A STUDY ON THE IMPACT OF CUSTOMER PERCEPTION TOWARDS PRODUCT PACKAGE ON QUALITY IN THEJO ENGINEERING LTD

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ABSTRACT:

This study aims to understand the impact of customer perception towards product packages on quality in Thejo Engineering Ltd company. the study comprises an independent variable: Protection of products and convenience of products and the dependent variable is Thejo consumer's perceptions of product quality at the Point of purchase. The researcher endeavors to create and evaluate a model to attain the research goals. Data were collected from a convenience sample of 90 respondents using a questionnaire. The questionnaire includes a point Likert scale. The data is examined using multiple statistical methods to verify the proposed hypotheses. Descriptive statistical measures are used to describe the study's sample characteristics. regression analysis is used to find the effect of the impact between two variables. It was found that all the independent variables had no significant effect on Thejo consumer's perception of product quality at the point of purchase. Recommendations for future research, marketing implications, and limitations of this study are proposed.: packaging, Consumer's Perception, Product Quality, Thejo.

Keywords: packaging, Consumer's Perception, Product Quality, Thejo.

1. Introduction:

In today's competitive business landscape, companies across industries are increasingly recognizing the significance of packaging not only as a means of product protection and convenience but also as a powerful tool for shaping consumer perceptions. The packaging of a product serves as the first point of contact between the consumer and the brand, influencing purchasing decisions and overall product experience. Understanding the impact of customer perception towards product packaging on perceived quality is vital for businesses striving to enhance their market competitiveness and customer satisfaction. Thejo Engineering Pvt Ltd, a leading player in the engineering sector, operates in an environment where product quality and customer satisfaction are paramount. The packaging of its products plays a crucial role in communicating the brand's image, ensuring product integrity, and influencing customer perceptions. However, despite its significance, the relationship between customer perception of product packaging and perceived quality remains underexplored in the context of Thejo Engineering Pvt Ltd. This study aims to bridge this gap by investigating the influence of customer perception towards product packaging on perceived quality within Thejo Engineering Pvt Ltd. By examining various dimensions of product packaging such as aesthetics, functionality, and brand alignment, this research seeks to uncover the extent to which packaging affects customer perception of product quality. Moreover, it aims to identify any gaps between customer expectations and the actual packaging attributes provided by Thejo Engineering Pvt Ltd. Understanding the dynamics of customer perception towards product packaging on quality is not only crucial for maintaining a competitive edge but also for informing strategic decision-making processes within the company. By gaining insights into how packaging influences customer perceptions, Thejo Engineering Pvt Ltd can tailor its packaging strategies to better align with customer expectations, thereby enhancing brand loyalty and market penetration. The findings of this study are expected to provide valuable insights for Thejo Engineering Pvt Ltd and other businesses operating in similar industries, guiding them towards more effective packaging practices that drive customer satisfaction and brand success. Additionally, the research outcomes can contribute to the existing body of knowledge on the role of packaging in shaping consumer behavior and perceptions, enriching academic discourse in marketing and business management domains.

2. Review of Literature :

Hari Govind & Deepak Jain (2012)" Impact of Packaging in Consumer Decision Making Process of Namkeen Products": stated that packaging has an important role in marketing communications, especially from the point of sales, and could be treated as one of the most important factors influencing consumer's purchase decision. The research aims to find out the effect of packaging on buying decisions for a nankeen product. And compare the packaging styles of various brands. Also, the research investigates what factors are of great importance in the packaging of nankeen products. Using descriptive research and a questionnaire as a means of data collection and the study concluded that the style of packaging does affect the sales of the

nankeen and the factors taken into consideration are price, content, ingredients. According to Patrick and Thaddeus' 2011 study, packaging serves multiple roles in the marketing process, including in the channel of distribution and from the consumer's perspective. The results of the study are: For the middlemen, it has become an effective tool in achieving optimum use of space-efficient use of shelf space in preventing inventory losses and pilferage. For consumers, packaging has attempted to serve their informational, promotional, and convenience needs.

Below is some information on related studies. Staniewska et al. (2008) surveyed to investigate how packaging information and promotional efforts through dairy product packaging influence consumer purchase decisions of dairy products. The study was completed in the second half of 2005 and involved 500 clients of selected retail outlets within supermarket chains in Olsztyn. The survey was conducted based on a direct questionnaire comprising two parts. In the first part, the respondents were asked to evaluate the impact of packaging information and the promotional impact of dairy product packaging on consumers' purchasing decisions for dairy products. The second part featured questions on the respondent's sex, age, occupation, place of residence, and monthly income per person in the household. The study's primary conclusions were that consumers paid the most attention to the product's shelf life or minimum durability period, the producer's trademark, which is frequently associated with the brand, as well as information regarding the product's ingredients and nutritional value. Consumers tend to make impulsive purchases because they are often drawn to the packaging design, which is associated with product quality. An experiment conducted by Pires (2008) aimed to evaluate how consumers perceive quality in terms of specific product characteristics, such as colors and shapes on product labels. The study collected data from a survey of high school students in Spain to assess the communication values of not only colors but also shapes and their interaction with colors. The main findings of the study: Colors and shape combinations that are consistent are expected to enhance consumers´ product quality perception, while other combinations that are inconsistent will decrease it. Silayoi and Speece (2007), "The importance of packaging attributes: a conjoint analysis approach": this study aimed to investigate the role of packaging as a vehicle for consumer communication. This study used a conjoint study among consumers of packaged food products in Thailand, which is a very competitive packaged food products market. The study found that consumer' likelihood to buy is mostly influenced by their perceptions of packaging technology. Ampuero and Vila (2006), "Consumer perceptions of product packaging": This study seeks to discuss the need to understand consumer's perceptions to correctly design product packaging and to achieve the desired position in the minds of consumers. Data collection was divided into two phases. The first, (based on designers' opinions), is to determine the key graphic variables in the design of the packaging. The second, (based on consumers' opinions), is to associate each packaging with a positioning strategy. The results showed that the consumers had exhibited harmonious perceptions towards product-packaging strategies. Nilsson and Ostrom (2005), "Packaging as a communication vehicle": the purpose of this study is to provide a better understanding of how product packaging is used as a brand communication vehicle. The focus of this study is to understand how the design elements of a package influence the consumer's perception of the brand and what benefits they associate with the packaging. Additionally, the study suggests that the design elements of the package can impact the consumer's perception differently based on how they are combined. The results showed that consumers associate Various packaging offers distinct benefits depending on both internal and external variables. There is no clear evidence that different combinations of package design elements affect consumer perception differently. Retie and Brewer (2000), "The verbal and visual components of package design": the objective of this study is to relate the concept of brain laterality to pack design; explore the relationship between the positioning of copy and pictures on different sides of a pack, and the recall of those elements. The sample of 150 Kingston University students was equally split between men and women. The results showed that 73% of purchase decisions are made at the point of sale. In scanning packs at the point of sale, perception is rapid, and quick recognition is important for inclusion in the decision process. The results confirm the asymmetry of the perception of elements of packaging. (Asymmetry of perception implies that to maximize recall, words should be on the right.)

3. Research Design :

A deductive approach was designed for this study, where data are collected using a questionnaire. These data were used to test the research hypotheses answer the research questions and identify the factors that have a significant effect on the impact of consumer's perception of product packages on quality in the Thejo context.

Data Collection methods

Primary data were collected by using a questionnaire, while secondary data were obtained from previous research and literature. The questionnaires were distributed directly to the participants selected as a study sample.

Hypothesis

- H0- There is no significant correlation between "the role of packaging in protecting products and customer perception of product quality".
- H1- There is a significant correlation between "the role of packaging in protecting products and customer perception of product quality
- H0- There is no significant relationship between "the impact of customer perception towards product packages on quality".
- H1-There is a significant relationship between "the impact of customer perception towards product packages on quality".

Objective:

- The main purpose of this study is to find out the relationship between package and customer perception of product quality.
- To find the impact of the product package on quality.

4. Data Analysis

To test the Hypothesis correlation and regression analysis are used with the help of SPSS software.

4.1. Correlation analysis

Correlations

		Do you think the quality of the product packaging can serve the product better?	Rate the possibilities of damage while product transit
Do you think the quality of the product packaging can serve the product better?	Pearson Correlation	1	-.038
	Sig. (2-tailed)		.720
	N	90	90
Rate the possibilities of damage while product transit	Pearson Correlation	-.038	1
	Sig. (2-tailed)	.720	
	N	90	90

Interpretation

Correlation analysis was conducted to test whether there was a significant correlation between the independent variables and the dependent variable. The decision rule was set to accept the null hypothesis (H0) if the significance level (α) of the variable was greater than 0.05. Conversely, the null hypothesis would be rejected if the significance level was equal to or less than 0.05. After analyzing the data, it was found that the significant value of the coefficient was less than 0.05. Therefore, the null hypothesis was rejected, indicating that there is a significant correlation between "the role of packaging in protecting products and customer perception of product quality".

4.2. Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.206[a]	.042	.032	.541

a.   Predictors: (Constant), How do you rank the quality of the product in the way of its package?

R^2 measures how much of the variation in the dependent variable can be explained by the independent variable. In the study, I have found R^2 = .042, which means 4.2% variability that impacts customer perception of the product package on quality.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	3.435	.442		7.779	<.001
	How do you rank the quality of the product in the way of its package?	.208	.105	.206	1.975	.051

a. Dependent Variable: packaging can influence the perceived quality of a product (give a rating of 1-5)

Interpretation

Regression analysis was used to test several hypotheses that aimed to determine whether independent variables had any impact on the dependent variable. The decision rule was set to accept the null hypothesis (H0) if the significance level (α) of the variable was greater than 0.05. Conversely, the null hypothesis would be rejected if the significance level was equal to or less than 0.05. After analyzing the data, it was found that the significant value of the coefficient was less than 0.05. Therefore, the null hypothesis was accepted, indicating that there is no significant effect of the impact of customer perception towards product packages on quality.

5. Conclusion :

Based on the result, the conclusion drawn from the statistical analysis is that there is no significant effect of " the impact of packaging that influences consumer perception on product quality" on Thejo consumers' perception of product quality at the point of purchase. The hypothesis test results indicate that the coefficient associated with "the impact of packaging that influences consumer perception of product quality" is not statistically significant at the 0.05 level. This means that there is insufficient evidence to reject the null hypothesis (H0), which suggests that there is no significant effect of packaging on Thejo consumers' perception of product quality at the point of purchase. Therefore, based on the statistical analysis, we conclude that the packaging of Thejo products does not have a significant influence on consumers' perception of product quality at the point of purchase. Other factors, such as brand reputation, price, product features, and customer experience, may have a more significant impact on consumers' perception of product quality in this context. It's important to note that while the statistical analysis did not find a significant effect of packaging on consumer perception of product quality, other qualitative or contextual factors not accounted for in the analysis could still be influencing consumers' perceptions. Further research or analysis may be needed to explore these factors in more depth.

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