



A Study on Effect of Packaging on Consumer Buying Choice of Fast Moving Consumer Goods (FMCG)

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ABSTRACT

This study examines The Effect of Packaging on FMCG Consumer Goods Consumer Buying Decision. In the quick-transferring consumer goods (FMCG) industry, which could be very aggressive, packaging is alternatively critical because it influences purchaser shopping for choices. This examine targets to find the important thing elements shaping consumer options and to observe how packaging impacts purchaser selections within the FMCG quarter. The take a look at employs a combined-techniques approach, combining qualitative and quantitative facts collection strategies. The qualitative phase will explore consumer perceptions and attitudes toward packaging in FMCG merchandise with the aid of in-depth interviews and cognizance group discussions. The quantitative section is a huge-scale survey run to a numerous sample of FMCG purchasers. The survey will report demographic characteristics, emblem cognizance, packaging layout elements, and purchase intentions. The findings of this have a look at will offer insightful analysis of the relevance of packaging in the FMCG sector and its influence on purchaser behaviour. Consumer choices are expected to be more and more inspired by way of packaging design factors such color, shape, typeface, and material. Furthermore, the examine will outline the function of brand focus and the interaction between brand photo and packaging in patron selection-making. This work has twofold effects. First, it's going to assist to theoretically clarify the function of packaging inside the FMCG zone, therefore laying a foundation for next studies in advertising and marketing and consumer behavior. Second, the findings will be good sized for FMCG agencies as they may enable them to optimize their packaging techniques to better in shape patron alternatives and offer a marketplace edge.

Keywords: FMCG product, Customers, Problems, Packing

INTRODUCTION

Packaging of fast-moving patron goods (FMCG) significantly affects purchaser shopping for alternatives. Packaging has grown increasingly more critical for product differentiation and advertising within the competitive marketplace of nowadays, wherein many manufacturers are vying for client interest. The look, design, and usefulness of packaging all considerably have an effect on client notion, product attraction, and final buy choices. This look at pursuits to take a look at how packaging influences FMCG customer items customers' shopping for choices. Usually bought with out much attention, FMCG products consist of food and drinks, cosmetics, family cleansing merchandise, and personal care gadgets. Therefore, packaging is critical in grabbing client interest and persuading them to select one logo over some other. How aesthetically eye-catching packaging is must come first. Many buyers are interested in gadgets with precise shapes, vibrant colors, and ambitious designs.

The venture will investigate how specific packaging elements—including coloration schemes, typefaces, and pix—shape purchaser perceptions and alternatives. The project will even look at how packaging conveys product records. Packaging offers purchasers critical product statistics which includes ingredients, nutritional information, production dates, and utilization instructions. The look at will have a look at how the accessibility and readability of this information have an effect on customer self assurance and trust inside the product. Furthermore, the have a look at will examine how packaging and logo identity engage. Packaging displays a brand's personality, values, and marketplace positioning visually. Building emblem cognizance and loyalty relies upon on this pretty plenty. The assignment will examine how packaging factors—brand shades, logos, and slogans—shape logo notion and affect purchaser buying selections. Project may even bear in mind packaging from a useful attitude. Practical factors along with simplicity of use, durability, and comfort can substantially affect consumers' happiness and repeat purchases. The take a look at will don't forget environmental sustainability, resealability, size, packaging substances, and client attitudes. This studies could be performed the usage of a mix of quantitative and qualitative techniques. Surveys, interviews, and focus organizations will help to gather records from a various spectrum of FMCG consumers. The amassed information can be statistically analyzed to perceive patterns, correlations, and significant findings. Results of this examine will have an impact on entrepreneurs in addition to producers of FMCG merchandise.

STATEMENT OF THE PROBLEM

The dearth of records at the most reliable packaging design and its have an effect on on FMCG customer shopping for decisions challenges agencies because they conflict to create packaging that appropriately displays customer possibilities, communicates product value, and catches client attention. This know-how hole reduces businesses' potential to maximize the effect of packaging on purchaser behaviour, consequently generating ignored probabilities for emblem differentiation, lower sales, and less customer satisfaction. Companies can awareness on doing research, imposing effective packaging techniques, and studying approximately client conduct to decorate the packaging design in their FMCG patron merchandise. Ultimately, this will growth income, enhance purchaser satisfaction, and beef up brand recognition.

OBJECTIVES OF THE STUDY

- To evaluate the effectiveness of labelling and branding on consumer perception and purchase choice.
- To explore the relationship between packaging innovation and consumer preference in the FMCG goods.
- To analyze the role of packaging in differentiating products in a competitive FMCG goods.

RESEARCH METHODOLOGY

- **Nature of the study:** Descriptive research is used for conducting the research
- **Nature of the Data:** Both the Primary and Secondary data are utilized for conducting the study
- **Source of Data:** Primary data method was adopted to collect the data through the issue of questionnaire. Secondary data is used to collect reviews.
- **Method of sampling:** Convenient Sampling method is used for the study
- **Size of Sample:** The size of sample to be taken as 103 respondents
- **Tools used for the study:** Percentage analysis

RESULTS AND DISCUSSION

The results and discussion of the study are as follows

Table 1- Frequency of purchasing FMCG GOODS

Frequency of Purchase of Respondents	No. of Respondents	Percentage
Daily	26	25.2%
Weekly	34	33%
Monthly	34	33%
Occasionally	9	8.7%
TOTAL	103	100%

Interpretation

The above table showing the frequency of purchase of respondents, 33% of the respondents purchase on weekly basis, 33% of the respondent purchase on monthly basis, 25.2% of the respondents purchase on daily basis and 8.7% of the respondents purchase occasionally.

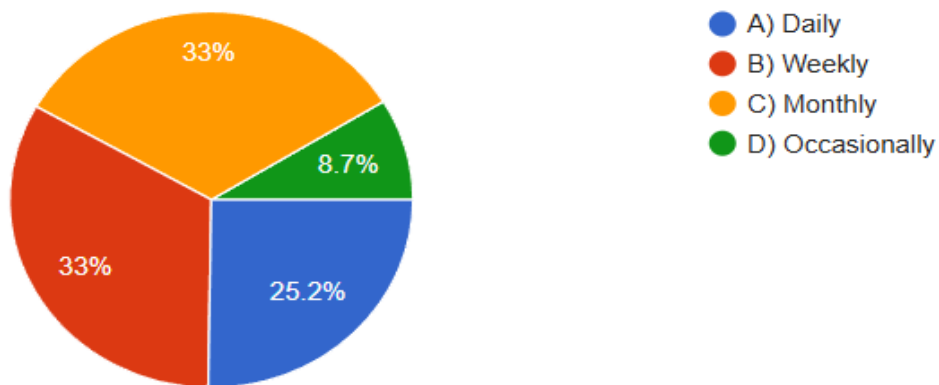


Table 2- Place of Purchase of FMCG GOODS

Place of purchase	No of Respondents	Percentage
Supermarkets	38	36.9%
Local stores	39	37.9%
Online platforms	20	19.4%
Others	6	5.8%
TOTAL	103	100%

Interpretation

The above table highlights the place of purchase of FMCG goods by the respondents. 37.9% of the respondents purchase from local stores, 36.9% of the respondent purchase from Supermarkets, 19.4% of the respondents purchase in online platforms, 5.8% of the respondents purchase in other places like from neighbours etc.

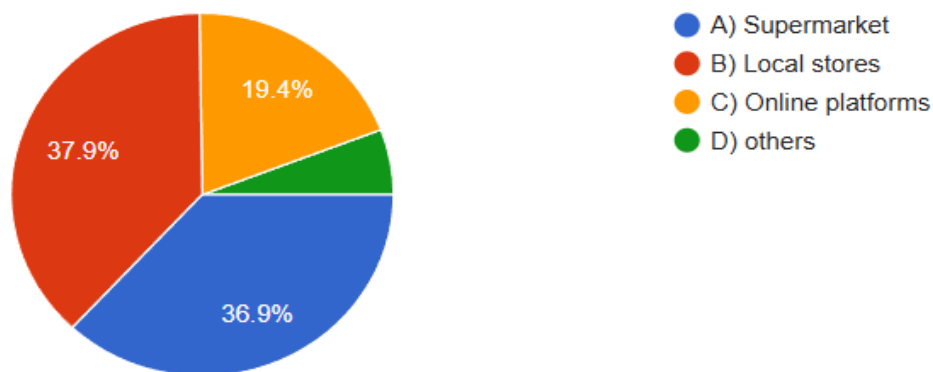


Table 3- Source of Influence of purchase

Factors	Strongly Agree	Agree	Strongly Disagree	Disagree
Price	61.1%	35.9%	1.9%	0.9%
Brand name	25.2%	66%	5.8%	2.9%
Packaging	32%	49.5%	16.5%	1.9%
Product quality	25.2%	60.1%	10.6%	3.9%
Recommendations	32%	40.8%	19.4%	7.8%

Interpretation

- **Price:** Highest of 61.1% of the respondents strongly agree that price acts as a major influence in purchasing FMCG Goods.
- **Brand Name:** Highest of 66% of the respondents agree that brand name acts as a major influence in purchasing FMCG Goods.
- **Packaging:** Highest of 49.5% of the respondents agree that packaging acts as a major influence in purchasing FMCG Goods.
- **Product quality:** Highest of 60.1% of the respondents agree that product quality acts as a major influence in purchasing FMCG Goods.
- **Recommendations:** Highest of 40.8% of the respondents agree that recommendation acts as a major influence in purchasing FMCG Goods.

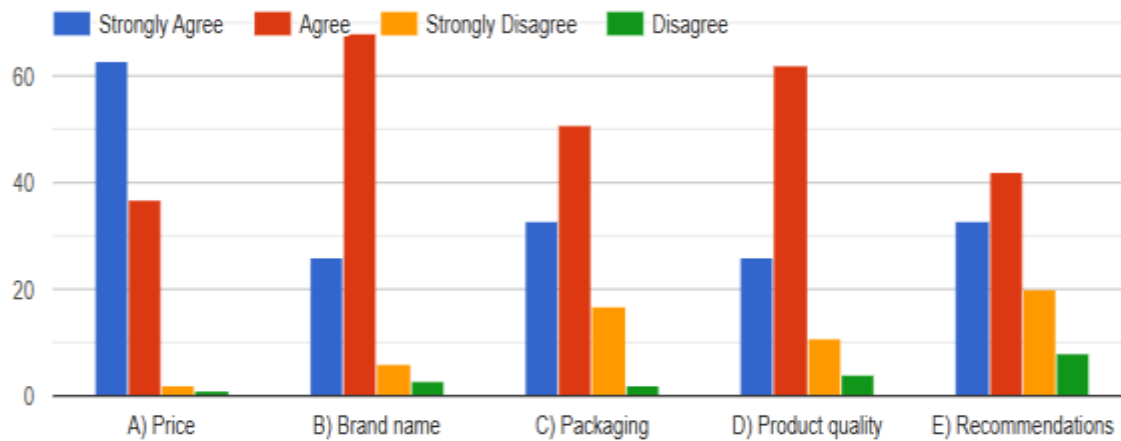
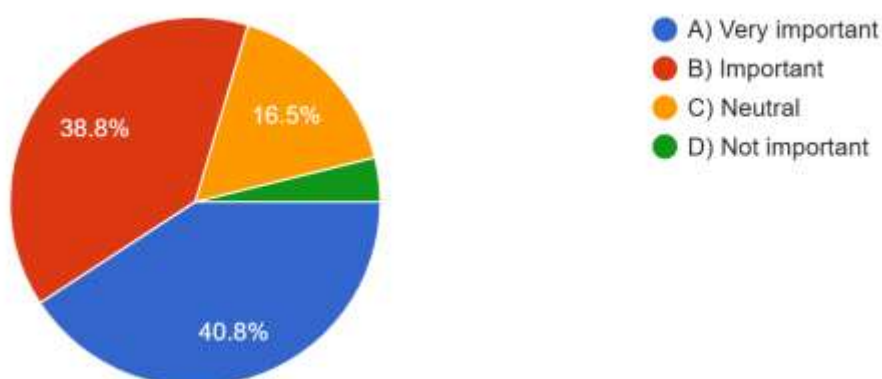


Table 4- Respondents Preference towards Eco-Friendly Packaging

Respondents Preference	No of respondents	Percentage
Yes	71	68.9%
No	19	18.4%
Maybe	13	12.6%
TOTAL	103	100

Interpretation

The above table shows the respondents preference towards products with eco-friendly packaging, 68.9% of the respondents prefer products with eco-friendly packaging, 18.4% of the respondent does not prefer products with eco-friendly packaging, 12.6% of the respondents are maybe prefer products with eco-friendly packaging.



SUGGESTIONS

- FMCG products could consider packaging that appeals to female consumers. This could involve using colors, designs, or packaging materials that are more gender-neutral or tailored to female preferences. Additionally, understanding the preferences of women (e.g., convenience, elegance, or eco-conscious options) will help tailor the packaging better.
- FMCG brands should focus on investing in premium packaging materials, unique designs, and high-quality finishes. This can be particularly relevant for target demographics that are willing to pay a little extra for perceived value.

CONCLUSION

In conclusion, the packaging of Fast Moving Consumer Goods (FMCG) plays a crucial role in shaping consumer buying behaviour. Well-designed packaging not only serves as a protective barrier, ensuring the product's quality and safety, but also serves as a key tool in influencing purchasing decisions. Through aspects like visual appeal, convenience, sustainability, and brand identity, packaging creates an immediate impact on consumers. It can attract attention, communicate the product's value, and differentiate it from competitors on crowded shelves. Moreover, packaging that aligns with the values and needs of the target consumer, such as eco-friendliness or ease of use can foster loyalty and repeat purchases. Therefore, FMCG companies must strategically design their packaging to not only protect and preserve their products but also to resonate with consumer preferences, ultimately driving sales and enhancing brand recognition.