Journal of Business Studies, Vol. XXXVI, No. 3, December 2015

Consumer Perceptions and Attitudes toward Similar Packaging of Fast Moving Consumer Goods (FMCGs) in Dhaka City

Mansura Akter[*]
Hazera-Tun-Nessa[**]

Abstract: *The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged Fast Moving Consumer Goods (FMCGs). This study highlights the consumer perceptions towards similarity in packaging among a selection of branded products and their equivalents in Bangladesh. The data for this research were gathered using questionnaire-administered by British Brands Group but in a modified way n order to preserve the uniqueness of the study. Among respondents sampled, 71.6 % strongly agreed and 21.8 % of respondents agreed that it can be confusing or misleading when the packaging of two grocery shopping items looks similar. An amazing finding reveals that more than half (65.40%) of the respondents strongly agreed that they were confused or misled by the packaging of two grocery shopping items which looked similar. Around 34.5 % were misled more than once and 59.5 % of the samples admitted that they bought the wrong product because of the packaging design. Again this was the highest (68.6 %) amongst the younger age group.*

Keywords: *Packaging, Similarities, Fast Moving Consumer Goods, Consumers' perceptions, Buying behavior, Bangladesh.*

Introduction

In today's marketing, packaging has been acknowledged as a strategic tool for enhancing competitiveness of food products by experts. This is also true for Bangladesh. Yet, little is known about the shopping behavior of consumers in retail settings. Packaging plays a major role when products are purchased. Although, the basic function of packaging is to preserve product integrity by protecting the actual food product against potential damage from climatic, bacteriological and transit hazards (Wells et. al., 2007). This role has been expanded. Package now becomes a symbol that communicates favorable or unfavorable meaning about the product and in many instances; consumers are more likely to spontaneously imagine aspects of how a product looks, tastes, feels, smells or sounds while viewing product pictures on the package (Underwood et al., 2001). Therefore, packaging that creates differentiation and identity in the relatively homogenous consumer packaged goods industry is highly important. After all, it is the first thing seen before making purchase choices and it is widely recognized that over 50% of purchasing decisions are made at the shelf, or point of purchase. According to Silayoi and Speece (2004) the package is a critical factor in the decision-making process because it communicates to consumers.

[*] Assistant Professor, Department of International Business, Faculty of Business Studies, University of Dhaka, Dhaka-1000, Bangladesh. Email: mansura_mkt9thdu@yahoo.com
[**] Assistant Professor, Department of International Business, Faculty of Business Studies, University of Dhaka, Dhaka-1000, Bangladesh. Email: hazeratunnessa@du.ac.bd

In, today’s competitive world, packaging is considered to be the most immediate stimulus, at the point of sale, for shoppers. As such, the visual elements of packaging design influence consumers’ decisions and choices. In addition, packaging can attract consumers’ attention, transform the message of the product, impress consumers with the image of the product, and distinguish one product from another (Wang and Chou, 2010). In the competitive world of food retailing, packaging is used by marketers to get their products to stand out among the visual congestion of competitive products (Wells et. al., 2007).The package standing on the shelf affects the consumer decision process and package design must ensure that consumer response is favorable. But, to face intense competition, manufacturers of grocery items are trying to create “me too” package to gain consumers’ preferences developed by well established brand in a specific product category.

Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG), is products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large.

Misleading and confusing packaging is clearly an issue that is of concern to FMCG shoppers. Moreover, a significant number of shoppers have been affected by misleading packaging in the past – either in being confused or misled by the packaging of two grocery items which look similar, or accidentally buying the wrong item because the packaging design was similar to the item they wanted to buy (British Brands Group, 2009). Similar packaging can mislead consumers and undermine brand distinctiveness. This continues to be a problem in a number of ways to Bangladeshi markets as well as to global markets.

Packaging of a product should create or reinforce a brand's value proposition with a focus on its target consumer. Its needs to be viewed across the entire marketing mix: product, placement, pricing and promotion. Sometimes companies make their brand and try to establish themselves by following another same category of products and become successful. Normally, FMCG consumers are not aware of what they are actually buying. Sometimes they are misled by deceptive advertising, packaging, design, and brand establishment. Bangladesh is a developing country and here people are not so much educated so they are easily mislead, confusing when two grocery items look similar . This copycat packaging or me too packaging is a common scenario in our country especially in grocery items. Given this background, this study was conducted with the objectives of identifying consumer perceptions and attitudes to similarity in packaging between a selection of branded products and their equivalents.

Significance of the Study

The research propositions outlined at the beginning of this study were supported by the primary research: similar packaging have an influence on consumers’ product preferences, they are more likely to attempt to purchase of look like products. The outcomes of the research provide a clear concept about consumer perception of similar packaging and its impact on consumer behavior. It is felt that similar packaging can mislead consumers and undermine brand distinctiveness. This continues to be a problem in a number of Bangladeshi markets. The results from this study also emphasize the importance of packaging as an element of the marketing mix, i.e. ‘‘the silent salesman" (McNeal and Ji, 2003) and the power it can have as a communications tool. Particularly this study contributes to make the following significant implications to Fast Moving Consumer Goods (FMCG) companies, especially new and emerging company -

(a) Policy implication to protect their packaging patent, and

(b) For consumers, how to evaluate packaging of grocery items at the point-of-purchase before making decisions.

Finally, the findings of the proposed study may be fruitful to relevant person, organizations for policy formulation.

Problem Statement

A copycat package is characterized by very closely resembling communications similar to a leading brand. This can be in the form of logo, or name, colors used in the brand, or packaging size and shape. At current world establishing a brand is so tough. That's why different marketers take some help from the establish brand. They try to design their product's package similar to others. The me-too package spoils the product's uniqueness. Customers lose their loyalty form the established brand. Sometimes, they are accidentally buying the wrong item because the packaging design was similar to the item they wanted to buy. This problem is prevalent in major cities and towns and more severe in remote areas in Bangladesh. On these backdrops, this problem demands a detailed study on the impact of similar packaging on customer buying behavior in Bangladesh.

Literature Review

Packaging seems to be one of the most important factors in purchase decisions made at the point of sale (Prendergast and Pitt, 1996). According to Rettie and Brewer (2000), importance of Packaging design is growing in such competitive market conditions, as package becomes a primary vehicle for communication and branding. Several studies have investigated issues such as a means of attracting the attention of consumers (Underwood et al., 2001: Garber et al., 2000; Schoormans & Robben, 1997).Other studies researched packages as a means of communication as well as a means of communicating brand and product meaning (McDaniel & Baker, 1977; Rigaux-Bricmont, 1981; Homer & Gauntt, 1992; Gordonet al., 1994; Schoormans & Robben, 1997; Garber et al., 2000; Underwood & Klein, 2002). Packages are found to attract attention (Underwood et al., 2001: Garber et al., 2000; Schoormans & Robben, 1997). Pictures on packages are emphasized to attract attention, particularly when consumers are not very familiar with the brands (Underwood et al., 2001). Kotler distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, color, text and brand. Several researches have been done on how the package design (Yinuo Liu, 2011, Wayne et al., 2011), color, visual image (Underwood et al., 2003) affects consumers buying behavior but a few on how the similarity of packaging of two brands affects consumer's buying decisions in Bangladesh and beyond the boundary as well.

According to British Brands Group (2009), similar "parasitic" packaging relies on provoking a consumer reaction that differs from the reaction to normal distinctive packaging. Based on research summary, this group summarized that consumer deception takes a number of forms as;

- outright confusion – the consumer buys the parasitic copy in mistake for the brand;
- deception over origin – the consumer recognizes the parasitic copy is different but believes, due to the similar packaging, that it is made by the same manufacturer; and
- deception over equivalence/quality – again, the consumer recognizes the parasitic copy is different but believes, due to the similar packaging, that the quality is the same or closer than they would assume if the packaging were more different.

British Brands Group summarized findings of different research and complied that consumers purchase parasitic copies by mistake as:

Table-1: Summary of Different Research Works on Consumers Purchasing Parasitic Copies by Mistake

Date	Research Works	Base	Percentage of People Buying by Mistake
April 1994	NOP, for Mars	1,008	21%.
March 1995	BMRB for Consumers' Assn	-	13% had purchased a parasitic copy by mistake in the previous six months. 3% had a mistaken purchase in their basket on the day of the research.
February 1997	NOP, for Marketing	996	17%
April 1998	RSL, for Consumers' Assn	2,000	6% bought the copy instead of the brand in the previous six months.

Source: British Brands Group

According to British Brands Group, separate research studies consistently and clearly showed that consumers buy the wrong product because of similar packaging. It claimed that between 17% and 21% state that they purchased by mistake at some time and this equates to around 4 - 5 million UK consumers buying products they did not intend to buy, purely as a result of misleading packaging.

Moreover, when buying items on a regular basis, they do not spend much time considering their purchases and their attention to any given product line will be brief, typically 4 seconds or less (British Brands Group, 2009). This scenario is not different in Bangladesh. Consumers are getting busy day by day and they have little time to judge whether they are buying what they actually want. However, as discussed earlier, there is evidence of low consumer awareness about similarity of packaging. Thus, the current research provides a picture to determine levels of consumer awareness about similarity of packaging of FMCG, and what's the picture in Bangladesh, about the consumer, and their attitudes towards similar packaging?

Objectives of the Study

This study is intended to meet the following objectives:

1. To provide a scenario of similar packaging of grocery items in Bangladesh;
2. To understand consumer perceptions of similarity in packaging between a selection of branded products and their equivalents;

3. To evaluate the effect where packaging is deemed to be similar on consumer gy
4. To assess whether similar packaging is likely to influence consumer buying behavior; and
5. To assess any consumer detriment caused by similar packaging.

Methodology & Research Design

This study is an exploratory study. In order to achieve the first objective that is about consumer's perception about similar packaging, a number of generic statements were adopted from British Brands Group regarding the packaging of grocery products. Face-to-face interview was conducted using a structured questionnaire among 289 grocery shoppers aged 16+ years. Statements for uncovering regarding consumer's perceptions used in the interview were:

Statement A: It can be confusing or misleading when the packaging of two grocery shopping items looks similar

Statement B: I have been confused or misled by the packaging of two grocery shopping items which look similar

Statement C: I have accidentally bought the wrong grocery shopping item because the packaging design was similar to the item I wanted

Statement D: It would concern me if the packaging of a grocery item suggested that the item is connected to a long established make or brand when actually it is not.

A five-point rating scale (1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree) was used to gather and analyze the data.

To shed light on the second and third objectives, five questions regarding respondents' agreement to verify similarity of product packages, to identify what makes them look like, and whether there is any difference in their behavior after knowing price of each product. Respondents were shown images of ten products and were asked to rate how likely or unlikely they think these are made by the same manufacturer, why these packages look alike and to define any consumer detriment involved. The demographic profile of respondents is shown in table -2.

Table 2: Demographic Profile of Respondents

Respondent's Profile		Frequency
Sex	Male	141
	Female	148
	Total	289
Age	16-24	134
	25-34	89
	35-44	43
	45+	23
	Total	289
	Shopping centre	108
	Educational institutions	106
	Total	289

Source: Field Survey Result

Population and Sample Size:

The target groups of populations of this study are those who purchase various FMCGs in Dhaka city. Male and female who purchase various FMCGs are treated as elements for this study. Since the population size is large and unknown samples for the study were chosen by using convenience sampling due to its time and cost feasibility. Cochran (1963) developed the following equation to yield a representative sample proportion when population size is large,

$$n_0 = \frac{z^2 pq}{e^2}$$

Where,

n = minimum number of statistically significant sample size,

e = tolerable error, if 5% is allowed the value of e=0.05. So confidence level is 95% and z becomes 1.96,

p= proportion of the universe taken which if unknown, the rule of thumb is to take p=0.05 and q= 1-p = 1-0.50=0.50.

At 5% level of significance the required sample size becomes 385 and at 10% level of significance the minimum number of sample size should be 68. In this study data on 289 people has been collected as sample size indicating that it ensures at least 10% level of significance.

As a sampling unit authors has chosen shopping mall, household, educational institutions and these extend to Dhaka city only. Interaction with the customers at random on one to one interaction was conducted to gain the information. Data is collected during 3rd December to 21st December, 2014. Secondary data were collected from journals, internet and other existing documents relevant with the study.

Ten brand products of five specific categories were examined. Each branded product was compared with a product deemed to have similar packaging to the brand, and separately, with a different product in the same product category, but in more distinctive packaging. Ten selected products and their prices that were shown to respondents for this study are listed in Table-3.

Table 3: Selected Products and their Prices

Original product (Product X)	Price in Taka	Me-Too product (Product Y)	Price in Taka
Danish Lexus, 230 gm	90	Romania Lexus, 230 gm	95
Energy Plus	13	Mr. Energy	12
Cadberry Dairy Milk	15	Yoko Dairy Milk	12
Kraft Tang	10	Nueve Tang	10
Pran Jelly, 375 gm	105	Padma Jelly 375 gm	95
Diploma, 500 gm	355	Diplomilk , 500 gm	345
White Plus, 250 gm	48	am pm, 250 gm	45
Rochi Chanachor, 50 gm	14	Bou Jami Chanachor, 50 gm	10
Harpic. 500 ml	75	Finish, 500 ml	75
Bombay Sweets	12	Pillow Potato chips	10

Source: Prices are collected from the packet of products

Data Representation

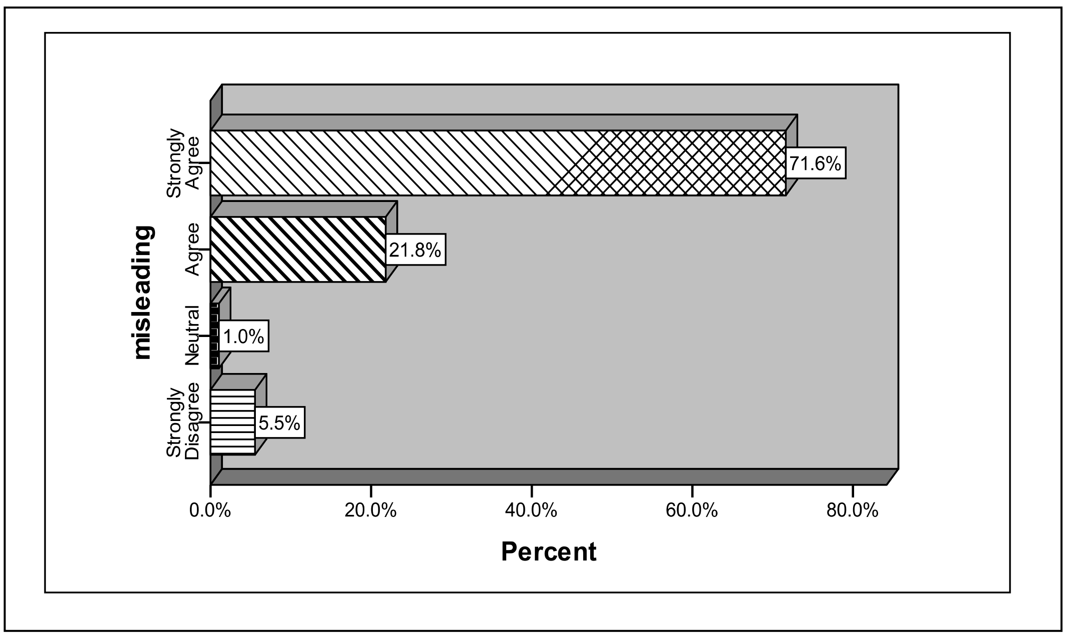
The data were analyzed with statistical techniques. Statistical tables, graphs and diagrams were used to represent and analyze the findings. Valid conclusion and reasonable decisions are drawn based on descriptive statistics. Descriptive statistics as cross-tabulation, percentiles, and frequencies were used as a test to verify the impact of similar packaging on consumer buying decisions.

Research Findings and Analysis:

This section encompasses shopper's responses regarding a number of generic statements to assess their perceptions of similarity of packaging of grocery products. The respondents were asked to agree or disagree with these statements on a five point scale.

Statement A: *It can be confusing or misleading when the packaging of two grocery shopping items looks similar.*

Figure-1: Results of Respondent's Responses for Statement A



Source: Field Survey Result

Above figure shows that 71.6% of respondents strongly agreed and 21.8% agreed that it can be confusing or misleading when the packaging of two grocery shopping items looks similar.

But only 5.5% respondents strongly disagreed with this statement.

The differences in response across age group and across sex group are summarized in the table-4.

Table-4: Results of Respondent's Responses for Statement A

Cross-tabulation			Gender		Age			
			male	Female	16-24	25-34	35-44	45+
Misleading	Strongly Agree	Count	76	113	142	9	34	4
		%	40.2%	59.8%	75.1%	4.8%	18.0%	2.1%
	Agree	Count	29	27	54	3	1	0
		%	51.8%	48.2%	93.1%	5.2%	1.7%	.0%
	Neutral	Count	14	4	18	0	0	0
		%	77.8%	22.2%	100.0%	.0%	.0%	.0%
	Strongly Disagree	Count	12	2	2	6	2	4
		%	85.7%	14.3%	14.3%	42.9%	14.3%	28.6%

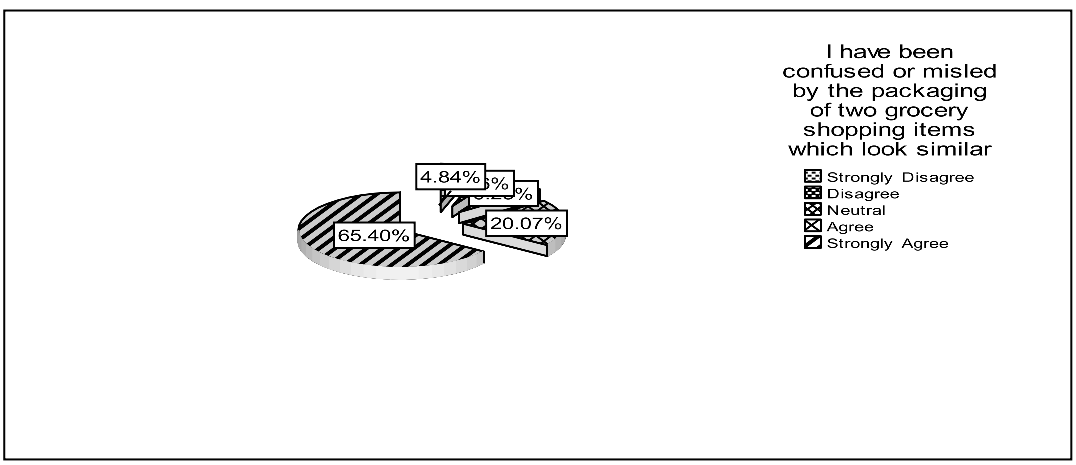
Source: Field Survey Result

It can be observed that 40.2% male respondents and 59.85% female respondents strongly agree but 85.7% male respondents strongly disagree whereas this percentage is only 14.3 for female respondents. Significant difference across sex group is also observed in case of neutral responses but no significant difference across sex group is found in case of respondents who only agree. However, significant differences in all categories of responses (strongly Agree, Agree, Neutral, Strongly Disagree) across different age groups are observed.

Statement B: *I have been confused or misled by the packaging of two grocery shopping items which look similar*

More than half (65.40%) of the respondents strongly agreed that they have been confused or misled by the packaging of two grocery shopping items which look similar. Around 34.5% have been misled more than once. All of this information is summarized in the figure-2.

Figure-2: Results of Respondent's Responses for Statement B



Source: Field Survey Result

The following table-5 shows that only 40.2% male respondent and 59.8% female respondents strongly agree but 85.7% male respondents strongly disagree whereas this percentage is only 14.3 for female respondents. Significant difference across sex group is also observed in case of neutral responses but no significant difference across sex group is found in case of respondents who only agree. However, significant differences in all categories of responses (strongly Agree, Agree, Neutral, Strongly Disagree) across different age groups are observed.

Table-5: Results of Respondent's Responses for Statement B

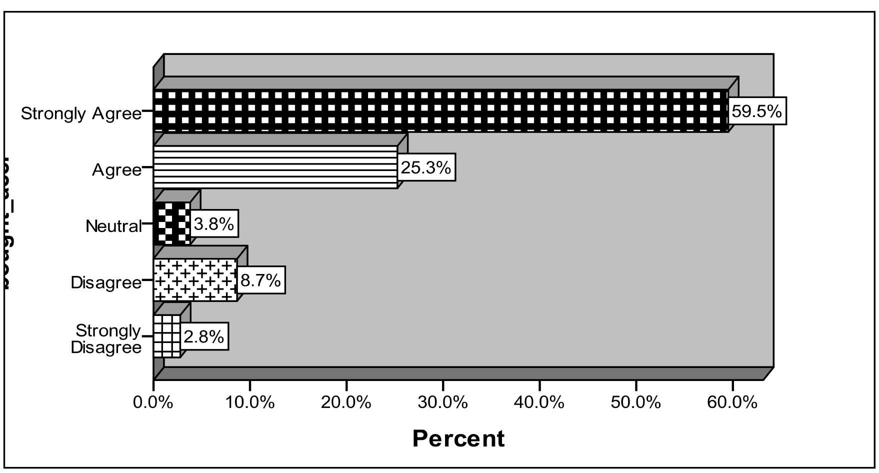
Cross-tabulation			Gender		Age			
			male	female	16-24	25-34	35-44	45+
Confused	Strongly Agree	Count	76	113	142	9	34	4
		%	40.2%	59.8%	75.1%	4.8%	18.0%	2.1%
	Agree	Count	29	27	54	3	1	0
		%	51.8%	48.2%	93.1%	5.2%	1.7%	.0%
	Neutral	Count	14	4	0	0	0	18
		%	77.8%	22.2%	.0%	.0%	.0%	100.0%
	Strongly Disagree	Count	12	2	6	2	4	2
		%	85.7%	14.3%	42.9%	14.3%	28.6%	14.3%

Source: Field Survey Result

Statement C: *I have accidentally bought the wrong grocery shopping item because the packaging design was similar to the item I wanted.*

It is observed from the figure-3, given below 59.5% of the sample admitted that they had bought the wrong product because of the packaging design whereas only 2.8% strongly disagreed.

Figure-3: Results of Respondent's Responses for Statement C



Source: Field Survey Result

Statement D: *It would concern me if the packaging of a grocery item suggested that the item is connected to a long established make or brand when actually it is not.*

Table-6 shows that only 35.5% male respondent and 64.5% female respondents strongly agree but 86.7% male respondents strongly disagree whereas this percentage is only 13 for female respondents. Significant difference across sex group is also observed in case of neutral responses and in case of respondents who only agree. However, significant differences in all categories of responses (strongly Agree, Agree, Neutral, Strongly Disagree) across different age groups are observed. The percentage is always higher for younger age group (age above 16 years and below 24 years)

Table-6: Results of Respondent's Responses for Statement D

Cross-tabulation			Gender		Age			
			male	female	16-24	25-34	35-44	45+
Concerned if it relates to established one	Strongly Agree	Count	43	78	95	7	15	4
		%	35.5%	64.5%	78.5%	5.8%	12.4%	3.3%
	Agree	Count	42	62	80	3	19	4
		%	40.4%	59.6%	75.5%	2.8%	17.9%	3.8%
	Neutral	Count	31	4	30	4	1	0
		%	88.6%	11.4%	85.7%	11.4%	2.9%	.0%
	Strongly Disagree	Count	13	2	11	2	2	0
		%	86.7%	13.3%	73.3%	13.3%	13.3%	.0%

Source: Field Survey Result

Second section of this study deals with responses of five questions regarding respondents' agreement to verify similarity of product packages, to identify what makes them look like, and whether there is any difference in their behavior after knowing price of each product

Respondents were shown photographs of ten pairs of products and were asked to rate how likely or unlikely they think these are similar, made by the same manufacturer, and why these packages are alike. Respondents' valuable opinions regarding each question are summarized and discussed in this section.

Findings on whether the Products are Made by Same Manufacturers or Not:

How likely do you think it is that these products are made by the same manufacturer (very likely, quite likely, quite unlikely, very unlikely, don't know)?

In general, a much higher percentage of respondents thought that the "parasitic" product was made by the same manufacturer as the brand, as thought the more distinctive (control) product was made by the manufacturer of the brand. Among ten pair of products *Bombay Sweets versus Pillow Potato chips* is rated highly (75.8%) that these two products are made by the same manufacturer as followed by-

- 74% of respondents very likely thought that *Kraft Tang and Nuevo Tang* was made by the same manufacturer
- 59.5% of respondents very likely thought that *Harpic and Finish* was made by the same manufacturer.
- 53.6% respondent admitted thought that *Energy Plus* was likely to be made by the manufacturer of *Mr. Energy*.

Table-7: Respondents' Opinions on whether the Products are Made by Same Manufacturers or Not

Product Comparison	Very Likely %	Quite likely %	Neither Likely nor Unlikely %	Quite Unlikely %	Very Unlikely %	Don't know %
Danish Lexus vs Romania Lexus	43.3	47.1	-	.7	9.0	-
Energy Plus vs Mr. Energy	53.6	34.3	-	5.5	6.2	.3
Cadbury Dairy vs Milk Yoko Dairy Milk	33.6	55.0	-	5.5	5.5	.3
Kraft Tang vs Nuevo Tang	74.0	16.6	-	.7	7.6	1.0
Pran Jelly vs Padma Jelly	50.2	34.6	-	5.2	9.0	1.0
Diploma vs Diplomilk	46.7	44.6	-	2.4	4.2	2.1
White Plus vs am pm:	17.6	24.2	-	45.7	8.3	4.2
Rochi Chanachor vs Bou Jami Chanachor	36.3	46.0	-	9.3	8.3	-
Harpic vs Finish	59.5	25.6	-	3.5	9.0	2.4
Bombay Sweets vs Pillow Potato chips	75.8	13.8	-	-	10.4	-

Source: Field Survey Result

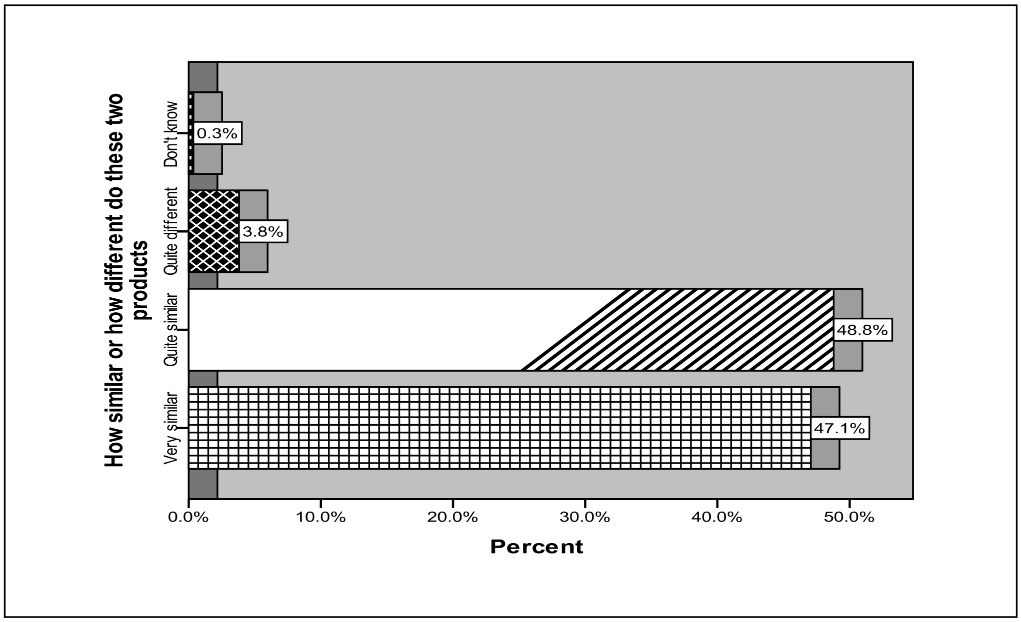
From the table-7, adding together the very and quite likely scores, in nine of the ten categories over third even in many cases fourth times as many respondents thought that the test product was made by the same manufacturer.

Findings regarding Degree of Similarity among Products:

How similar or how different do these two products look from each other? – Very similar, quite similar, quite different, very different?

Adding those saying "very similar" and "quite similar" together, the highest percentage of those interviewed, almost 95.5%, who thought that the packaging of given grocery shopping items looks similar as shown in the figure-4 given below. This is alarming to the manufacturer because some companies are taking advantages of their packaging as look like.

Figure-4: Respondent's Responses regarding the Degree of Similarity



Source: Field Survey Result

(If very similar or quite similar) What is it about these two products that make them look similar?

The table-8, given below summarizes that more than half (52.9)% of the respondents gave color(s) as a reason that made almost all given the products similar, as followed by package design (17.9%), then, text/font (9.6%), brand name (7.6%).

Table-8: Respondent's Responses regarding the Degree of Similarity

What Makes Similar		Brand name	Shape	Text / Font	Pictures/ Images/ Photos	Size	Color(s)	Logo	package design	Don't Know	Total
	Count	22	9	28	11	8	153	5	52	1	289
	%	7.6	3.1	9.6	3.8	2.7	52.9	1.7	17.9	. 34	100

Source: Field Survey Result

Findings on Mistaken Purchase:

How likely do you think one of these products could be bought by mistake believing it to be the other one?

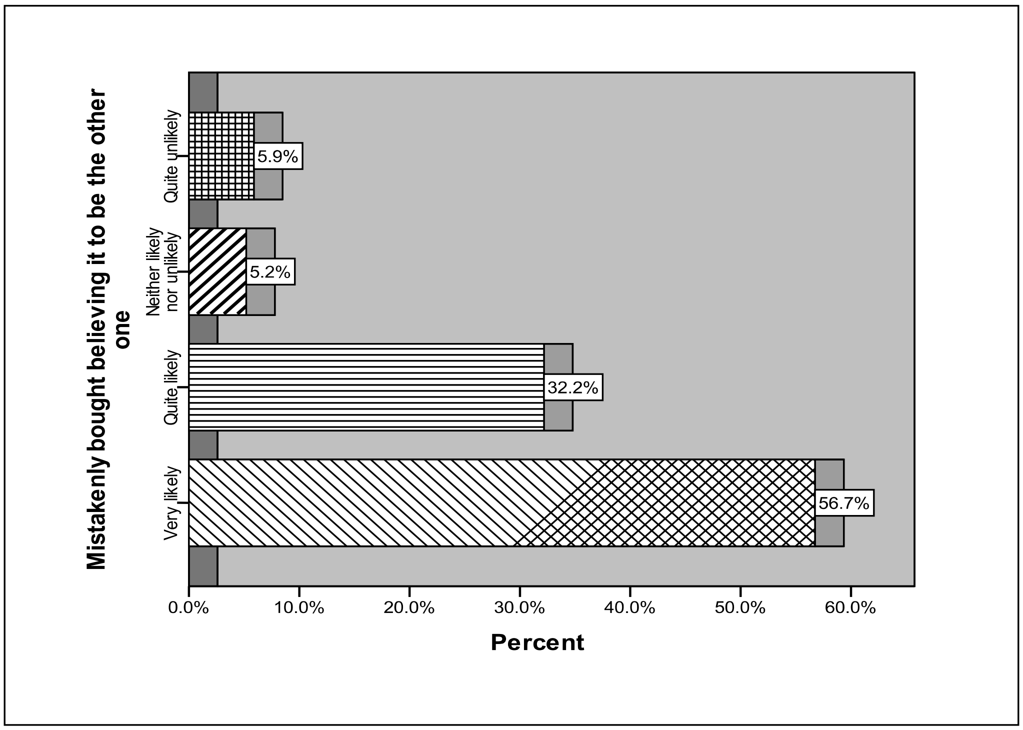
Adding "very likely" and "quite likely" scores 88.9% of respondents agreed that one of these products could be bought by mistake believing it to be the other one as shown in the figure-5 and table-9 shown below.

Table-9: Respondent’s Responses regarding the Behavior of Mistaken Purchase

Mistakenly bought believing it to be the other one.	Count	Very likely	Quite likely	Neither likely nor unlikely	Quite unlikely	Don’t Know	Total
		164	93	15	17	0	289
	%	56.7	32.2	5.2	5.9	0	100

Source: Field Survey Result

Figure-5: Respondent’s Responses regarding the Behavior of Mistaken Purchase



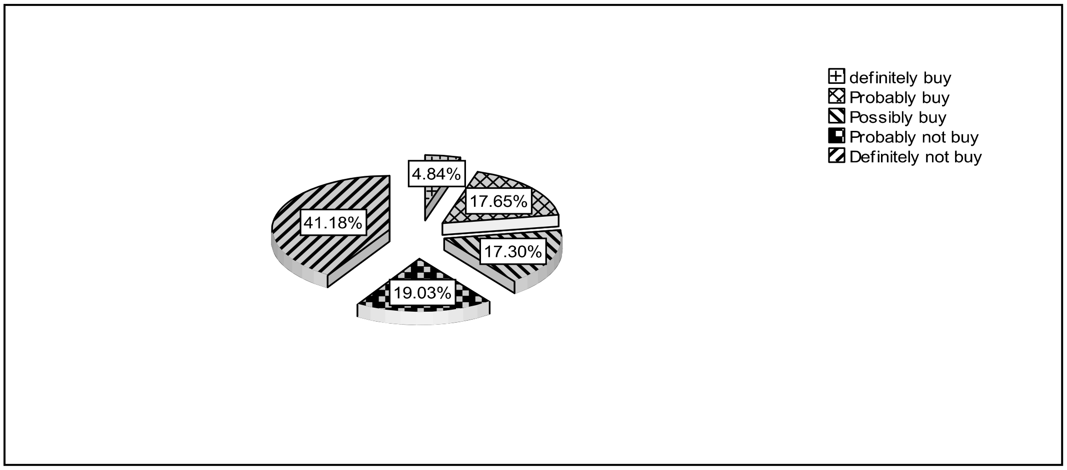
Source: Field Survey Result

Indeed, for all, more people thought that it was likely that the test product or brand could be bought by mistake than thought it unlikely. There were differences in responses across the age groups and between the sexes, but these differences were not consistently in one direction.

We would now like to show you the anticipated cost for each product. How likely would you be to buy product X over product Y? (Definitely buy, probably buy, possibly buy, probably not buy, and definitely not buy)

The likelihood of buying the branded product at its set price does not appear to differ a lot when compared with the test product or the control product. With seven of the brands, there are higher scores for definitely + probably buy when displayed next to the parasitic (test) product, while with the other three brands, there are higher scores on likelihood of buying when next to the more distinctive (control) product as represented in the pie chart in figure-6.

Figure-6: Respondent's Responses regarding the Behavior of Purchase when Anticipated Costs are shown



Source: Field Survey Result

Conclusion

To conclude, it can be said that "Me-too" products are influencing consumer buying behavior, with many shoppers buying products by mistake believing them to be a different product. There appears to be a stronger likelihood of shoppers buying a product that is in similar packaging to a well-established brand than another product at the same price, which is in more distinctive packaging. Almost 71.6% of respondents strongly agreed and 21.8% of respondents agreed that it can be confusing or misleading when the packaging of two grocery shopping items looks similar. An amazing more than half (65.40%) of the respondents strongly agreed that they have been confused or misled by the packaging of two grocery shopping items which look similar. Around 34.5% have been misled more than once. 59.5% of the sample admitted that they had bought the wrong product by accident because of the packaging design. Again this was highest (68.6%) amongst the youngest age group.

In this era of global competition establishing a new brand is difficult. As a result some producers/suppliers take some help from the established brand. Sometimes they choose an unfair way to take a short term advantage. These me-too products spoil the product's uniqueness. Customers lost their loyalty form the established brand. Sometimes they are confused to select the product. Finally, this study suggests that manufacturers should take legal actions against these types of illegal action according the law applicable in Bangladesh.

References

Black, Caroline D. and Baker, Michael J. (1987). "Success through Design". *Design Studies* Vol. 8(4), pp. 207–215.

Bloch, P. H. (1995). "Seeking the Ideal Form: Product Design and Consumer Response", *Journal of Marketing*, Vol. 59 (July), pp. 16-29.

British Brands Group, (2009). "Similar Packaging - A summary of Consumer Research 1993 – 2005", *British Brand Group Publication*.

Butkeviciene, V., Stravinskiene, J. and Rutelione, A. (2008). "Impact of Consumer Package Communication on Consumer Decision Making Process", *Inzinerine Ekonomika-Engineering Economics*, Vol. (1), pp. 57-65.

Cochran, W. G. (19630. "Sampling Techniques", 2nd Ed., *New York: John Wiley and Sons, Inc*.

Erzsebet Hetesi1 - Zoltan Veres (2007). "An Empirical Investigation on Loyalty: The case of Packaging Industry". *Inzinerine Ekonomika-Engineering Economics*, Vol. (2), pp. 75-85.

Garber, Lawrence L., Jr. (1995). "The Package Appearance in Choice. In: Advances in Consumer Research". Frank R. Kardes and Mita Sujan (eds.). Provo, *UT: Association for Consumer Research*, pp. 653–660.

Garber, Lawrence L., Jr., Burke, Richard R. and Jones, J. Morgan (2000). "The Role of Package Color in Consumer Purchase Consideration and Choice". *Cambridge, MA: Marketing Science Institute*, (Working Paper Series, Rep. No. 00-104).

Garry Mills (2010). "Taking Action against Look alike Products in Europe". *Inzinerine Ekonomika-Engineering Economics*, Vol. (5), pp. 57-65.

Gonzalez M. P., Thorhsbury S., & Twede D. (2007). "Packaging as a Tool for Product Development: Communicating Value to Consumers". *Journal of Food Distribution Research*, Vol. 38 (1), pp. 61-66.

Gordonet, R. P., & Wisenblit, J. Z. (1994). "What We Know about Consumers' Color Choices?", *Journal of Marketing Practice: Applied Marketing Science*, Vo. 5 (3), pp. 78-88.

Homer J, Gauntt B. (1992). "Commitment-led Marketing: The Key to Brand Profits is in the Customer's Mind", *West Sussex: John Wiley & Sons Ltd.*

John Th gersen (2006). "The ethical consumer moral norms and packaging choice". *Journal of Consumer Marketing*, Vol. 23/2, pp. 100-112.

Kotler, Philip and Rath, G. Alexander (1984). "Design: A Powerful but Neglected Strategic Tool", *Journal of Business Strategy*, Vol. 5(2), pp. 16–21.

L Alice (2006). "The power of Packaging", *United States of America*, Vol. 2, pp. 186-216.

McNeal, J. U. and Ji, M. F. (2003), ''Children's Visual Memory of Packaging", *Journal of Consumer Marketing*, Vol. 20, No. 5, pp. 400-27.

Mitul Deliya & Bhavesh Parmar (2012). "Role of Packaging on Consumer Buying Behavior – Patan District", *Global Journal of Management and Business Research*, Vol. 12 Issue 10 Version 1.0 June 2012.

Prendergast, G. and Pitt, L. (1996). "Packaging, Marketing, Logistics and the Environment: are there Trade-Offs?" *International Journal of Physical Distribution & Logistics Management*, Vol. 26 (6), pp. 60-72.

Rettie, R., and Brewer, C. (2000). "The Verbal and Visual Components of Package Design", *Journal of Product Brand Management*, Vo. 9 (1), pp. 56-70.

Schoormans, Jan P. L. and Robben, Henry S. J. (1997). "The Effect of New Package Design on Product Attention, Categorization, and Evaluation", *Journal of Economic Psychology*, Vo. 18(2–3), pp. 271–287.

Silayoi, P., & Speece, M. (2007). " The Importance of Packaging Attributes: a Conjoint Analysis Approach", *European Journal of Marketing*, Vol. 41 (11/12), pp. 1495-1517.

Sujan, Mita and Bettman, James R. (1989). "The Effect of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research", *Journal of Marketing Research* , Vol. 26(4), pp. 454–67.

Underwood, R. L. (2003). "The Communicative Power of Product Packaging: Creating Brand Identity via Lived and Mediated Experience". *Journal of Marketing Theory and Practice*, Vo. (Winter), pp. 62-76.

Underwood, R. L., Klein, N. M., & Burke, R. R. (2001). "Packaging Communication: Attentional Effects of Product Imagery", *Journal of Product & Brand Management*, Vo. 10 (7), pp. 403-422.

Veryzer, Robert W. (1999). "A Nonconscious Processing Explanation of Consumer Response to Product Design", *Psychology & Marketing* , Vol. 16(6), pp. 497–522.

Wayne D. Hoyer, (2011). "An Examination of Consumer Decision Making for a Common Repeat Purchase Product", *Journal of Consumer Research*, Vol. 11(3), pp. 822–829.

Wells, L. E., Farley, H., & Armstrong, G. A. (2007). "The importance of Packaging Design for Own-Label Food Brands". *International Journal of Retail & Distribution Management*, Vol. 35 (9), pp. 677-690.

Yinuo, Liu. (2011). "How Packaging Designs of Cosmetics affect Female Consumers' Purchasing Behavior?", *Design Management Review*, Vo. 17 (2), pp. 60-65.