

The Role of the Packaging of Consumer Goods in the Syrian Consumer Purchasing Decision

**Samer Mustafa
Department of Business
Administration
Faculty of economic
Damascus University**

Abstract

The Consumer is the cornerstone of modern marketing and the success of the corporates is dependent upon their ability to meet the needs and desires of consumers. Therefore, such companies need to study the phenomenon of the decision-making processes which govern the purchasing power of which the product has proposed, and aim to analyse the reasons that may lead to dissuading consumers from buying their products.

Packaging is linked to the product, which is in turn one of the four elements of the marketing mixture, which are product - price - distribution - promotion. This is obviously important for its role in the success of product presentation; at least especially if there is a marked decline in the sales index or market shares which may occur as a result of the failure to pay attention to the benefits of the core of the product and its advantages.

The research aims to shed light on the packaging process and the various associated elements, while paying attention towards the companies concern for the the role of design, quality and attractiveness

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the paper concluded mainly that the existence of a moral fundamental differences between demographic variables of the sample and purchase decision of consumers. moreover, there is statistically significant differences between the role of packaging for consumer goods in the purchase decision for consumers. Also research found a number of the results
good packaging of products increase sales, due to the impact of the purchasing behavior of consumers.
2) shows that the design of a bomb casing and consumer goods in the Syrian market is not according to careful study of the suggestions and desires of consumers and consumer characteristics.