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THE IMPACT OF FOOD PACKAGING CUES ON PERCEIVED PRODUCT QUALITY IN CONSUMER MARKET OF PAKISTAN

By

ANAM JAVEED

DOCTOR OF PHILOSOPHY
UNIVERSITY UTARA MALAYSIA
(May, 2018)
THE IMPACT OF FOOD PACKAGING CUES ON PERCEIVED PRODUCT QUALITY IN CONSUMER MARKET OF PAKISTAN

ANAM JAVEED

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Examining the quality perceptions of the consumers have often been recommended as an international research paradigm. This study is grounded in Pakistani consumer market to evaluate the impact of food packaging cues on perceived product quality. The moderating effect of consumer knowledge was also taken into consideration in the study. Signalling theory was used in the study for its established predictive power in consumer behaviour, marketing and various fields of research. Based on the essence of signalling theory, this study hypothesized that food packaging cues cast a positive impact on perceived product quality and consumer knowledge moderates these relationships. By using the sample of 504 consumers, data were gathered using mall intercept method following multi stages sampling technique. The responses were analyzed using Statistical Package for Social Sciences (SPSS) and Smart Partial Least Square (PLS). The SPSS was used for descriptive analysis whereas Smart PLS was used for inferential analysis. The findings of the study unveil that the extrinsic cues brand name, price, nutritional label, precautionary label and Halal logo were positively and significantly related to perceived product quality. However, country of origin casted no impact on perceived product quality. Consumer’s knowledge reflected a moderate effect on the relationships of brand name and country of origin with perceived product quality whereas it exerted no moderation impact on the relationships of price, nutritional label, precautionary label and Halal logo with perceived product quality. As the results exhibit that Pakistani consumers rely on food packaging cues for perceiving about the product hence it is recommended to the marketers and policy makers to develop appropriate marketing strategies focused on the significance of food packaging cues.

Keywords: Perceived Product Quality, Food Packaging Cues, Consumer’s Knowledge, Signalling Theory.
ABSTRAK


Kata kunci: Kualiti produk yang dilihat, penunjuk pembungkusan makanan, pengetahuan pengguna, Teori Signaling.
ACKNOWLEDGMENTS

In the name of Almighty Allah, the Most Beneficent, the Most Merciful, and May Almighty Allah bless upon our beloved Prophet Muhammad Sallallahu Alaihi Wasallam. I would express my deep gratitude to the Almighty Allah for the blessings and honoring me with His guidance in order to complete this thesis successfully.

First and foremost, I would like to extend thank you to my distinguished supervisor Prof. Dr. Sany Sanuri Mohd. Mokhtar for his guidance, knowledge and his endless efforts at each stage of my study. I would also like to extend my gratitude to Dr. Ismail Lebai Othman for his wonderful support.

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Finally, my sincere gratitude goes to my husband Dr. Muhammad Yar Khan who means life to me. His constant support, love and courage kept me going in this challenging journey of my life. I would also avail this opportunity to say thank you to my parents, brother and in laws for their support and prayers.
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List of Abbreviations

BN  Brand Name
PR  Price
COO  Country of origin
NL  Nutritional Label
PL  Precautionary Label
HL  Halal logo
PPQ  Perceived Product Quality
CK  Consumer Knowledge
PLS  Partial Least Square
SEM  Structural Equation Modeling
SPSS  Statistical Package of Social Sciences
CSD  Cantonment Store Department
GVP  Green Valley Premium Hyper Mart
BC  Beverly Center
ISB  Islamabad
RWP  Rawalpindi
CBSEM  Covariance Based Structural Equation Modeling
VBSEM  Variance Based Structural Equation Modeling
PCA  Principle Component Analysis
CFA  Confirmatory Factor Analysis
AVE  Average Variance Extracted
GOF  Goodness Of Fit
UUM  Universiti Utara Malaysia
KMO  Kaiser-Mayer-Olkin
CHAPTER 1
INTRODUCTION

1.1 Background of Study

The modern day concept of consumer behavior revolves around the end user considering him as the ultimate authority (Pearce, 2016). This viewpoint of thinking makes it important for the enterprises to get a deeper comprehension of the consumer perceptions for product differentiation as well as to gain competitive edge (Ravikanth & Rao, 2016). Consumer behavior is complex and the choices that are made majorly depend on the attributes of the product. The product attributes provide an opportunity to the firms to develop their products as per the needs and develop product differentiation (Charlebois et al., 2016).

The quality perception in relation to the packaged food has been given considerable interest in the recent arena of consumer behavior (Ravikanth & Rao, 2016). Previously, the concept of perceived product quality has been shown to impact the value perception, product/brand loyalty and satisfaction (Hansen, 2001). Since the perceptions of the consumers has an immense importance for food producers, marketers as well as retailers. It has become inevitable for the companies to gain an insight for perceptions of the consumers regarding the product in order to provide them with the quality which is expected by them as well as to retain its competitive position in the market (Charlebois et al., 2016). According to Jover et al. (2004) as the process of perception is a complex process. The perceptions which are formed by the consumers is in the form of associations which are being formed by the consumers according to the stimuli which are received in a shopping situation.
The contents of the thesis is for internal user only
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Appendix (A): Research Questionnaire (English)

Universiti Utara Malaysia, 06010 UUM Sintok, Kedah Darul Aman, Malaysia

Dear Mr /Mrs /Ms,

ACADEMIC RESEARCH QUESTIONNAIRE

I am the PhD candidate at the above mentioned university and I am currently working on my PhD thesis title “The impact of extrinsic food packaging cues on perceived product quality in Pakistani consumer market”.

Thank you in advance for your valuable time in filling this questionnaire. Please be assured that your responses will only be used for academic purpose. Hence, your identity will never be known throughout any part of the research process.

Thank you very much in anticipation of your responses.

Sincerely

PhD Candidate Anam Javeed
Email: anam_javeed@oyagsb.uum.edu.my

Your kind cooperation and participation is highly appreciated in filling out the brief questionnaire about perceive product quality.

Please indicate your responses to the following statements by ticking (/) for the best answer that reflects your perceptions regarding the food packaging cues in one of the boxes which rates your level of agreement from number 1 to 5. Number 1 means strongly disagree and number 5 means strongly agree.

| Strongly disagree (1) | Disagree (2) | Uncertain (3) | Agree (4) | Strongly agree (5) |
**SECTION ONE: BRAND NAME**

<table>
<thead>
<tr>
<th>No</th>
<th>Survey items</th>
<th>1</th>
<th>2</th>
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<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Popular brand name can describe the quality of the product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The branded food product makes me want to buy it.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>I enjoy eating branded foods.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The branded food product has an acceptable standard of quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The branded food product has a consistent quality.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>The branded food consumption makes me feel accepted in peers.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>The branded food gives me social approval.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>8</td>
<td>The brand label on the food package guarantees quality.</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>9</td>
<td>Even though, the branded foods are a little expensive but they are better in quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SECTION TWO: COUNTRY OF ORIGIN**

<table>
<thead>
<tr>
<th>No</th>
<th>Survey items</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<th>5</th>
</tr>
</thead>
</table>
| 1  | Country of origin promotes the positive image of the source country.
2  | I am concerned about the country of origin of the food product.
3  | When purchasing the food product, I believe that COO will determine sophistication and quality.                                                                                                                                                                                         |   |   |   |   |   |
| 4  | To make sure what I buy is high in quality, I seek for the source country label.                                                                                                                                                                                                                                                        |   |   |   |   |   |

**SECTION THREE: PRICE**

<table>
<thead>
<tr>
<th>No</th>
<th>Survey items</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Higher quality is the consequence of higher price.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Packaged food items have an acceptable sale price.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Packaged food items offer value for money.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Packaged food items have a good quality for the price paid.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I check the price while shopping for the packaged food.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Regardless of other labels, price is very important quality indicator for me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Price labels effect my purchase decision</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I am concerned about low price but I am equally concerned about the quality,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The old saying “you get what you pay for” is generally true.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SECTION FOUR: NUTRITIONAL LABEL**

<table>
<thead>
<tr>
<th>No</th>
<th>Survey items</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Comprehensive nutritional information helps me to decide which food pack to buy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I read the nutritional label when I buy food package.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3 I use nutritional label to choose and compare the packaged food items.
4 Would you sacrifice health for taste?
5 Nutritional label provides awareness about food product quality.
6 I believe nutritional label leads to quality food choice.
7 The food product with nutritional label is safe and high in quality.

SECTION FIVE: PRECAUTIONARY LABEL

<table>
<thead>
<tr>
<th>No</th>
<th>Survey items</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Precautionary Label is the source of information regarding potential allergens.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I read the Precautionary Label when I buy food package.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Product with Precautionary Label with high risk of inducing an allergic reaction is higher in quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Product with Precautionary Label with low or no risk of inducing any allergic reaction is higher in quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>There is an increased use of Precautionary Label in packaged food industry.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Presence of Precautionary Label can improve the quality perceptions of the consumer regarding food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Precautionary Label assists in making healthier and safer food choices</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I seek Precautionary Label very carefully on food packaging.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I have strong interest in Precautionary Label as it is related to my health.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Precautionary Label guarantees quality of food.</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION SIX: HALAL LOGO

<table>
<thead>
<tr>
<th>No</th>
<th>Survey item</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Halal logo is important for me when purchasing packaged food items.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The food products which have Halal logo on it have a better quality than competing products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The food products with Halal logo are in compliance with Shariah.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Halal symbolized foods are reliable.</td>
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<td>5</td>
<td>Quality, safety and compliance with Islamic laws are the ultimate consequences of foods with Halal logo.</td>
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<td>I only prefer to buy products with Halal logo on it.</td>
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<td>I will choose Halal certified food product even at a higher price.</td>
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<td>8</td>
<td>Halal consumption makes a good impression of me in peers</td>
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<td>9</td>
<td>The packaged foods available in market with Halal logo are high in quality.</td>
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<td>Halal packaged food has a better taste than conventional foods</td>
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<td>11</td>
<td>Buying Halal symbolized food gives me inner satisfaction and peace</td>
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SECTION SEVEN: CONSUMER KNOWLEDGE

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I feel confident about my knowledge of packaged food products.

I feel I know how to judge the quality of packaged food products.

I do not feel very knowledgeable about packaged food items.

Among my circle of friends, I'm one of the ‘experts’ on packaged food products.

Knowledgeable consumers use packaging cues for perceiving the quality.

Compared to most buyers, I know less about packaged food products.

I know most of the packaged food items around in shops.

When it comes to packaged food products, I really don’t know a lot.

Compared to most buyers, I know more about packaged products.

I can tell if any packaged food product is worth the price or not.

SECTION EIGHT: QUALITY PERCEPTION

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<td>I feel confident that I know how to use food labels to choose a healthy diet</td>
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<td>I read food labels because good health is important to me</td>
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<td>Reading labels makes it easier to choose foods</td>
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<td>Sometimes I try new foods because of the information on the food label</td>
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<td>Using food labels to choose foods is better than just relying on my own knowledge about what is in them</td>
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<td>The food item with important food packaging informational cues is considered to be in superior in quality.</td>
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<td>Positive product perception provides reason to the consumer to buy.</td>
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<td>Perceived quality helps consumer to differentiate between the competing brands.</td>
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SECTION NINE: DEMOGRAPHIC PROFILE

1. AGE: (A) 18-25 (B) 26-33 (C) 34-41 (D) 41 and above

2. ACADEMIC QUALIFICATION:
   (A) High school (B) Bachelors (C) Masters (D) Doctorate

3. INCOME LEVEL:
   (A) 15000-20,000 (B) 20,000-25,000 (C) 25,000-30,000 (D) 30,000-above
APPENDIX (B): Correlations

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**Correlations**

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**Correlation** is significant at the 0.01 level (2-tailed).

*Correlation** is significant at the 0.05 level (2-tailed).
### Appendix (C): Total Variance Explained

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a. Dependent Variable: PQ
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