

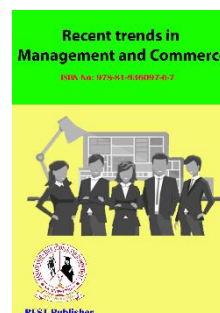
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A Study On Effects of Packaging of FMCG Products On the Buying Behavior of Consumers with Reference to Tirupattur District

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Abstract: The present investigation was carried out with 100 respondents from Tirupattur District. Convenience sampling technique was used for the present study for collection of data. The study was conducted by using both Primary and Secondary data. A structured questionnaire was prepared for the present study. The primary data for the present study was collected with the help of a questionnaire. The secondary data for the present study was collected from journals, magazines, researcher newspapers, and websites. Findings revealed that the impact of packaging and its elements consumer's purchase decision is quite significant in respect to the consumer's varied choice. For this purpose, the Package's elements were identified on the basis of its graphics quality, color, size, form, and material of packaging being used on the product. Packaging is the prime force to provide information to the consumer and should satisfy legal requirements for product identification nutritional value, ingredient declaration, net weight, and manufacturer information. A package is the face of a product and the only product exposure consumers experience prior to purchase. Consequently, distinctive or innovative packaging can boost sales in a competitive environment. The concerned study has analyzed the consumer buying behaviour of food packaging products and has examined the customer preference to buy different food products. It has also analyzed the reasons for customer preferences over the commonly preferred food product brands in the market.

Keywords: Packaging, Buying Behavior, Purchase Decision, Tirupattur District

1. INTRODUCTION

The packaging protects the product inside it from dirt, dust & any other damage. The second role played by packaging is Logistics role. The packaging facilitates the distribution process across the distribution channel. The third & most important role played by packaging is the Marketing role. The package of the product attracts the attention of consumers to the product, communicates the information about the product, establishes the position of the product in the mind of the consumers and differentiates the product from the other products in the same category. Understanding the buying behavior of a consumer is at the heart of commercial success in today's competitive markets (Estireet al.,2010). Packaging was one of the critical factors that affected the purchasing behavior (Silayoi & Speece, 2007). Other factors include searching, income, quality and characteristics of the product. Therefore, consumer studies were more focused upon these types of behaviors (Johns & Pine, 2002; Grunert, 2005). The communication exchange between the package elements and the consumer determined the acceptability of products (Venteret al., 2010). Package elements involved visual and informational attributes (Silayoi & Speece, 2007). Visual attributes (color, shape, image, design, logo and illustration) were associated with the affective side of decision making, while informational elements (labels, instructions, cultural context and segmentation) were related to the cognitive side of determination.

2. OBJECTIVES OF THE STUDY

The major objectives of this study are as follows;

- i. To identify the package shape (dimension) usually preferred by the consumers while purchasing ready to eat food products
- ii. To determine whether the sparkling color package or simple color package usually preferred by consumers while purchasing ready to eat food products
- iii. To determine whether the position of visual information and verbal information on the package has influence on the product evaluation and purchase consideration of the consumers.

3. BACKGROUND OF THE STUDY

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology to understand the buyer's decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, society in general. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer (Vijayalakshmi and Mahalakshmi, 2013). Research has shown that consumer behaviour is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorized into social choice and welfare functions (Chitra, 2014). The goal of food packaging is to contain food in a cost-effective way that satisfies industry requirements and consumer desires, maintains food safety, and minimizes environmental impact (Marsh and Bugusu, 2007). Packages and labels communicate how to use, transport, recycle, or dispose-off the package or product. Some types of information are required by governments. Packaging also provides information to the consumer. For example, package labelling satisfies legal requirements for product identification, nutritional value, ingredient declaration, net weight, and manufacturer information. Additionally, the package conveys important information about the product such as cooking instructions, brand identification. The packaging and labels can be used by marketers to encourage potential buyers to purchase the product (Renaud, 2007). Package design has been an important and constantly evolving phenomenon for several decades.

4. SCOPE OF THE STUDY

Colour plays an important role in a potential customer's decision making process, certain colours set different moods and can help to draw attention. Commodity packaging is an important factor to influence consumer psychology, particularly in the food industry. The visual stimulation of food packaging leads consumers to produce a taste reaction. So good or bad packaging directly influences the product sales (Ramasamy et al., 2005). The font style of packaging grabs customer attraction. The upgrades of IT technology have supported this feature well. The successful companies have best practices of the font styles. They hire specialists in composing which create mind blowing and attractive font styles. The attractive package has an innovative font style combination (Rettie and Brewer, 2000). Innovative packaging may actually add value to the product if it meets a consumer need such as portion control, recyclability, tamper-proofing, child-proofing, easy-open, easy-store, easycarry, and non breakability (Sony, 2008). Manufacturers today strive to have packaging that maintains the key equities of the brand, has stand out appeal on the retailer's shelf, and is sustainable but with lower production costs. The customer can adopt the product on the basis of its innovative packaging, which shows the relation between buying behavior and innovation of packaging (Sharma, 2008).

5. STATEMENT OF THE PROBLEM

The main goal or purpose of this research study is to examine and analyze the effects of different packaging cues like package color, package shape, visual product imagery (i.e. product units picture, picture of spokes character), package material, front of Package nutritional labels, position of visual and verbal elements on the perception, product evaluation and purchase considerations of consumers of Vellore city. The study is done especially for the food products namely Wafers, Ice-creams & Biscuits.

6. RESEARCH METHODOLOGY

Quantitative research is a term used for research design which seeks structured and quantifiable responses from a large number of respondents. The approach is descriptive and usually present in number, figures or in statistical parameters. In this study consumers purchase intention towards organic products has been measured. The consumer's response has been analyzed with appropriate statistical tools and the results have been presented with the help of figures and statistical parameters. Hence this research study is Quantitative in nature. In order to find data on the role of packaging on consumer buying behavior, we will collect data on four variables. The first benefit to using questionnaire technique is that result. The population of my study will be students and educational institutions of Karachi in which the sample size of 100 students will be taken for conducting the study by using simple random sampling in order to generalize the finding in the particular sector. There were at least 13 questions in the survey obtaining data for one variable and some questions were directly obtaining with no complications. Measure for each variable is defined below: Each variable was measure by asking the seven questions by using the 5-points itemized rating type scale ranging from (1) strongly disagrees to (5) strongly agree. To make analysis of data it will use SPSS software in which we will make analysis in to two parts where part one will lead descriptive statistics that will be use to describe and summarize data and include measures of central tendency (average) and dispersion (the spread of data or how close each other is to the measure of central tendency).

7. ANALYSIS AND INTERPRETATION

The results of descriptive statistics are as follows:

Table 1. Attributes related to packaging and purchase decision

Description	N	Minimum	Maximum	Mean	Std. Dev
Buying Behavior	100	1	5	3.74	.931
Packing Color	100	1	5	3.65	.944
Quality	100	1	5	3.75	.925
Design	100	1	5	3.69	.897
Packing Innovation	100	1	5	3.65	.965

Source: Primary Data

Karl Pearson's Correlation

Karl Pearson's coefficient of correlation is an extensively used mathematical method in which the numerical representation is applied to measure the level of relation between linearly related variables.

Color of Packaging and Buying Behavior

Hypotheses

H₀: There exists a significant relationship between the buying behavior of consumers and packaging color of food products.

H₀: There exists no significant relationship between the buying behavior of consumers and packaging color of food products.

Table 2. Correlation between Color and buying behavior

	N	Buying Behavior	Color
Buying Behavior	Pearson Correlation	1	.589
	Sig. (2-tailed) N	75	.00015
Packing Color	Pearson Correlation	.589	1
	Sig. (2-tailed) N	.00015	100

Source: Primary Data

Table 2 represents that where two variables i.e., buying behavior and packing color are positively correlated ($r = 0.589$, $p = 0.00015$). There is moderate relation between these two variables which is significant. Hence, H_0 is accepted stating that the packing color can attract consumers.

Quality of Packaging and Buying Behavior

Hypotheses

H₀: There exists a significant relationship between the buying behavior of consumers and packaging quality of food products.

H₀: There exists no significant relationship between the buying behavior of consumers and packaging quality of food products.

Table 3. Correlation between Quality and buying behavior

	N	Buying Behavior	Packing Quality
Buying Behavior	Pearson Correlation	1	.539
	Sig. (2-tailed) N	100	.00015
Packing Quality	Pearson Correlation	.539	1
	Sig. (2-tailed) N	.00015	100

Source: Primary Data

Table 3 represents that where two variables i.e., buying behavior and packing quality are positively correlated ($r = 0.539$, $p = 0.00015$). There is moderate relation between these two variables which is significant. Hence, H_0 is accepted stating that consumers evaluate the products based on its packaging quality also.

Hypotheses

H₀: There exists a significant relationship between the buying behavior of consumers and packaging design of food products.

H₀: There exists no significant relationship between the buying behavior of consumers and packaging design of food products.

Table 4. Correlation between Design and buying behavior

	N	Buying Behavior	Design
Buying Behavior	Pearson Correlation	1	.421
	Sig. (2-tailed) N	100	.00015
Packing Design	Pearson Correlation	.421	1
	Sig. (2-tailed) N	.00015	100

Source: Primary Data

Table 4 represents that where two variables i.e., buying behavior and packing design are positively correlated ($r = 0.421$, $p = 0.00015$). There is moderate relation between these two variables which is significant. Hence, H_0 is accepted stating that the packing designs can be the main attribute that impacts purchase decisions of consumers.

8. CONCLUSION

Packaging could be treated as one of the most valuable tools in today's marketing communications, necessitating more detailed analysis of its elements and an impact of those elements on consumer's buying behavior. All these elements contribute to each important effort to catch consumer's attention and interest. Besides each element's single function, we think that a good combination of these elements may make the product more eye-catching and attractive. Analyzing the importance of its separate elements for consumer's choice reveals the impact of packaging and its elements on a consumer's purchase decision. For this purpose main package's elements has

been identified: graphic, color, size, form, and material of packaging are considered, wrapper design, innovation while product information, producer, country-of-origin and brand are considered as important ones. Moreover, the impact of package elements on consumers' purchase decisions has been evaluated, and it is concluded that it depends on the consumer's involvement level, time pressure or individual characteristics of consumers. It has been Empirically tested the proposed research model, package elements, which are having the ultimate effect on consumer choice; in a case of different products from a group of convenience goods were available. It has also revealed that elements of packaging are the most important for a consumer's purchase decision. For a major part of consumers' attraction was the size of the package and material are the main visual elements, whereas, product information is also the main verbal element when purchasing milk and washing-powder. Results analyzing the impact of package elements on consumers purchase decisions, depending on level of involvement correspond with those of theoretical studies and that visual elements of package have relatively stronger influence on consumer's purchasing behavior when they are in the level of "low involvement", in contrast to those who are in the level of "high involvement". Packaging could be treated as one of the most valuable tool in today's marketing communications, necessitating more detailed analysis of its elements and an impact of those elements on consumer's buying behavior. Appropriate and vivid picture or packaging color, which delivers them a happy feeling, or an easy handle/open/dose/discard, package shape. All these elements contribute to each important effort to catch consumer's attention and interest. Besides each element's single function, we think that a good combination of these elements may lead the product more eye-catching and attractive. Analyzing the importance of its separate elements for consumer's choice reveals the impact of packaging and its elements on consumer's purchase decision. For this purpose the main package's elements has been identified: graphic, color, size, form, and material of packaging are considered, wrapper design, innovation while product information, producer, country-of-origin and brand are considered as important ones. It has been Empirically tested the proposed research model, package elements, which are having the ultimate effect on consumer choice; in a case of different products from a group of convenience goods were available. It has also revealed that elements of packaging are the most important for a consumer's purchase decision.

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