Research Paper   Management

Role of Packaging for Enhancing the Sales Appeal

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ABSTRACT *The purpose of this paper is to study the role of packaging and packaging design for enhancing the sales appeal of the product. This research utilized a focus group methodology to understand consumer buying behaviour toward good packaging and how packaging elements can affect buying decisions. Also the aim of this research is to know the relationship between independent variable and dependent variables. The research is based in city beautiful Chandigarh (U.T, India). The packaging is the most important factor. The consumer buying behaviour is dependent on the packaging and on its features. Packaging elements like Packaging color. Buying Behavior, Background Image, Innovation, Brand Image, Shape/Size, Printed Information and Material . is taken as predictors. Due to increasing self-service and changing consumers' lifestyle the interest in package as a tool of sales promotion and stimulator of impulsive buying behaviour is growing increasingly. So package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision.*

KEYWORDS: packaging, packaging design, elements of package, consumer's buying behaviour.

1. LITERATURE REVIEW

The term "packaging" encompasses a variety of characteristics. Characteristics that influence packaging design such as package shape, product type, size, whether or not it is environmentally friendly, legal requirements, color, among many others (Kyle Valdillez 2012). Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.

Rita Kuvykaite (2009) has descriptive research. According to Rita package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Wells, Farley & Armstrong,2007). Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behavior became a relevant issue. He basing on theoretical analysis of package elements and their impact on consumer's purchase decision empirically reveal the elements having the ultimate effect on consumer choice. Research methods that Rita used is systematic and comparative analysis of scientific literature; empirical research There are six variables that must be taken into Consideration by producer and designers when creating efficient package: form, size, color, graphics, Material and flavor. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, color, text and brand. The research result of Rita shows the impact of package elements on consumers purchase decisions can be stronger. He conclude that Package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior. The impact of package and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice

Packaging is crucial, given its importance that it is the first thing that the public sees before making the final decision to buy. The package has an important role to play in the creation of a mental image of the product in the consumer's mind. Consumers often judge products by their packages and, therefore, products and packages are interrelated

(Myers,j and Shocker.A). The package is the product and the product is the package and they could not be separated, e.g., Pepsi Cola, Nestle, Adidas and Puma. A large segment of consumers tends to judge a product by its package which means that good packaging puts the product on the right track for persuading potential buyers to purchase it. (Wells,W,burnett,J and Moriaty,S)**.**

2. THEORETICAL FRAMEWORK

Theoretical frame-work focuses on the relationship between the dependent and independent variables. The distinction between dependent and independent variables is as important in a comparative study as in a regression analysis. Dependent variable in case of a comparative study is the one which we aim to predict and independent variables here are the ones who are used to predict the dependent variable.
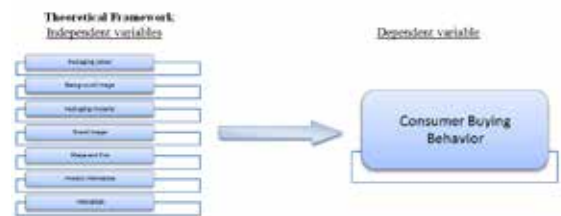
(a) Background-image

The background image property specifies the background image for an element. When setting a background image, authors should also specify a background color property that will be used when the image is unavailable. Note also that when the image is available, it is rendered on top of the background color. Thus, in any transparent areas of the image, the background color will be visible

(b) Packaging Material

Any material used especially to protect something- packing, wadding. Consumer can change its decision regarding Packaging material. High quality Packaging attract consumer then low quality Packaging.

(c) Packaging size and shape

 Size and shape also emerge as crucial dimensions. While consumers might readily view product pictures and graphics as a means of communication, size and shape subtly convey information in regarding to packages being convenient to use and carry. Also packaging size and shape helped them judge product volume and value for money. One way in which consumers appear to use these things is as a simplifying

visual heuristic to make volume judgments.

(d) Printed Information
Container or wrapper of the product is serves a number of purposes like protection and description of the contents, theft deterrence, and product promotion. The labels on packages are important components of the overall marketing mix and can support advertising claims, establish brand identity, enhance name recognition, and optimize shelf space allocations.

(e) Innovation
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, easy-carry, and non breakability. 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 product on the basis of its innovative packaging, which shows the relation between buying behavior and innovation of packaging.

(f) Brand Image
Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character.

(g) Packaging Color
The use of colors to stimulate a certain feeling, may it be calm, aggressive, energetic, happy etc. Colors are for many people an important source of information, they influence us, we make decisions based on what we see and how we interpret them. Color plays an important role in a potential customer's decision making process, certain colors set different moods and can help to draw attention.

3. RESEARCH METHODOLOGY
(a) Objective
Research objectives include the objective of research of the researcher before starting any research. The researcher should determine the objective or the goal of the research for the smooth functioning of study.

Predetermine objective should be of such that researcher fulfils in the certain period of time at minimum cost. Following are the research objectives,
• To determine the role of packaging on Consumer Buying Behavior.
• To determine the influence factors of packaging on the consumer buying behavior.
• To know the most important factor of packaging on the consumer behavior.

(b) Sampling
• Sample Size: 95
• Sample Frame: Chandigarh city (India)
• Sampling Method: Simple Random Sampling
• Constraints: Time, No. of respondent, biased opinion
• Sampling Error: Response–90, Non-response - 05
• Survey: Questionnaire

(c) Hypothesis
• H1: there is relationship between Buying Behavior and Background Image of Packaging
• H2: there is relationship between Buying Behavior and Packing Innovation
• H3: there is relationship between Buying Behavior and Brand Image.
• H4: there is relationship between Buying Behavior and Shape and Size.
• H5: there is relationship between Buying Behavior and Printed Information.
• H6: there is relationship between Buying Behavior and Packaging color
• H7: there is relationship between Buying Behavior and Packing Material.

Dependent Variable
• Consumer Buying Behavior
• Independent Variable
• Packaging color
• Background Image
• Packaging Material
• Font Style
• Design of wrapper
• Printed Information
• Innovation

Each of above mentioned variable was measure by asking the seven questions by using the 5-points itemized rating type scale ranging from (1) strongly disagree to (5) strongly agree

4. METHODOLOGY
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)"

(a) Descriptive analysis
It is used first techniques for generating result is descriptive statistics. It shows minimum, maximum, and mean values of data.

(b) Correlation
The Pearson's correlation is used to find a correlation between at least two continuous variables. The value for a Pearson's can fall between 0.00 (no correlation) and 1.00 (perfect correlation). Other factors such as group size will determine if the correlation is significant. Generally, correlations above 0.80 are considered pretty high.

(c) Multiple regressions
Linear regression analysis estimates the coefficients of a linear equation, involving one or more independent variables, which best predict the value of the dependent variable.

		Pearson Correlation
Buying behavior	Background Image	.589
Buying behavior	Innovation	.494
Buying behavior	Brand Image	.544
Buying behavior	Shape/Size	.687
Buying behavior	Printed Information	.659
Buying behavior	Color	.556
Buying behavior	Material	.656

(a) Reliability Test
i) Dependent Variable
The Value of Cronbach's Alpha is bigger than 0.7 and also positive, which shows the reliability of dependent variables.

Reliability Statistics	
Cronbach's Alpha	N of Items
.815	2

ii. Independent Variable
The data of independent variables or predictors is reliable. Because the value of Cronbach's alpha is 0.858 which is greater than 0.7. The value is also positive, so the data used for analysis is reliable.

Reliability Statistics	
Cronbach's Alpha	N of Items
.776	7

Descriptive analysis
In the below table 5.1 the minimum values is 1, maximum values 5, and Mean value provides the idea about the central tendency of the values of a variable The above table shows the means and standard deviations of the Buying Behavior, Background Image, Innovation, Brand Image, Shape/Size, Printed Information, Colour and Material

Table: 5.1   Descriptive Statistics

	N	MIN	MAX	MEAN	STD. Div.
Buying behavior	90	1	5	3.94	.891
Background Image	90	1	5	3.78	.790
Innovation	90	1	5	3.54	.810
Brand Image	90	1	5	3.63	.977
Shape/Size	90	1	5	3.78	.897
Printed Information	90	1	5	3.69	.907
Colour	90	1	5	3.73	1.058
Material	90	1	5	3.89	.892

Correlations

Table 5.2 shown below represents the table of correlations. Where the correlation between buying behavior and Background Image, Innovation, Brand Image, Shape/Size, Printed Information and Material respectively are moderate so are significant so all the hypothesis will we accepted and we will reject H0.

Table: 5.2 Hypotheses

Model B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Std. Error	Beta			
(Constant)	-1.126	.267		-4.212	.000
Image	.196	.065	.173	3.024	.003
Innovation	.155	.058	.141	2.687	.005
Brand image	.221	.047	.242	4.733	.000
shape and size	.215	.060	.216	3.567	.001
printed information	.191	.057	.195	3.358	.001
Colour	.188	.044	.223	4.287	.000
Material	.195	.059	.195	3.318	.001

So we can say that the attractive Background Image, Innovation, Brand Image, Shape/Size, Printed Information and Material can attract consumer.

Regression Analysis
Table: 5.3 Model Summary

Model	R	R^2	Adjacent R	Std. Error of the Estimate
1	.912[a]	.832	.818	.380

a. Dependent Variable: Buying behavior

b. Predictors: (Constant), Material, Brand image, Innovation, color, printed information, image, shape and size.

In above table the R is multiple correlation coefficient, its value is 0.912. While Adjusted R^2 shows the ratio of interdependence. Value of adjusted R^2 is

0.818 which is multiply by 100. It that means 81.8% of the variance in the dependent variable can be predicted from Independent variable.

Table: 5.4 ANOVA[a]					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	58.876	7	8.411	58.218	.000[b]
Residual	11.847	82	.144		
Total	70.722	89			

a. Dependent Variable: Buying behavior

b. Predictors: (Constant), Material, Brand image, Innovation, color, printed information, image, shape and size

Regression Analysis

The significant level in ANOVA table shows that the combination of variables significantly predicts the dependant variable

Table: 5.4 Coefficients (a)

The significant levels of Background Image, Innovation, Brand Image, Shape/Size, Printed Information , colour and Material are .000, .003, .005, .000,.001, .001, .000, and .001 respectively. This test shows that the coefficients of the predictor are statistically significant at less than five percent level of significance. So we will reject Ho and accept H1.

Model for Role of Packaging on Buying Behavior

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable.

The specified regression equation takes the following form:

$$S = \alpha + \beta_1 (BI) + \beta_2(INV) + \beta_3(BM) + \beta_4(SS) + \beta_5(PI) + \beta_6(PC) + \beta_7(PM)$$

Where
Background Image = BI   Innovation = INV   Brand Image=BM
Shape & size =SS
Printed Information = PI   Packaging color = PC   Packaging Material = PM
So equation comes as

Consumer Buying Behavior = -1.126 + 0.196(BI) +0.155 (INV) + 0.221(BI) + 0.215(SS) + 0.191(PI) +.188(PC) + 0.195(PM)

The significant levels of Background Image, innovation, brand image, shape and size, printed information, packaging colour and packaging material are .000, .003, .005, .000,.001, .001, .000, and .001 respectively. This test shows that the coefficients of the predictor are statistically significant at less than five percent level of significance. So we will reject Ho and accept H1.

6.   CONCLUSION

Results of research on role of packaging on consumer's buying behavior stipulated following conclusions:

• The companies have realized the significance of packaging in ensuring the durability, functionality, portability, visibility and communicating the product in market. Not only this but packaging has an immense importance in building brand image as well as brand recognition. The ever changing market and customer invites never ending innovation in the packaging. Given so many new dimensions of the packaging will be unfolded in the days to come.

• Package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior.

• Appropriate and vivid picture or packaging color which delivers them a happy feeling, or an easy handle/open/dose/dispose package shape. All these elements contribute each important effort to catch consumers' attention and interest. Besides each element's single function, we think that good combination of those elements may let the product more eye-catching and attractive.

• The impact of package and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice. For this purpose main package's elements could be identified: graphic, color, size, form, and material of packaging are considered, wrapper design, printed information, and 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 should be evaluated depending on the consumer's involvement level, time pressure or individual characteristics of consumers.

• It has revealed that elements of package are the most important for consumer's purchase decision. For a major part of consumers' a size and material are the main visual elements, while product information is also the main verbal elements when purchasing milk and washing-powder.

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