



A study on product packaging impact on consumer buying behavior towards FMCG product with reference to Coimbatore city.

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ABSTRACT:

The Objective of this research paper is to study impact of packaging of FMCG products on consumer Buying behaviour. This research is conducted in Coimbatore city and focus group methodology was used to understand consumer behaviour towards FMCG products.

The challenge faced during the research was to incorporate packaging purchasing decision model by understanding consumer's behaviour towards the packaging of FMCG product.

Due to increasing self-service in the stores when consumers search for and process information, the product's package can contain related and useful information for the consumer Product packaging plays an important role in predicting consumer preference.

Apart from performing important role in marketing communication packages also deliver brand identification and label information like usage instructions, contents, and list of gerents or raw materials, warnings for use and direction for care of product which in turn affects consumer buying behaviour.

KEY WORDS: Fast Moving Consumer Goods, Consumer Behavior, Market strategy, Factors influencing.

INTRODUCTION:

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use" Packaging of a product helps in improving the physical appearance of the product and includes the design, colour, shape, labelling and materials used for packaging.

Earlier, packaging was considered as a meagre protective tool but today it is considered as an important component of marketing. Nowadays packaging is often debated as the fifth 'P' of the marketing mix. Packaging plays important role in product positioning. Package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions. In recent past the marketing environment has become increasingly complex and competitive.

A product's packaging is something which all buyers experience and which has strong potential to engage the majority of the target market. This makes it an extremely powerful and unique tool in the modern marketing environment. In addition to its benefits in terms of reach, some marketers believe that packaging is actually more influential than advertising in influencing consumers as it has a more direct impact on how they perceive and experience the product.

"In most cases, the experience has been that pack designs are more likely to influence the consumer perception of the brand." For products with low advertising support, packaging takes on an even more significant role as the key vehicle for communicating the brand positioning.

Fast Moving Consumer Goods also known as (FMCG). consumer Packaged Goods (CPG), are products JCTs that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large.

Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics and detergents as well as other non-durables such as glassware, light bulbs, batteries, paper product. FMCG may also include pharmaceuticals, consumer packaged food products and drinks.

Some of the best known examples of Fast Moving Consumer Goods companies include: Parle, Nestle, Unilever, Procter & Gamble, Johnson & Johnson, COCA-COLA, Cavin Kare, and Amul.

Unlike other economy sectors, FMCG share float in a steady manner irrespective of global market dip, because they generally satisfy rather fundamental needs as opposed to luxurious needs.

FAST MOVING CONSUMER GOODS (FMCG):

Though the acronym FMCG which means, Fast Moving Consumer Goods is widely used, but everyone has a somewhat different understanding about its meaning and often it depends on the industry in which they work in or relate with. Thus the goods which are consumed every day by the consumer are most likely called as Fast Moving Consumer Goods (FMCG). FMCGs are reasonably priced products that people usually purchased on a regular

basis. Hence the goods of this category have been demanded by the customer frequently, compared to those goods which are usable for longer periods of time. Hence the Fast Moving Consumer Goods are the mass-volume non-durable goods or product that is restored several times in a day. Customarily these goods are known as Consumer Packaged Goods (CPG). These goods are frequently used by the end users and produced on mass level, for that reason these products have a quick turnover and relatively low cost. The profit made on FMCG products is relatively small because the individual consumer normally spent minimum on FMCG and maintained optimum stock unlike of other products. But the cumulative profit on such products can be large as they generally purchased in large numbers by large number of consumer. Contrasting to the durable goods the consumers are more prices sensitive for FMCG product and show less involvement. Hence to maintain the changing needs of the customer continuously, FMCG industries need to be more innovative and to do this; FMCG companies spend huge amounts of money on research and developmental activity. Maintaining the rappers with customer is very indispensable for the FMCG industries, so it needs to have worldwide reach with vas experience hence the people working with FMCG may enjoy the opportunity to travel and to experience the new culture.

1. Collins English Dictionary, defined the FMCG.
2. Investment Dictionary, 'Fast Moving Consumer Goods'.
3. Babylon online dictionary, 'High Profit, Low Cost, Fast moving consumer goods'.

Their chance to get experience and rise in status is much easier. So on the whole, fast moving consumer goods are pretty awesome. By and large Fast Moving Consumer Goods include a variety of Consumable Products such as beverages like soft and health drinks, packed foods items like snacks, tea & coffee and munchies. The other Non Consumable frequently used products includes cosmetics, teeth cleaning products such as toothpaste & tooth powder, shaving cream, shaving foam, shaving lotion and detergents, toiletries, soap, pampers and so on, as well as it covers the Non-Durable such as glassware, bulbs, condoms, batteries, paper products and plastic goods. It has been experienced that FMCG business in comparison with other industries such as automobiles, computers, and airlines has shown steady growth rate even though economies decline. This may be due to the no recession and layoff in FMCG industries because of its essentiality.

STATEMENT OF THE PROBLEM:

Several firms have been shying away from the importance of packaging on consumer buying decision. Many organisations are not conscious the manner in which they package their products impacts the manner in which they can be offered to shoppers. This is on the grounds that numerous purchasers are normally drawn in with pleasant looking articles may handily purchase an item since it is looking great. The manufacturing industry specifically has for a long time would not change the packaging of its item. Particularly when compared to as many of its competitors have done. This has affected their sales especially in Asaba where its competitors are doing something different. The purpose of this study therefore is to investigate the importance of packaging in influencing consumer buying decision in order to improve the sales of the companies.

SCOPE OF THE STUDY:

In this research paper data have been gathered about packaging elements influence on consumer buying behavior in perspective of FMCG in detail. This research has filled the gap by encompassing all the possible and generally accepted packaging elements which includes the variables of packaging. Previous researches focused on visual elements of packaging only. This therefore, is a comprehensive report, which determine also that change in product packaging change consumer buying pattern and their preference, so that the results.

OBJECTIVES OF STUDY:

1. To analyze the demographic factors of FMCG goods.
2. To examine the impact of brand awareness towards of FMCG goods.
3. To Analyze the factors influencing purchasing towards FMCG goods.
4. *To know about the level of satisfaction preferred by customers usage of FMCG goods.

LIMITATION OF STUDY:

In facts a research project of this nature is never conducted without some factors that make the finding difficult.

The limitation of this study includes:

- Lack of cooperation from respondents.
- Time factors.

CONCLUSION:

The study makes it clear that the overall perception of the consumer about different variable of packaging of product is satisfactory. Aright choice of packaging color, background image, package design, language used on the package and printed informal Dependent Variable ConsumerBuying Behavior on when imparted to a product's packaging will create a good image in consumer's mind. As far as the association between product, packaging and impact on consumer's buying behavior concerned, it is clear that visual appeal is more important than the qualitative aspect of packaging. This is implied from the significant association between packaging color, printed information language used on the package, package design, beautiful & Attractive positive relation between them, its impact on consumer buying behavior, no significant association was observed

between consumer buying behavior and wrapper design, light and bright color used in background image, only light color used in background image. However, there is certain area such as wrapper design used in product packaging where Samul dairy should give attention to improve it and overall Samul dairy's packaging variables is that good.

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