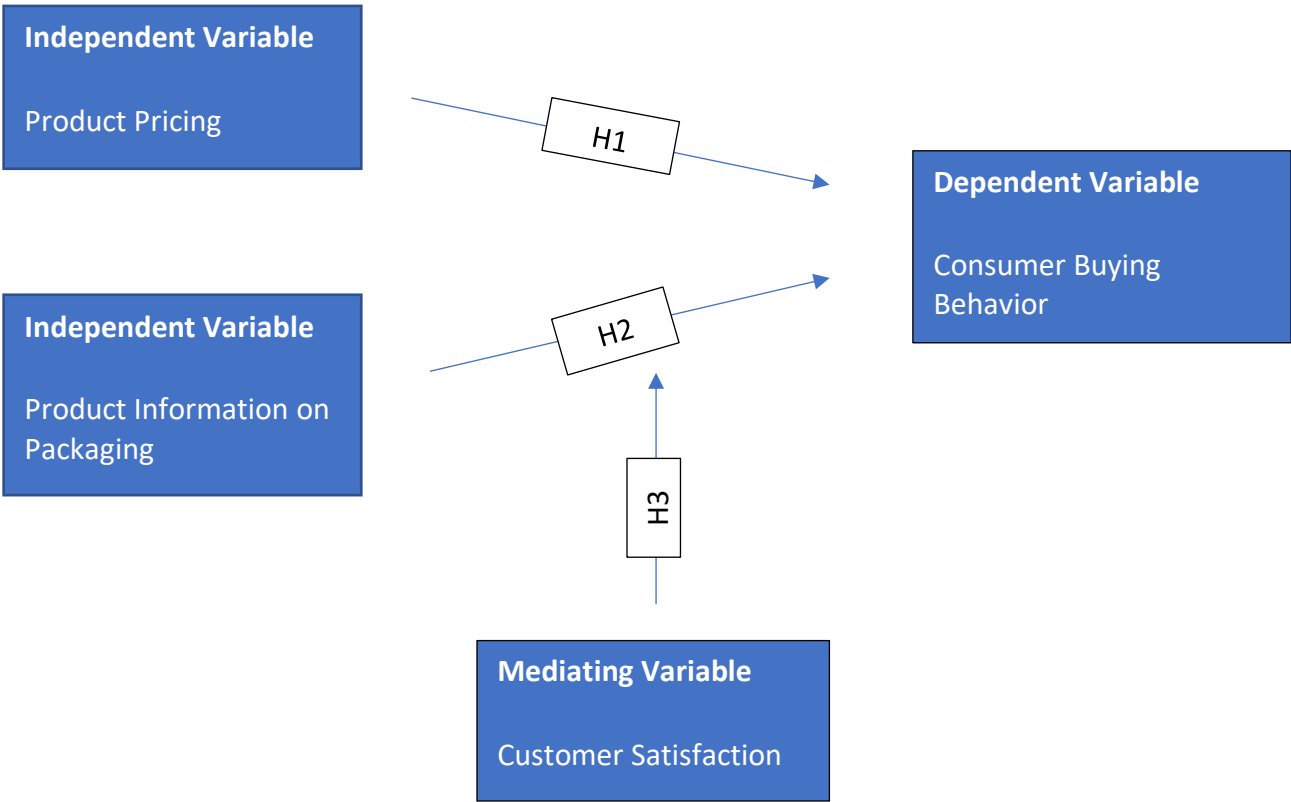


Figure 1. Conceptual Framework

### **3. Research Methodology**

#### **3.1. Research Design**

To begin, a descriptive analysis was carried out to summarize and describe the aspects related to product pricing, product information on packaging, consumer buying behavior, and customer satisfaction. Descriptive statistics such as the mean, standard deviation, and number of respondents provided a clear picture of the main patterns, variability, and distributions of the variables. Product pricing and product information on packaging used as independent variables, the effect of which was tested on the dependent variable, consumer buying behavior. Customer Satisfaction played a mediating role between consumer behavior and product information on packaging.

In addition, numerous regression analyses, which included F-test and R-squared analysis, were performed to determine the relationship between variables. Regression analysis showed the importance of the relationship between variables and allowed comprehension and prediction of how changes in independent variable impact the dependent one. Furthermore, it helped in discovering the trends and patterns in data, allowing for more informed judgments and predictions.

In total, five regression analyses were conducted: three to explain the interplay between product pricing and customer behavior, one to explore the connection between product packaging and consumer behavior, and a final one to underscore the role of customer satisfaction as a mediator. The purpose of conducting three regression analyses on the relationship between product pricing and customer behavior was because the consumer's price sensitivity influencing their purchasing choice. Therefore, consumers were divided into two groups: price sensitive and non-price sensitive. Based on Table 7 (see appendix), this was accomplished by utilizing the responses to the four last product pricing questions, namely "I am not willing to go to extra effort to find lower prices", "The money saved by finding low prices is usually not worth the time and effort", "I would never shop at more than one store to find low prices", and "The time it takes to find low prices is usually not worth the effort". Respondents who either agreed (4) or strongly agreed (5) with

these questions were assumed to be price insensitive. As a result, there are three regression tables illustrating the relationship between consumer purchasing behavior and price-sensitive/insensitive consumers.

Moreover, a structural equation modelling (SEM) method such as mediation analysis was utilized to explore the direct and indirect effects of product information on packaging on consumer behavior, with customer satisfaction acting as a mediator. SEM provided a comprehensive framework for interpreting the complex interaction of many factors and evaluating the role of customer satisfaction as a mediator.

### **3.2. Data collection**

In order to determine the influence of product and pricing information on consumer behavior with customer satisfaction in a mediating role, a 6-point Likert scale (0=strongly disagree to 5=strongly agree) was used in the questionnaire. The questionnaire has 31 statements grouped into four primary variables: product pricing, product packaging, customer satisfaction, and consumer buying behavior/buyer decision process. Product pricing focuses on the information related to low prices, the worth of money, the effort of getting better prices etc. Product Packaging concentrates on the information about the quality, design, used language, label etc. Customer satisfaction informs us regarding the level to which customers usually are satisfied/not satisfied with factors such as product information, quality of the product, the packaging provided to them and whether the product fulfils their needs. Finally, consumer buying behavior/buyer decision process describes the process people go through to decide whether they want/do not want the product.

The survey was created using the Qualtrics platform and spread through social media and word-of mouth technique. The online survey data collecting approach was chosen for its convenience and simplicity of use. This study relied on the population's generalizability. As a result, it was necessary to obtain as much relevant data as feasible as quickly as possible.

It is crucial to note that the survey excluded demographic factors such as nationality and age. The rationale behind excluding them aligns with the approach of Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021), who also omitted these variables in their research. Given the specific scope of the study and its goal to understand the mediating role of customer satisfaction and the effect of product pricing and product information on packaging on consumer buying behavior among university students in the Netherlands, the goal was to minimize the possible effect of confounding variables while diving deeply into the relationship and impact of variables on each other. This method assisted in isolating and comprehending the direct impact of price and product information on packaging on the target population.

Hence, the research had a greater ability to capture a larger spectrum of consumer opinions and actions within the setting of the Netherlands since it includes a diverse variety of students from different universities. This method enabled the development of less biased results that may be applied to a larger student group and perhaps beyond. By focusing on the coherent and complete dataset, the study aimed to ensure the reliability and accuracy of the findings derived from the gathered information.

### **3.2.1. Research Respondents**

The survey included specified eligibility criteria for participants. Respondents had to be undergraduate students, between the ages of 17 and 25, according to the criteria. Furthermore, the research was made more inclusive by welcoming students of various nations, including Dutch. The rationale for this strategy was to increase the overall applicability of the findings. Furthermore, the survey expanded its scope beyond Erasmus University to include students from other universities. This larger reach not only assured a more representative participant pool, but also intended to improve the research's generality. The survey was shared online through online platforms commonly used by those aged 17 to 25, namely WhatsApp, Instagram, and Telegram. Among the 189 student participants, the analysis will focus on the responses of 161 students. This subset was selected due to the incompleteness of the survey responses from 28 participants. Data was collected on June 24, 2023.

### **3.3. Analysis**

The Stata platform was used to visualize all analyses, including regression analysis, descriptive statistics, and structural equation modeling. Initial analysis involved employing descriptive statistics to visually depict the relationships among the dependent, independent, and mediating variables.

All hypotheses were tested with the help of regression analysis, which are represented in a table. Initially, the survey responses from 161 students were averaged, given that the survey employed a Likert scale methodology ranging from 1 (strongly disagree) to 5 (strongly agree). For a comprehensive breakdown, refer to Table 7 to Table 10 in Appendix A. Subsequently, the regression analysis was constructed, encompassing the averages of distinct segments: Product Pricing, Product Packaging, Customer Satisfaction, and Consumer Behavior.

Across all hypotheses, a common dependent variable, consumer buying behavior, was utilized. The independent variables, however, differed: the first hypothesis focused on product pricing, whereas the second investigated product information on packaging. The third hypothesis explored the role of customer satisfaction as a mediator between product packaging and consumer buying behavior. A significance level of 1% has been upheld for each regression analysis.

To delve into a deeper understanding of the variables utilized within this research paper, the short explanation for each individual variable is following:

- **Product Pricing**

Product Pricing served as an independent variable. In the research paper, students were divided into two groups: price-sensitive and price-insensitive to recognize the correlation between product pricing with consumer behavior. This approach helped to see the effect product pricing has on consumer purchasing behavior and provided the chance to understand to what extent the change in consumer behavior depends on the price sensitivity of consumers.

- **Product information on Packaging**

A second independent variable was product information on packaging. Color, quality, printed content, label, and packaging innovation were all components of this variable. The direct and indirect effect of this variable was examined on consumer behavior. Indirect impact was with the customer satisfaction playing in a mediating role.

- **Customer Behavior**

Customer Behavior was a dependent variable. In other words, it was a base variable that was examined when changes in independent variables occurred.

- **Customer Satisfaction**

Customer Satisfaction was a mediating variable, which served as a final point of the consumer buying decision.

### **3.4. Analysis Limitations**

Considering that survey was distributed via social media and there was no direct contact with respondents, the survey results might be biased. Asymmetric information might develop, resulting in a lack of clarity and comprehension by both the researcher and the participant. Furthermore, because the poll was circulated through social media, it is possible that it did not reach all parts of the student population evenly. Students who were less engaged on social media or have different interests might be underrepresented, thus contributing to a sample bias. Additionally, there was the risk of self-selection bias, which occurs when only students who are interested in the topic chose to participate. This might not adequately capture the perspective of less involved students or those with more neutral viewpoints, reducing the overall validity of the results.

## 4. Data

In this chapter, overview of the survey data is shown, as well as visuals to provide a clear illustration. Moreover, a short description for each table is provided. In Chapter 5, the results section, a full interpretation, and detailed analysis of the data will be offered.

Table 1: Descriptive Statistics

Variables	Mean	Std. Deviation	N
Product Pricing	3.22	0.49	161
Product Packaging	4.42	0.23	161
Customer Satisfaction	3.46	0.19	161
Consumer Buying Behavior	3.21	0.28	161

Table 1 shows the descriptive statistics, to be precise, the mean, standard deviation, and number of participants. From table 1 it can be seen that Product Packaging is considered the most important part in consumer buying process. Especially color and information on packaging are main drivers of buying behavior for customers ( see Appendix A, Table 8).

Table 2: Regression analysis between product pricing and consumer behavior of all respondents

avg_pricing	Coef.	St.Error	t-value	p-value	[95%C. I]	Sig
avg_behaviour	.243	.057	4.28	0	.131 .355	***
Constant	2.435	.189	12.86	0	2.061 2.808	***
Mean dependent var		3.225	SD dependent var			0.537
R-squared		0.103	Number of observations			161
F-test		18.288	Prob > F			0.000

Note. \*\*\* p<.01, \*\* p<.05, \* p<.1

Table 2 shows the relationship between consumer behavior and product pricing overall. According to Table 2, product pricing and consumer behavior have a positive relationship with 0.243 coefficient. Moreover, the coefficient and overall model are statistically significant (p & Prob>F < 0.05).

Table 3: Regression analysis between price sensitive consumers and consumer behavior

avg_price_sensitive	Coef.	St.Error	t-value	p-value	[95% C.I.]		Sig
avg_behaviour	.185	.07	2.63	.009	.046	.324	***
Constant	2.78	.234	11.86	0	2.317	3.243	***
Mean dependent var		3.384	SD dependent var				0.644
R-squared		0.042	Number of observations				161
F-test		6.936	Prob > F				0.009

Note. \*\*\* p<.01, \*\* p<.05, \* p<.1

Table 4: Regression analysis between price insensitive consumers and consumer behavior

avg_price_insensitive	Coef.	St.Error	t-value	p-value	[95% C. I.]		Sig
avg_behaviour	.366	.108	3.38	.001	.152	.579	***
Constant	1.714	.361	4.75	0	1.001	2.427	***
Mean dependent var		2.906	SD dependent var				1.005
R-squared		0.067	Number of observations				161
F-test		11.411	Prob > F				0.001

Note. \*\*\* p<.01, \*\* p<.05, \* p<.1

Table 3 shows the relationship between consumer behavior and price sensitive consumers while Table 4 represents the relationship of consumer behavior with insensitive consumers. Both of the coefficients are statistically significant ( $p < 0.05$ ). However, by comparing Table 3 and Table 4, we can see that the effect of price insensitive people is stronger (0.366) rather than the effect of price sensitive people (0.185) on consumer behavior.



Table 5: Regression analysis between information on product packaging and consumer behavior

avg_packaging	Coef.	St.Error	t-value	p-value	[95%C. I]	Sig
avg_behaviour	.605	.079	7.66	0	.449	***
Constant	1.321	.263	5.01	0	.800	***
Mean dependent var		4.423	SD dependent var			0.829
R-squared		0.269	Number of observations			161
F-test		58.614	Prob > F			0.000

Note. \*\*\* p<.01, \*\* p<.05, \* p<.1

Table 5 illustrates the relationship between product information on packaging and consumer behavior. The coefficient is statistically significant ( $p < 0.05$ ). Product information on packaging have a high coefficient (0.605) meaning that it has a larger effect on consumer buying behavior.

Table 6: Mediation analysis (SEM)

	Coefficient	St.Error	z.	P>z	[95% C.I]	
<b>avg_satisfaction</b>						
avg_pakcaging	0.366	0.063	5.860	0.000	0.244	0.489
_cons.	2.169	0.212	10.220	0.000	1.753	2.585
<b>avg_behaviour.</b>						
Avg_satisfaction	0.419	0.070	5.990	0.000	0.282	0.556
_cons.	1.845	0.242	7.640	0.000	1.371	2.318
<b>var(e.avg_satisfaction)</b>	0.430	0.048			0.345	0.535
<b>var(e.avg_behaviour)</b>	0.411	0.046			0.331	0.512

Note: SEM = Structural Equation Modeling; avg\_satisfaction = Average satisfaction; avg\_behaviour = Average behavior; avg\_packaging = Average packaging

As shown in Table 6, there is a positive correlation (0.366) between product packaging and customer satisfaction, demonstrating a direct relationship between the two variables. Furthermore, we may conclude that the coefficient is statistically significant ( $p < 0.001$ ). There is

also a positive relationship (0.419) between customer satisfaction and customer behavior, and the coefficient is statistically significant ( $p < 0.001$ ). To evaluate mediation, we check for the indirect influence of product packaging on consumer behavior through customer satisfaction.

## **5. Results and Analysis**

The data part will be examined in greater depth to ensure sufficient findings and analysis. The primary purpose of this part is to answer the main research question using the sub-questions. Furthermore, after data analysis, this section will assist us in determining if the hypothesis should be rejected or accepted.

### **5.1. Data Analysis**

#### **5.1.1. Independent analysis of each variable**

Before looking at the relationship between variables and understanding the effect of customer satisfaction in a mediating role, we will look at each section independently. According to Table 7 (see Appendix A), the questions that demonstrate that individuals care about quality as much as the price of the goods have the highest average. Furthermore, based on the mean of replies to each question about product pricing, we may conclude that the majority of individuals are price sensitive. We may comprehend it by looking at the questions outlined in Chapter 3( for Table 4) as determinants of price insensitivity in consumers. The average response to these questions is 2.58-3.02, which is deemed low compared to the average response to other questions.

Table 9 (see Appendix A) explains the reason why customers are price sensitive. According to Table 9, consumers are generally pleased with the product they have selected, however, this is not always the case. As discussed in Chapter 2, if customers are happy with the product, there is a higher chance for repeated purchases and for customers being less price sensitive since they know the product is worth its price.

According to Table 8 ( see Appendix A), It is seen that packaging plays a huge role in people's buying process ( the lowest average is 4.10). With an average of 4.78, 4.60, and 4.42, printed information, color and label of the package seems to be the most essential part of the packaging.

## 5.2. Hypothesis Testing

### 5.2.1. Hypothesis 1

Based on Table 2, we can see that the relationship between product pricing and consumer behavior is significant ( $p < 0.01$ ). Moreover, we can see that with the increase of price, the purchasing behavior of consumers is estimated to increase by 0.243. The R-squared value of 0.103 suggests that approximately 10.3% of the variation in consumer behavior can be explained by changes in product pricing.

Tables 3 and 4 in Chapter 4 demonstrate the relationship between product pricing and customer behavior by testing the increase in buying behavior when the consumer is price sensitive and insensitive. We can observe that when consumers are price sensitive, the increase in purchasing behavior is substantially lower (0.185) than when they are price insensitive (0.366). Furthermore, price fluctuations explain 4.2% of the variation in consumer behavior for price sensitive individuals and 6.7% for price insensitive consumers. It may be explained by the reasoning described in Albari, & Safitri, I. (2018), where he notes that a higher price indicates a higher quality, hence consumers choose to buy more costly things.

The results of all three regression models demonstrate a continuous positive relationship between product pricing and customer behavior. This supports Hypothesis 1, which states that product pricing is positively related to customer purchasing behavior. The statistical significance of the coefficients and the positive relationships imply that when product pricing rises, customers' purchasing behavior tends to improve.

<b>Hypothesis 1</b>	<b>Results</b>
Product pricing is positively correlated with consumer buying behavior	Accepted

### 5.2.2. Hypothesis 2

The second hypothesis contends that product information on product packaging influences customer purchasing behavior. According to Table 5, an increase in product information on packaging leads to an increase in consumer buying behavior of 0.605, which is more than product pricing even among price insensitive customers. As a result, the effect of information on product packaging (0.605) is greater than the effect of product pricing (0.366) for price insensitive consumers. In addition to the coefficient being statistically significant ( $p < 0.01$ ), the R-squared value of 0.269 indicates that changes in product information on product packaging may explain roughly 26.9% of the variation in customer behavior. Hence, with the increase in information on product packaging, the consumer buying behavior will increase.

Hypothesis 2	Results
Product information on product packaging has a positive effect on consumer buying behavior	Accepted

### 5.2.3. Hypothesis 3

Using regression analysis, the relationship between product packaging, customer satisfaction, and consumer purchasing behavior was investigated (Table 6). The results indicate several significant findings. Firstly, a direct positive relationship between product packaging and consumer purchasing behavior was determined, implying that improving product information on packaging might persuade customers to buy more.

Secondly, a positive relationship was revealed between customer satisfaction and consumer buying behavior. This implies that pleased consumers are more likely to engage in favorable purchasing behaviors, which is consistent with earlier research emphasizing the significance of customer happiness in generating repeat purchases and brand loyalty.

Later on, the potential mediating role of customer satisfaction between product packaging and consumer buying behavior was investigated. The mediation analysis (Table 6) demonstrated that the effect of customer satisfaction (0.419) is higher than the direct effect of product packaging on consumer behavior (0.366) (as observed in Table 5). This finding suggests that customer satisfaction plays a significant mediating role in the relationship between product information on packaging and consumer buying behavior.

As a result, Hypothesis 3 can be accepted, indicating that customer satisfaction acts as a mediator between product information on packaging and consumer buying behavior. This mediation effect emphasizes the necessity of not just presenting useful and appealing product information on packaging, but also concentrating on improving consumer satisfaction to generate favorable purchasing habits.

Hypothesis 3	Results
Customer satisfaction mediates the relationship between product information and consumer buying behavior	Accepted

**5.3. Main Research Question**

**5.3.1. Sub- questions**

**5.3.1.1. How do pricing levels affect students’ purchasing decisions?**

Based on finding from Table 2, there is a statistically significant positive relationship between product pricing and consumer behavior . The coefficient for product pricing is 0.243, indicating that as the pricing of products increases, consumer behavior tends to increase as well. This suggests that higher pricing levels are associated with more favorable purchasing decisions among the respondents.

### **5.3.1.2. How does product information on packaging affect students' purchasing decision?**

The results from Table 5 show a statistically significant positive relationship between product information on packaging and consumer behavior. The coefficient for product packaging information is 0.366, indicating that an increase in product packaging information relates to a higher chance of favorable purchase choices among customers.

### **5.3.1.3. How much does student satisfaction play a role in mediating the link between product information on packaging and purchasing behavior?**

The coefficient between product information on product packaging and consumer behavior is significantly higher with customer satisfaction in a mediating role (Table 6). Therefore, it plays a huge role and improves the relationship between the product packaging and consumer behavior.

### **5.3.2. Conclusion**

Based on all answers to three sub-questions, we can conclude that both of our independent variables, namely product pricing and product information of product packaging, are statistically significant and have a positive effect on dependent variable, consumer behavior. As a result, with increased product price and product information on packaging, customer behavior will grow. It is vital to note, however, that product packaging has a greater effect on customer behavior than product cost.

Customer Satisfaction, which serves as a mediator, has also been shown to operate as a bridge between product information on packaging and consumer behavior. Better product information on packaging leads to increased customer satisfaction, which has the highest relationship with consumer behavior. It is also important to note that there is a strong association between consumer satisfaction and product packaging.

## **6. Conclusion & Recommendation**

### **6.1. Conclusion**

This study examined the impact of product information on packaging and product pricing on consumer buying behavior with customer satisfaction playing in a mediating role. This was achieved by building several linear regression models, where the product pricing and product information on packaging were independent variables, consumer behavior was a dependent variable and customer satisfaction was a mediator variable. Additionally, the effect of other external variables such as brand loyalty, price sensitivity was also explained.

First Hypothesis was accepted indicating a positive relationship between product pricing and consumer behavior. This result was achieved by dividing the respondents into two groups: price sensitive and insensitive students. As a result, it was found that price insensitive customers have a bigger effect on consumer behavior rather than price sensitive consumers.

The second and third hypotheses were similarly accepted, implying that greater information on packaging increases the likelihood of customers purchasing behavior. Furthermore, the findings revealed that customer satisfaction serves as an important mediator between product information on packaging and consumer behavior. The direct influence of product packaging on customer behavior was shown to be smaller than the effect of product packaging on customer behavior through customer satisfaction, underscoring its relevance in determining purchase decisions.

The study effectively answers the core study question: “How do price and product information on packaging influence consumer purchase behavior with customer satisfaction in a mediating role among university students in the Netherlands?”

A considerable impact of product pricing and packaging information on customer purchase decisions was demonstrated in the research paper. Higher pricing and more detailed product information on packaging, as well as carefully chosen attributes such as color, label, quality, etc.,



were shown to lead to more favorable purchase behaviors among university students. Furthermore, the study emphasizes the importance of customer satisfaction as a mediator. Customers who are satisfied are more likely to exhibit positive purchasing behavior, emphasizing the link between product information on packaging and purchase decisions.

The combined results of the research highlight the importance of product pricing and information on packaging, in shaping how consumers behave. Furthermore the role of customer satisfaction is seen as a factor in connecting product information on packaging to purchasing behavior. The knowledge gained from this study offers insights into how consumer behavior shifts within the context of changing factors like price or product information on packaging with customer satisfaction in a mediating role.

## **6.2. Recommendation**

As mentioned throughout the research paper, information on packaging is one of the most important variables affecting the buying behavior. Hence, it is vital to ensure that the information displayed on product packaging is clear and relevant since it directly impacts the decisions consumers/students make. Additionally, to better understand the relationship between customer purchasing behavior and product pricing, it is recommended to develop tactics that respond to the varied levels of price sensitivity across consumer groups. To ensure repeat purchases, it is crucial to give importance to customer satisfaction. In addition, it is suggested to employ data analysis techniques in order to monitor the consumers' response to changes in prices or products.

### **6.2.1. Recommendation to future researchers**

In the future, researchers have avenues they can explore based on this study. One of them is investigating the influence of characteristics such as age and nationality on consumer behavior which might provide useful insights for future researchers, giving light on evolving trends.

since most people focus on price due to their income or price sensitivity. While many people prioritize price owing to financial restrictions or sensitivity, a study into other aspects becomes critical. Individuals who are not bachelor students, for example, may have more possibilities and earnings potential, modifying their initial perception of price and, as a result, influencing their purchase behavior.

Furthermore, a longitudinal study that tracks changes in customer behavior over time has enormous promise. For example, starting the survey in a student's second year and then repeating it 3-4 years later on the same person, after graduation and solid employment, could reveal dynamic tendencies in their decision-making processes. Such an approach allows for a thorough knowledge of how external factors impact consumer behavior over time.

Another possible room for future researchers to improve is by incorporating approaches such as interviews, which can provide deep insights into the fundamental determinants of customer behavior. This method can help to alleviate the problem of asymmetric information that could result from online surveys.

Lastly, the incorporation of new variables, such as brand perception and economic situations, has the potential to increase the depth and breadth of this research paper. Researchers can introduce moderating variables, such as brand or consumer loyalty, to gain a more comprehensive understanding. This nuanced approach would shed the spotlight on the impact of factors other than packaging and pricing on customer purchase behavior.

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## 8. Appendix

### 8.1. Appendix A

Table 7. Mean of responses to survey questions about the product pricing

Questions	Mean of responses
I am very concerned about low prices, but I am equally concerned about product quality.	3.46
When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money.	3.61
When purchasing a product, I always try to maximize the quality I get for the money I spend.	3.82
When I buy products, I like to be sure that I am getting my money's worth.	4.09
I generally shop around for lower prices on products, but they must still meet certain quality requirements before buying them.	3.27
When I shop, I usually compare the "price per ounce" information for brands I normally buy.	2.74
I always check prices at the grocery store to be sure I get the best value for the money I spend.	3.55
I am not willing to go to extra effort to find lower prices.	3.02
I will grocery shop at more than one store to take advantage of low prices.	2.58
The money saved by finding low prices is usually not worth the time and effort.	2.97
I would never shop at more than one store to find low prices.	2.75
The time it takes to find low prices is usually not worth the effort.	2.78

Table 8. Mean of responses to survey questions about product information on packaging

Questions	Mean of responses
The packaging color impacts my buying behavior	4.60
The label of the package is important for me.	4.42
The quality of the packaging material is important for me	4.10
The package design has an impact on me during my purchase	4.40
The printed information on the package helps me to purchase the specific product	4.78
The language used on the package influences my buying decision	4.41
Innovation and practicality in product packaging is important for me during purchasing	4.20

Table 9. Mean of responses to survey questions about the customer satisfaction

<b>Questions</b>	<b>Mean of responses</b>
I am usually satisfied with the information provided by the products	3.37
I am usually satisfied with the personalization offered by the product for me	3.19
Usually my experience with the different products is very satisfactory.	3.39
Usually I am very satisfied with the packaging of the products	3.56
Usually the chosen product fulfills my needs	3.76

Table 10. Mean of responses to survey questions about the consumer behavior

<b>Questions</b>	<b>Mean of responses</b>
I usually read online reviews of products before making a purchase decision.	3.06
Personal contact and communication with salesperson are important while shopping	3.02
Touching or seeing the products in person is an important part of the shopping experience	3.77
Blogs are an important source of information regarding products and services	2.98
Viral information (videos/articles etc.) influences my perception toward the products	3.49
I generally consult family and friends before making a purchase	3.06
I usually seek expert opinion online before purchasing a high involvement product.	3.29

## 8.2. Appendix B

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//thesis code  
////////////////////////////////////  
import excel "/Users/macbook/Downloads/Thesis June Final 123.xlsx", sheet("Sheet0") cellrange  
(A2:AG163) firstrow case(lower)  
//destring  
destring q2_1 q3_1 q4_1 q5_1 q6_1 q7_1 q8_1 q9_1 q10_1 q11_1 q12_1 q13_1 q14_1 q15_1  
q16_1 q17_1 q18_1 q19_1 q20_1 q21_1 q22_1 q23_1 q24_1 q25_1 q26_1 q27_1 q28_1 q29_1  
q30_1 q31_1 q32_1, replace  
////////////////////////////////////  
////Hypothesis 1  
////////////////////////////////////  
//creating avg for pricing questions  
egen avg_pricing = rowmean (q1_1 q2_1 q3_1 q4_1 q5_1 q6_1 q7_1 q8_1 q9_1 q10_1 q11_1  
q12_1)  
  
//creating avg for consumer behavior questions  
egen avg_behaviour = rowmean (q26_1 q27_1 q28_1 q29_1 q30_1 q31_1 q32_1)  
//creating avg for price sensitive group  
egen avg_price_sensitive = rowmean (q1_1 q2_1 q3_1 q4_1 q5_1 q6_1 q7_1 q9_1)  
//creating avg for price insensitive group  
egen avg_price_insensitive = rowmean (q8_1 q10_1 q11_1 q12_1)  
////////////////////////////////////  
//regression model 1 - avg_pricing/avg_behaviour  
reg avg_pricing avg_behaviour  
//regression model 2 - avg_price_sensitive/avg_behaviour  
reg avg_price_sensitive avg_behaviour  
//regression model 3 - avg_price_insensitive/avg_behaviour
```



```
reg avg_price_insensitive avg_behaviour
////////////////////////////////////
///Hypothesis 2
////////////////////////////////////
//creating avg for packaging
egen avg_packaging = rowmean (q13_1 q14_1 q15_1 q16_1 q17_1 q18_1 q19_1)
//regression model 4 avg_packaging/avg_behaviour
reg avg_packaging avg_behaviour
////////////////////////////////////
///Hypothesis 3
////////////////////////////////////
//creating avg for satisfaction
egen avg_satisfaction = rowmean (q20_1 q21_1 q22_1 q23_1 q24_1 q25_1)
//regression model 5 - avg_satisfaction/avg_behaviour/avg_packaging
sem (avg_satisfaction <- avg_packaging) (avg_behaviour <- avg_satisfaction)
```