



PRODUCT PACKAGING AS A PREDICTOR OF SALES OUTPUT IN LOCAL BUSINESS IN CANLAON CITY

DIONISIO B. CHAVEZ, JR.
JOBERT TAPINIT

DR. JOAN S. TAPAN
FRANCISCO P. GARNICA

St. Joseph College of Canlaon, Inc.

ABSTRACT

Product packaging, a design and presentation of products that attract consumers, communicate brand identity and influence their purchasing decision. This study aimed to examine the product packaging as predictor of sales among businesses in Canlaon City, Negros Oriental, Philippines. The data were gathered from 45 respondents using survey questionnaire. Weighted mean and standard deviation were used to determine the levels of product packaging and sales performance, while PPM correlation and regression analysis were applied to examine the relationship and predictive influence of packaging. Findings showed that product packaging was rated very high (WM= 4.38), indicating strong emphasis on attractive, informative, and functional packaging features while sales performance was rated high (WM=4.08), suggesting favorable business performance through revenue generation and consumers' purchasing behavior. Correlation analysis showed moderate positive relationship ($r=0.36$) between product packaging and sales performance, implying that packaging corresponds with increases in sales performance. Furthermore, regression analysis demonstrated that product packaging predicts sales performance, with a variation of 13%. This indicates that packaging influences sales, pricing, product quality, and marketing

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan
Managing Editor: Raymart O. Basco

Associate Editor: Andro M. Bautista
Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue IV

May 2026

Available online at <https://www.instabrightgazette.com>



strategies. Thus, it is a practical marketing tool for enhancing competitiveness among local businesses.

Keywords: *Local Businesses, Packaging Design, Consumer Behavior, Business Performance, Revenue Generation, Purchasing Behavior, Marketing Strategies, Product Quality, and Competitiveness*



Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza
