



“A STUDY ON IMPACT OF PACKAGING CONSUMERS BUYING BEHAVIORS”

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ABSTRACT

A study to point toward role of packaging on consumer buying behavior. The basic purpose of behind it to find out how such factors are behind the success of packaging. According to this research I try to find the positive relationship between independent variable and dependent variables. For collecting the data, I will use the questionnaire, while for analysis I will use SPSS. A sample of 100 consumers will be selected to test their liability of the model. The significance of the study, its delimitation and limitations are discussed. The research is based in Surat. The consumer buying behavior is dependent variable. The packaging is the most important factor. Packaging elements like Packaging color, Background Image, Packaging Material, Font Style, Design of wrapper, Printed Information and Innovation is taken as predictors. Due to increasing self-service and changing consumers' lifestyle the interest in package as a tool of sales promotion and stimulate or of impulsive buying behavior is growing increasingly. So, package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision. Literature analysis on question under investigation has shown that there is no agreement on classification of package elements as well as on research methods of package impact on consumer's purchase decision.

1. INTRODUCTION

The terms packaging is about producing as well as designing wrappers and containers for a product. It has three basic functions which are protecting a product, ease of use and communicating the message of a product. Besides protecting a product, packaging has a commercial function in which it used for marketing communications and away to communicate the product usage and consumption and other necessary information of the product for consumer convenience. In today's competitive market packaging does not only works as protecting a product rather it has become an essential marketing tool. Research has also proven that packaging has various functions and even low investment in it if compared with advertising and other promotional activities can increase product sales and create a point of difference thus gaining the competitive advantage. Because packaging is the first thing that a consumer encounter at are tail store, therefore if appropriately designed it could boost up sales and build brand equity. Consumer buying behavior is a set of actions, steps or processes followed by the consumers in a marketplace before (and after) buying a product or a service. These actions are the result of the attitudes, preferences, intentions and decisions. These actions or steps can be both online and offline given the modern business paradigm. Consumer Buying Behavior just not only covers the purchase part but also covers the usability and even the disposal of the products or services. This is part of the Post Purchase Evaluation but is a critical part of the buying behavior.

2. LITERATURE REVIEW

- A. **Muhammad Usama Ahsan Ansari and Dr. Danish Ahmed Siddiqui (2019)** worked on topic of **“Packaging Features and Consumer Buying Behaviour towards Packaged Food Items”** This study aimed to determine the effects of packaging attributes on consumers' buying behaviour. Specifically, to investigate the effect of packaged food's graphics, colour, size, shape, product information and/or packaging material on consumers' buying behaviour in Pakistan. Data was collected through the used of questionnaire from 300 individuals and was analyzed through Confirmatory Factor Analysis and Structural Equation Modelling. The study found a significant relationship between graphics colours, packaging size, shape, product information of packaging material with consumers' buying behaviour. The study concluded that the packaging attributes are examined, are contributed in communicating product quality that affects purchase behaviour. The study recommends that food manufacturers must understand the consumer response towards their packaging and integrate their input into designing a better packaging by innovations. This can be achieved by involving consumer directly in designing the final packaging of product through their response.

- A. **Misbah Ehsan, Samreenlodhi (2015)** worked on topic of **“Brand Packaging and Consumer Buying Behavior: A Case of FMCG Products”** Packaging performs a central role as a medium in the marketing mix, in specifying the character of new products, in promotional campaigns, as a pricing pattern, and as a tool to create shelf impact. Packaging is usually considered as the most utmost form of advertising at the very crucial point of entire in the journey of purchasing: the point of purchase." It reflects the level of

creativity, innovation, modernism, cutting-edge qualities the brand might possess. The place of packaging in marketing has become entirely significant since it is one of the channel companies can capture consumers to take notice of products.

- B. Iris Borgman, Maaïke Mulder-Nijkamp and Bjorn de Koeijer (2018)** worked on topic of “**The influence of packaging design features on consumers purchasing & recycling behavior**” The study to determine the influence of specific design elements of sustainable packaging on consumer behaviour during purchase and recycling. Existing studies show that the visual appearance of packaging design influences the behaviour of consumers. The results of this study show that decisions made by consumers regarding the packaging are mostly based on graphics and to a lesser extent on information and form. Furthermore, a sustainable form and information regarding sustainability also have the highest utility, which indicates that these cues are able to trigger a higher buying intention. According to the results on recycling behaviour, it is unclear if recycling logos and a stimulating text have an impact on recycling intention of consumers.
- C. R.A.P.I.S. Dharmadasa, A.M.C. Amarakoon, M.M.B.S. Silva and S.C. Senevirathne(2019)** worked on topic of “**Impact of Tea Packaging Design on Consumer buying behavior**” The tea sector has higher potential to contribute considerably to economic development of Sri Lanka through export earnings. In 2017, contribution to export earning was more than 1.4 billion US\$. The production and manufacturing of black tea is of higher importance in this regard. Moreover, in a competitive market arena, the way the product is presented to the customer is also noteworthy. For instance, black Tea Inner Cartons (TIC) are offered to consumer in many forms and it should be presented in attractive forms to catch the consumer favour to the product. Therefore, this study is an attempt to find the effects of selected packaging attributes on the consumer buying behaviour and the relationship between social economic factors of the consumer and the tea inner carton buying behaviour. A sample of 300 consumers who purchase tea with inner cartons in the Colombo District was taken for the study. Appropriate supermarkets were selected using Judgmental sampling technique while consumers were taken using convenient sampling technique. Primary data were collected by administrated structured questionnaire among the respondents in the sample. Conjoint Analysis was performed to rank the importance of the packaging attributes and to find the best combination of attribute levels. Accordingly, the consumers prefer image and color of the packaging to size and material of the packaging while the most preferred combination of packaging attribute was dark color, large size package with traditional image and artificial material. Most of the consumers prefer green (29.6%), blue (10.3%), yellow (9%), black (7.3%) and red color (7%) inner cartons respectively. Research study recommends that manufactures should focus on the image of the package more than other attributes while giving more emphasis in producing inner cartons having dark color, large size package with traditional image and artificial material.
- D. Mitul Deliya (2012)** worked on topic of “**Consumer Behaviour towards the New Packaging of FMCG Products**” The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. This research utilized a focus group methodology to understand consumer behaviour toward such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer’s behaviour towards the packaging of FMCG products. When consumers search for and process information in-store, the product’s package can contain relevant and useful information for the consumer. Product packaging forms the end of the ‘promotion-chain’ and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product.

LITERATURE OBJECTIVE

The aim of the research is to study the following objectives:

- To find out the impact of packaging on the consumer buying behaviour decision.
- To measure the relative impact of each packaging element on the consumer.
- To identify the elements which should be highlight while design the packaging.

RESEARCH METHODOLOGY

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 100 consumers. Various tools like cross-tabulation, chi-square, Anova test, one-sample test etc. were used. all of the analysis is done through SPSS software.

Hypothesis development

H0: there is significance difference between mean of factors influence on packaging and gender.

H1: there is no significance difference between mean of factors influence on packaging and gender.

Findings of the study Demographic profile Frequency

Variable	Frequency	Percentage
Gender:		
Male	66	66.0
female	34	34.0
Age:		
<20	19	19.0
21-30	50	50.0
31-40	18	18.0
41-50	10	10.0
50>	3	3.0
Occupation:		
Businessman	20	20.0
Job/services	37	37.0
Professional	12	12.0
Student	28	28.0
farmers	3	3.0
Annual income:		
2lakhs-5lakhs	57	57.0
5lakhs-8lakhs	31	31.0
10lakhs-above10lakhs	12	12.0
Education:		
HSC	15	15.0
SSC	15	15.0
Graduate	52	52.0
Post-Graduate	18	18.0
Marital status:		
Married	30	31.0
Unmarried	67	67.0
Engaged	3	3.0

INTERPRETATION

In my research 66% people are male and 34% people are female. I have asked this question to know gender difference on packaging. The above table indicates age group of respondent. Majority of our respondent are 21-30 age which is 50 out of 100 which says that major of respondent are youngsters. Second following category is <20, 31-40 which is 19, 18 out of 100. The lowest respondent is from 41-50, 50> which is 10, 03 out of 100. The above table indicates Occupation of our respondent. Majority of our respondent are belonging from Job / Services that is 37 out of 100. Second following category is Student and Business Man which is 28, 20 out of 100. The lowest respondent is from Farmers and Professional which is 03, 12 out of 100. The above table show respondent family income annually. Where most people's family income is 2 lakhs - 5 lakhs. Where 31 people out of 100 have 5 lakhs - 8 lakhs. Where 12 people out of 100 have 10 lakhs - Above 10 lakhs. Above, table indicates Education of the respondent. Majority of respondent 52 out of 100 are Graduated. Second highest is Post graduated which is 18 out of 100 and the Least high is 15 out of 100 which are HSC, SSC. Above, table indicates Marital Status of our respondent. Majority of respondent 67 out of 100 are Unmarried. Second highest is Marries which is 30 out of 100 and the Least high is 03 out of 100 which are Engaged.

CROSS TABULATION AND CHI SQUARE

Priority towards packaging*gender

Gender Cross tabulation

		Gender		Total
		Male	Female	
4. What is your priority towards packaging?	Eco – Friendly	30	12	42
	Attractive	20	11	31
	Protective	12	9	21
	Others	4	2	6
Total		66	34	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.317 ^a	3	.725
Likelihood Ratio	1.308	3	.727
Linear-by-Linear Association	.844	1	.358
N of Valid Cases	100		

BRAND USED*OCCUPATION**Cross tabulation**

		2. Which company Instant Food Packet do you use?					Total
		Assal Masala	Suhana	Haldiram	Tata Quick	Nestle	
Occupation	Business Man	7	4	3	3	3	20
	Job/ Services	12	9	10	3	3	37
	Professional	8	3	1	0	0	12
	Student	11	7	7	0	3	28
	Farmers	2	0	0	1	0	3
Total		40	23	21	7	9	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.874 ^a	16	.394
Likelihood Ratio	20.155	16	.213
Linear-by-Linear Association	1.826	1	.177
N of Valid Cases	100		

INTERPRETATION

The above table is showing relationship between priority towards packaging and Gender. Where the majority of respondent of both Male and Female have selected Eco – Friendly packaging which is 42 out of 100. These cond most preferred packaging is Attractive packaging which is 31 out of 100. The significant value of chi-square test is respectively 0.725 it means null hypothesis is rejected. And alternative is accepted. It means that there is significance relationship between priority towards packaging and Gender. The above table is showing relationship between company instant food packet and Occupation. The majority of respondent have selected Assal Masala Company which is 40 out of 100. These cond most preferred is Suhana Company which is 23 out of 100. The significant value of chi-square test is respectively 0.394 it means null hypothesis is rejected. And alternative is accepted. It means that there is significance relationship between company instant food packet and Occupation.

ANNOVA TEST ON FACTORS INFLUENCE ON PACKAGING WITH GENDER?**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
[Packaging having attractive back ground]	Between Groups	.098	1	.098	.135	.714
	Within Groups	71.062	98	.725		
	Total	71.160	99			
[Innovation is important in packaging]	Between Groups	.984	1	.984	1.344	.249
	Within Groups	71.766	98	.732		
	Total	72.750	99			
[The innovative package can change your decision while purchasing]	Between Groups	.603	1	.603	.806	.371
	Within Groups	73.357	98	.749		
	Total	73.960	99			
[Creative Font Style in packaging]	Between Groups	.010	1	.010	.011	.916
	Within Groups	89.150	98	.910		
	Total	89.160	99			
[Wrapper design is important in packaging]	Between Groups	.004	1	.004	.004	.950
	Within Groups	100.746	98	1.028		
	Total	100.750	99			
[Backgrounds In Wrappers]	Between Groups	.320	1	.320	.384	.537
	Within Groups	81.640	98	.833		
	Total	81.960	99			

INTERPRETATION

The result of one way ANOVA indicates that at five percentages significance level there is significance difference between gender and factors influence on packaging. And the result of one way ANOVA indicates that at five percentage significant level there is significant affection in Packaging having attractive back ground (.714) and Innovation is important in packaging (.249), The innovative package can change your decision while purchasing (.371), Creative Font Style in packaging (.916), Wrapper design is important in packaging (.950), Backgrounds In Wrappers(.537).

3. CONCLUSION

Throughout project I came to know that packaging really influences the consumer while purchasing a product. Package could be treated as one of most valuable tools in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers

buying behavior. According to my research, I found out that most consumers like the product quality after they purchased their desired packaged products. Based on the effects, I cannot say there is a 100% equal relationship between good package and good product quality, but there is a positive thinking and trend about well-designed package shows high product quality. As a matter of fact, people are becoming more and more demanding; packaging has been gradually shown his important role in a way to serving consumer by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of packaging as a strategic tool to attract consumers' attention and their perception on the product quality.

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