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Poster # 62

A cross-cultural comparison study of purchasing intentions, natural product packaging design and labeling information of naturally developed *Moringa oleifera* based beverages by Bangladeshi and German consumers

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Purchase Intention

Before and After tasting samples
(n = 293)

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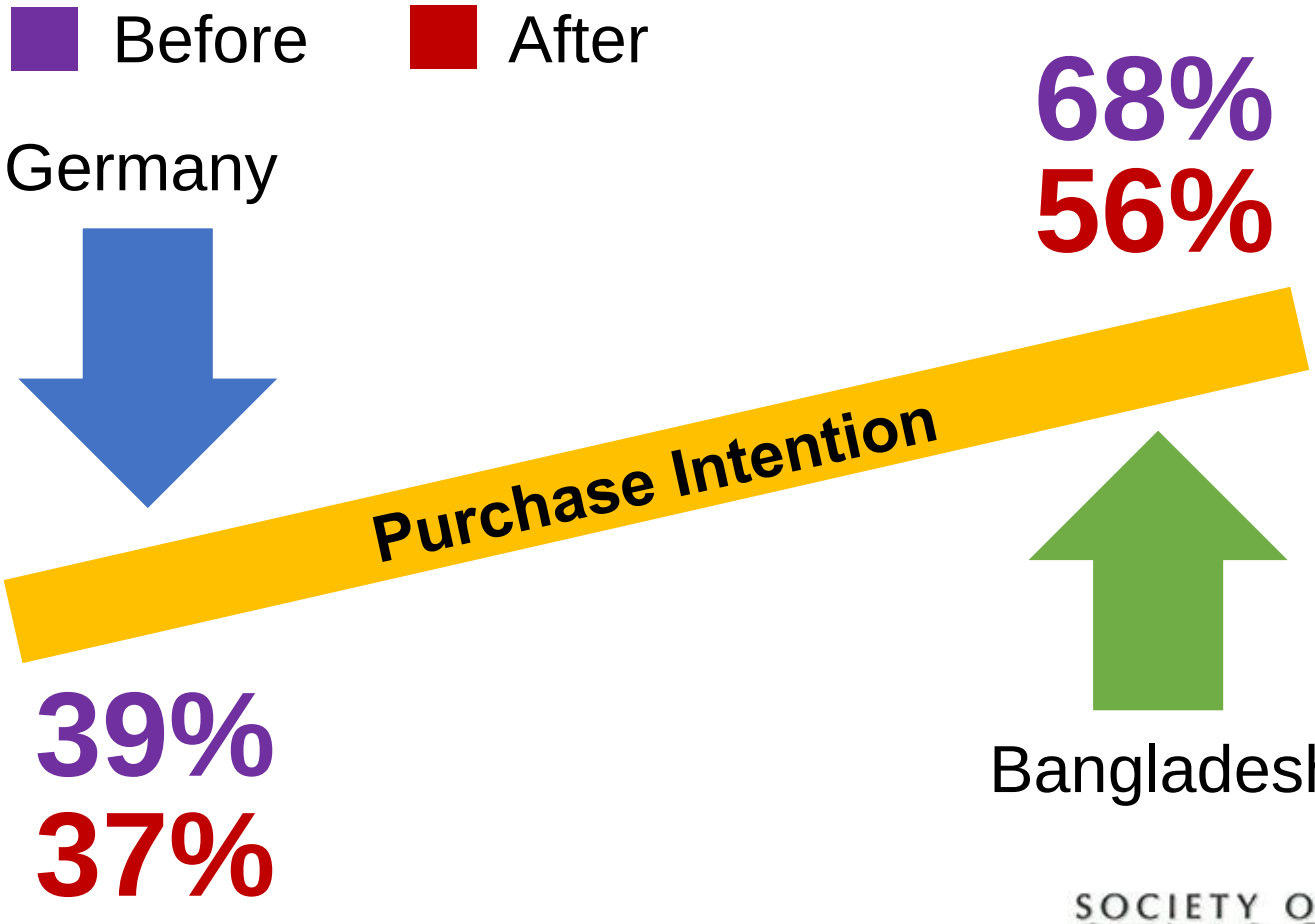

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Purchase Intention

Pairwise Comparison

(n = 4)

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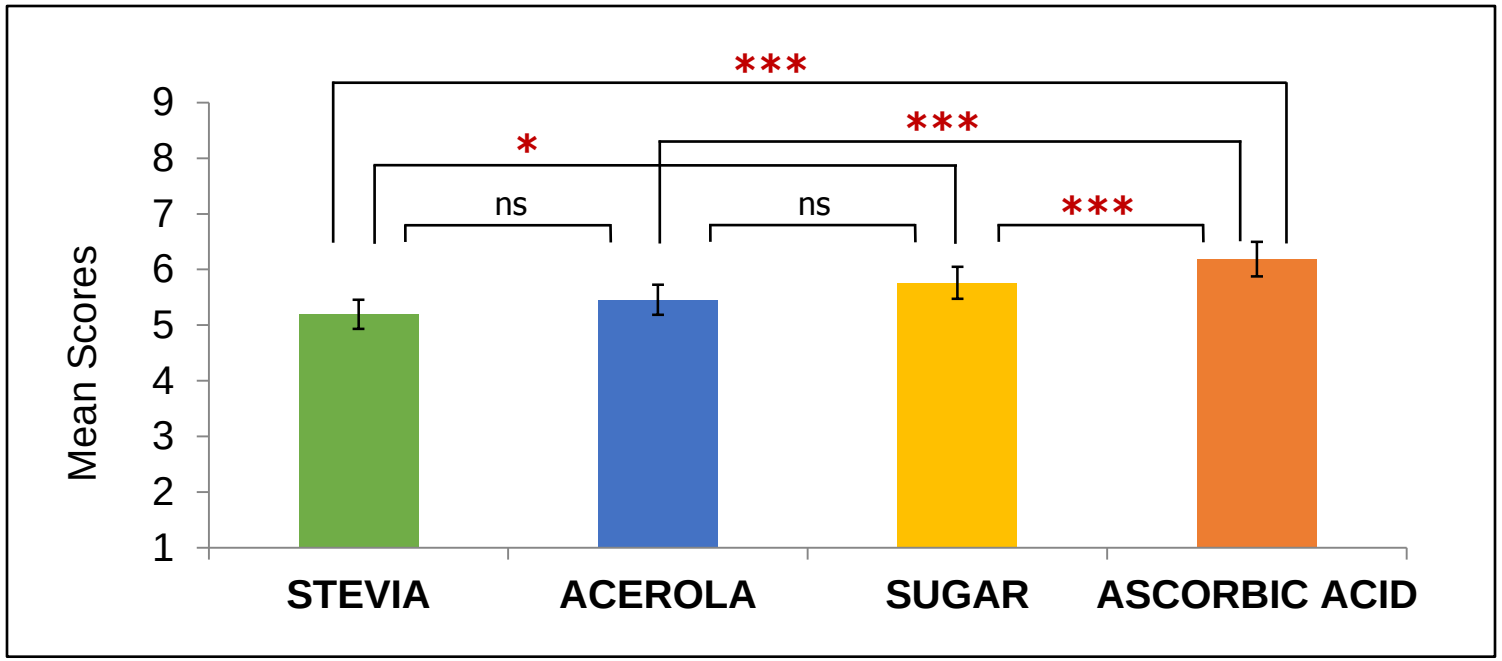

* Significant at 5%, ** Significant at 1%, *** Significant at 0.1% level, ns = not significant

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Packaging Design

(n = 293)

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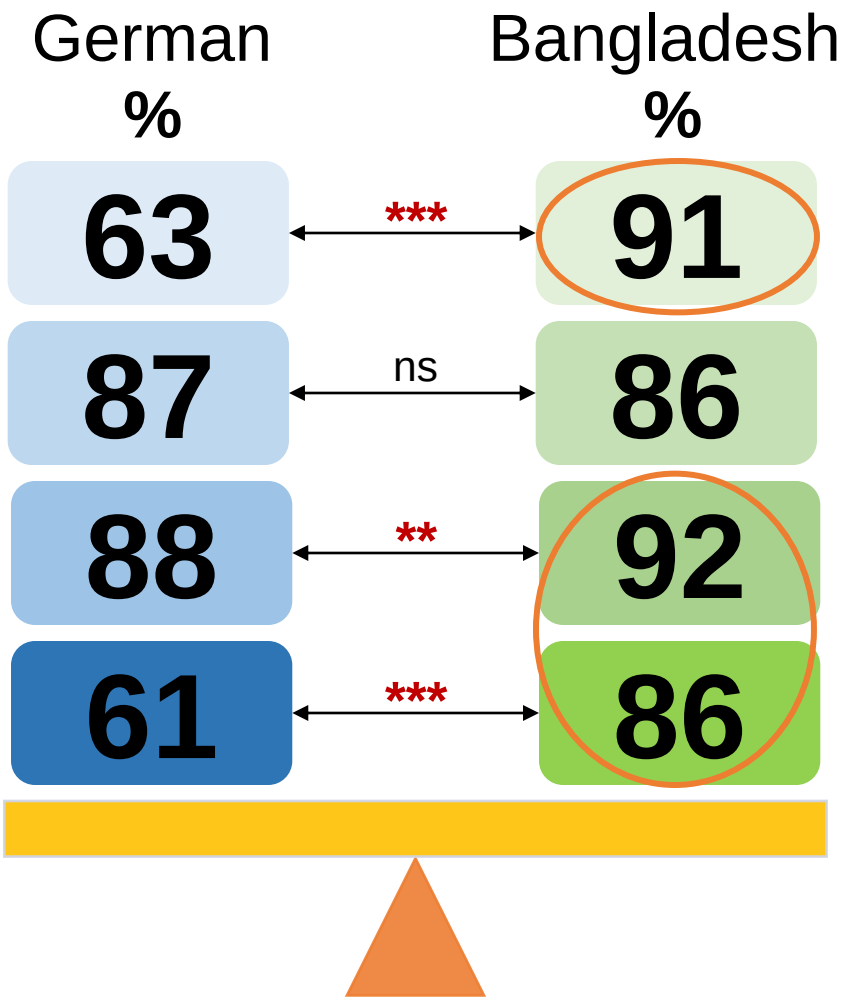

Statements

Labeling information is more important to me than an attractive packaging

I would like to buy products of attractive packaging

It is important to me to display actual products

Likeliness of concept packaging

** Significant at 1% level, *** Significant at 0.1% level, ns = not significant.

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Thanks for your attention!

Welcome to poster -



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