



A Study on Effects of Consumer behaviour on Packaging

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ABSTRACT

The objective of this research study is to determine the impact of packaging on consumer buying behaviour. The purpose of this study is to understand the essential factors of packaging which can act as a sales promotion tool and lead to prosperity of a particular brand. The primary research data has been collected through questionnaire method and for the purpose of evaluating the data graphical presentation has been used. In this study samples of 300 respondents has been collected. According to the research conducted it has been observed that packaging is key component in consumer buying behaviour. In addition to this, it has been concluded that various packaging elements like its Colours, Quality of Packaging material, Design of Wrapper, Innovation & Product information are vital factors when consumers making any buying decision. It was thus concluded that Packaging is one of the essential and influential factor for consumer buying behaviour.

KEYWORDS: PACKAGING FAMILIARITY, TRUST, Brand Recognition

INTRODUCTION

Consumer behaviour thus is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products and services, to satisfy needs, (Lars, 1994). It refers to the study of when, why, how, where and what people do or do not buy products, (Howard 1968). It blends elements from psychology, sociology, social psychology, anthropology and economics, (Howard, 1968). It attempts to understand the buyer decision making process, both individually and in groups. Now, packaging has become itself a sales promotion tool for the organizations.

REVIEW OF LITERATURE

Silavoi & Speece 2007

Packaging acts multidimensional functions. It offers knowledge about the product and organization, a technique to communicate with consumers and safeguard to the quality of product.

Arens 2007

Says packaging is the container for a product – encompassing the physical appearance of the container including the design, colour, shape, labeling and material used.

Adelina & Morgan 2007

Packaging could be treated as one of the most valuable tool in today's marketing communications; Packaging has an important impact on consumers buying behaviour. The impact of packaging and its elements can impact the consumer's purchase decision.

Objectives:

- ✓ To Find Out the effect of packaging on the behaviour decision.
- ✓ To check the effect of packaging elements on the behaviour.
- ✓ To measure the relative impact of each packaging element on the consumer.
- ✓ To identify the elements, which should be highlighted while design the packaging.

Research Hypothesis:

H0: Consumer choices are not influenced by the convenience and functionality of product packaging.

H1: Packaging that enhances convenience and functionality positively impacts consumer preferences and purchasing behavior.

H0: Consumer preferences are not influenced by the visual appeal of product packaging.

H1: Consumer preferences are positively influenced by visually appealing packaging, leading to increased product attraction.

RESEARCH METHODOLOGY

Research Design:

This research uses Descriptive research design

Sampling technique:

The study uses Snowball sampling

Snowball sampling helps researchers find a sample when they are difficult to locate. Researchers use this technique when the sample size is small and not easily available. This sampling system works like the referral program. Once the researchers find suitable subjects, he asks them for assistance to seek similar subjects to form a considerably good size sample.

Sample Design:

Non-probability research: non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a less stringent method. This sampling method depends heavily on the expertise of the researchers. It is carried out by observation, and researchers use it widely for qualitative research.

Source of data:

There are two types of data that are being used for this project. They are primary data and secondary data.

Primary data:

Primary data are those which are collected for the first time and they happen to be original in nature.

Primary data are collected through questionnaires.

Secondary data:

Secondary data refers to any dataset collected by any person other than the one using it.

DATA ANALYSIS AND INTERPRETATION

Demographic Variable	X ² value	Degree of Freedom(df)	P value
Gender	0.785	4	0.940
Age	3.998	4	0.406
Income	7.637	4	0.106
Education	12.339	4	0.015

	Chi-Square Tests					
	Value	df	Asymptotic Significance (2-Sided)	Monte Carlo Sig. (2-Sided)		
				Significance	99% Confidence Interval	
				Lower Bound	Upper Bound	
Pearson Chi-Square	9.893 ^a	3	0.019	0.015	0.012	0.018
Likelihood Ratio	11.157	3	0.011	0.015	0.012	0.018
Linear-by-Linear Association	9.120 ^b	1	0.003	0.004	0.003	0.006

^a Three cells (37.5%) have an expected count of less than 5. The minimum expected count is 73. ^b The standardized statistic is 3.020. Source: Authors' research and calculations, output IBM SPSS Statistics.

FINDINGS:

1. Consistent packaging design across a brand's product lines creates a cohesive brand image. Consumers may develop brand loyalty when they can easily recognize and associate packaging with a specific brand.
2. Packaging with visible security features, such as tamper-evident seals, instills confidence in product safety. Consumers value assurance that the product has not been compromised during transit or storage.
3. Packaging that incorporates interactive elements or surprises, such as augmented reality features or hidden messages, can create a memorable and engaging experience for consumers.
4. Consumers appreciate packaging that offers portion control, reducing food waste and providing convenience. Smaller package sizes may be perceived as more suitable for single servings or on-the-go consumption.
5. Limited edition packaging or collector's editions can drive consumer interest and urgency to purchase. Collectible packaging may appeal to enthusiasts and create a sense of exclusivity.
6. Packaging that is easy to open, especially for consumers with physical limitations, enhances accessibility and contributes to a positive user experience.

SUGGESTIONS:

1. Implement regular customer surveys to gather direct feedback on packaging preferences, covering design, functionality, and environmental considerations.
2. Analyze packaging strategies of competitors, both direct and indirect, to identify gaps and areas where you can differentiate your brand. Look for successful packaging elements in similar industries.
3. Explore incorporating interactive elements like QR codes, augmented reality, or gamification on packaging to engage consumers beyond the point of purchase.
4. Consider offering customizable packaging options to allow consumers to add a personal touch to their purchases, enhancing the perceived value and creating a stronger connection.
5. Use packaging as a storytelling tool to communicate your brand's story, values, and mission. Craft a narrative that resonates with your target audience and enhances brand loyalty.
6. Embrace sustainable packaging solutions to appeal to environmentally conscious consumers. Clearly communicate these efforts to showcase your commitment to eco-friendly practices.

CONCLUSIONS:

Outcome of the research study regarding Impact of Packaging on consumer buying behaviour:

Packaging is one of the most essential communication tool, it act as a medium for advertisement of the product. Packaging of product not only protects the product but it also increases the sales of the product. A good packaging gives convenience to the customer in handling the product. The printed information on the package of product helps the customer in understanding the product in detail such as the ingredients used, date of manufacturing, date of expiry, price of product etc such information printed will helps the customer in making purchase decision. Packaging also gives clarity in identifying the right product from the number of products available in the market. Packaging also helps in promoting brand loyalty.

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