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**EFFECT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOR IN ABEOKUTA METROPOLIS**

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**ABSTRACT**

Product packaging has an effect on consumer buying behavior in the Abeokuta Metropolis, according to the findings of the research. In today's world of global commercial competition, customers are inundated with an excessive number of marketing signals in order to be enticed by a plethora of businesses. Product packaging, on the other hand, is considered to be one of the most important elements in influencing customer buying choices by manufacturing companies. The study was guided by the following research questions: [Question] Does the design of the wrapper have an effect on the purchasing behaviour of consumers? (2) What role do package innovations have in the buying choices of customers? (3) Is there a relationship between the packaging material and customer purchasing decisions? (4) To what extent does the beauty of a product affect the buying choices of consumers? (5) Does printed information have any effect on the buying choices of consumers in any way? This study used a questionnaire-based cross-sectional survey research methodology for its data collection. Consumers of 350 different drinks were asked to complete a standardised questionnaire on their experiences. Pearson's correlation analysis was used to put the concept to the test. The information was analysed with the help of SPSS version 25.0. According to the results, product attractiveness, as well as wrapper design, package innovation, packaging material, and product packaging written information, have an impact on customer purchasing behaviour. The design of the package should be carefully examined. According to the study, package design allows for product differentiation, which may be used as an alternative form of promotion and has a substantial effect on customer product assessment and satisfaction.