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RESEARCH ARTICLE

The Impact of Packaging on the Purchase Intention of Saudi Consumers

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ARTICLE INFO	ABSTRACT
	The study aimed to explore the impact of packaging on Saudi consumers' purchase intentions, focusing on analyzing various packaging elements such as design, innovation, sustainability, functionality, and health information provision. To achieve this goal, the study adopted a descriptive analytical approach, collecting data from a sample of 400 participants representing diverse age and social groups across the Kingdom of Saudi Arabia. The study results showed that packaging design has a significant positive impact on purchase intentions, increasing by 45%, confirming the importance of attractive packaging in capturing consumers' attention and motivating them to make purchasing decisions. The study also showed that innovative packaging design increases purchase intention by 38%, indicating consumers' appreciation for unique and innovative designs that add value to a product. Furthermore, the study found that the use of sustainable packaging positively impacts purchase intention by 46%, reflecting growing environmental awareness among Saudi consumers. Regarding packaging functionality, the results showed that ease of use and recyclability contribute to a 35% increase in purchase intention. Providing clear health information on packaging was also found to have a 36% positive impact on purchase intention, underscoring the importance of transparency and credibility in product information. The study recommends that companies focus on improving their packaging strategies by developing innovative and attractive designs, adopting sustainable practices, providing practical and easy-to-use packages, and ensuring clear and accurate health information. These strategies will meet consumer expectations and enhance brand loyalty, leading to increased market share and improved business performance.

INTRODUCTION

Packaging is a crucial factor in determining consumer behavior and purchasing decisions in the modern era, as global markets witness intense competition among different brands to attract consumers' attention. Packaging is no longer merely a means of protecting products; it has become a powerful marketing tool that directly influences purchasing decisions (Underwood, 2003). In light of technological developments and cultural and social changes, Saudi consumers have become more aware and cognizant of various aspects of packaging, such as design, information provided on the package, and environmental innovations in packaging, which further complicates the purchasing decision-making process (Smith & Taylor, 2023; Wells, Farley, & Armstrong, 2007). Recent studies indicate that packaging is one of the key elements contributing to enhancing purchase intention, with researchers confirming that attractive design and clear information can be decisive factors in a consumer's purchasing decision (Smith & Taylor, 2023; Lee et al., 2022; Ampuero & Vila, 2006).

Furthermore, the use of sustainable packaging materials reflects a company's concern for the environment, enhancing the brand's image in consumers' minds and increasing their purchase intention (Chen & Chang, 2021; Ahmed, 2023; Rundh, 2005). The problem with this study lies in the lack of sufficient studies that comprehensively explore the impact of packaging on Saudi consumers' purchase intention, especially in light of growing environmental awareness and increased focus on sustainable and innovative packaging. Furthermore, on-pack information and attractive design can play a pivotal role in enhancing a product's appeal and increasing the likelihood of purchase. Therefore, this study aims to fill the research gap through a comprehensive analysis of the various packaging factors and their impact on Saudi consumers' purchase intention (Lee, 2022; Ampuero & Vila, 2006). The importance of this study stems from its ability to shed light on a critical topic in the field of marketing and brand management, as its findings can contribute to improving the packaging strategies of companies operating in the Saudi market. It also provides a deeper understanding of the role of packaging in enhancing purchase intention, which could lead to the development of innovative marketing practices that align with consumer aspirations in Saudi Arabia. As the Saudi market is undergoing significant transformations due to economic and social developments, understanding consumers' motivations toward packaging can be key to brand success (Chen & Chang, 2021; Rundh, 2005). The study seeks to achieve several main objectives, including analyzing the impact of packaging design on Saudi consumers' purchase intentions and exploring how design elements such as colors, shape, and packaging materials influence product appeal and purchase decisions (Silayoi & Speece, 2007). Additionally, the study aims to examine the role of information provided on packaging in enhancing purchase intention by analyzing how information such as nutritional content, health instructions, and competitive advantages of a product influences consumer confidence and decision-making (Ahmed et al., 2023; Rettie & Brewer, 2000). The impact of sustainable and innovative packaging on purchase intentions will also be evaluated by exploring how companies' adoption of sustainable and innovative packaging practices can enhance consumer loyalty and increase purchase intention. Furthermore, the impact of health benefits advertised on packaging on purchase intention will be analyzed, examining how health benefits highlighted on packaging influence a consumer's decision to purchase a product (Ahmed, 2023). Furthermore, the hypotheses of this study are based on the impact of packaging, with its various components, on Saudi consumers' purchase intentions, as each packaging element is assumed to have a direct impact on consumers' purchasing decisions. Accordingly, the study proposes the first hypothesis, which states that packaging design positively affects the purchase intention of Saudi consumers, as attractive design is considered a key factor in attracting the consumer's attention and arousing their interest in the product. The second hypothesis assumes that innovation in packaging design enhances purchase intention, as innovative and new designs can attract consumers' interest and motivate them to try the product. The third hypothesis indicates that information available on packaging, such as ingredients and health benefit, positively affects purchase intention, as this information helps consumers make informed purchasing decisions. The fourth hypothesis assumes that the health benefits advertised on packaging positively affect purchase intention, especially in food and health products, as consumers seek products that offer clear benefits to their health. Regarding the fifth hypothesis, it assumes that the use of sustainable packaging positively affects purchase intention, as Saudi consumers tend to prefer products that are environmentally friendly and use environmentally friendly packaging materials. Finally, the sixth hypothesis relates to the practicality of packaging, which includes ease of use and recyclability, also positively affects purchase intention. Purchasing, providing consumers with better and more convenient user experience.

2. The Theoretical Framework:

Packaging is defined as the process of designing and producing the wrapper or container that contains a product, with the aim of protecting it, facilitating its transport and storage, and enhancing its appeal to consumers. Packaging includes a variety of elements, such as the materials used, graphic design, colors, and shape, all of which play a vital role in guiding consumer behavior and increasing

the likelihood of purchase (Underwood, 2003). Packaging is considered an integrated marketing tool that contributes to building a brand's visual identity and reflects the manufacturer's values, whether environmental or quality-related (Ampuero & Vila, 2006). The importance of packaging lies in its ability to directly influence purchasing decisions. Packaging is the first interface consumers see when choosing a product, creating a first impression that can significantly impact purchase intent. Good packaging enhances a product's appeal and increases its chances of standing out in a market filled with choices (Silayoi & Speece, 2007). Packaging also helps protect the product from damage, ensuring it reaches the consumer in perfect condition, enhancing satisfaction and brand loyalty (Wells, Farley, & Armstrong, 2007). Furthermore, sustainable packaging is a factor influencing purchase decisions, as it demonstrates a company's commitment to environmental responsibility, which enhances consumers' brand image (Rundh, 2005). The primary objectives of packaging are to protect products, facilitate storage and transportation, and enhance the product's appeal to consumers. Packaging also aims to communicate essential information about the product, such as its nutritional components or usage instructions, helping consumers make informed purchasing decisions (Rettie & Brewer, 2000). Furthermore, packaging aims to enhance brand image and increase awareness through innovative and attractive designs that reflect the product's identity and attract attention (Chen & Chang, 2021).

Purchase intention is a consumer's desire and willingness to purchase a particular product based on the various factors that influence their purchasing decision. Purchase intention is influenced by several factors, such as the consumer's previous experience with the product, packaging, marketing, product quality, and price, in addition to psychological and social factors (Ajzen, 1991). Purchase intention is considered an important indicator for predicting consumer behavior in the marketplace. Companies can use this concept to understand consumers' expectations and needs and guide their marketing strategies to achieve the highest levels of sales (Fishbein & Ajzen, 1975). Purchase intention is of great importance because it represents the final stage before the actual purchase decision, making it a primary target of marketing strategies (Howard & Sheth, 1969). By understanding purchase intention, companies can predict consumer behavior and improve the design of their products and packaging to align with consumers' expectations and needs (Kotler & Keller, 2016). Analyzing purchase intention also helps companies identify the most influential factors in the purchase decision, thereby improving marketing and advertising strategies (Solomon et al., 2012). Companies seek to achieve several key objectives by studying purchase intention, including improving product design to meet consumer expectations and developing targeted and effective marketing strategies based on understanding consumer behavior and intentions. Additionally, purchase intention can be used as a tool to evaluate the effectiveness of marketing and advertising campaigns, helping to improve the return on investment (ROI) of marketing activities (Dodds, Monroe, & Grewal, 1991).

2-1 The Impact of Packaging Design and Innovation on Purchase Intention:

Numerous studies have been conducted to understand the impact of packaging design and innovation on consumer purchase intention, particularly in the Saudi context. Most of these studies emphasize the significant importance of packaging design as an influential marketing tool that plays a vital role in shaping purchasing decisions. A recent study found that attractive packaging design creates a positive association between the product and the consumer, as the first visual impression of the product constitutes a significant part of the purchase intention and subsequently the purchase decision, especially in highly competitive markets such as the Saudi market. This study confirmed that Saudi consumers pay particular attention to design details such as colors, shapes, and materials used in packaging, which reflect product quality and enhance its credibility (Smith & Taylor, 2023). In another study focusing on innovation in packaging design and its impact on purchase intention, the results showed that packaging innovations, such as the use of new materials or unconventional designs, contribute to increasing the product's appeal and attracting greater consumer attention. For

example, Saudi consumers were found to react positively to packaging featuring innovative designs, viewing them as a sign of product quality and brand creativity (Lee et al., 2022). Other studies have shown that packaging innovation not only appeals to consumers, but also enhances the user experience, increasing consumer satisfaction and boosting purchase intent. In this context, a study examining Saudi consumer preferences showed that innovative packaging that facilitates the process of opening or using a product in general leaves a positive impression and increases the likelihood of repeat purchases (Ahmed, 2023). Another study confirmed that innovative packaging can have a significant impact on consumers' perception of product quality, increasing their purchase intent, especially in the Saudi market, which is characterized by a growing awareness of high-quality products (Wells, Farley, & Armstrong, 2007). Some research also suggests that packaging innovation can enhance a product's ability to differentiate itself in the market. A study examining the impact of packaging on purchase intention in the Middle East market found that design innovations such as transparent or customizable packaging can increase a product's appeal and encourage consumers to try it (Ampuero & Vila, 2006). Furthermore, some studies suggest that innovative packaging can contribute to enhancing trust in a product, increasing the likelihood of purchase. For example, a study examining packaging in the food sector found that packaging that includes clear product information and innovative designs enhances consumer trust and increases their purchase intention (Silayoi & Speece, 2007). This study supports the idea that packaging innovation can be a powerful tool for boosting sales and increasing engagement with a product. In an extensive study on the impact of packaging design and innovation on purchase intention in emerging markets, it was found that Saudi consumers prefer products packaged in a way that reflects attention to quality and detail, which motivates them to choose these products over others, even if they cost more (Rundh, 2005). The results of the above studies show that packaging design and innovation are key factors that positively influence Saudi consumers' purchase intention. Good packaging design and innovation reflect product quality and increase its attractiveness, motivating consumers to make positive purchasing decisions. These results therefore strongly support the following hypotheses:

Hypothesis 1: Attractive packaging positively influences Saudi consumers' purchase intention.

Hypothesis 2: Innovative packaging increases Saudi consumers' interest in the product and positively influences Saudi consumers' purchase intention.

2-2. The Impact of Health Information and Benefits on Purchase Intention:

Packaging information is an important element that significantly influences consumers' purchase intentions, playing a crucial role in guiding their decisions, especially when this information relates to ingredients or health benefits. Numerous studies indicate that consumers increasingly rely on clear and detailed information on product packaging, particularly for food and health products. A study conducted on consumers in the Saudi market showed that the presence of information about nutritional ingredients and health benefits on packaging enhances consumer confidence in the product and increases the likelihood of purchasing it. The results showed that consumers feel that products with detailed information about their health benefits are more credible, which leads them to prefer these products over others that lack such information (Wells, Farley, & Armstrong, 2007). Another study examined the impact of packaging information on purchasing decisions related to health products. This study showed that consumers tend to make more positive purchasing decisions when the packages include clear references to the product's health benefits, such as its vitamin content or its role in improving overall health. Packaging that provides information about health benefits has also been shown to be an effective marketing tool, enhancing consumer loyalty and increasing brand trust (Ahmed, 2023). Another study targeting the Saudi market showed that packaging containing detailed information about health benefits and ingredients is a crucial element in purchasing decisions, with consumers confirming that health information significantly influences

their decision to purchase food products. Consumers were shown to prefer products that clearly highlight health benefits on the packaging, such as those related to the heart or immune system, which increases their purchase intent (Chen & Chang, 2021). A study of health food products showed that consumers place great importance on information related to ingredients and health benefits when making purchase decisions. The study indicated that consumers are more attracted to products that provide clear information about their nutritional content and health benefits, which motivates them to make informed purchasing decisions (Silayoi & Speece, 2007). This type of packaging, which highlights the health aspects of the product, encourages consumers to try it and increases the likelihood of repeat purchases. In another study focusing on the impact of health information available on food product packaging, the results showed that consumers consider this information an indicator of quality, making them more likely to purchase products that clearly highlight their health benefits. Consumers also believe that packaging containing health information helps guide them toward healthier choices based on reliable information, which increases their confidence in the product (Rettie & Brewer, 2000). Additionally, one study examined the impact of nutritional information on health product packaging, finding that clearly presenting information about health ingredients and nutritional benefits on the package leads to increased purchase intention. The study showed that consumers prefer products that provide details about their health benefits and ingredients, making them more confident in the product and more likely to make a purchase decision (Rundh, 2005). Another study showed that consumers consider health benefit information on packaging a powerful guiding tool when making purchase decisions. The study demonstrated that packaging containing health information helps create a positive impression on consumers, making them more likely to try the product for the first time or purchase it again (Smith & Taylor, 2023). These studies indicate that health benefits advertised on packaging play an important role in enhancing purchase intention, particularly in food and health products, as consumers consider this information an integral part of evaluating product quality, making them more likely to make positive purchase decisions based on the information available on the package (Lee et al., 2022). In conclusion, the above studies show that information provided on packaging, particularly regarding ingredients and health benefits, positively influences consumers' purchase intentions. This effect is even greater for food and health products, as consumers seek information that enhances their confidence in the product and helps them make informed and healthy purchasing decisions. This supports the following hypotheses:

Hypothesis 3: Clear and transparent packaging increases Saudi consumers' confidence in the product and positively influences purchase intention.

Hypothesis 4: Health benefits advertised on packaging positively influence purchase intention, especially for food and health products.

2-3 The Impact of Sustainability and Practicality in Packaging on Purchase Intention:

Numerous studies have shown that the use of sustainable packaging has become a vital factor in enhancing consumer purchase intention, reflecting companies' commitment to social and environmental responsibility. In a market where environmental awareness is increasing among consumers, sustainable packaging is not only an ethical choice but also a factor influencing purchasing decisions. A study conducted in the Saudi market showed that consumers prefer products that use sustainable packaging, which strengthens their brand loyalty and increases their likelihood of purchasing products (Chen & Chang, 2021). Another study highlighted that sustainable packaging is viewed as an indicator of product quality and attention to detail, which positively impacts purchase intention. The results showed that Saudi consumers prefer products that commit to using biodegradable or recycled materials, which makes them feel responsible for the environment and increases their satisfaction with the product (Wells, Farley, & Armstrong, 2007). Studies also indicate that packaging functionality plays an important role in enhancing purchase intention, as factors such

as ease of use and recyclability significantly influence the consumer experience. One study found that consumers tend to purchase products that offer convenient and easy-to-use experience through practical packaging. For example, a study in the Saudi market showed that packaging that is easy to open and reseal increases consumer satisfaction and enhances purchase intention (Silayoi & Speece, 2007). Furthermore, another study showed that packaging recyclability is a positive factor influencing purchase intention, as the consumers surveyed expressed a clear preference for products whose packaging can be recycled. This trend reflects increased environmental awareness among consumers and their desire to support products that contribute to environmental conservation (Rundh, 2005). The study also showed that practical packaging that is easy to carry and use enhances consumer experience and increases the likelihood of repeat purchases, making packaging functionality a key element in building consumer loyalty to a brand. Another study examined the impact of sustainable and practical packaging on purchase intentions, showing that consumers associate sustainable packaging with innovation, which enhances their positive image of the product and the manufacturer. This study confirmed that consumers are willing to pay extra for products that use sustainable and practical packaging, reflecting their commitment to supporting brands that adopt environmentally responsible practices (Smith & Taylor, 2023). In the same context, another study examined the impact of packaging functionality on purchasing decisions, finding that consumers greatly value packaging that is easy to use and promotes recyclability, leading them to prefer these products over others (Ahmed, 2023). A recent study conducted in Saudi Arabia showed that Saudi consumers prefer products that use sustainable and recyclable packaging, which enhances their purchase intentions. The study also showed that consumers consider sustainable packaging an indicator of product quality and a company's concern for the environment, which increases their loyalty to the brand and motivates repeat purchases (Al-Hamadi, 2023). A study conducted in the United Arab Emirates confirmed that practical packaging, such as ease of opening and reusability, significantly influences purchase intention. The study showed that Emirati consumers value packaging that provides a convenient and easy-to-use experience, which increases their satisfaction with the product and makes them more likely to repeat purchases (Al-Ali, 2022). In Egypt, a study showed that the use of sustainable packaging in food products significantly enhances purchase intention. Consumers in Egypt were willing to pay extra for products with sustainable packaging, reflecting their increased environmental awareness and desire to support companies that adhere to sustainable practices (Abdullah, 2021). A study conducted in Jordan also showed that consumers prefer products with practical and easy-to-use packaging, such as packages that can be easily resealed or that facilitate storage. The study indicated that practical packaging increases consumer convenience and leads to enhanced purchase intention, especially for products they purchase daily (Al-Rifai, 2023). Based on these studies, sustainable and practical packaging has a clear positive impact on purchase intention, as consumers consider these elements to reflect product quality and the company's concern for customer satisfaction and the environment. Therefore, companies that invest in developing sustainable and practical packaging can expect improved sales and increased customer loyalty, supporting the following hypotheses:

Hypothesis 5: Sustainable packaging enhances Saudi consumers' purchase intention.

Hypothesis 6: Packaging that facilitates the process of use enhances Saudi consumers' purchase intention.

3- METHODOLOGY:

This study relied on the descriptive-analytical approach, which is considered one of the most important approaches in social and marketing research. It allows researchers to describe and study phenomena in depth and analyze the relationships between different variables. The descriptive-analytical approach in this study aims to understand and analyze the impact of packaging on Saudi consumers' purchase intentions. The study population included all consumers in the Kingdom of

Saudi Arabia over the age of 18. This population has a wide demographic diversity, enabling the analysis of the impact of packaging on purchase intentions across different age and social groups. Given the importance of the topic and the prevalence of products that rely on innovative and sustainable packaging design in the Saudi market, it was necessary to include the population across all geographical regions within the Kingdom. Data was collected using a carefully designed questionnaire to align with the study objectives. The questionnaire was developed based on a comprehensive review of the literature on packaging and purchase intentions. It included several sections covering the study's targeted variables. The questionnaire was distributed electronically using social media platforms and email to reach a diverse sample of consumers across the Kingdom. The questionnaire included closed-ended and multiple-choice questions to measure the impact of packaging design, available information on packaging, sustainable packaging, practical packaging, innovative packaging, and health benefits on purchase intention. The sample size for this study was 400 respondents, selected using a simple random sampling method to ensure representation of all segments of Saudi society. The sample was selected to include a balance between genders and different age groups to ensure balanced representation reflects the diversity present in the study population.

To develop the study model, studies and research that addressed the relationship between the study variables were reviewed. Many studies have proven a positive relationship between the study variables and purchase intention. A study by Smith and Taylor (2023) showed that attractive packaging design plays a crucial role in attracting consumers' attention and motivating them to purchase. Packaging design is one of the key factors influencing consumers' perceptions of product quality. Ahmed's study (2023) also demonstrated that information available on packaging, such as ingredients and health benefit, enhances consumer confidence in a product and increases the likelihood of purchasing it, as consumers rely heavily on this information to make informed purchasing decisions. Furthermore, a study by Chen and Chang (2021) confirmed that sustainable packaging not only increases purchase intention but also enhances the brand's image in consumers' minds, prompting them to prefer products that adhere to environmental standards. Regarding practical packaging, a study by Silanyo and Speece (2007) demonstrated that ease of use and recyclability are important factors that positively influence purchase intention, as consumers prefer products that provide a convenient user experience. Additionally, another study examined the importance of innovation in packaging design, indicating that innovation enhances product appeal and motivates consumers to try it, increasing purchase likelihood (Lee et al., 2022). A study in the Egyptian market also showed that health benefits advertised on packaging, especially in food products, play a significant role in enhancing purchase intention, as consumers rely on these benefits to make healthy purchasing decisions (Abdullah, 2021). See the study model.
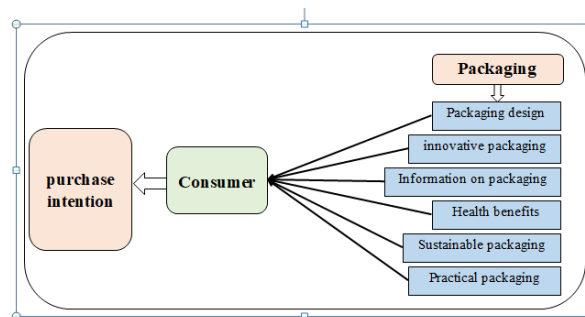

Figure (1): Shows the study model

Source: Prepared by the researchers from the field study, 2025

3-1. Validity and Reliability Test of the Study Tool:

The importance of measuring the degree of reliability and validity of the scale lies in the necessity of obtaining accurate results. To ensure the validity of the study tool, both validity and reliability tests were used, as follows:

3-1.1. Validity of the Study Tool: The study relied on measuring the validity of the study tool based on:

Content Validity Test: To verify the validity of the scale, the study relied on face validity. The draft measurement tool was presented to a group of marketing and statistics specialists to obtain their opinions on measuring the relationship between the study variables before distributing it to the selected sample to verify the reliability of the measurement.

Internal Consistency Validity: Construct validity is one of the validity measures of the tool, measuring the extent to which the objectives the tool seeks to achieve and demonstrating the relationship between each dimension of the study and the total score of the tool items. According to this method, reliability will be tested by estimating the correlation coefficients for all study axes with the total score. The correlation coefficient values for all study axes with the total score were estimated. The following table shows the test results.

Table No. (1): Correlation coefficient of the study axes with the total score

V	Variables	Correlation coefficient	Morale level
1	Packaging Appealing	0.74	0.000
2	Packaging Clarity and Transparency	0.76	0.000
3	Sustainable Packaging	0.69	0.021
4	Practical Packaging	0.70	0.005
5	Impact of Innovative Packaging	0.81	0.000
6	Packaging and Health Information	0.76	0.004

Source: Prepared by the researchers from the field study, 2025.

Table (1) shows that all study axes have a positive and statistically significant correlation at the significance level (0.05) with the total score of the axis to which they belong. Therefore, all dimensions of the instrument are considered to measure what they were designed to measure.

3-1-2 Questionnaire Reliability:

Reliability refers to the stability of the scale and its lack of self-contradiction. This means that the scale produces the same results with a probability equal to the coefficient value if it is reapplied to the same sample (Ezz Abdel Fattah, 1981). Therefore, it leads to the same or consistent results each time it is remeasured. The higher the degree of reliability and stability of the instrument, the greater confidence in it. There are several methods for verifying the reliability of the scale. The test reliability coefficient was estimated in this study using Cronbach's Alpha. The following table shows the values of Cronbach's Alpha coefficients for all study axes.

Table No. (2): Cronbach's alpha coefficients

Paragraphs	Variables	Cronbach's alpha coefficients
6-7	Packaging appeal	0.78
8–9	Clarity and transparency	0.81
10–11	Sustainable packaging	0.73
12–13	Practical packaging	0.83
14–15	Impact of innovative packaging	0.75
16–17	Packaging and health information	0.80
The total		0.82

Source: Prepared by the researchers from the field study, 2025.

3-2. Statistical Analysis Methods Used in the Study:

To analyze the data and test the study hypotheses, the Statistical Package for the Social Sciences (SPSS-27) was used using the following statistical tools:

Conducting a reliability test for the questionnaire questions using both the apparent validity test and the validity and reliability tests.

Descriptive statistical methods: To describe the characteristics of the study sample items through the arithmetic mean and standard deviation.

One-sample t-test for the significance of differences: This test was used to test the statistical significance of the study hypotheses.

3- 3. Data Analysis and Presentation of Results:

The study aims, through analyzing the primary data, to provide descriptive statistics for the study variables' statements, reflecting the degree of response of the research units by estimating the arithmetic mean and standard deviation, and testing the significance of the differences for the statements using the one-sample t-test at a significance level of (5%), and to test the study hypotheses as follows:

3.3.1. Descriptive statistical analysis of the independent variable (packaging)

Table (3) Descriptive statistical analysis of the independent variable (packaging) statements

S	Statements	arithmetic mean	standard deviation	Response rate	T value	Significance level
1	The importance of product packaging design in your purchasing decision	4.16	0.82	Very important	28.03	0.0000
2	How important is the information written on the product packaging to you?	4.40	0.72	Very important	38.51	0.0000
3	How important is sustainable and environmentally friendly packaging to you?	4.36	0.84	very important	32.25	0.0000
4	Do you prefer products with practical packaging that are	4.38	0.77	Massive	33.56	0.0000

S	Statements	arithmetic mean	standard deviation	Response rate	T value	Significance level
	easy to open and use?					
5	How attractive is innovative packaging?	4.23	0.79	Massive	30.90	0.0000
6	Having clear nutritional and health information on the packaging increases your confidence in the product.	4.33	0.82	Massive	32.55	0.0000
The total of the statements		**4.32**	**0.79**	**Very High**	**32.77**	

Source: Prepared by the researchers from the results of the field study data, 2025.

It is clear from Table (3) that the arithmetic means of all statements measuring the independent variable (packaging) is greater than the hypothetical means of the study according to the five-point Likert scale estimated in Table (2). All statements achieved an overall mean of (4.32) with a standard deviation of (0.72), and a very high response level. We also find that the significance level for all statements is less than (0.05). The table also shows the low dispersion in the study sample's responses to all statements through the standard deviation values, which reflects the convergence of the viewpoints of the study sample members regarding all statements. It is noted from the table that the statement (How important is the information written on the product packaging to you) came in first place in terms of relative importance, with the average responses of the sample members to the statement reaching (4.40) with a standard deviation of (0.72), while the statement (The importance of product packaging design in your purchasing decision) came in last place with an arithmetic mean of (4.16) and a standard deviation of (0.72)) .(0.82(

3.3-2. Descriptive statistical analysis of the dependent variable (purchase intention)

Table No. (4): Descriptive statistical analysis of the dependent variable phrases (purchase intention)

S	Statement	Arithmetic mean	Standard Deviation	The degree of response	T value	Significance level
1	Attractive packaging increases your desire to buy the product.	4.20	0.87	Massive	27.31	0.0000
2	To what extent does clear information on product packaging influence your purchase intention?	4.37	0.81	Massive	33.94	0.0000
3	Does sustainable and environmentally friendly packaging affect your purchase intention?	4.33	0.93	Massive	28.38	0.0000
4	User-friendly packaging increases purchase intent.	4.27	0.90	Massive	28.15	0.0000
5	Innovative packaging encourages you to try new products.	3.72	0.83	Massive	17.44	0.0000
6	How important is the presence of information about the health benefits of a product on the packaging in the purchase decision?	4.38	0.78	Very important	35.08	0.0000

S	Statement	Arithmetic mean	Standard Deviation	The degree of response	T value	Significance level
The total statements		4.27	0.84	Very High	30.40	

Source: Prepared by the researchers from the results of the field study data, 2025.

Table (4) shows that the arithmetic means of all statements measuring the dependent variable (purchase intention) is greater than the hypothetical means of the study, according to the five-point Likert scale estimated in Table (2). All statements achieved an overall mean of (4.27), a standard deviation of (0.84), and a very high response level. We also find that the significance level for all statements is less than (0.05). The table also shows the low dispersion in the study sample's responses to all statements, through the standard deviation values, which reflects the convergence of the viewpoints of the study sample members on all statements. It is noted from the table that the statement (To what extent does the presence of a trusted brand affect packaging in the purchase decision) ranked first in terms of relative importance, with the average responses of the sample members to the statement reaching (4.43) and a standard deviation of (0.73). The statement (Innovative packaging encourages you to try new products) ranked last, with an arithmetic mean of (3.72). And a standard deviation.) 0,83(

3-3-3. Presentation and discussion of the results related to the study's hypotheses:

Hypothesis 1: Attractive packaging positively influences Saudi consumers' purchase intention.

To prove this hypothesis, regression analysis was used to determine the causal relationship between the independent variable (packaging attractiveness) and the dependent variable (purchase intention). The estimation results are presented below.

Table No. (5): Results of the regression analysis of the relationship between packaging attractiveness and consumer purchase intention

Hypothesis 1 Regression coefficient (B) T value Significance level Relationship outcome

Table No. (5): Results of the regression analysis of the relationship between packaging attractiveness and consumer purchase intention

The first hypothesis	Regression coefficient (B)	T value	morale level	Relationship result
The relationship between packaging attractiveness and purchase intention	0.63	17.84	0.001	Accepting the existence of a relationship
Correlation coefficient R	0.67			
Coefficient of determination (R2)	0.45			
F value	319.4			
Level of significance	0.000			

Source: Prepared by the researchers from field data results, 2025.

Table (5) shows a strong direct correlation between packaging attractiveness and consumer purchase intention. This is evident from the value of the correlation coefficient (R), which reached (0.67), and the value of the regression coefficient (B) reached (0.63). This means that packaging attractiveness has a direct impact on Saudi consumers' purchase intention. The estimation results

also indicate that the packaging attractiveness variable affects consumer purchase intention by (45%), as the value of the coefficient of determination reached (0.45), while the other variables affect it by (55%). The analysis results also show a statistically significant relationship between packaging attractiveness and purchase intention according to the t-test and F-test at a significant level of (5%). The t-value for the correlation coefficient reached (17.84) at a significance level of (0.001), and the F-value reached (319.4) at a significance level of (0.000). These values are lower than the significance level. (5%). Accordingly, the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating a statistically significant relationship between packaging attractiveness and Saudi consumers' purchase intention. Based on the results of the statistical analysis described in the previous paragraphs, the first hypothesis of the study, which states that "attractive packaging positively affects Saudi consumers' purchase intention," is accepted.

Hypothesis 2: Innovative packaging increases Saudi consumers' interest in the product and positively impacts their purchase intention.

To prove this hypothesis, regression analysis was used to determine the causal relationship between the independent variable (innovative packaging) and the dependent variable (purchase intention). The estimation results are shown below.

Table No. (6): Results of the regression analysis of the relationship between innovative packaging and consumer purchase intention

The sixth hypothesis	Regression coefficient (B)	T value	Significance level	Relationship outcome
The Relationship Between Innovative Packaging and Purchase Intention	0.54	15.43	0.001	Accepting the existence of a relationship
Correlation Coefficient (R)	0.52			
Coefficient of Determination (R2)	0.38			
F Value	168.5			
Level of Significance	0.000			

Source: Prepared by the researchers from field data results, 2025.

Table (6) shows a strong direct correlation between innovative packaging and consumer purchase intention. This is evident from the value of the correlation coefficient (R), which reached (0.81), while the value of the regression coefficient (B) reached (0.54). This means that innovative packaging has a direct impact on the purchase intention of the Saudi consumer. The estimation results also indicate that the innovative packaging variable affects consumer purchase intention by (38%), as the value of the coefficient of determination reached (0.38), while the other variables affect it by (62%). The analysis results also show a statistically significant relationship between innovative packaging and purchase intention according to the (t) test and the (F) test at a significance level of (5%). The value for the relationship coefficient reached (15.43) at a significance level of (0.001), and the F value reached (168.5) at a significance level of (0.000). These values are lower than the level of (0.000). Significance (5%). Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating a statistically significant relationship between innovative packaging and Saudi consumer purchase intention.

Based on the results of the statistical analysis described in the previous paragraphs, the sixth hypothesis of the study is accepted, which states: "Innovative packaging increases Saudi consumers' interest in the product and positively affects Saudi consumers' purchase intention."

Hypothesis 3: Clear and transparent packaging increases Saudi consumers' confidence in the product and positively affects purchase intention.

To prove this hypothesis, regression analysis was used to determine the causal relationship between the independent variable (clarity and transparency of packaging) and the dependent variable (purchase intention). The estimation results are shown below.

Table No. (7): Results of the regression analysis of the relationship between clarity and transparency of packaging and consumer purchase intention

The second hypothesis	Regression coefficient (B)	T value	morale level	Relationship result
The relationship between packaging clarity and transparency and purchase intention	0.50	13.20	0.001	Accepting the existence of a relationship
Correlation coefficient (R)	0.55			
Coefficient of determination (R2)	0.31			
F value	174.4			
Level of significance	0.000			

Source: Prepared by the researchers from field data results, 2025. Table (7) shows a strong direct correlation between the clarity and transparency of packaging and the purchase intention of Saudi consumers. This is evident from the value of the correlation coefficient (R), which reached (0.55), and the value of the regression coefficient (B) reached (0.50). This means that the clarity and transparency of packaging have a direct impact on the purchase intention of Saudi consumers. The estimation results also indicate that the packaging clarity and transparency variable affects the consumer's purchase intention by (31%), as the value of the coefficient of determination reached (0.31), while the other variables affect it by (69%). The analysis results also show a statistically significant relationship between the clarity and transparency of packaging and purchase intention, according to the t-test and the F-test, at a significant level of (5%). The t-value for the correlation coefficient reached (13.20) at a significance level of (0.001), and the F-value reached (174.4) at a significance level of (0.001). (0.000). These values are less than the 5% significance level. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating a statistically significant relationship between the clarity and transparency of packaging and Saudi consumer purchase intention.

Based on the results of the statistical analysis described in the previous paragraphs, the second hypothesis of the study is accepted, which states: "Clear and transparent packaging increases Saudi consumer confidence in the product and positively affects purchase intention."

Hypothesis Four: Packaging that provides information about the health benefits of the product affects purchase intention.

To prove this hypothesis, regression analysis was used to determine the causal relationship between the independent variable (packaging and health information) and the dependent variable (purchase intention). The estimation results are shown below.

Table No. (8): Results of the regression analysis of the relationship between packaging, health information, and consumer purchase intention

The seventh hypothesis	Regression coefficient (B)	T value	morale level	Relationship result

The Relationship Between Packaging, Health Information, and Purchase Intention	0.56	14.90	0.001	Accepting the existence of a relationship
Correlation Coefficient R	0.60			
Coefficient of Determination (R2)	0.36			
F Value	220.0			
Level of Significance	0.000			

Source: Prepared by the researchers from field data results, 2025.

Table (8) shows a strong direct correlation between packaging, health information, and consumer purchase intention. This is evident from the value of the correlation coefficient (R), which reached (0.81), while the value of the regression coefficient (B) reached (0.56). This means that packaging and health information have a direct impact on the purchase intention of the Saudi consumer. The estimation results also indicate that the packaging and health information variables affect consumer purchase intention by 36%, as the value of the coefficient of determination reached (0.36), while the other variables affect it by (64%). The analysis results also show a statistically significant relationship between packaging and health information and purchase intention according to the t-test and F-test at a significance level of (5%). The T-value for the correlation coefficient reached (14.90) at a significance level of (0.001), and the F-value reached (220.0) at a significance level of (0.000). These values are lower than the level of (0.000). Significance (5%). Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating a statistically significant relationship between packaging and health information and purchase intention among Saudi consumers.

Based on the results of the statistical analysis explained in the previous paragraphs, the first hypothesis of the study is accepted, which states: "Packaging that provides information about the health benefits of a product affects purchase intention."

Hypothesis 5: Sustainable packaging enhances purchase intention among Saudi consumers:

To prove this hypothesis, regression analysis was used to determine the causal relationship between the independent variable (sustainable packaging) and the dependent variable (purchase intention). The estimation results are shown below.

Table No. (9): Results of the regression analysis of the relationship between sustainable packaging and consumer purchase intention

The third hypothesis	Regression coefficient (B)	T value	morale level	Relationship result
The Relationship Between Sustainable Packaging and Purchase Intention	0.60	17.95	0.001	Accepting the existence of a relationship
Correlation Coefficient (R)	0.68			
Coefficient of Determination (R2)	0.46			
F Value	323.3			
Level of Significance	0.000			

Source: Prepared by the researchers from field data results, 2025.

Table (9) shows a strong direct correlation between sustainable packaging and Saudi consumer purchase intention. This is evident from the value of the correlation coefficient (R), which reached (0.68), and the value of the regression coefficient (B) reached (0.60). This means that sustainable packaging has a direct impact on Saudi consumer purchase intention. The estimation results also

indicate that the sustainable packaging variable affects consumer purchase intention by (46%), with the value of the coefficient of determination reaching (0.46), while the other variables affect it by (54%). The analysis results also show a statistically significant relationship between sustainable packaging and purchase intention according to the t-test and F-test at a significance level of (5%). The t-value for the correlation coefficient reached (17.95) at a significance level of (0.001), and the F-value reached (323.3) at a significance level of (0.000). These values are lower than the level of (0.000). Significance (5%). Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating a statistically significant relationship between sustainable packaging and purchase intention among Saudi consumers.

Based on the results of the statistical analysis described in the previous paragraphs, the third hypothesis of the study is accepted, which states: "Sustainable packaging enhances purchase intention among Saudi consumers."

Hypothesis 6: Packaging that facilitates use enhances purchase intention among Saudi consumers.

To prove this hypothesis, regression analysis was used to determine the causal relationship between the independent variable (practical packaging) and the dependent variable (purchase intention). The estimation results are shown below.

Table No. (10): Results of the regression analysis of the relationship between practical packaging and consumer purchase intention

The fifth Hypothesis	Regression coefficient (B)	T value	morale level	Relationship result
The Relationship Between Practical Packaging and Purchase Intention	0.51	14.59	0.001	Accepting the existence of a relationship
Correlation Coefficient (R)	0.59			
Coefficient of Determination (R2)	0.35			
F Value	213.07			
Level of Significance	0.000			

Source: Prepared by the researchers from field data results, 2025.

Table (10) shows a strong direct correlation between practical packaging and consumer purchase intention. This is evident from the value of the correlation coefficient (R), which reached (0.59), while the value of the regression coefficient (B) reached (0.51). This means that practical packaging has a direct impact on the Saudi consumer's purchase intention. The estimation results also indicate that the practical packaging variable affects consumer purchase intention by (35%), as the value of the coefficient of determination reached (0.35), while the other variables affect it by (65%). The analysis results also show a statistically significant relationship between practical packaging and purchase intention according to the t-test and the F-test at a significance level of (5%). The t-value for the correlation coefficient reached (14.59) at a significance level of (0.001), and the F-value reached (213.7) at a significance level of (0.000). These values are lower than the level of (0.000). Morale (5%). Accordingly, the null hypothesis is rejected and the alternative hypothesis, which indicates a statistically significant relationship between practical packaging and purchase intention among Saudi consumers, is accepted. Based on the results of the statistical analysis described in the previous paragraphs, the fifth hypothesis of the study is accepted, which states: "Attractive packaging positively affects purchase intention among Saudi consumers."

4- DISCUSSION OF THE RESULTS:

The study results clearly reflect the impact of various packaging elements on Saudi consumer purchase intention, through an analysis of statistical data collected from a study sample of 400 respondents. The study showed that packaging design positively impacts purchase intention by 45%. This percentage reflects the importance of attractive design in attracting consumers' attention and motivating them to make a purchase decision. This effect was particularly noticeable in visual elements such as colors, shapes, and packaging materials. Consumers showed a clear preference for products with eye-catching designs that stand out from other products on the shelves. This result is consistent with the findings of Smith and Taylor (2023), which confirmed that attractive packaging increases the likelihood of purchase by creating a positive impression. The results also showed that innovative packaging design had a positive impact of 38% on purchase intention. This percentage indicates that consumers value innovation in packaging, whether using new technologies or unconventional designs. Innovations that differentiate a product and make packaging more attractive to consumers play a significant role in enhancing purchase intention. For example, consumers exposed to innovative packaging were more likely to try the product, increasing the likelihood of purchase. A study by Lee et al. (2022) supports these findings, indicating that packaging innovation can be a decisive factor in distinguishing a product in the market and enhancing its appeal. Sustainable packaging also had the strongest impact on purchase intention among the factors studied, with an impact of 46%. This indicates that Saudi consumers are increasingly aware of the importance of sustainability and prefer products that use recyclable or natural packaging materials. Sustainable packaging enhances the product's image in the consumer's mind, increasing brand loyalty and encouraging them to choose the product over other products that may not adhere to the same environmental standards. These findings are consistent with a study by Chen & Chang (2021), which confirmed that sustainable packaging enhances purchase intention and increases positive interaction with the product. The study showed that practical packaging, which includes ease of use and recyclability, affects purchase intention by 35%. Consumers highly valued packaging that facilitates the use and handling of the product, as well as that it can be reused or recycled. Practical packaging not only facilitates the user experience but also enhances the perceived value of the product, increasing the likelihood of purchase. A study by Silayoi & Speece (2007) confirmed that practical packaging is a key factor influencing purchase decisions, especially when it comes to products used daily. Regarding health information available on packaging, the study results showed that this factor had a 36% impact on purchase intention. Clear information about the nutritional components and health benefits of a product plays a significant role in enhancing consumer confidence and increasing their likelihood of purchasing the product. Consumers, especially those dealing with food and health products, rely heavily on this information to make informed purchasing decisions. This effect confirms the findings of a study by Anderson & Williams (2022), which found that health information on packaging enhances purchase intention by providing consumers with clear guidance on the benefits of the product. By combining the results of all studied variables, it can be concluded that packaging plays a crucial role in influencing Saudi consumers' purchase intentions. Various elements, such as design, innovation, sustainability, functionality, and health information, all contribute to a positive perception of the product and increase the likelihood of purchase. Companies that invest in improving these aspects of their product packaging can expect a significant improvement in customer loyalty and increased sales. These results highlight the importance of packaging strategy as an essential part of a brand's overall marketing plan.

5- Limitations of the study and Future Directions:

Although the study provided important insights into the impact of packaging on Saudi consumer purchase intentions, there are some limitations that should be considered when reviewing the study results. The study sample size was limited to 400 respondents from the consumer community in the Kingdom of Saudi Arabia. Although the sample is considered suitable for statistical analysis,

generalizing the results to all consumers in Saudi Arabia or in other countries may be limited. Cultural and demographic differences may affect similar results in other societies. Data collection was conducted using self-administered questionnaires. This type of data collection tool relies on the subjective honesty of individuals, which may lead to bias in responses. Participants may have provided answers that were in line with what they consider socially acceptable or what they expected from researchers. The study also focused on the impact of packaging elements such as design, innovation, sustainability, practicality, and health information. However, there are other external variables that can influence purchase intention, such as price, brand, and promotion, which were not considered in this study. These factors may have a significant impact on consumers' purchase decisions. Finally, purchase intention may be influenced by the prevailing economic and social conditions at the time of the study. Economic changes, such as inflation or changes in disposable income, can significantly impact purchasing behavior, and therefore results may vary at different times and under different circumstances.

Considering the findings and limitations identified in this study, several future directions for research in this area can be proposed:

It is important to replicate this study on larger, more comprehensive samples encompassing different regions of Saudi Arabia and other countries. This will help provide a deeper and more accurate understanding of the impact of packaging on purchase intention in different cultural and demographic contexts.

The research could be expanded to include studying the impact of other factors, such as pricing, promotion, and brand, on purchase intentions in parallel with the impact of packaging. Studying how these factors interact with packaging can provide comprehensive insights into consumers' purchasing decisions. As packaging technologies evolve, future studies can explore the impact of new packaging technologies, such as smart packaging or interactive packaging, on purchase intention. These studies can help companies adopt innovations that enhance consumer experience.

Longitudinal studies can analyze the impact of packaging on purchase intention over time. This can help understand how packaging influences change as consumer preferences change or marketing techniques evolve.

Qualitative studies, such as interviews or focus groups, can be a powerful tool for gaining a deeper understanding of consumers' feelings and perceptions of packaging. This can complement quantitative studies and provide additional insights into purchasing motivations.

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