



A SNAPSHOT ON PURCHASE INTENTION AND CUSTOMER PREFERENCE TOWARDS MINI PACKS IN TRICHY

Dr.K.R.MAHALAXMI¹, M.SUMITHRA DEVI²

Assistant professor of MBA¹, Student of MBA², Anna university-BIT Campus

INTRODUCTION :

1.1 INTRODUCTION OF THE STUDY

This study aims to explore the effects of mini packs and customer satisfaction specifically within the food product category in the Trichy. By examining various dimensions such as affordability, accessibility, convenience, hygiene, and product variety, we seek to understand how mini packs influences consumer perceptions and behaviors. Additionally, we will explore the implications of mini packs on brand loyalty, repeat purchases, and environmental sustainability which leads to customer satisfaction.

Early Beginnings:

- **1950s-1960s:** The concept of single-serving or small packages started gaining popularity, primarily in the food and beverage industry. Products like individual milk cartons, snack-sized chips, and single-serving canned sodas emerged.

1970s-1980s:

- **Snack Packs:** Companies began producing snack-sized versions of popular products. Lunchbox-ready items became common, catering to busy lifestyles and the growing market of working parents and schoolchildren.
- **Portion Control:** The focus on health and portion control began influencing packaging. Smaller portions were marketed as a way to manage calorie intake.

1990s-2000s:

- **Convenience and On-the-Go:** The rise of the fast-paced lifestyle led to increased demand for convenient, portable food options. Mini packs became prevalent in the form of yogurt cups, juice boxes, and individually wrapped snacks.
- **Variety Packs:** Multi-packs of mini versions allowed consumers to enjoy variety and convenience, popularizing assortments of flavors in one purchase.

2010s-Present:

- **Health Consciousness:** With growing health awareness, mini packs are often marketed as healthier, portion-controlled options. Packaging innovations include resealable bags, single-serve pouches, and smaller, easy-to-carry bottles and cans.
- **Sustainability:** Increasing focus on sustainability has led to the development of eco-friendly packaging materials for mini packs, such as biodegradable plastics and recyclable materials.

Early Beginnings (1950s-1960s)

1. Single-Serving Innovations:

- The initial wave of mini packs emerged with single-serving products such as milk cartons, snack-sized chips, and canned sodas. These were designed to offer convenience and portion control, catering to both individual consumption and on-the-go lifestyles.

2. Marketing to Families:

- Products were often marketed to families, especially targeting lunchboxes for schoolchildren. The convenience of pre-packaged, ready-to-eat items appealed to busy parents and provided a simple solution for meal planning

Expansion and Diversification (1970s-1980s)**1. *Snack Packs:***

- During this period, companies began producing snack-sized versions of popular products. Items like individual cheese slices, fruit cups, and cracker packs became commonplace.
- Brands like Frito-Lay introduced smaller, portion-controlled bags of chips, which quickly became popular for their convenience and ease of use.

2. *Portion Control and Dieting:*

- The health and fitness boom of the 1980s saw a surge in products marketed as aiding in portion control. Mini packs were promoted as a way to help consumers manage calorie intake, aligning with the growing emphasis on dieting and healthy living.

Convenience and On-the-Go Consumption (1990s-2000s)**1. *Increased Mobility:***

- The 1990s saw a significant rise in the demand for convenient, portable food options. This era marked the introduction of a wide variety of mini packs designed for on-the-go consumption, including yogurt cups, single-serve juice boxes, and snack bars.

2. *Variety Packs:*

- Multi-packs of mini versions allowed consumers to enjoy a variety of flavors and products in one purchase. This trend was particularly popular in the snack and beverage industries, with assortments of chips, cookies, and sodas.

3. *Packaging Innovations:*

- Advances in packaging technology enabled the development of resealable bags, easy-open pouches, and other consumer-friendly features. These innovations made mini packs even more convenient and user-friendly.

Health Consciousness and Sustainability (2010s-Present)**1. *Focus on Health:***

- With growing awareness of health and wellness, mini packs are often marketed as healthier, portion-controlled options. Products such as 100-calorie snack packs and single-serving nut packs cater to consumers looking to manage their diets more effectively.

2. *Sustainable Packaging:*

- Environmental concerns have driven the development of eco-friendly packaging materials. Companies are increasingly using biodegradable plastics, recyclable materials, and reduced packaging waste to appeal to environmentally conscious consumers.

3. *Premium and Specialty Products:*

- The market for premium and specialty food products has expanded, with mini packs offering an accessible way for consumers to try gourmet items without committing to full-sized versions. This includes artisanal cheeses, exotic snacks, and organic products.

Purchase intention

Purchase intention refers to a consumer's plan or likelihood to buy a particular product or service in the future. It's an important concept in marketing and consumer behavior research because it helps businesses gauge the potential demand for their offerings and design effective marketing strategies to influence consumer decisions. Factors influencing purchase intention include product features, price, brand reputation, perceived quality, promotional activities, personal preferences, and external influences like social norms or peer recommendations. Understanding and analyzing purchase intention can assist businesses in predicting sales, optimizing product offerings, and tailoring marketing efforts to target audiences effectively.

Customer preference

Customer preferences encompass the specific choices, tastes, and inclinations of individuals or groups when selecting products, services, or experiences. These preferences are influenced by various factors, including personal tastes, values, lifestyles, past experiences, cultural background, social influences, and situational contexts.

Purchase behavior

Purchase behavior refers to the actions and decisions that consumers make when acquiring goods or services. It encompasses all the steps involved in the process of selecting, evaluating, and purchasing products or services. Understanding purchase behavior is crucial for businesses as it helps them predict consumer demand, tailor their marketing strategies, and improve overall customer.

Packaging size

Packaging size plays a significant role in consumer purchasing behavior and can influence buying decisions in various ways they are convenience, value perception, budget consideration, sampling and trial, storage space, waste reduction, family size and usage frequency.

Packaging material

Packaging material refers to the substances or components used to enclose, protect, and present products for distribution, storage, sale, and use. The choice of packaging material can significantly impact various aspects of consumer behavior and environmental sustainability.

Product freshness

Product freshness refers to the quality of a product, particularly food items, indicating that they are in their optimal condition for consumption. It encompasses factors like taste, texture, aroma, and nutritional value. Maintaining product freshness is crucial for ensuring customer satisfaction and safety. Several methods are employed to preserve freshness, including proper storage techniques, temperature control, packaging methods like vacuum sealing, and using preservatives or natural additives. For consumers, checking expiration dates, inspecting for signs of spoilage like discoloration or off-odors, and storing products correctly can help ensure freshness.

Brand perception

Brand perception refers to how consumers perceive a brand, including their beliefs, attitudes, and feelings towards it. It encompasses various aspects such as brand reputation, image, values, and identity. A brand's perception can be influenced by factors like product quality, customer service, marketing efforts, corporate social responsibility initiatives, and the overall experience associated with the brand.

1.2 STATEMENT OF THE PROBLEM

Previous studies are mostly focus on tier1 cities in Tamilnadu. So, my study is focus on Trichy. Urban consumer often faces limited storage space in their homes, making mini pack food products more practical than bulkier packaging options. Mini pack food products often come at a lower price point, making them more accessible to urban consumers. It provides convenience, especially for on-the-go lifestyle common in urban areas particularly for trying out new products or flavor without committing to large quantities. Mini packs are designed to be compact and portable making them easy to carry and store in urban environment where space is limited. Manufactures consider the optimal size that balances convenience with an adequate quantity of product. Choosing the right packaging material is crucial to ensure the mini packs are durable, lightweight and suitable for urban consumer needs. Eye-catching and informative packaging design is essential to attract urban consumers.

1.3 OBJECTIVE OF THE STUDY

- To study the various variable which influence the consumers to purchase food product in mini packs in Trichy.
- To study the time and place of using mini package in food product category in Trichy.
- To examine purchase behavior in mini packaging influence consumer purchasing decision, trial behavior and repeat purchase

1.4 NEED OF THE STUDY

Understanding how consumers perceive and respond to mini packaging compared to traditional packaging method. (attitudes, preference and purchasing decision).Assessing the market dynamics of mini pack food products including market size, growth trends, competitive landscape and key players in industry. Urban consumers often lead busy lives and value convenience. Space may be smaller, with limited storage capacity. To enhance customer satisfaction in urban areas while addressing unique challenges and opportunities presented by urban lifestyle and preferences.

REVIEW OF LITERATURE

Banerjee, P., & Dutta, R. (2018). Mini Packs and Brand Loyalty in the Food Sector. *Journal of Brand Management*, 25(2), 112-125. Explores the relationship between mini packs and brand loyalty, showing how smaller portions can enhance customer loyalty. Examining consumer responses, this research evaluates how mini packs enhance perceived value and convenience, impacting customer satisfaction.

Chatterjee, A., & Singh, P. (2020). Variety Seeking Behavior in Mini Packaged Food Products. *Journal of Consumer Behavior*, 29(1), 98-110. Investigates how offering a variety of mini packs can satisfy diverse consumer tastes and preferences. Through surveys and analysis, this study investigates the role of mini packs in shaping consumer behavior and satisfaction in food industry.

Gupta, N., & Bansal, P. (2019). Nutritional Labeling and Consumer Perception of Mini Packaged Foods. *Journal of Nutrition & Food Sciences*, 77(3), 123-132. Discusses how nutritional information on mini packs affects consumer perception and satisfaction. Consumer perceptions of mini packs are examined to understand their role in enhancing satisfaction and convenience in food market.

Iyer, M., & Kapoor, R. (2020). Convenience and Consumer Preferences for Mini Packaged Foods. *International Journal of Consumer Studies*, 44(4), 307-319. Highlights the role of convenience in consumer preference for mini packs, with data from Trichy. Using empirical data, this research analyzes how mini packs influence consumer satisfaction and purchasing decisions in food sector.

Jain, A., & Gupta, M. (2021). Marketing Mini Packs: Strategies and Challenges. *Journal of Marketing*, 85(3), 165-178. Discusses effective marketing strategies for promoting mini packs and addressing challenges in the Trichy market. This research explores the role of mini packs in enhancing customer satisfaction through qualitative insights from Trichy's consumers.

Kapoor, S., & Singh, T. (2021). Future Trends in Mini Packaged Food Products. *Journal of Food Distribution Research*, 52(1), 102-114. Looks at emerging trends and future directions for mini packs in the food industry, with a focus on innovation and consumer demands. This empirical study explores how mini packs influence customer satisfaction in Trichy's food products market, emphasizing convenience and consumer preferences.

RESEARCH METHODOLOGY:

Descriptive research design is used in this study.

Data collection method:

The data was collected from primary and secondary data.

Primary Data

The study was conducted with primary data which was collected through the structured questionnaire from the respondents through survey method.

Secondary Data

The secondary data are those which have already been collected by someone else and for this study secondary data collected from various journals, websites, research thesis and projects.

LIMITATIONS OF THE STUDY

1. The study limited to Trichy region.
2. The sample size of 112 was taken from the large population for the purpose of study.
3. Mini packs existence all product categories but my research is food product category.

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1.
Age of the respondents

S.NO	Variables	No.of.respondents	Percentage
1	Under 18	15	13
2	18-34	89	79
3	35-44	5	4
4	45-64	1	1
5	65 or above	3	2
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.1, it shows 13% of respondent are under 18, 79% of respondent are 18-34, 4% of respondent are 35-44, 1% of respondent are 45-64, and 2% of respondent are 65 or above.

Inference: The majority of 79% are in 18-34 age groups.

Chart 4.1.1.
Age of the respondents

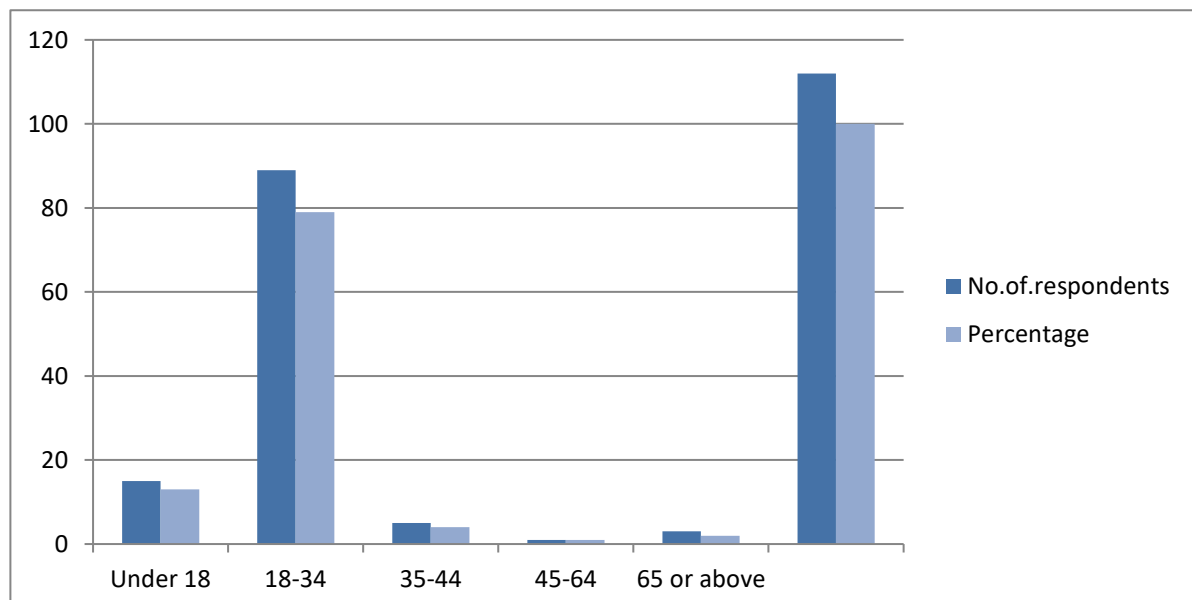


Table 4.1.2.
Gender of the respondents

S.NO	Variables	No.of.respondents	Percentage
1	Male	64	57
2	Female	48	43
	Total	112	100

Source: Primary Data

Interpretation: From the above 4.1.2, it shows 57% of the respondents are male and 43% of the respondents are female.

Inference: The majority of 57% are Male.

Chart 4.1.2
Gender of the respondents

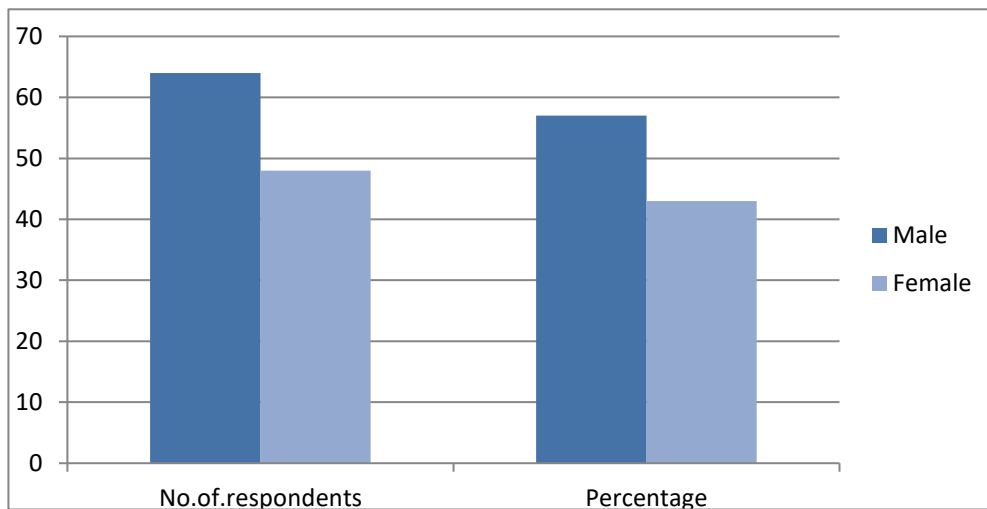


Table 4.1.3
Educational level of the respondents

S.NO	Variables	No.of.respondents	Percentage
1	10 th	4	4
2	High school	12	11
3	UG	43	38
4	PG	53	47
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.3, it shows 4% of the respondent are 10th, 11% of the respondent are high school, 38% of the respondent are UG and 47% of the respondent are PG.

Inference: The majority of 47% are PG.

Chart4.1.3
Educational level of the respondents

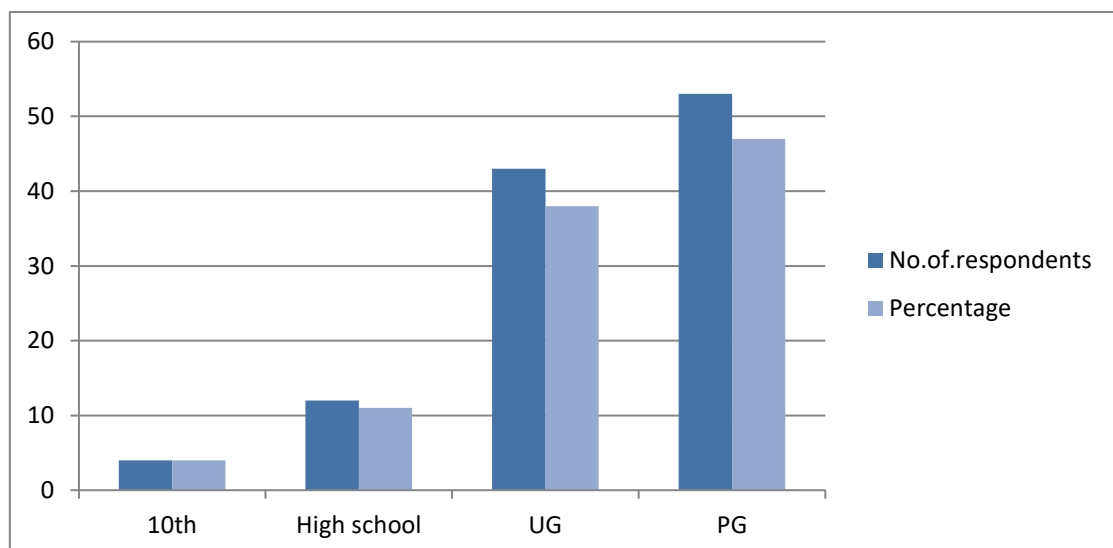


Table 4.1.4
Occupation of the respondents

S.No	Variables	No.of.respondents	Percentage
1.	Self-employed	12	11
2.	Government	12	11
3.	Private	28	25
4.	Students	60	53
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.4, it show 11% of the respondent are self employed, 11% of the respondent are government, 25% of the respondent are private and 53% of the respondent are Students.

Inference: The majority of 53% are Students.

Chart4.1.4
Occupation of the respondents

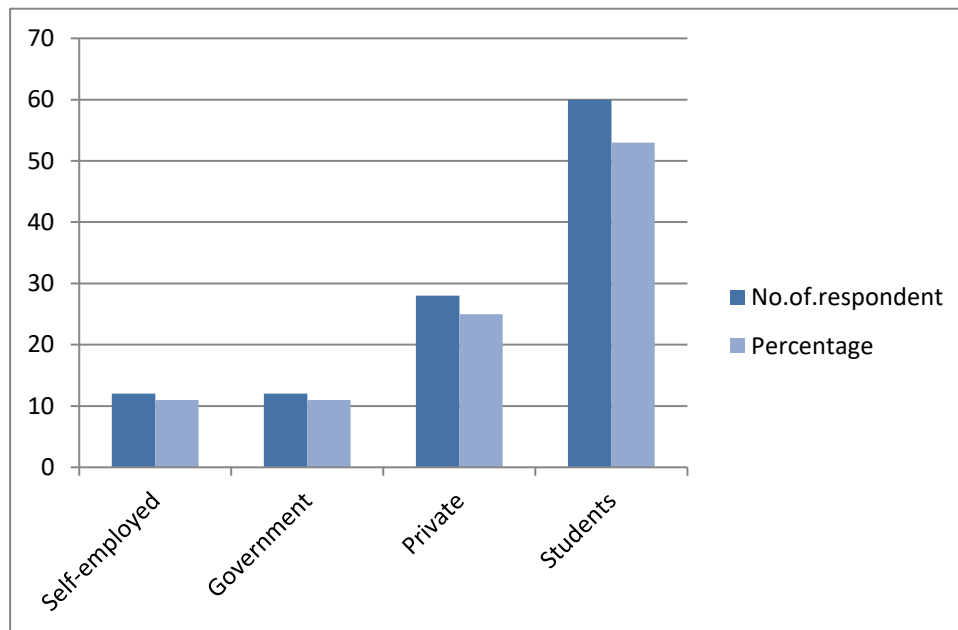


Table 4.1.5
Income level of the respondents

S.No	Variables	No.of.respondents	Percentage
1.	10000-20000	73	65
2.	21000-30000	20	18
3.	31000-40000	7	7
4.	Above 40000	12	10
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.5, it show 65% of the respondent are 10000-20000, 18% of the respondent are 21000-30000, 7% of the respondent are 31000-40000 and 10% of the respondent are above 40000.

Inference: The majority of 65% are 10000-20000 income level.

Chart4.1.5.

Income level of the respondents

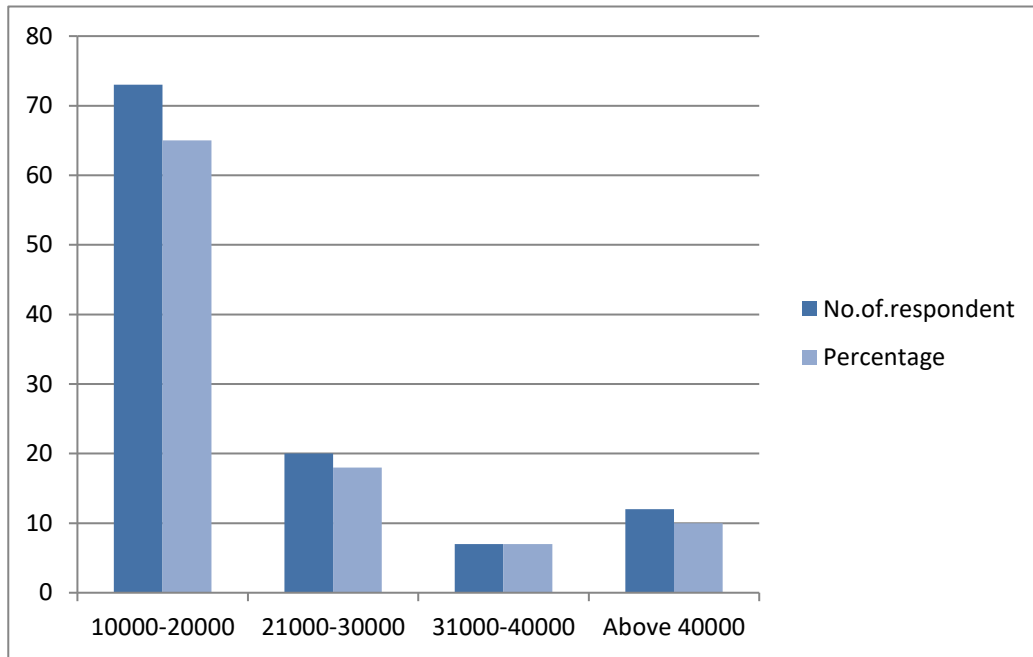


Table 4.1.6.

Area of the respondents

S.No	Variables	No.of.respondents	Percentage
1.	Rural	11	10
2.	Urban	67	60
3.	Semi-rural	34	30
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.6, it show 10% of the respondents are rural, 60% of the respondents are urban and 30% of the respondents are semi-urban.

Inference: The majority of 60% are urban.

Chart 4.1.6.

Area of the respondents

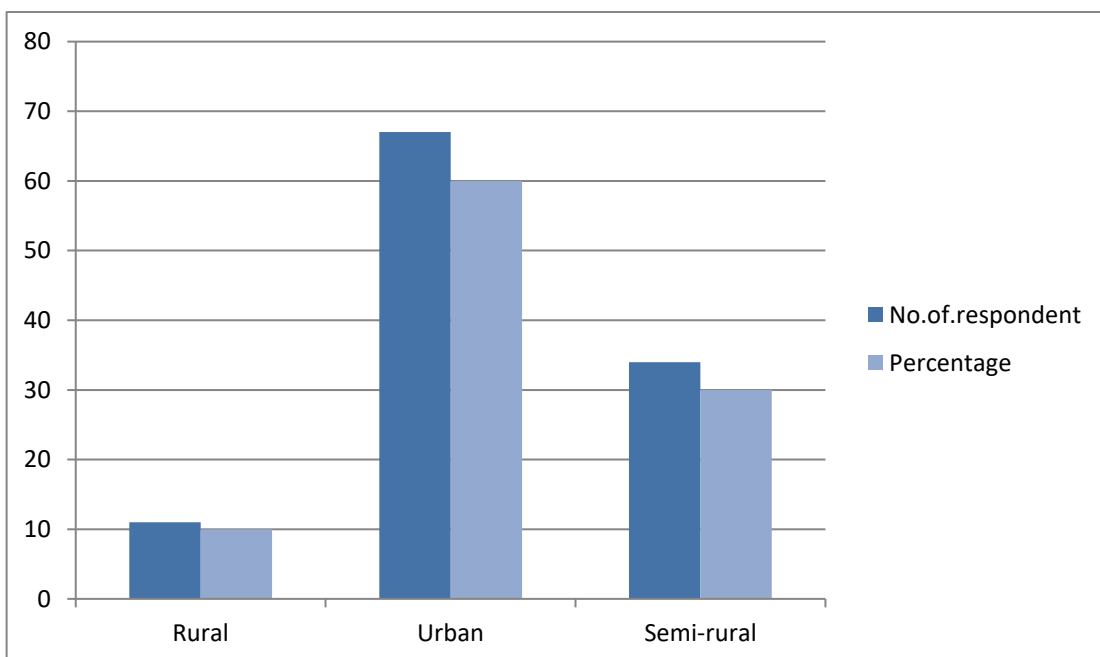


Table 4.1.7

Purchase food products in mini packs

S.No	Variables	No.of.respondents	Percentage
1.	Rarely	28	25
2.	Occasionally	19	17
3.	Sometimes	41	36
4.	Frequently	17	15
5.	Very frequently	7	7
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.7, it shows 25% of the respondents are rarely, 17% of the respondents are occasionally, 36% of the respondents are sometimes, 15% of the respondents are frequently and 7% of the respondents are very frequently.

Inference: The majority of 36% are purchase food products in mini pack sometimes.

Chart 4.1.7.

Purchase food products in mini packs

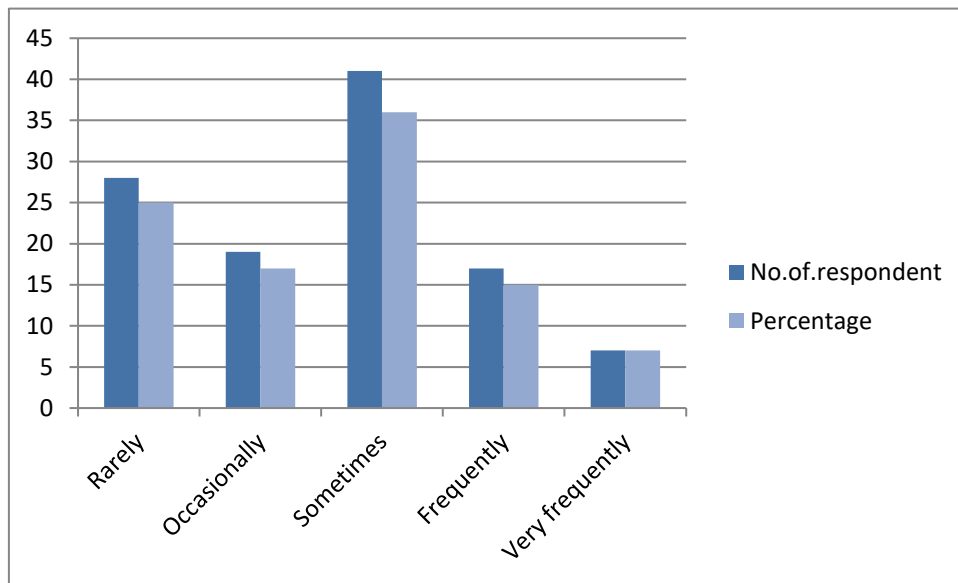


Table 4.1.8

Volume of you purchase

S.No	Variables	No.of.respondent	Percentage
1.	5ml	36	32
2.	10ml	31	27
3.	50ml	18	16
4.	100ml	27	25
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.8, it shows 32% of the respondent are 5ml, 27% of the respondent are 10ml, 16% of the respondent are 50ml and 25% of the respondent are 100ml.

Inference: The majority of 32% are purchase in the volume of 5ml.

Chart 4.1.8

Volume of you purchase

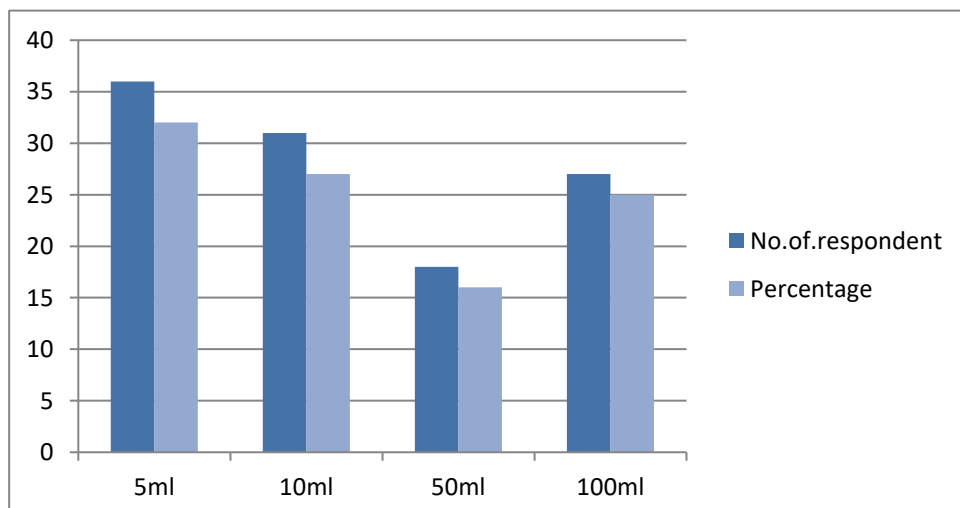


Table 4.1.9.

Reason of purchasing the products in mini packs

S.No	Variables	No.of.respondent	Percentage
1.	Easy to carry	37	33
2.	Less price	29	25
3.	Trial purpose	22	19
4.	Easy availability	22	19
5.	Under scales promotion scheme	2	4
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.9, it shows 33% of the respondents are easy to carry, 25% of the respondents are less price, 19% of the respondents are trial purpose and 4% of the respondents are Under scales promotion scheme.

Inference: The majority of 33% of purchasing the products in mini packs are easy to carry.

Chart 4.1.9.

Reason of purchasing the products in mini packs

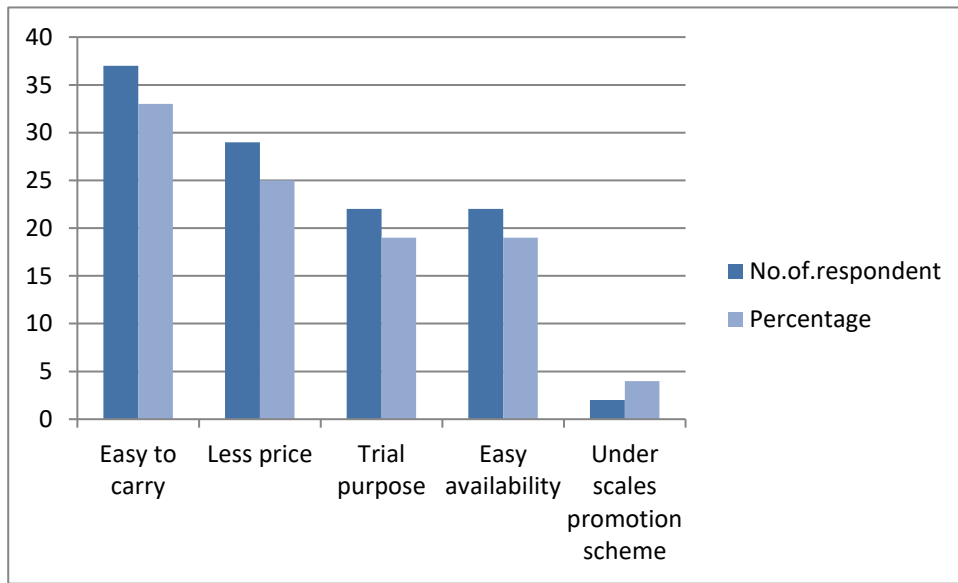


Table 4.1.10

Come to know about mini packs

S.No	Variables	No.of.respondent	Percentage
1.	Friends	32	28
2.	Family	33	29
3.	Online advertisement	15	13
4.	Advertisement	32	30
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.10, it shows 28% of the respondent are friends, 29% of the respondent are family, 13% of the respondent are online advertisement and 30% of the respondent are advertisement.

Inference: The majority of 30% are come to know about mini packs through advertisement.

Chart 4.1.10.

Come to know about mini packs

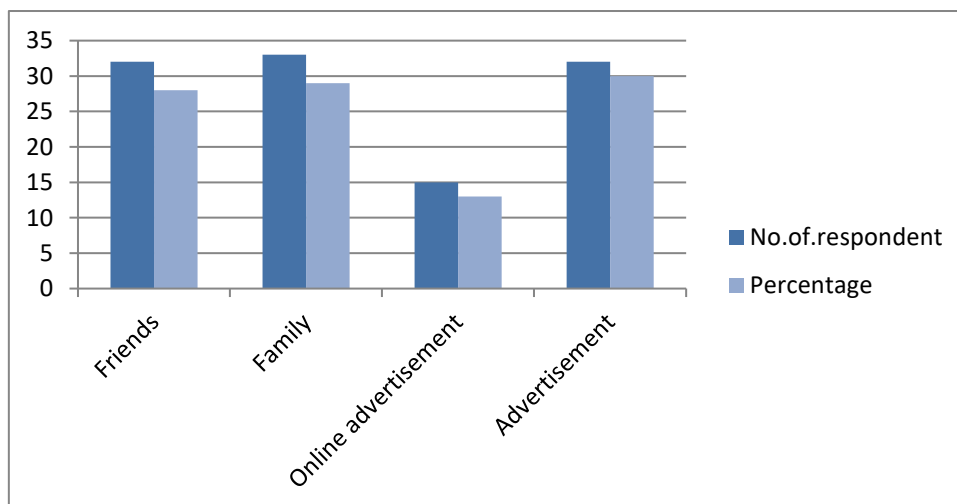


Table 4.1.11
Purchasing behavior since mini packaging become more prevalent

S.No	Variables	No.of.respondent	Percentage
1.	Yes	64	57
2.	No	48	43
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.11, it show 57% of the respondent are yes and 43% of the respondent are no.

Inference: The majority of 57% are yes the purchasing behavior since mini packaging.

Chart 4.1.11
Purchasing behavior since mini packaging become more prevalent

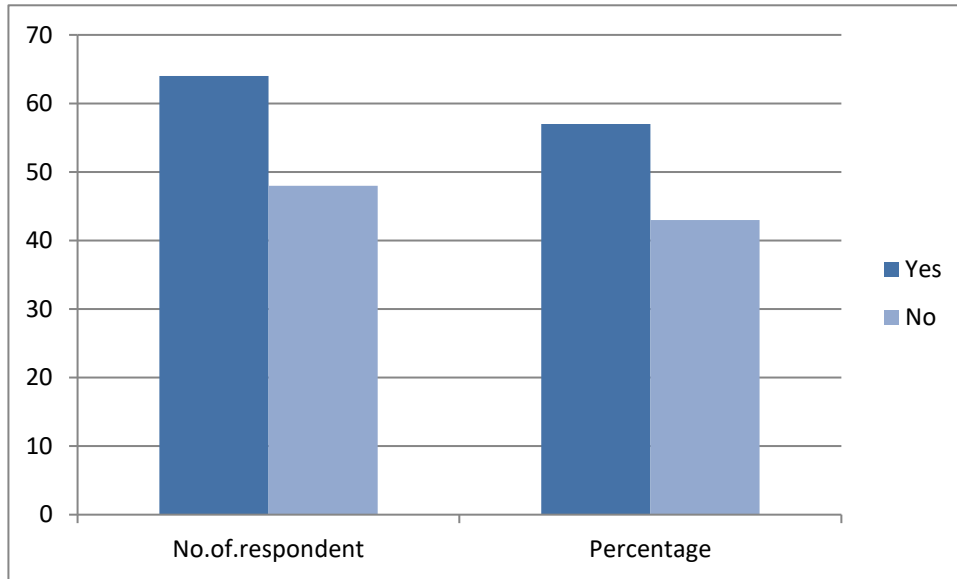


Table 4.1.12
Mini packaging maintains the quality of the food product effectively

S.No	Variables	No.of.respondent	Percentage
1.	Strongly disagree	10	8
2.	Disagree	22	19
3.	Neutral	52	46
4.	Agree	21	18
5.	Strongly disagree	7	9
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.12, it shows 8% of the respondent are strongly disagree, 19% of the respondent are disagree, 46% of the respondent are neutral, 18% of the respondent are agree and 9% of the respondent are strongly disagree.

Inference: The majority of 46% of mini packaging maintains the quality of the food product effectively are neutral.

Chart 4.1.12
Mini packaging maintains the quality of the food product effectively

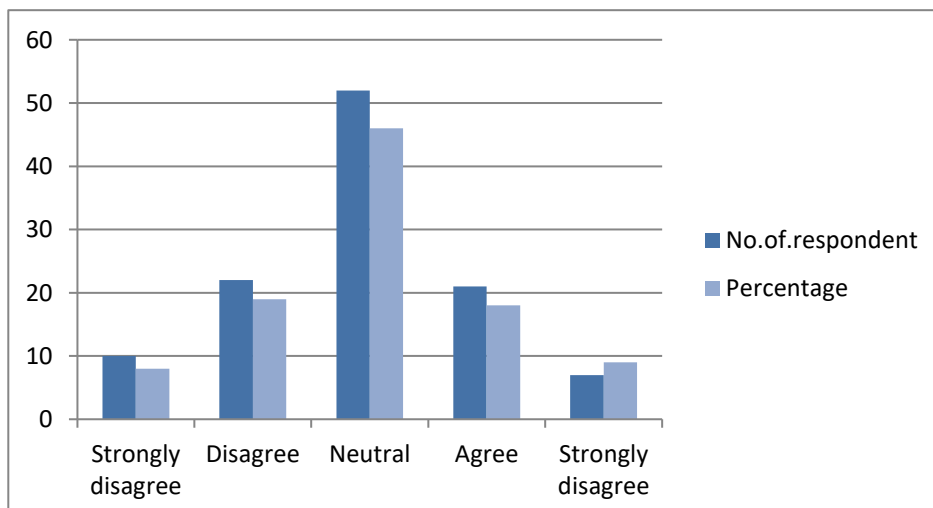


Table 4.1.13
Mini packaged food products more accessible

S.No	Variables	No.of.respondent	Percentage
1.	Strongly disagree	14	12
2.	Disagree	15	13
3.	Neutral	43	38
4.	Agree	35	31
5.	Strongly agree	5	6
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.13, it shows 12% of the respondent are strongly disagree, 13% of the respondent are disagree, 38% of the respondent are neutral, 31% of the respondent are agree and 6% of the respondent are strongly agree.

Inference: The majority of 38% of mini packaged food products more accessible are neutral.

Chart 4.1.13

Mini packaged food products more accessible

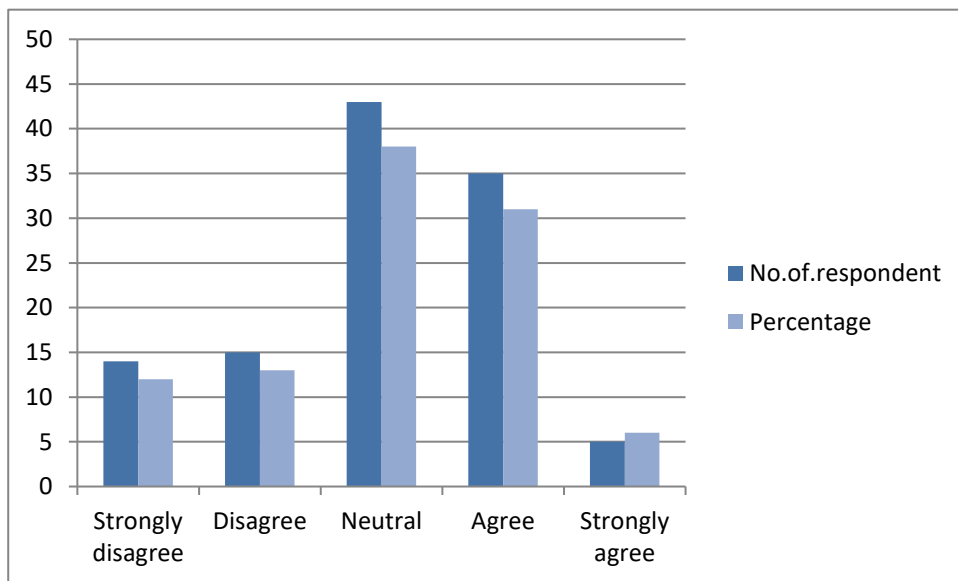


Table 4.1.14

Packaging size when choosing food products

S.No	Variables	No.of.respondents	Percentage
1.	Very important	34	30
2.	Important	42	37
3.	Neutral	31	27
4.	Not important	5	6
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.14, it shows 30% of the respondents are very important, 37% of the respondents are important, 27% of the respondents are neutral, and 6% of the respondents are not important.

Inference: The majority of 37% are giving importance in packaging size when choosing food products.

Chart 4.1.14

Packaging size when choosing food products

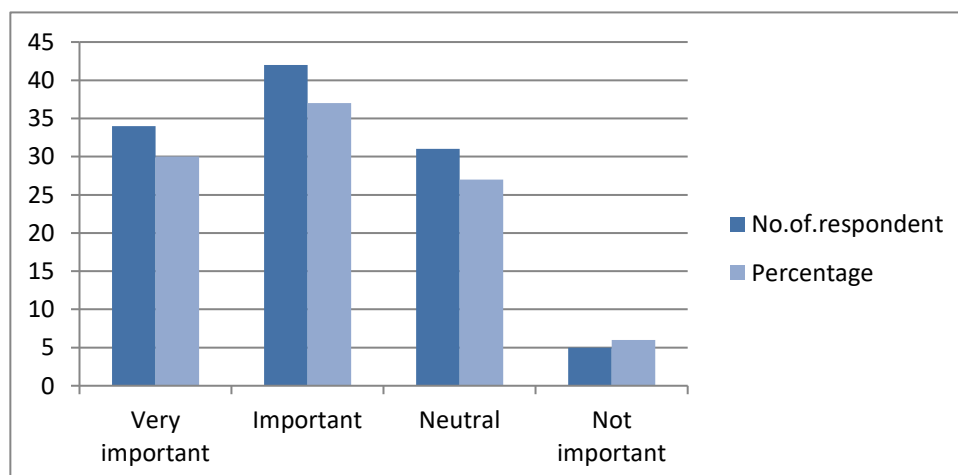


Table 4.1.15

Packaging material do you believe preserves food quality best

S.No	Variables	No.of.respondent	Percentage
1.	Plastic	11	10
2.	Paper	34	30
3.	Bio degradable material	67	60
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.15, it shows 10% of the respondents are plastic, 30% of the respondents are paper, and 60% of the respondents are bio degradable material.

Inference: The majority of 60% are choosing bio degradable material to preserves food quality best.

Chart 4.1.15

Packaging material do you believe preserves food quality best

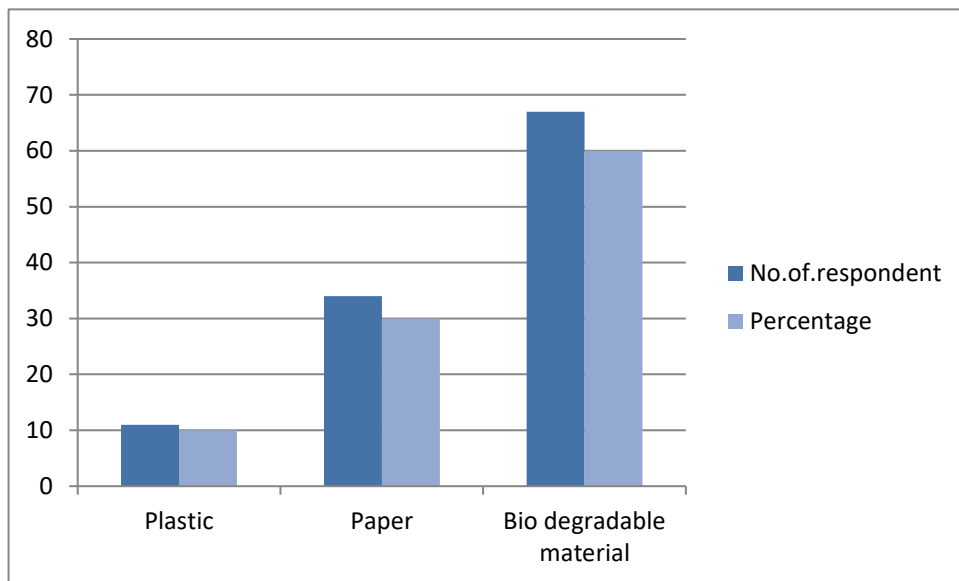


Table 4.1.16

Mini packaging maintains the quality of the food product effectively

S.No	Variables	No.of.respondent	Percentage
1.	Strongly disagree	13	11
2.	Disagree	14	12
3.	Neutral	49	43
4.	Agree	24	21
5.	Strongly agree	12	13
	Total	112	100

Source: Primary data

Interpretation: : From the above 4.1.16, it shows 11% of the respondent are strongly disagree, 12% of the respondent are disagree, 43% of the respondent are neutral, 21% of the respondent are agree and 13% of the respondent are strongly disagree.

Inference: The majority of 43% of mini packaging maintains the quality of the food product effectively are neutral.

Chart 4.1.16

Mini packaging maintains the quality of the food product effectively

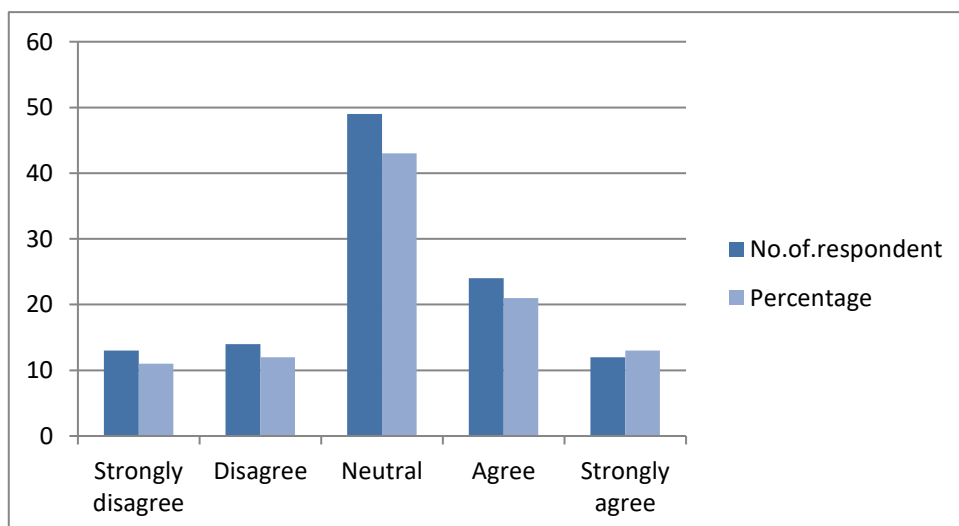


Table 4.1.17
Purchase food products in mini packaging

S.No	Variable	No.of.respondent	Percentage
1.	Supermarket	37	33
2.	Kirana store	18	16
3.	Convenience	39	34
4.	Online	18	17
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.17, it shows 33% of the respondents are supermarket, 16% of the respondents are kirana store, 34% of the respondents are convenience and 17% of the respondents are online.

Inference: The majority 34% purchase food products in mini packaging in convenience store.

Chart 4.1.17

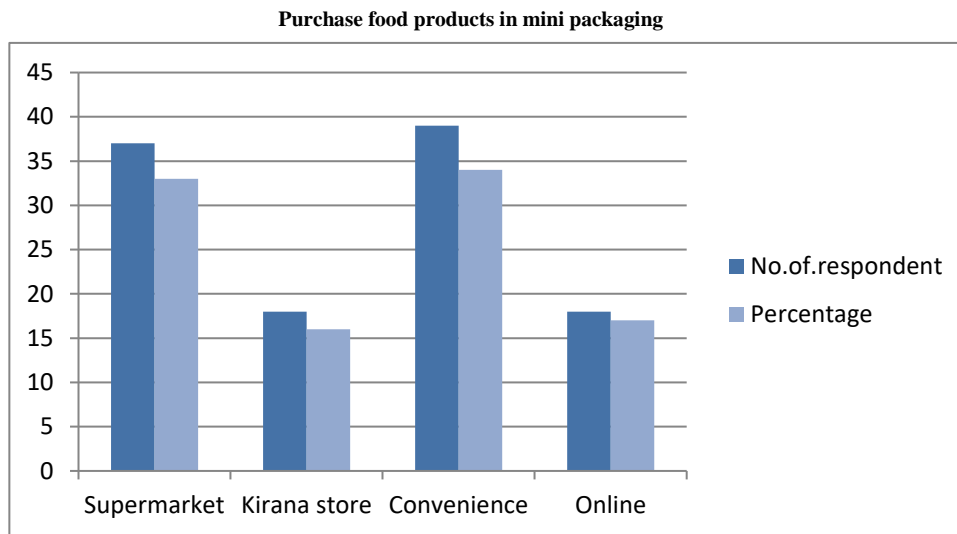


Table 4.1.18
Purchase pattern since mini packaging become more prevalent

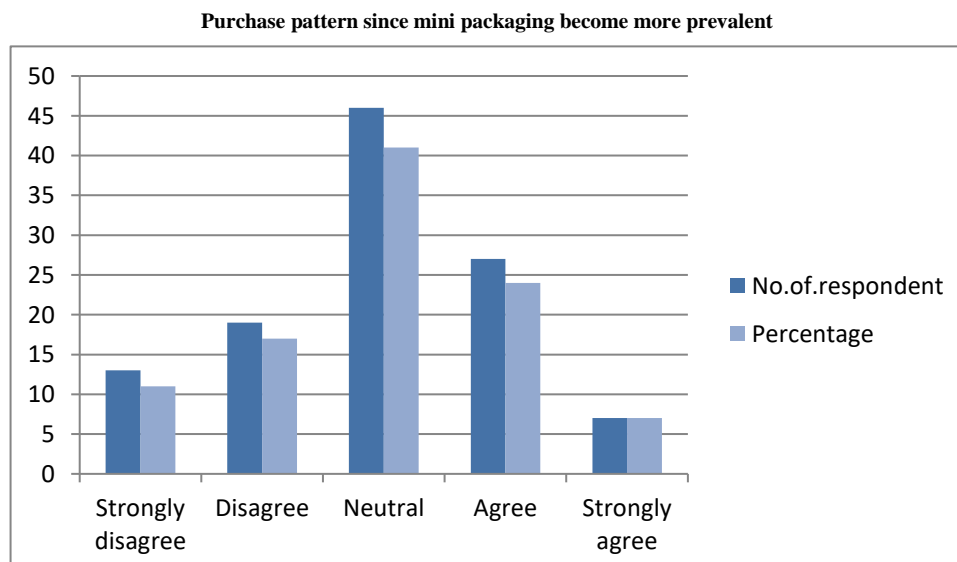
S.No	Variables	No.of.respondents	Percentage
1.	Strongly disagree	13	11
2.	Disagree	19	17
3.	Neutral	46	41
4.	Agree	27	24
5.	Strongly agree	7	7
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.18, it shows 11% of the respondents are strongly disagree, 17% of the respondents are disagree, 41% of the respondents are neutral, 24% of the respondents are agree and 7% of the respondents are strongly agree.

Inference: The majority 41% are changed your purchase pattern since mini packaging become more prevalent are neutral.

Chart 4.1.18



S.No	Variables	No.of.respondent	Percentage
1.	Very likely	22	20
2.	Likely	39	34
3.	Neutral	42	37
4.	Unlikely	5	5
5.	Very unlikely	4	4
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.19, it shows 20% of the respondents are very likely, 34% of the respondents are likely, 37% of the respondents are neutral, 5% of the respondents are unlikely and 4% of the respondents are very unlikely.

Inference: The majority of 37% likely to purchase food purchase food products in mini packaging in the next month are neutral.

Chart 4.1.19

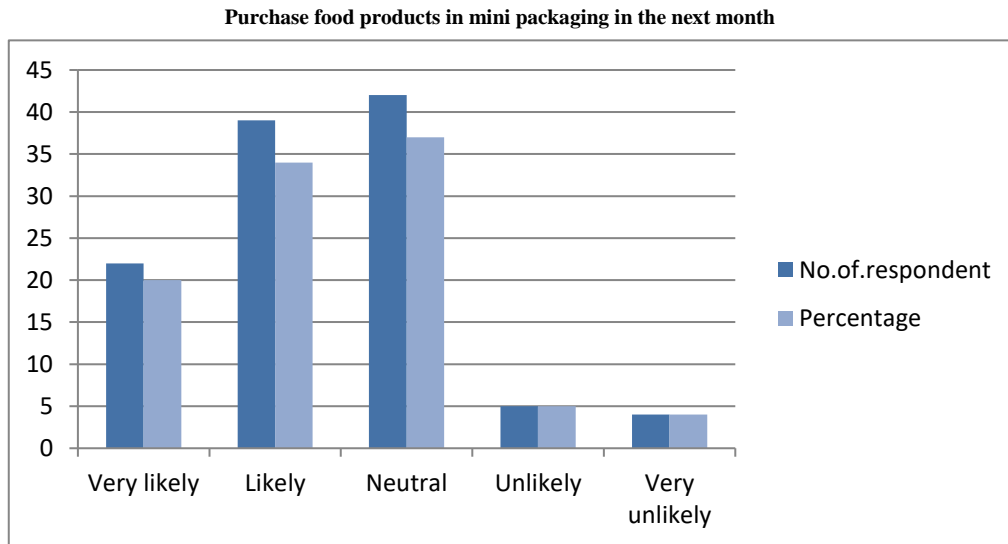


Table 4.1.20

Purchase food products in mini packaging

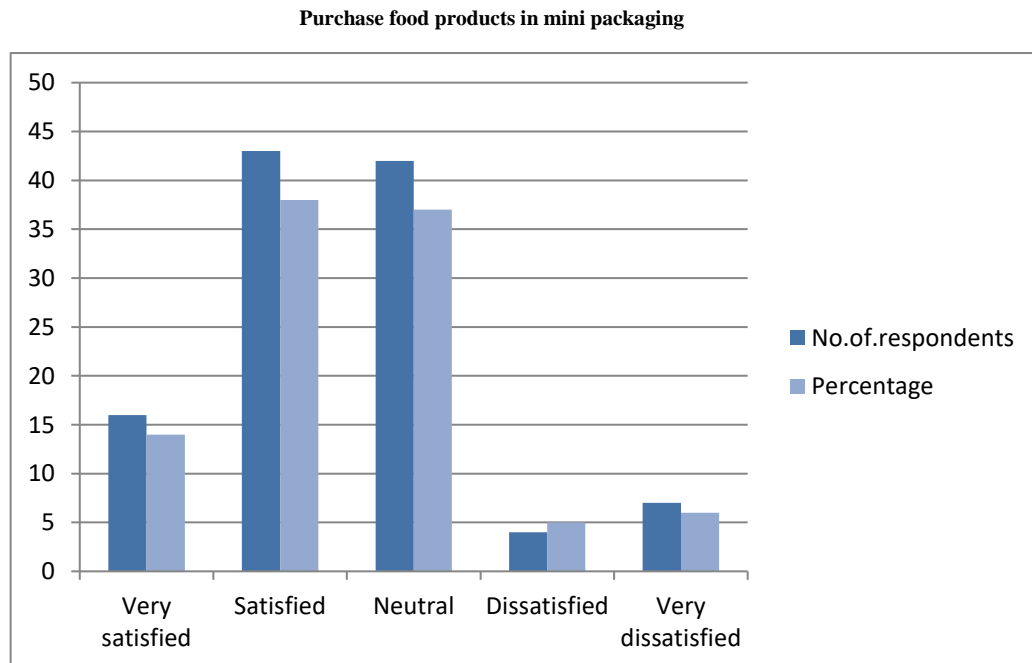
S.No	Variables	No.of.respondent	Percentage
1.	Convenience	40	35
2.	Cost effectiveness	51	45
3.	Portion control	12	10
4.	Environment concerns	9	10
	Total	112	100

Source: Primary data

Interpretation: From the above 4.1.20, it shows 35% of the respondents are convenience, 45% of the respondents are cost effectiveness, 10% of the respondents are portion control and 10% of the respondents are environmental concerns.

Inference: The majority 45% are cost effectiveness for influence your decision to purchase food products in mini packaging.

Chart 4.1.20



FINDINGS, SUGGESTION AND CONCLUSION

Findings from the study

5.1 FINDING OF THE STUDY

5.1.1 Percentage analysis

- Majority of 79% are in 18-34 age groups.
- Majority of 57% are male.
- Majority of 47% are pg.
- Majority of 53% are students.
- Majority of 65% are 10000-20000 income level.
- Majority of 60% are urban.
- Majority of 36% are purchase food products in mini pack sometimes.
- Majority of 32% are purchase in the volume of 5ml.
- Majority of 33% of purchasing the products in mini packs are easy to carry
- Majority of 30% are come to know about mini packs through advertisement.
- Majority of 57% are yes the purchasing behavior since mini packaging.
- Majority of 46% of mini packaging maintains the quality of the food product effectively are neutral.
- Majority of 38% of mini packaged food products more accessible are neutral.
- Majority of 37% are giving importance in packaging size when choosing food products.
- Majority of 60% are choosing bio degradable material to preserves food quality best.
- Majority of 43% of mini packaging maintains the quality of the food product effectively are neutral.
- Majority 34% purchase food products in mini packaging in convenience store.
- Majority 41% are changed your purchase pattern since mini packaging become more prevalent are neutral.
- Majority of 37% likely to purchase food purchase food products in mini packaging in the next month are neutral.
- Majority 45% are cost effectiveness for influence your decision to purchase food products in mini packaging.

SUGGESTION :

1. *Target Young Adults:* Since 79% of the target audience is in the 18-34 age group, focus marketing campaigns on platforms and channels popular among young adults, such as social media and online advertising.
2. *Gender-Specific Marketing:* With 57% of the audience being male, consider creating marketing messages and packaging designs that appeal specifically to men, while still being inclusive of women.
3. *Promote Convenience:* Highlight the convenience of mini packaging, as 33% of respondents find mini packs easy to carry, and 34% purchase them in convenience stores. Emphasize this in advertisements and point-of-sale materials.
4. *Advertise More:* Since 30% of respondents learn about mini packs through advertisements, increase advertising efforts to boost awareness and sales. Use both traditional and digital media to reach a wider audience.
5. *Improve Perception of Quality:* With 46% neutral about mini packaging maintaining quality, work on improving and communicating the quality preservation benefits of mini packs. Consider using higher quality materials or better sealing technologies.

CONCLUSION :

1. Demographic Insights:

- The primary consumer group is aged 18-34 (79%).
- A slightly larger proportion are male (57%).
- Students make up a significant portion (53%), and a notable number are postgraduates (47%).
- The majority have an income level of 10,000-20,000 (65%) and live in urban areas (60%).

2. Purchasing Behavior and Preferences:

- A substantial portion of consumers (36%) purchase food products in mini packs occasionally.
- The volume of 5ml is a common purchase size (32%).
- Convenience is a key factor, with 33% finding mini packs easy to carry.
- Advertisements play a crucial role in awareness (30%).
- The introduction of mini packaging has influenced purchasing behavior (57%).

3. Perceptions of Quality and Packaging:

- There is a neutral stance (46%) on whether mini packaging effectively maintains food quality.
- Accessibility of mini-packaged food products is also viewed neutrally (38%).
- Packaging size is an important consideration (37%).
- Biodegradable materials are preferred for preserving food quality (60%).

ANNEXURE :

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