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A STUDY ON ROLE OF PACKAGING IN MARKETING WITH SPECIAL REFERENCE TO AACHI MASALA FOODS (P) LTD., CHENNAI

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ABSTRACT :

Packaging is the basic necessity of every product. Without packaging the product cannot be stored or moved from one location to another. Packaging provides an identity to the product. Therefore, packaging is the process of providing a protective and informative covering to the product in such a way that it protects the product during material handling, storage and movement and also provide useful information to all the concerned parties about the content of the package. The objective of the study is to analyse the role of packaging in marketing with special reference to Aachi Masala Foods (P) Ltd., Chennai. The sample of the study is 120. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis and correlation statistical tools have been applied to reach the findings of the study. It is found that there is no significant relationship between the no. of years purchasing the brand and repeat purchase intent. It is suggested that to improve the feel of the packaging, the corporation ought to utilize materials that are strong and resilient. It is concluded that well-designed packaging that is simple to handle and open raises consumer satisfaction and promotes recurring business. Businesses may boost sales, strengthen brand loyalty, and become more competitive in the market by addressing five important packaging factors. This study emphasizes how crucial thoughtful material selection and packaging design are to fostering long-term customer involvement and pleasant consumer experiences.

Keywords: Packaging, Marketing, Package design, Eco-friendly and Material Quality

INTRODUCTION

Introduction of the study

Packaging is the basic necessity of every product. Without packaging the product cannot be stored or moved from one location to another. Packaging provides an identity to the product. Therefore, packaging is the process of providing a protective and informative covering to the product in such a way that it protects the product during material handling, storage and movement and also provide useful information to all the concerned parties about the content of the package.

Thus, in other words, packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean.

Packaging is the process of providing a protective and informative covering to the product in such a way that it protects the product during material handling, storage, and movement and also provides useful information to all the concerned parties about the content of the package.

ADVANTAGES OF PACKAGING

Products Stay Safe for a Long Time

Product packaging protects the item inside. The proper packaging keeps the products safe during the transportation of products from the manufacturing factory to the retailer shop. A lot of companies lock and seal products to avoid any potential tampering or damage to them. There are several types of food products like bread, cookies, snacks that stay fresher after their sealing. Canned and vacuum-sealed food items can stay fresh not only for days but also for years. It lasts just a few days if you save them in the refrigerator. All the consumers always look for fully protected as well as secured products and the product packaging is the best option to make this possible.

BREAKAGE AND TAMPERING

Proper packaging is very important for many liquids like perfume, ink, and alcohol because it safe them from evaporating. The same thing is for paper and glue as paper products become colourless and glue useless in the open air without proper packaging. Some of the products don't need any packaging like children's toys and plastic items and they can stay safe for a long time on the shop racks. From over-the-counter pharmaceutical items to food product packaging reduce the chances of duplicity and tampering.

Products Shipping Becomes Easy

In logistics, there are many benefits of product packaging. Boxed items are carried in an easier way than those products that are unpacked or loose. There is always a fear of damage if products are not properly packaged.

Packaging Ensures Product Protection

All the customers want proper and safe products in every condition. They don't compromise on the products' health at all. Products that are damaged by denting or breakage are not sold. If product packaging is done in a befitting way then there is not a chance of any damage to the products, and the businessman doesn't face any loss.

Proper Packing Can Lead To High ROI

In case of any dent or breakage found in the product, consumers can claim a refund of the amount or ask for an exchange for the affected product. Thus, the brand's image can be damaged due to this factor. Refund claims can be a big cut into your sales profit. On the other hand, the buyer may also feel unhappy with the status and quality of your item and make a purchase anywhere else. If you use modern packaging technologies for your items, you can protect your product from future damages. Thus your clients can feel happy with your products.

Product Information for Consumers

In proper packaging, all the product information is written on the package, like can, bottle, or corrugated box, properly. Product information consists of the ingredients with the quantity. Products have weight, price, date of production date, producer firm, and usage guidelines written on the packaging that provide a big convenience to customers as well as sellers. If the product is edible then its nutritional value, expiry date, use instructions are written on it properly.

Safety from Different Disease

Packaging has a big vitality if we talk about health care. Proper packaging ensures the safety from spreading diseases among the public. Proper packaging is more important for pharma, medical instruments, and life-saving medicines.

INDUSTRY PROFILE

Seasoning and Spices Industry

Seasoning and spices are commonly used in food and beverages to add flavour, aroma, colour, and taste. The escalating use of spice and herbal extracts in traditional treatments is estimated to bolster the Global Seasoning and Spices Market.

Global Scenario

The global spices market size was valued at USD 15.86 billion in 2019. The global Spices and Seasonings market is projected to grow from USD 18.47 billion in 2022 to USD 25.42 billion by 2029, exhibiting a CAGR of 4.67%. The global Spices and Seasonings market is projected to grow from USD 18.47 billion in 2022 to USD 25.42 billion by 2029, exhibiting a CAGR of 4.67%. In 2021, the ginger category held the highest share of the global spice market, accounting for almost 40% of the total Global Seasoning and Spices Market. In Asia Pacific, most spices have the biggest Seasoning and Spices Market share. Seasoning and Spices such as paprika, pepper, oregano, mint, and sesame are in high demand due to the rapidly expanding fast food business and rising demand for convenience foods. Turmeric use has always been high and is expected to rise further, particularly in Asian nations due to its therapeutic benefits and widespread usage in Ayurvedic medications and Indian cuisine.

OBJECTIVES OF THE STUDY

Primary objective

To study on role of packaging in marketing with special reference to Aachi Masala Foods (P) Ltd., Chennai

Secondary objectives

- To evaluate the packaging design of the products in the company
- To assess the quality of packaging material of the products in the company
- To understand the Packaging size and Eco-friendliness of the packaging of the products in the company
- To analyse the impact of packaging on repeat purchase intent among the customers towards the products of the company

2. REVIEW OF LITERATURE

Gaafar Mohamed Abdalkrim (2018), This study aims to investigate the role of packaging in Jordanian consumer's perception of product quality at the point of purchase. The study comprises four independent variable: Protection of products and consumer, Promotion of products, facilitation of storage, use, and convenience of products, facilitation of recycling and reducing environmental damage and the dependent variable is Jordanian consumer's perceptions of product quality at the Point of purchase. The researcher tries to develop and test a model to achieve the research objectives. Data were collected from a convenience sample of 547 respondents using a questionnaire. Questionnaire consists of 26 items measured on five point likert scale. The data are analyzed using several statistical techniques to test the stated hypotheses. Descriptive statistical measures are used to describe the study's sample characteristics. Multiple regression analysis is used to find the effect of the independent variables on the dependent variable. It was found that all the independent variables had a significant effect on Jordanian consumer's perception of product quality at the point of purchase. Recommendations for future research, marketing implications, and limitations of this study are proposed.

Gaafar Mohamed Abdalkrim (2018), *The Role of Packaging in Consumer's Perception of Product Quality at the Point of Purchase*, *European Journal of Business and Management* www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.5, No.4.

Shruti Chaudhary (2019), This study aims to investigate the role of packaging in Indian consumer's perception of product quality at the point of purchase. The study contains four Independent variable: Protection of product and shopper, Promotion of products, facilitation of storage, use, and convenience of product, facilitation of use and reducing environmental injury and therefore the variable quantity is Indian consumer's perceptions of product quality at the purpose of purchase. The researcher tries to develop and test a model to attain the analysis objectives. Result data were collected from a convenience sample. Questionnaire consists of twenty six things measured on 5 purpose likert scale. The data are analyzed using several statistical techniques to test the mentioned hypotheses. Descriptive statistical measures are used to describe the study's sample characteristics. Multiple regression analysis is used to find the effect of the independent variables on the dependent variable. It was found that all the independent variables had a significant result on Indian consumer's perception of product quality at the purpose of purchase.

Shruti Chaudhary (2019), *The Role of Packaging in Consumer's Perception of Product Quality*, *International Journal of Management and Social Sciences Research (IJMSSR)* ISSN: 2319-4421, Volume 3, No. 3.

Rundh, B. (2019) The purpose with this paper is to investigate the relationship between packaging and the influence it has on marketing from a management point of view. Based on case studies different packaging solutions are discussed in relation to requirements by customers in the supply chain. It found that new packaging solutions offer the prospect of improved functions in the supply chain, delivering protection and preservation before reaching the ultimate customer. It also offers improved opportunities for better information and communication with the customer. However, the possibilities for innovative packaging solutions must be analyzed in relation to increased costs for packaging and the influence they can have on the environment.

Rundh, B. (2019), "Linking packaging to marketing: how packaging is influencing the marketing strategy", *British Food Journal*, Vol. 115 No. 11, pp. 1547-1563.

3. RESEARCH METHODOLOGY

Research is a systematic approach towards purposeful investigation. This needs formulating hypothesis, collecting data on relevant variables, analyzing and interpreting the results and reaching conclusion either in the form of a solution or certain generalization.

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

Primary Data

Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc. Well structured questionnaire has been used for the collection of primary data from the respondents.

Secondary Data

Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk

research. Secondary data provides economy in time and cost. It is easily available and unbiased.

Secondary data may either be published data or unpublished data. For this study secondary data were collected from the annual reports of the company and from the company website. Secondary data has been collected from the company record, various magazines, journal and various web sites.

Developing Questionnaire

The questionnaire includes Likert type both open ended and closed ended questions with multiple choices, Open-ended questions enable wide range of responses, and this enables the respondent to express his views in his own words. However this is difficult to tabulate and analyse. Closed-ended questions offer a limited choice of response. Respondent find it easy as compared to open ended questions. Closed-ended questions can also be tabulated and analyzed more easily.

d. Sampling technique

Convenience sampling techniques were used for the study. Convenient sampling is felt to appropriate for the present study because convenience sampling is a strategy that uses the most readily accessible objects or persons as subjects for the present study.

Sample Design

A sample design is definite plan for obtaining a sample from a given population. It refers to the technical procedures the research would adopt in selecting items for the sample, i.e. the size of the sample. Non probability sampling method is used in this study.

Population:

The population is total customers of Aachi Masala Foods (P) Ltd., Chennai.

Sample Unit:

The sample unit of the study is Chennai.

Percentage Method

Percentage methods are used in marketing comprehension between two more series of data. Percentage are used to compare the relatives terms, the distribution of two or more series of data and are presently by way of bar diagram and pie diagram in order to have a better understanding.

In this method No. of Respondents of the various criteria factors are tabulated and the Percentage for each value with respect to total is found out. They are presented pictorially by way of graphs in order to have better understanding.

$$\text{Percentage} = \frac{\text{Number of employees}}{\text{Total number of employees}} \times 100$$

Chi-Square Analysis:

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$$= \frac{(O - E)^2}{E}$$

O- Observed value

E – Expected value

Correlation Analysis:

Correlation (co-relation) refers to the degree of relationship (or dependency) between two variables. Linear correlation refers to straight-line relationships between two variables. A correlation can range between -1 (perfect negative relationship) and +1 (perfect positive relationship), with 0

indicating no straight-line relationship.

Calculating the Correlation

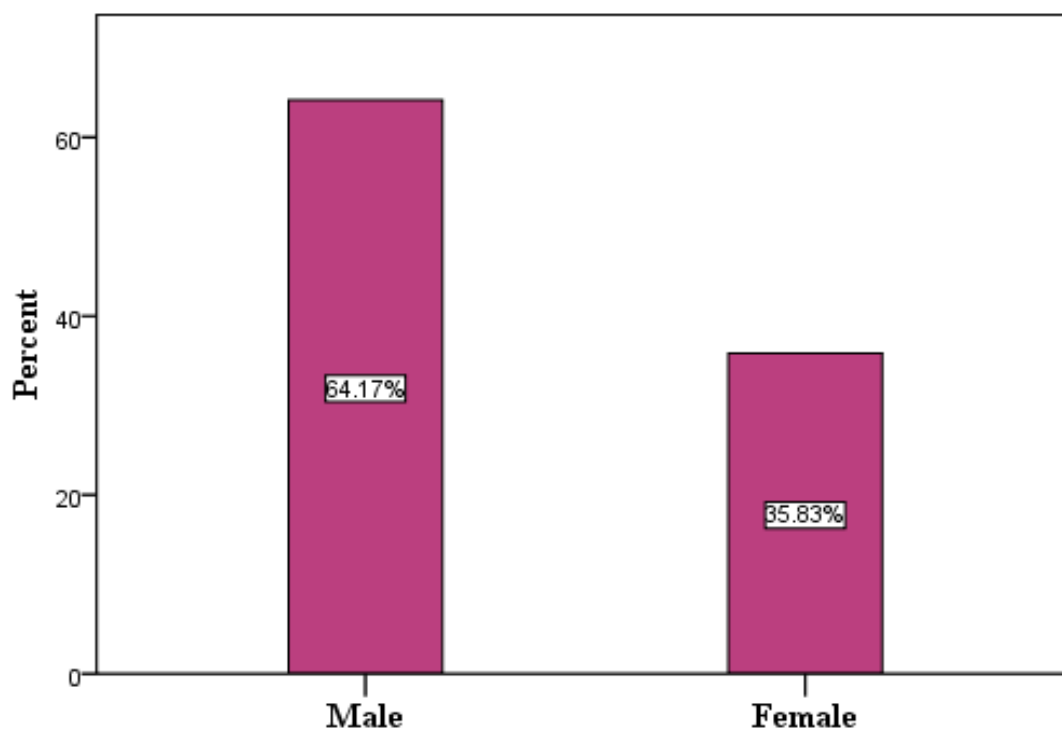
The formula for the correlation is

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- N = number of pairs of scores
- $\sum xy$ = sum of the products of paired scores
- $\sum x$ = sum of x scores
- $\sum y$ = sum of y scores
- $\sum x^2$ = sum of squared x scores
- $\sum y^2$ = sum of squared y scores

DATA ANALYSIS AND INTERPRETATION



INTERPRETATION

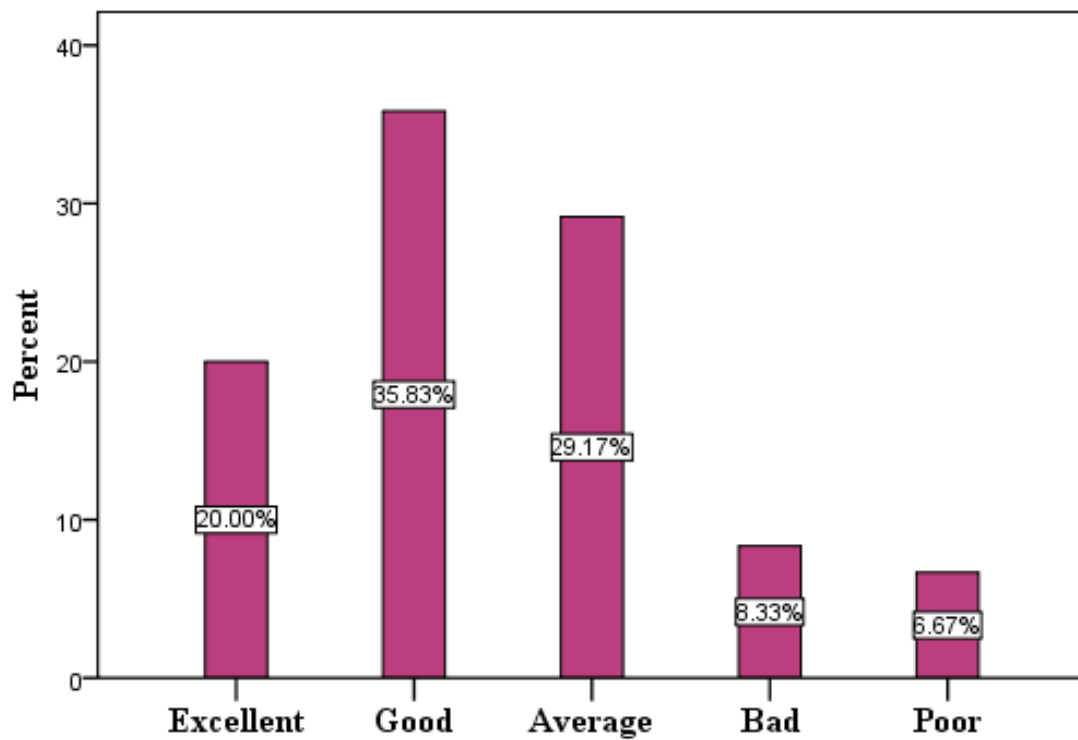
The above table shows that 26.7% of respondents are in the age group of 18-25 years, 41.7% of the respondents are in the age group of 26-35 years, 13.3% of the respondents are in the age group of 36-45 years, 10.0% of the respondents are in the age group of 45-55 years and 8.3% of the respondents are in the age group of above 55 years.

Thus the majority of the respondents are in the age group of 26-35 years.

AGE OF THE RESPONDENTS**AGE OF THE RESPONDENTS**

Age	No. of respondents	Percent
18-25	32	26.7
26-35	50	41.7
36-45	16	13.3
45-55	12	10.0
Above 55	10	8.3
Total	120	100.0

Source: Primary Data

DESIGN OF THE PACKAGING IS VISUALLY APPEALING

Gender	No. of respondents	Percent
Excellent	59	49.2
Good	16	13.3
Average	19	15.8
Bad	14	11.7
Poor.	12	10.0
Total	120	100.0

CHI-SQUARE ANALYSIS**RELATIONSHIP BETWEEN THE NO. OF YEARS PURCHASING THE BRAND AND REPEAT PURCHASE INTENT
HYPOTHESIS TESTING****Null hypothesis (H₀):**

There is no significant relationship between the no. of years purchasing the brand and repeat purchase intent.

Alternative hypothesis (H₁):

There is some significant relationship between the no. of years purchasing the brand and repeat purchase intent.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
NO. OF YEARS PURCHASING THE BRAND * REPEAT PURCHASE INTENT	120	100.0%	0	.0%	120	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.017 ^a	52	.631
Likelihood Ratio	48.658	52	.606
Linear-by-Linear Association	1.978	1	.160
N of Valid Cases	120		

a. 67 cells (95.7%) have expected count less than 5. The minimum expected count is .08.

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.631; it is significant to 5% (0.05) significant level. The minimum expected count is 0.08. Thus null hypothesis is accepted and it is found that there is no significant relationship between the no. of years purchasing the brand and repeat purchase intent.

CORRELATION ANALYSIS**RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENTS AND PACKAGING DESIGN****Correlations**

		AGE OF THE RESPONDENTS	PACKAGING DESIGN
AGE OF THE RESPONDENTS	Pearson Correlation	1	-.104
	Sig. (2-tailed)		.258
	N	120	120
PACKAGING DESIGN	Pearson Correlation	-.104	1
	Sig. (2-tailed)	.258	
	N	120	120

INTERPRETATION:

The above table indicates that out of 120 respondents, co-efficient of correlation between the age of the respondents and packaging design is-.104. It is below 1. So there is negative relationship between the age of the respondents and packaging design.

FINDINGS, SUGGESTIONS AND CONCLUSION**5.1 FINDINGS**

- 64.2% of respondents are male.
- 41.7% of the respondents are in the age group of 26-35 years.
- 31.7% of the respondents have 2,50,000 – 3,50,000 as their yearly income.
- 30.0% of the respondents have 1-2 years purchasing the brand.
- 35.8% of the respondents said that good towards the design of the packaging is visually appealing.
- 49.2% of the respondents said that excellent towards the overall design of the packaging is modern and trendy.
- 40.0% of the respondents said that average towards the graphics on the packaging make the product look premium.
- 26.7% of the respondents said that good towards the font and text style on the packaging are easy to read.

5.2 SUGGESTIONS

- The business ought to spend money on eye-catching designs that draw in customers.
- To stay up with market trends, the organization must implement contemporary and fashionable design features.
- The utilization of superior graphics is important for the product to convey a high-end appearance.
- The packaging should have a clear and easy-to-read typeface and text style, as ensured by the manufacturer.
- The packaging design must project a premium image of the product for the company.
- To improve the feel of the packaging, the corporation ought to utilize materials that are strong and resilient.
- The packaging materials used by the organization ought to be of superior quality.

5.3 CONCLUSION

It is determined that packaging significantly influences how consumers perceive products and intend to make purchases. According to the study, visually appealing and contemporary packaging designs greatly increase the perceived value of the product and draw in customers. Superior and long-lasting materials not only shield the goods but also give it a luxurious feel, which helps the consumer justify the product's price. While eco-friendly materials have a beneficial impact on customer decisions and brand loyalty, appropriate package size and shape also promote convenience and utility. Moreover, well-designed packaging that is simple to handle and open raises consumer satisfaction and promotes recurring business. Businesses may boost sales, strengthen brand loyalty, and become more competitive in the market by addressing five important packaging factors. This study emphasizes how crucial thoughtful material selection and packaging design are to fostering long-term customer involvement and pleasant consumer experiences.

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