

## AN EXAMINATION OF THE INFLUENTIAL FACTORS OF PACKAGING, PRICE SENSITIVITY AND BRAND IMAGE ON FROZEN FOOD CONSUMER BUYING BEHAVIOR IN BANGKOK, THAILAND

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### Abstract

Packaging has been gradually taking on an important role as a way to serve consumers by providing information and delivering functions. The role of packaging is observed as a strategic tool to influence consumer buying behavior. The main purpose of this research was to identify the influences of the visual elements of packaging in terms of graphics and size/shape and the informational elements of packaging in terms of product information and technology, brand image, price sensitivity on consumer buying behavior of CP ready-to-eat frozen food in Bangkok, Thailand. This study exclusively made use of survey methods to collect the data from 399 respondents. Descriptive statistics were used in describing parameters of the respondents and inferential statistics was used to test the hypotheses. The results of the Multiple Regression Model have shown that the independent variables, such as the visual elements of packaging in terms of graphics and size/shape and the informational elements of packaging in terms of product information and technology were significantly influenced on both brand image and consumer buying behavior. In addition, brand image was significantly influenced on consumer buying behavior. However, price sensitivity was not influenced on consumer buying behavior. While the result of Simple Regression Model showed that price sensitivity had a significant influence on brand image. Based on the results of the study, it is supposed to be beneficial to the ready-to-eat frozen food businesses in order to improve their packaging design in terms of graphics as well as their brand image. Packaging can make a product stand out, and can be a silent sale man on a shelf because it is growing in a competitive market and has become an important tool for communication with consumers.

**Key words:** - Consumer buying behavior, packaging, price sensitivity and brand image.

### Introduction

Food packaging is likely to grow in competitive market conditions, as packages turn into a tool for communication and branding, and there are many factors affecting the consumer buying behavior process through food packaging, therefore the communication functions of the package, such as the graphics of the packaging, the size and shape of the packaging, the information on the