

**The Relationship Between Packaging Elements and Consumer Brand  
Preference Based on Tea Industry in Georgia**

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*”As the authors of the presented paper, we herewith declare, that my paper does not contain any published, accepted for publication or submitted for defence material, which has not been referenced or cited in this work in conformity with the relevant rules.*

*Nino Tsitlanadze, Salome Dadiani, Tamar Sultanishvili, 2017”.*

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## **Abstract**

Between all the important aspects of the products that are being produced all over the world packaging has become one of the crucial parts. It has become the source that attracts customers' attention, and influences their purchase behavior. The topic is worth to further investigation, since packaging influence on buying behavior, especially in tea industry is not sufficiently investigated in Georgia. The main purpose of the present paper is to assess which packaging elements have the most significant impact on the consumers' buying behavior. In the research process, there has been used the data provided by Georgian national statistics. Additionally, literature analysis and qualitative and quantitative research methodology was used for data collection and for identification the relationship between the aspects of packaging and customer brand preference. Both, consumers and the manufacturers exhibited similar attitude towards the importance of the packaging. The results of the surveys present that elements of packaging such as color, drawings, shape, text, etc. have a great influence on product consumption and organizations should work hardly on the visual aspects of their products and achieve desired position in the market. It should be mentioned that the findings of the study can be used not only by the tea industry players, but also by other related fields on providing products to the society.

Keywords: Packaging, design, tea, Georgia, packaging elements