

IMPACT OF PRODUCT STRATEGY ON CONSUMER PURCHASE DECISION OF LAPTOP AMONG COLLEGE STUDENTS FROM NORTH KARNATAKA

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Abstract

In today's rapidly evolving technological landscape, innovation and development are constantly shaping products to cater to the needs and desires of individuals. Technology plays a crucial role in facilitating communication and the sharing of information among various user groups. One notable trend is the increasing prevalence of laptops as a versatile tool for storing, transferring, and accessing information swiftly, providing consumers with the convenience of having relevant data at their fingertips, regardless of their location. The aim of this study is to assess the influence of product strategy on purchase decisions. The research employs a descriptive and causal research design, with primary data being the primary source of information. To gather primary data, a questionnaire survey was conducted. This study specifically targets college-level students in North Karnataka as its sample population. A total of 150 respondents were selected from various educational institutions in North Karnataka using a convenience sampling method. The data analysis primarily utilized descriptive statistics like mean, median, mode, correlation and regression analysis. The findings of this study reveal that product strategy has a positive impact on purchase decisions. However, it is noteworthy that components/ parameters of product strategy do significantly influence the choice of product when it comes to selecting a laptop among college-level students in North Karnataka.

Keywords: Factors of Product Strategy, Consumer Behaviour, Buying Behaviour, Technology.

INTRODUCTION

A product strategy is a comprehensive blueprint designed to bring your overarching vision or goal to fruition. In greater detail, it outlines the target audience for the product and the compelling reasons for their interest and purchase intent.

Additionally, it defines the unique attributes that set the product apart and clarifies the business objectives, illustrating why it's a valuable investment for your company.

Noor Ahmed Memmon & Shakil Amhed in 2016 finds that, marketers should prioritize Product, Price, Quality, Brand Image, and Celebrity endorsement when targeting prospective customers among the youth demographic.

However, it is not advisable to allocate significant resources to unnecessary promotional campaigns that demand substantial budgets, superfluous innovations that could raise doubts about device usability, or efforts to enhance device user-friendliness when marketing laptops.

Rahimi et al.'s 2014 study concludes that the product's strategy stands as the most pivotal attribute in the product selection process. Following closely in significance are the product's brand and material.

Aghdaie et al.'s 2014 study on customer-oriented benefit segmentation not only aids managers in segmenting customers but also furnishes a methodology for analyzing customer behavior. It assists in determining the marketing approach and underlining the importance of each characteristic within each segment.

A well-crafted product strategy should serve as a dynamic document that guides decision-making and keeps the product development efforts focused on achieving the defined vision and objectives. Regularly revisit and update your product strategy to stay responsive to market changes and evolving user needs.

LITERATURE REVIEW

1. *Sarita Rathia Shyamalendu Niyogib and Kavita Rathic, 2107* discuss that technology's continuous evolution impacts consumer preferences and buying patterns when acquiring computers or laptops. The frequency of upgrades varies based on individual needs and budget constraints. To increase product lifespan, regular maintenance, software updates, and strategic hardware upgrades are essential practices.
2. *Janani-2021, interprets* the women buyers as the intricate process through which individuals choose, arrange, and interpret information inputs to construct meaning. Meanwhile, an attitude represents an individual's overarching sentiment or disposition towards a particular object or concept.
3. *Dr. K. Vanaja-2020*, this research found that a significant portion of the participants are swayed by the convenience and connectivity features of DELL laptops. The trajectory and development of the laptop industry heavily rely on consumer buying habits and their preferences in laptop purchases and as referred in the study, consumers exhibit a strong emphasis on image and brand awareness, which is clearly reflected in their laptop purchasing behaviour (Keller, 2002).
4. *Inke F. Pongantung, Frederik G. Worang, Linda Lambey-2019*, when purchasing a laptop, the decision-making process can be broken down into three main factors: Product Attributes, which can be further subdivided into three key elements: Quality, Operating System, and Price. Entertainment Factor, consisting of two crucial components: Entertainment and Brand. Promotion Factor, encompassing two significant aspects: Internet Publicity and Discount.

5. *V. Suresh, K. Sadasivan, M. Vetriselvi and K. Maran-2018*, the research findings suggest that, when consumers make the decision to purchase a new laptop, factors such as display resolution and the laptop's weight and dimensions hold relatively less significance. Based on the analyzed data, it appears that these aspects may not carry significant weight in consumers' decision-making processes. On the contrary, consumers appear to prioritize factors such as processor speed and type, memory capacity, hard disk size, the availability of a technical service network, as well as maintenance and repair services.
6. *In their 2011* article titled "Exploring the Benefits and Challenges of Integrating Laptop Computers in Higher Education Classrooms" published in the *Canadian Journal of Learning and Technology*, *Kay and Lauricella* pointed out that the increasing affordability, enhanced convenience, and widespread availability of wireless connectivity have led to a growing number of college and university students using laptop computers in their classrooms. This emerging trend has necessitated instructors to grapple with the pedagogical implications associated with the utilization of these portable devices.
7. In a paper by *Aslihan and colleagues (2006)* they emphasized the importance of understanding why consumers prefer certain products, brands, or companies over others. They asserted that comprehending these reasons is crucial for effective product marketing in order to outperform competitors.
8. *Behzadian et al. (2011)*, in their article titled 'Iranian Students' Preferences for Laptops: Their study employed traditional full-profile conjoint analysis to examine the preferences of Iranian students for laptops. The study found that the four most critical factors influencing laptop preferences were price, size, processor speed, and graphics card. These findings were deemed important for managers tasked with developing effective marketing strategies and programs.
9. Moreover the research of *Saaksjarvi & Hellen (2013)* specified that company adopts several marketing strategy policies with different innovation design strategy for deigning product.
10. *In a commentary by Cliff (2021)* regarding the Post-COVID Workstation Strategy, featured in '<https://www.computerweekly.com/blog/Cliff-Sarans-Enterprise-blog/A-desktop-strategy-for-post-pandemic-return-to-work>,' it was noted that employees no longer felt compelled to return to the office on a full-time basis. Instead, they favored hybrid work arrangements that provided the flexibility to work from home. This shift in work dynamics raised questions about office space configuration, such as the choice between dedicated desk space or hot desking, as well as the preference for laptops or desktops and the choice between Mac and Windows devices. The overarching theme was ensuring a consistent employee experience, whether working from home or the office.

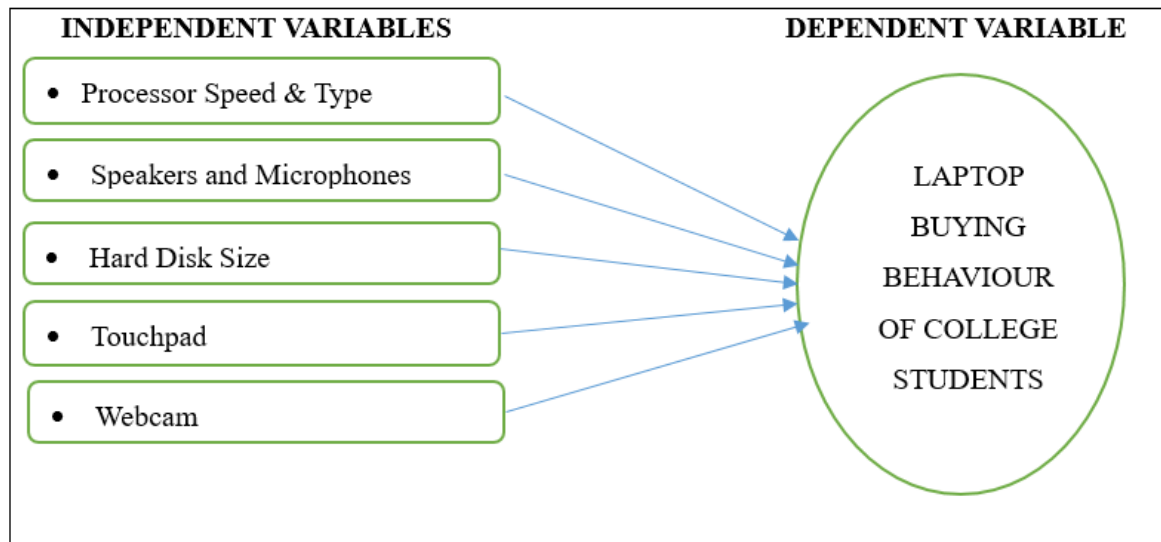
11. Another study published in the Social Sciences and Humanities Open examined students' perceptions and preferences for online education in India during the COVID-19 pandemic. The study, available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3596056, highlighted that many educational institutions in India had transitioned to online learning platforms due to the pandemic. However, technical challenges related to device suitability and bandwidth availability were significant concerns. Despite these challenges, the study found that a majority of respondents (70%) were willing to opt for online classes to continue their education during the pandemic.
12. In a study conducted by *Saravanan in 2016*, it was determined that several factors, including quality, product design (style), and after-sale service, play a role in influencing consumer purchasing decisions. However, the research highlighted that among these factors, the brand emerges as the most significant element shaping the decision-making process when it comes to buying laptops.
13. Similarly, another study conducted by *Sultan, Memmon, and Amhed in 2016* focused on the purchasing behavior of young consumers in relation to laptops. Their findings indicated that quality, brand image, and endorsement positively impact the buying decisions of young individuals. In contrast, the study found that other variables had no discernible effect on the purchasing outcomes for laptops among this demographic.
14. As per *Keller in 2002*, consumers exhibit image and brand-consciousness, and this is reflected in their laptop purchasing behaviour.
15. *Khan and Rohi's study from 2013* highlighted that customer satisfaction hinges on several key factors, namely price, product features, product quality, and consumer service. In the ever-evolving landscape of the information technology sector, there has been a significant surge in technological advancements.
16. *Raju Bhai Manandhar in 2021* finds that, both males and females tend to have similar preferences when it comes to product design as a product strategy for laptops. There is little to no discernible difference in how they perceive and select product designs for laptops.

Variables Identified:

For the current study following are the variables identified which impact on the buying behaviour of students from north Karnataka.

- Processor Speed & Type,
- Speakers and Microphones:
- Hard Disk Size,
- Touchpad
- Webcam

Conceptual Framework



Research Questions:

Following research questions are framed on the basis of literature review of the product design as a component of product strategy on consumer who buy the laptops particularly the college students.

- Q.1: What are the product strategy factors of laptop impacting on the buying behaviour of the college students in North Karnataka?
- Q.2: Do the product strategy factors of laptop have any impact of the buying behaviour of the college students in North Karnataka?

Research objectives:

1. To identify the product strategy of laptop impacting on the buying behaviour of the college students in North Karnataka.
2. To assess the impact of product strategy factors on the buying behaviour of the college students in North Karnataka

RESEARCH HYPOTHESIS:

- H1:** There is an impact of factors of product strategy on purchasing decision of laptop by the college students of North Karnataka.
- H0:** There is no impact of factors of product strategy on purchasing decision of laptop by the college students of North Karnataka.

RESEARCH METHODOLOGY

Research Design:

This study employs a descriptive research design to investigate and assess the relationship between the two variables product strategy factors and purchase decisions or buying behaviour by the college students in North Karnataka.

Sample Planning:

The target population for this study includes college-level students residing in the North Karnataka districts who use laptops. In order to collect the required data to meet the goals of the research work, a sample size of 150 students were chosen from different colleges in North Karnataka. Dividing 10 each respondent for each college randomly selected among the number of colleges operating in north Karnataka, the response was collected from both girls and boy students so as to maintain the gender bias. The convenience sampling approach was employed to select participants for the study.

Data Collection Process:

The data collection purely relies on the primary data collected from respondents. A structured questionnaire was used to record the response. The questionnaire was designed with a 5-point Likert scale to have accuracy of the response.

Statistical tools used:

Descriptive statistics were employed to analyse the primary dataset. This analysis involved the computation of measures such as the mean, standard deviation, as well as the generation of graphical representations such as correlation plots and regression graphs, among others.

Correlation Analysis has been used to analyse the relation between product strategy and Purchase decision and the Regression analysis has been used to the find the association between the product strategy factors and purchase design. Pearson's correlation coefficient is employed to ascertain the relationship between two variables. The correlation values are interpreted as follows:

0.00 = No correlation

1.00 = Perfect/Positive correlation

To perform accurate data analysis, we utilize SPSS software, dividing our analysis into two key components:

DATA ANALYSIS AND RESULTS

PART-1:

Demographic factors of respondents:

Number of respondents: 150.

Area of Data Collection: North Karnataka

Age group of Respondents: 18 years to 24 Years

Education: Both Under graduate students and Post Graduate Students.

Gender: Male and Female only

Financial Background: NA

Table 1: Gender of Respondents

Gender	Total Numbers	Percentage
Male	80	53
Female	70	47
Total	150	100

Table 1: Shows that, the data reveals that the majority of participants are male, comprising 53 percent of the respondents, while females constitute 47 percent of the respondents.

Table 2: Education level of Respondents:

Degree	Total Numbers	Percentage
Undergraduate	100	67
Post Graduate	50	33
Total	150	100

Table 2: Evident from Table-2 that the majority of respondents, constituting 67 percent, hold a Undergraduate degree, while the remaining 33 percent of respondents have attained a Post Graduate level of education.

Table 3: Age of Respondents

Age	Total Numbers	Percentage
18-20	88	59
21-23	62	41
Total	150	100

Table 3 demonstrates that the highest participation, accounting for 59 percent of the students, falls within the age range of 18-20 years. Following this, 41 percent of participants are between 21-23 years.

Descriptive statistics:

Descriptive statistical analysis has been done with the adoption of mean and standard deviation. When considering the data set separately for males and female respondents, we can liken the mean to the average distance that data points for each group are from their respective means. The square of the standard deviation (variance) can be thought of as analogous to the moment

of inertia in a physical model, providing a measure of how data points are distributed within each gender group.

Table 4: Mean and Standard deviation of variables

	N	Mean	SD
	Statistic	Statistic	Statistic
Processor Speed & Type,	150	3.42	0.462
Speakers and Microphones:	150	3.37	1.89
Hard Disk Size,	150	3.52	0.75
Touchpad	150	3.33	1.82
Webcam	150	3.6	0.712

Source of Data: Questionnaire

Sample Size (N): The sample size for each feature is 150. This means that the statistics are based on data from 150 devices for each feature.

Mean (Average): The "Mean" column represents the average score or rating for each feature. The mean is a measure of central tendency, indicating the typical or average value for that specific feature. Here are the mean scores for each feature:

Processor Speed & Type: 3.42

Speakers and Microphones: 3.37

Hard Disk Size: 3.52

Touchpad: 3.33

Webcam: 3.6

Standard Deviation (SD): The "SD" column represents the standard deviation, which measures the degree of variation or dispersion in the data. A smaller standard deviation indicates less variation, while a larger one suggests more variability. Here are the standard deviations for each feature:

Processor Speed & Type: 0.462

Speakers and Microphones: 1.89

Hard Disk Size: 0.75

Touchpad: 1.82

Webcam: 0.712

Interpretation:

Processor Speed & Type: This feature has a relatively high mean (3.42) and a low standard deviation (0.462), suggesting that the devices in the sample have reasonably good processor speed and type ratings, with relatively low variability among them.

Speakers and Microphones: This feature has a mean rating of 3.37, but a high standard deviation of 1.89, indicating that there is more variability in ratings for speakers and microphones. Some devices in the sample may have excellent speakers and microphones, while others may have lower quality.

Hard Disk Size: The mean rating for hard disk size is 3.52, and the standard deviation is 0.75. This suggests that, on average, the devices have a reasonable hard disk size, and there is moderate variability in hard disk sizes among the sample.

Touchpad: The touchpad feature has a mean rating of 3.33 and a relatively high standard deviation of 1.82, indicating that there is significant variability in how users perceive the quality of touchpads on these devices.

Webcam: The webcam feature has the highest mean rating (3.6) among all the features, and a relatively low standard deviation (0.712), indicating that most devices in the sample have a good webcam, with less variability in ratings.

Correlation:

Hypothesis:

H1: There is an impact of factors of product strategy on purchasing decision of laptop by the college students of North Karnataka.

- a. Impact of Product Strategy Factor- Processor Speed & Type on purchasing decision of laptop by the college students of North Karnataka.

		Laptop Buying Behaviour of College Students	Processor Speed & Type
Laptop Buying Behaviour of College Students	Pearson Correlation	1	0.532
	Sig. (2-tailed)		0.001
	N	150	150
Processor Speed & Type	Pearson Correlation	0.532	1
	Sig. (2-tailed)	0.001	
	N	150	150

Correlation is Significant at the 0.01 level (2-tailed)

The Pearson correlation coefficient of 0.532 suggests a moderately positive relationship between these two variables. The p-value of 0.001 indicates that this correlation is statistically significant at the 0.05 level, suggesting that there is a meaningful association between students' laptop buying behavior and the speed and type of the processor in the laptops they consider.

- b. Impact of Product Strategy factor- Memory Capacity on purchasing decision of laptop by the college students of North Karnataka.

		Laptop Buying Behaviour of College Students	Speakers and Microphones:
Laptop Buying Behaviour of College Students	Pearson Correlation	1	0.438
	Sig. (2-tailed)		0.067
	N	150	150
Speakers and Microphones:	Pearson Correlation	0.438	1
	Sig. (2-tailed)	0.067	
	N	150	150

The Pearson correlation table interprets that,

The Pearson Correlation coefficient (r) measures the strength and direction of the linear relationship between two variables. In this case, it measures the relationship between "Speakers and Microphones" and "Laptop Buying Behavior of College Students."

The correlation coefficient (0.438) is positive, indicating a positive linear relationship. As one variable (Speakers and Microphones) increases, the other variable (Laptop Buying Behavior of College Students) tends to increase as well.

The significance (p-value) of 0.067 is less than 0.05 (assuming a typical significance level of 0.05). This suggests that there is some evidence to conclude that the correlation is statistically significant. In other words, there is a reasonable degree of confidence that the correlation is not due to random chance.

The sample size (N) is 150, which means that the analysis was conducted on a sample of 150 college students.

c. Impact of Product Strategy Factor- Hard Disk Size on purchasing decision of laptop by the college students of North Karnataka.

		Laptop Buying Behaviour of College Students	Hard Disk Size
Laptop Buying Behaviour of College Students	Pearson Correlation	1	0.582
	Sig. (2-tailed)		0.0532
	N	150	150
Hard Disk Size	Pearson Correlation	0.582	1
	Sig. (2-tailed)	0.0532	
	N	150	150

The Pearson correlation coefficient is 0.444, and the two-tailed p-value is 0.001, which indicates a statistically significant positive correlation between these two variables among a sample of 150 college students. This suggests that as the hard disk size of laptops increases, there is a tendency for college students to exhibit a higher likelihood of purchasing those laptops for their academic needs.

d. Impact of Product Strategy Factor- The Availability of Technical Service Network on purchasing decision of laptop by the college students of North Karnataka.

		Laptop Buying Behaviour of College Students	Touchpad
Laptop Buying Behaviour of College Students	Pearson Correlation	1	0.530
	Sig. (2-tailed)		0.0111
	N	150	150
Touchpad	Pearson Correlation	0.530	1
	Sig. (2-tailed)	0.0111	
	N	150	150

The data suggests a statistically significant positive correlation (Pearson correlation coefficient of 0.530) between "Laptop Buying Behavior of College Students" and "Touchpad" availability in the laptop for the sample of 150 college students. This indicates that as the availability of Touchpad influences students' laptop buying behavior and becomes more favorable. The p-value of 0.0111 suggests that this correlation is unlikely to be due to chance and is indeed significant.

e. Impact of Product Strategy Factor- The Availability of Maintenance & Repair Services on purchasing decision of laptop by the college students of North Karnataka

		Laptop Buying Behaviour of College Students	Webcam
Laptop Buying Behaviour of College Students	Pearson Correlation	1	0.378
	Sig. (2-tailed)		0.012
	N	150	150
Webcam	Pearson Correlation	0.378	1
	Sig. (2-tailed)	0.012	
	N	150	150

The Pearson correlation coefficient is 0.378, which suggests a positive correlation between these two variables. Furthermore, the p-value is 0.012, indicating that this correlation is statistically significant at a 2-tailed significance level of 0.05. In simpler terms, the data suggests that there is a meaningful positive relationship between the availability of Webcam and college students' laptop buying behaviour.

Regression:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.567	.17		8.627	.000
Processor Speed & Type,	.268	.110	.298	6.925	.000
Speakers and Microphones:	.127	.101	.321	5.523	.000
Hard Disk Size,	.146	.327	.543	6.230	.000
Touchpad	.290	.349	.438	7.130	.000
Webcam	.321	.340	.399	5.919	.000

Dependent Variable: Laptop Buying Behaviour of College Students

Interpretation:

Constant: This is the intercept of the regression equation. In this case, the constant is 1.567.

Processor Speed & Type: This is one of the independent variables. It has an unstandardized coefficient of 0.268 and a standardized coefficient (Beta) of 0.298. This suggests that for every one unit increase in Processor Speed & Type, the dependent variable (Laptop Buying Behaviour of College Students) increases by 0.268 units. The standardized coefficient (Beta) of 0.298 *indicates that this variable has a moderate positive impact on the dependent variable.*

Speakers and Microphones: This is another independent variable. It has an unstandardized coefficient of 0.127 and a standardized coefficient (Beta) of 0.321. This suggests that for every one unit increase in Speakers and Microphones, the dependent variable increases by 0.127 units. The standardized coefficient (Beta) of 0.321 *indicates that this variable has a relatively strong positive impact on the dependent variable.*

Hard Disk Size: This independent variable has an unstandardized coefficient of 0.146 and a standardized coefficient (Beta) of 0.543. This indicates that for every one unit increase in Hard Disk Size, the dependent variable increases by 0.146 units. The relatively high standardized coefficient (Beta) of 0.543 *suggests that this variable has a strong positive impact on the dependent variable.*

Touchpad: This variable has an unstandardized coefficient of 0.290 and a standardized coefficient (Beta) of 0.438. For every one unit increase in Touchpad, the dependent variable increases by 0.290 units. The standardized coefficient (Beta) of 0.438 *suggests that this variable has a strong positive impact on the dependent variable.*

Webcam: This variable has an unstandardized coefficient of 0.321 and a standardized coefficient (Beta) of 0.399. For every one unit increase in Webcam, the dependent variable increases by 0.321 units. The standardized coefficient (Beta) of 0.399 *indicates a moderate positive impact on the dependent variable.*

Dependent Variable: Laptop Buying Behaviour of College Students: This is the outcome variable you are trying to predict or explain based on the independent variables. The results suggest that Processor Speed & Type, Speakers and Microphones, Hard Disk Size, *Touchpad, and Webcam are all significant predictors of the Laptop Buying Behavior of College Students.*

The "t" value and "Sig." (Significance) values suggest that all these coefficients are statistically significant ($p < 0.05$), meaning they are unlikely to be due to random chance.

We can conclude that, the factors of product strategy has a predominant role on the purchasing decision of laptop by the college students of North Karnataka.

Hence the Hypothesis is accepted.

SUGGESTIONS, CONCLUSION

The research results on the impact of factors of product design of laptop on buying behaviour of students in North Karnataka are as follows:

- It suggesting that there is a meaningful association between students' laptop buying behavior and the speed and type of the processor in the laptops they consider.
- This suggests that as availability of Speakers and Microphones in laptops influence the tendency of college students to exhibit a more favorable laptop buying behaviour
- This suggests that as the hard disk size of laptops increases, there is a tendency for college students to exhibit a higher likelihood of purchasing those laptops for their academic needs.
- This indicates that as the availability of Touchpad increases students' laptop buying behaviour and becomes more favorable.
- The data suggests that there is a meaningful positive relationship between the Webcam and college students' laptop buying behavior

Conclusion:

The study indicates that the product strategy used by the companies through various laptop features have a significant influence on college students' buying behavior. Faster processors, speakers, microphones, larger hard disks, touchpads, and webcams all play a role in shaping their preferences when choosing a laptop for their academic needs.

The variables in the model have a positive effect on the dependent variable, with varying degrees of influence. The "Sig." values for all coefficients are very low (close to zero), indicating that these coefficients are statistically significant in predicting the dependent variable.

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