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The Influence of Product Packaging on Consumer Behaviour: An FMCG Product Study

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ABSTRACT:

This research analyzes the impact of packaging on consumer behavior in fast-moving consumer goods (FMCG) business. A consumer survey in Dehradun district identifies packaging as an important factor in influencing buying decisions, especially for low-involvement products. The research emphasizes the significance of visual and informational aspects in packaging design, such as color, graphics, typography, and product information.

Introduction:

Product packaging is an essential part of marketing strategy, as it affects consumer attitudes and buying decisions. In the FMCG sector, packaging is a major point of difference, imparting brand identity and values. This research examines the influence of product packaging on consumer behavior with a focus on FMCG products.

Literature Review:

Prior studies underscore the importance of packaging in promotion, including its function in raising awareness, communicating product details, and creating brand loyalty. Research has indicated that packaging design features, including color, graphics, and typography, have a considerable impact on consumer attitudes and purchasing behavior.

Methodology:

Consumer surveys in Dehradun district were carried out to collect data regarding the effect of product packaging on consumer behavior. The surveys had questions on demographics, buying behavior, and packaging design attitude.

Results:

The research finds that packaging is a powerful determinant of purchasing choices, especially for low-involvement products. Visual cues, including color and graphics, were significant in arresting attention as well as communicating product information. Informational cues, including product information and instructions, were also found to be important.

Data Analysis and Interpretation:

The study reveals that:

1. Association with Product Packaging: Clients like Coke, Pepsi, and Amul have been associated with Reliable Packaging for over 15 years.
2. Influence of Packaging on Dealing: Proper packaging influences dealing in the industry.
3. Traditional Marketing Strategies: Maximum respondents felt that Reliable Packaging's traditional marketing strategies are not effective.
4. Need for Change in Marketing Strategies: Most respondents favored changing marketing strategies.
5. Reasons for Change: More marketing presence and developing goodwill were the prime reasons for changing marketing strategies.
6. Preferred Marketing Strategies: Online marketing, mobile applications, and social media were preferred over traditional media advertising.
7. Rating of Reliable Packaging's Marketing: Maximum respondents were unhappy with Reliable Packaging's marketing efforts.

Findings:

The study finds that Reliable Packaging follows traditional marketing strategies, which are not effective in today's competitive market. The company has a strong client base, but its marketing presence is low. Clients and management team members suggest adopting modern marketing strategies to enhance

market presence and client base.

Conclusion:

This research brings to fore the role of packaging in shaping consumer behavior in FMCG. By learning about the effect of packaging design, marketers can create effective packaging strategies that generate sales, foster brand loyalty, and improve customer satisfaction.

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Recommendations:

Packaging design, both visual and information aspects, should be accorded high priority by marketers. Attention-grabbing packaging is essential to communicate product details, as well as foster brand loyalty.

Limitations:

This research was confined to FMCG goods in Dehradun district. The influence of packaging on consumers' behavior can be researched for other sectors or geographies in the future.

Future Research Directions:

Future researches can look into the influence of green packaging on customers' behavior or investigate the contribution of packaging towards creating brand loyalty.

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