



ROLE OF PACKAGING ON CONSUMER BUYING BEHAVIOUR IN THE CASE OF FMCG PRODUCTS

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ABSTRACT

Fast moving Consumer goods (FMCG) or Consumer packaged goods (CPG) are goods which are sold at relatively small prices at regular intervals. But they are sold in large quantities and hence cumulative profits on FMCG goods are large. Major FMCG market includes European Union, China, Japan, Usa etc. Globally FMCG Sector growth is 4.4 %. The Indian FMCG Sector is the fourth largest in economy. The India's contribution towards global consumption is expected to double to 5.8 % by 2020. Predicted an Compounded annual growth of 27.86% to reach US \$ 103.7 billion by 2020.

Major Classification of FMCG Products are .Personal Care & House hold care which accounts for 50 %, .Food and beverage(19%) and .Health care(31 %).. The major features of Indian FMCGS are a.Branding.b.Contract manufacturing.c.Distribution networks. large Unorganised Sector. Branding consist of names, Logos, Labelling and packaging. Packaging plays an important role in the case of branding. Packaging can be defined as the activity of designing and giving a wrapper or container for the product. Various functions of packaging include safety of the product, protection of product, Symblic communication, and promotion of the product. It has got important role because it is the major channel that captures the consumer attention.. Brand packaging of the product has influence while making a purchase decision. The independent variable includes packaging color, size, shape and labelling. Customers prefer a product having packaging which is protective, eco-friendly and convenient. Packaging is the essential and significant factor which largely persuades the consumer buying behaviour. For different products they rate the aesthetic components like color, shape, size, material used, text and graphics differently. Convenience is one of the most important factor in the case of skin and hair care products. Customers prefers brand name while choosing oral care and deodorants. In the case of cosmetic products they gives due importance to the information content. Now a days people prefer environmental friendly packages. Packaging makes brand unique, supports in affirming brand name, retain its distinctiveness, and stands out on the shelf. The information which is properly delivered has powerful influence on consumer buying preference. Changing of packaging is essential from time to time. Manufactures must focus on packaging aspect in order to move their product off the shelf.

KEYWORDS : FMCG ,Branding,Consumer Buying Behavior,Packaging

FMCG SECTOR

Fast moving Consumer goods(FMCG) or Consumer packaged goods(CPG) are goods which are sold at relatively small prices at regular intervals. But they are sold in large quantities and hence cumulative profits on FMCG goods are large. Major Classification of FMCG Products are

1. Personal Care & House hold care which accounts for 50 %.
2. Food and beverage(19%)
3. Health care(31 %)

GLOBAL SCENARIO

Major FMCG market include European Union, China, Japan, Usa etc. Globally FMCG Sector growth is 4.4 % while Indian FMCG growth is far slower than this rate. Now a days FMCG Sector has shifter focus to E-Commerce due to increased use of Mobile and internet. Major FMCG Companies are Unilever, Procter & Gamble, Nestle , General mills, Coca Cola, H.J Heinz, Reckitt Benckiser, Sara Lee, Kleenex, Kraft, PEPSI, Wilkinson and Mars. During the time of economic recession also it is the only sector which floats steadily because these are the products which satisfy fundamental needs rather than luxurious needs.

INDIAN SCENARIO

The Indian FMCG Sector are the fourth largest in economy. The India 's contribution towards global consumption is expected to double to 5.8 % by 2020. Predicted an Compounded annual growth of 27.86 % to reach US \$ 103.7 billion by 2020. The Indian FMCG Sector has grown rapidly over the past ten years due to factors Changing life style of people and increased income level. The major FMCG companies in India are Amul ,ITC Limited, Dabur ,Patanjali, Brittannia, Himalaya Healthcare, Godrej Consumer Products Limited, Cadbury India, Nirma etc .FMCG Sector in the years 2017 and 2018 has witnessed a growth percentage of 12-13 percentage. An increasing affection towards products with natural ingredients has shown 20 % growth in case of natural products. The sector is expected to grow 11-12 % in 2019. FMCG Urban segment is predicted to grow at a steady rate of 8 % and rural segment is expected to grow between 15-16 % of total income in financial year 2019. with a revenue share of 45 % rural segment is the largest

contributor to overall revenue in India. The growing awareness, disposable income and more focus on rural areas are the major driving factors for growth. The focus on union budget 2019-20 in MSMEs health care, agriculture, tax rebate and infrastructure is expected to influence and directly impact the growth in 2019. Moreover Companies like Pat Anjali and Dabur is planning to expand their capacities in 2019. The major opportunities are large number of younger population, high disposable income ,changing life style and increasing awareness among people. The major features of Indian FMCGS are a.Branding.b.Contract manufacturing.c.Distribution networkd. large Unorganised Sector.

Consumer Buying Behavior

Before addressing Consumer buying patterns or buying behaviour we should draw a clear line between customer and consumer. A customer is the recipient of a good, service, product, or idea, obtained from a seller, vendor or supplier for a monetary value. Customer can be divided into Intermediate customer (Trade customer) and Ultimate Customer. Consumers are the person who actually uses the product. But usually in the cases of services there is no clear line between customer and consumer.

Consumer buying behaviour include consumer's attitudes, preferences, intentions, and decision regarding the consumers behaviour in the market place when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics. The 4 Ps of marketing Product ,place ,price and promotion directly Influence the consumer buying behaviour. Among this most important factor is product itself and branding plays a major role in the case of product.

Importance of Branding of the product.

Branding can be defined as a way to identify the product of a particular manufacture and differentiate from other manufacturers. Brand play as an important role in the consumer buying decision making process. It is really important for companies to find out consumer's decision making and identifying condition, which consumers apply while making decision regarding purchase of a product. Marketer are highly concerned about how brand name

influence the consumers purchase particular brand .It mainly consist of names, Logos, Labelling and packaging. Packaging plays an important role in the case of branding.

Packaging and importance of packaging.

Packaging can be defined as the activity of designing and giving a wrapper or container for the product. Various functions of packaging include safety of the product, protection of product, Symblic communication, and promotion of the product. It has go important role because it is the major channel that captures the consumer attention. Therefore it is necessary to understand various packaging factor that attracts and prompts customers to buy a product .Customers won't spend much time in searching products and he chooses among the products with attractive packaging. Most of the customers evaluate the product from memory cued by packaging style.

The various independent variable of packaging are

- Packaging Color.
- Background image
- Packaging material.
- Font Style.
- Design of wrapper.
- Printed Information.
- Innovation.

Features of good packaging are Adaptability, Convenience, Security, Status Dependability and Handsome Design.

Packaging colour- psychology plays a major role. It plays an important role in consumer decision making process. One good example is Apple I poded advertisement which uses tri tone colors Black, White and Bright Background.

Color Blue-it is the most favourite color an liked by both genders. It is considered as calm trustworthy color related to sky and water. But the over use of blue can be considered cold or uncaring.

Color Green-It is the second most favourite color and often related to Life and Nature. Most Used is Blue Green. If u want to give your product more natural look green is the option. Yellow greens are usually avoided in food products as it is an appetite depressant.

Color yellow-it is the most catchy color . It will grab the attention of a person so can be a good choice for things such as magazine advertisements which may usually be ignored due to ad blindness. Yellow signifies happiness, optimism and warmth but also caution. The main advantage of yellow is its attention grabbing feature so a combination of blue and yellow can be a successful colour scheme. Similarly color red is found to be activating black is perceived as power.

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.

Packaging Material

High quality Packaging attract consumer then low quality Packaging. Now a days customers are attracted to mosre natural ways or traditional packaging like wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, Iron, Plated Steel etc. That means they are going back to ancient times. Moreover customers are preferring products with packages that are less environmentally harmful.

Font Style

The font style of Packaging grabs customer attraction. The up gradation of IT technology have support this feature. The successful companies have best practices of the font styles.

Design of wrapper

The overall design also plays a vital role in attracting the consumer.

Mostly the children of 10-18 years are so sensitive to the design of wrapper.

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. The consumer can change his decision on the basis of information printed on the packaging

Innovative Packaging Strategies.

Shape of packaging has an iconic position in determining the purchase of the products. For example the shampoos, cosmetics, beverages etc. comes in attractive and innovative shapes. It is found that in many cases customers purchase for the sake of bottle shape rather than the content.

Easy To Use Packaging Strategy is the latest trend. It included a specific point to open as in oils ,shampoos pickles etc ,Sachets with nozzles as in medicines, Flip top caps usually found in soft drink, Reusable jars ,easy to squeeze pump jar, Package which protect the content from seasons (parachute oil package against winter), Unbreakable bottles (Dabur India in case of almond oil and dabur gulaberi Freshner)

Another major breakthrough is small packages or Sachets in case of soaps,shampoos,and pastes. . The pioneering initiative in sachet marketing strategy goes back to 1976, when CavinKare launched its Velvet brand of shampoo in sachet .In 1993, Sachets formula was used by HLL to Colgate. In late 2003, HLL introduced 50 gm Lifebuoy soap priced at Rs. 2.

Multi-Packs Packaging Strategy

Multi-pack products are an innovative way to enhance consumers" purchase weight as well as raise assortment purchase. A multi-pack product also reduces the cost involved in the packaging of the product.

Promotional Packaging Strategy

Promotional packaging strategy is use for promotional offers like 30% more, buy one get one free etc and discount offers on package.

Brand Reinforcement Packaging Strategy

The packaging of the product must reinforce not just the product brand but also the corporate brand. When consumers are deciding on which product brand to choose, they will use the packaging to make their decision. Change in color scheme, fonts, size, shape, product information & ingredient information, promotional offers on package will reinforce the brand and repetitive purchases.

Convenience is the most in the case of skin and hair care products. Customers preferred brand name while choosing oral care and deodorants. In the case of cosmetic products they gives due importance to the information content. Peel of coupon and size of package also influence the products purchase. Now a days family structure is more nuclear oriented. So manufactures should keep in mind the size of product or weight of product should cater those requirements.

CONCLUSION

Finally to conclude we can say almost every brand packaging and communication ideas can satisfy even more consumer requirements. It also implies that attractive shape, color of packaging can capture customer attention. It can make brand unique, supports in affirming brand name, retain its distinctiveness, and stands out on the shelf. The information which is properly delivered has powerful influence on consumer buying preference. Manufacturing and expiry date should be visibly printed. Changing of packaging is essential from time to time. Most of the people

prefer the product clean and untouched while purchasing preserved product. customers purchase FMCG products when the packaging is changed frequently.

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