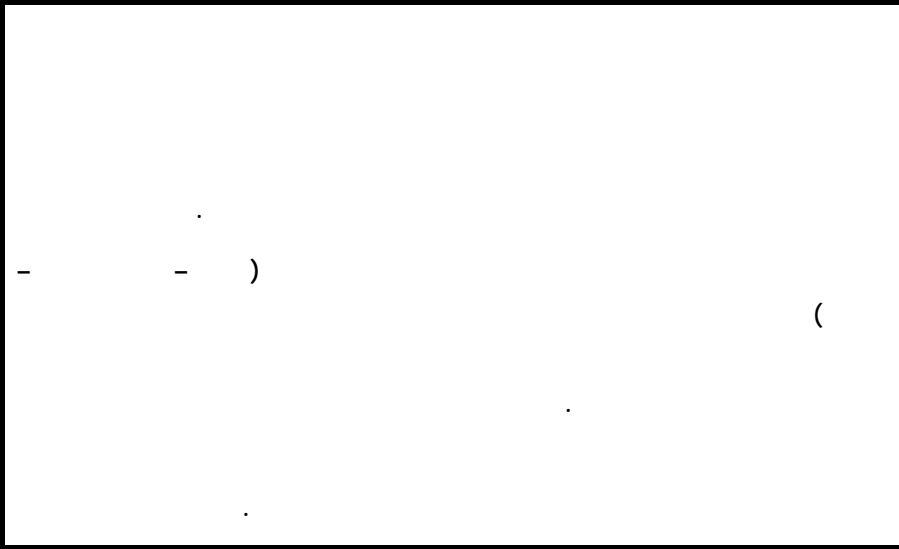
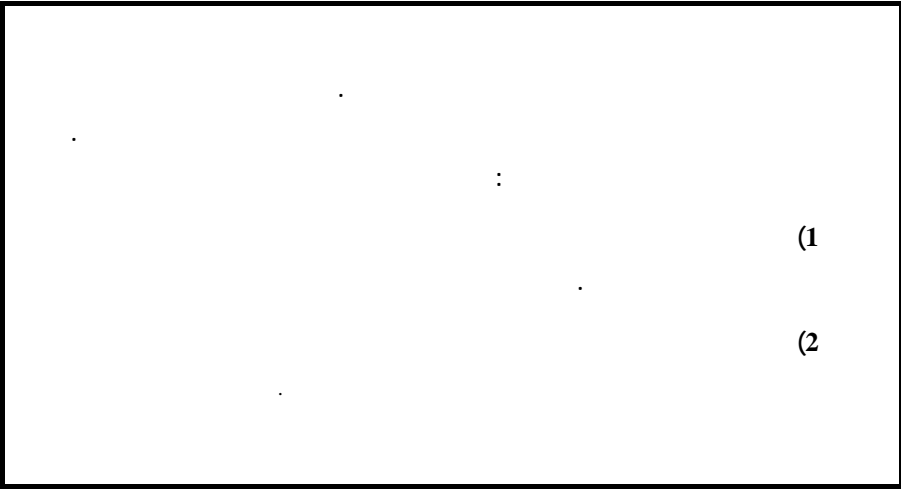


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Introduction :

Research Problem :

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Research Importance

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Research Objectives :

Research Hypotheses :

:

Research Variables :

-) : •
- .(: •
- : :
- :consumer ✓
-) .
- (15 2003
- : consumer behavior ✓
- . :Packaging ✓
- .(Soroka, 2002,p234) .
- :Packaging Design ✓
- (...)
- (Debourg2004, p 126) .

Research Method

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Research Sample and Society :

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$$\frac{\sqrt{X}}{n} \quad \text{الخطأ المسموح به = الدرجة المعيارية}$$

0.5

:

.(1.96) %5

.%5

.%95

$$\frac{0,25}{384} \times 2(1.96) = 2(\%5)$$

Literature Review :

:

Color Guide for Marketing Media" and "How to " " :Louis Cheskin1980, New York.

(The Basics of Packaging Research , 2007.) Jerry W. Thomas ,U.S.A

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(`Rodoula Tsiotsou, 2005) Perceived Quality Levels and their Relation to Involvement, The United Kingdom at the University of East Anglia

:

Effects of Individual Differences on Choice Strategy in Goal-Directed Online Shopping (Pei-fen Li,2010) Ming Chuan University, Taipei, Taiwan

An Empirical Study of Customer's Emotion and Satisfaction in China, Sun Hong, Huazhong University of Science and Technology, Wuhan, Hubei, China, March, 2010

First, the concept of packaging

Packaging definition: -1

: (AFNOR)

: (Lendrevie Jaques, 2003, p 274) (Kotler, 2003, p 455) .

: (Borja de Mozota 2002, p 8)

The importance of packaging and functions : -2

:

(18 2000)



(1-1)

() : (120 2001)

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Secondly, the consumer buying decision

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Consumer Buyer Behavior

(Kotler,Armstrong,2008,p.130)

:

(Hawkins,2007,p.6)

()

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:

(29 2002

" "

WENTZ AND EYRICH MODEL

(198 1998) (96 2006)



(2-1)

STIMULUS: () :

.(STIMULUS)

problem Recognition : :

(- - -)

Information search :

evaluation alternative :

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: Heuristics :

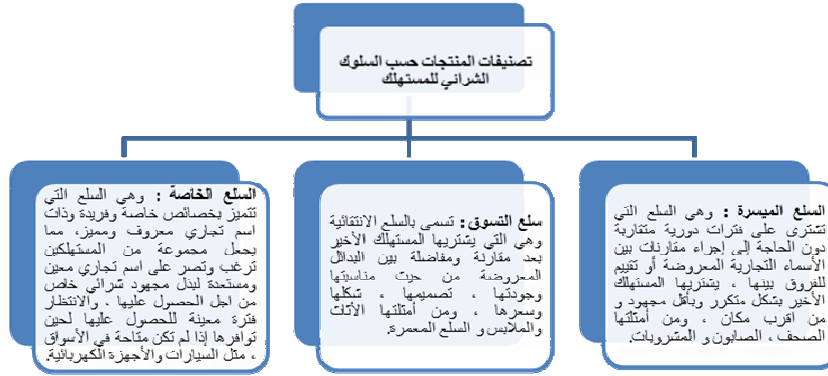
: Brand loyalty :

Purchase decision :

:

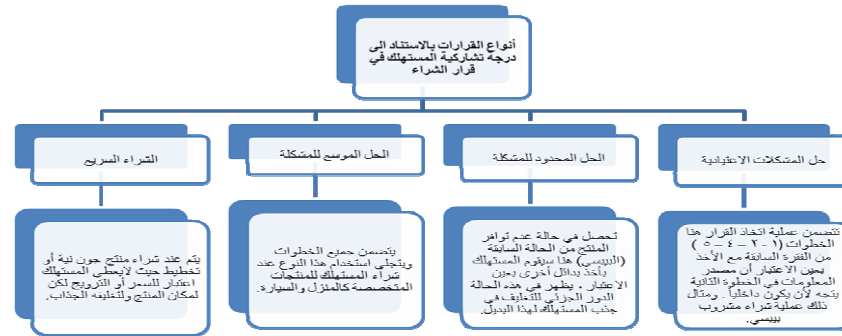
Behavior after purchase :

:



(3-1)

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(4-1)

(Mottier2006, p14) (Gouffi Mohamed, 2003, p 36):

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384

%95

500

/250/

/20/

/230/

/230/

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:(1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	111	47.6	48.3	48.3
	119	51.1	51.7	100.0
Total	230	98.7	100.0	

"SPSS 18 " :

%51.7

. 230

% 48.3

: .2

:(2)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	35 -25	47	20.2	20.4
	45-36	83	35.6	56.5
	55-46	67	28.8	85.7
	56	33	14.2	100.0
Total	230	98.7	100.0	

"SPSS 18 " :

45-36

.%29.1

55-46

%36.1

()

%20.4 35 -25

. %14.3 56

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(3)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16000-12000	35	15.0	15.2	15.2
20000-16001	68	29.2	29.6	44.8
30000- 20001	83	35.6	36.1	80.9
30001	44	18.9	19.1	100.0
Total	230	98.7	100.0	

"SPSS 18 " :

. 30000- 20001

. 20000-16001 %36.1

. %19.1 . 30001 %29.6

.%15.2 . 16000-12000

: -4

(4)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	80	34.3	34.8	34.8
	97	41.6	42.2	77.0
	21	9.0	9.1	86.1
	32	13.7	13.9	100.0
Total	230	98.7	100.0	

"SPSS 18 " :

(%34.8) (80)
 (%42.2) (97)
 . (% 13.9) (32) .(%9.1) (21)
 :

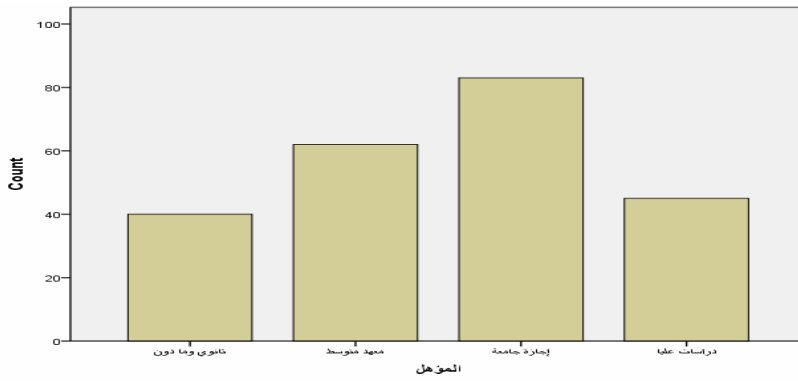
(5)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	40	17.2	17.4	17.4
	62	26.6	27.0	44.3
	83	35.6	36.1	80.4
	45	19.3	19.6	100.0
Total	230	98.7	100.0	

"SPSS 18 " :

(83)

(62) (%36.1)
 (%19.6) (45) (%27.0)
 : . (%17.4)



(5-1)

"SPSS 18 " :

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(6)

	Pearson			Pearson	
0.000	.981**	Y1	0.000	.988**	X1
0.000	.975**	Y2	0.000	.973**	X2
0.000	.983**	Y3	0.000	.976**	X3
0.000	.983**	Y4	0.000	.975**	X4
0.000	.966**	Y5	0.000	.985**	X5
0.000	.980**	Y6	0.000	.986**	X6
0.000	.948**	Y7	0.000	.981**	X7
**0.01			**0.01		
.***Correlation is significant at the 0.01 level (2-tailed)			.***Correlation is significant at the 0.01 level (2-tailed)		

"SPSS 18 "

:

:Cronbach's Alpha .2

(1-0)

Cronbach's Alpha

1

(1)

1

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(7)

0.993	7	x
0.990	7	y
0.995	14	

"SPSS 18 " :

0.993

. 0.19 0.990

:

:

ANOVA

:(8)

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ANOVA (8)

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.716	26	2.143	253.758	.000
Within Groups	1.714	203	.008		
Total	57.430	229			
Between Groups	198.726	26	7.643	102.638	.000
Within Groups	15.117	203	.074		
Total	213.843	229			
Between Groups	204.478	26	7.865	175.342	.000
Within Groups	9.105	203	.045		
Total	213.583	229			
Between Groups	214.112	26	8.235	113.113	.000
Within Groups	14.779	203	.073		
Total	228.891	229			
Between Groups	217.870	26	8.380	206.916	.000
Within Groups	8.221	203	.040		
Total	226.091	229			

"SPSS 18 " :

Sig

: (0.05) (0.000)

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: (9) . "

(9)

	0.000	0.991**	

0.01 **

"SPSS 18 "

. /0.991/

:(10)

(10)

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0	1	.991 ^a	.982	.982	1.21564

a. Predictors: (Constant),

x

R

***R*²**

()

F (11)

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18410.061	1	18410.061	12457.896	.000 ^a
Residual	336.934	228	1.478		
Total	18746.996	229			

a. Predictors: (Constant), x

b. Dependent Variable: y

(12)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant) x	-1.357-	.246		-5.515-	.000
		1.048	.009	.991	111.615	.000

a. Dependent Variable: y

"SPSS 18 "

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F

$R^2 = 0.982$

0.05

0.000

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%99

(10)

Y=ax+b

.1.048

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1.357-

1.048

$R = 0.98$

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-1

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-5

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.1

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.2

.3

.4

.5

.6

		1-1
		2-1
		3-1
		4-1
		5-1
		1
		2
		3
		4
		5
		6
		7
	ANOVA	8
		9
		10
	F	11
		12

(1)

: ✓ :

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○	○	○	○	○
		6000-		
	○	12000	-25	○
○		○	35	
	○	0000-		
		16001	○	
○	○	○		
		0000-	-36	
		20001	45	
○		○		
		0001	○	
			-46	
			55	
			○	
			56	

: :

(1)	(2)	(3)	(4)	(5)		
						x
						X1
						X2

()

						X3
						X4
						X5
						X6
						X7
				 ()	X8

:

(1)	(2)	(3)	(4)	(5)		
						y
						Y1
					()	Y2
						Y3
						Y4
						Y5
					()	Y6
						Y7
				 ()	Y8

	:	:
	:	:
. 2001	:	-1
	:	-2
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	. 2006	
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