

# **Evaluating the impact of packaging products on the strategic performance of manufacturing companies (Case study: Pars Chinese company in Gilan province)**

Mohammad Javad Aghabeigi\*,

**The purpose of this study was to evaluate the effect of the characteristics of packaging of products on the strategic performance of the companies producing ceramic products in the Parsian Chinese company in Guilan province. According to packaging components (packing foam quality, quality foam polystyrene , The quality of the cardboard box, the quality of the packaging design) and the strategic performance of the pottery companies. The current research is applied in the field of applied information and in terms of collecting information in the field of information, the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The statistical population in this research includes the board of directors and experts, managers and staff with a minimum undergraduate degree in Parsian Chinese company in Guilan province; the community size is estimated to be 116, taking into account the Cochran formula for estimating sample size with A limited type of society, the minimum sample size is estimated at 90. A designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. The findings of the research indicate that there is a significant relationship between the packaging components and the strategic performance of the pottery companies in the Parsian Chinese company in Guilan province.**

**Keywords : Business management, strategic performance, packaging, clay products**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)