

## **A STUDY OF FACTORS WHICH INCREASE OR DECREASE LEVEL OF FOOD PURCHASING IN RELATION TO TRANSPARENT FOOD PACKAGING:**

### **A SURVEY IN KARACHI**

**ZEENAT ISMAIL**

Professor, Department of Social Sciences & Liberal Arts, Institute of Business Administration Karachi,  
Karachi, Sindh, Pakistan

#### **ABSTRACT**

This research examines the influence of gender, age and weight on the level of purchases of transparent packaged food. Transparent packages allow potential buyers to observe the food items; these external cues can increase or decrease the number of purchases of transparent food packages depending upon the factor which is dominant; salience effect or monitoring effect. This research is based on the research conducted by Xiaoyan Deng and Raji Srinivasan who established that transparent packaging is most effective when monitoring effect is low. The factors identified which lowered monitoring effect were namely; smaller food size and food attractiveness. This research was conducted in the context of Karachi's population. In the first hypothesis the research assumed that females will purchase more transparent packaged food than males. This hypothesis was rejected because when independent sample t-test was applied to it, the P value generated was 0.084 which was higher than level of significance, 0.05. In the second hypothesis this research assumed that younger people will purchase more transparent packaged food than older people. This hypothesis was also rejected because when independent sample t-test was applied to it the P value generated was 0.07 which was higher than the level of significance, 0.05. The third and last hypothesis assumed that people with lower weight will purchase more transparent packaged food items than people with higher weights. This hypothesis was proved and accepted because when independent sample t-test was applied the P value generated was 0.037 which was less than the level of significance, 0.05. Therefore, it can be concluded from this research that level of purchases of transparent packaged food was neutral to gender and age but was affected by weights of people in Karachi.

**KEYWORDS:** Transparent Food Packaging, Level of Food Purchases, Karachi, Salience Effect, Monitoring Effect