

# **Study of Consumers View on the Appearance of Packaging by Producers: Meggle, Milkos and Zim Using Descriptive Analysis and Student's T- Distribution**

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**Abstract:** *The paper is aimed at analyzing the design of long-life milk packaging in order to learn how packaging affects the market share. The marketing aspect analysis will be conducted on the product packaging design on the example of three dairies doing business in the BH market. It will attempt to answer the questions as to which packaging elements consumers focus on, which parts of packaging they consider to be important. In this context, the paper tests the hypothesis that product packaging significantly affects the market share. The analysis will deal with the functional aspect of packaging, its operational aspect, durability, reliability, aesthetic appearance and product attractiveness.*

*Primary data were collected using survey questionnaires filled in by consumers of the actual products that were the objects of research. The questionnaires will be sent to consumers via e-mail. The survey questionnaire includes six criteria, and the obtained data will be analyzed using statistical methods (descriptive analysis, correlation, paired sample t-test). Besides the described primary data, the analysis will use secondary data of international and local organizations involved in market analysis. The primary research will provide an insight into what influences consumers, and how packaging affects the market share.*

**Keywords:** *packaging, consumers' views, services, differentiation strategy, marketing.*