



"A Study on Impact of Packaging on consumer buying behavior at Patan City"

KEYWORDS

Packaging, Consumer Behaviour, Impact

Mr. Mitulkumar Mulchandbhai Deliya

Ph. D Research Scholar Pacific University, Udaipur

ABSTRACT

The objective of this study is to determine role of packaging on consumer's buying behavior. The purpose of this research is to examine the essential factors, which are driving the success of a brand. This research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used. In this study samples of 150 respondents has been collected and tested the reliability of the model. According to the finding of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging elements like its Colour, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision.

Introduction

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. It can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. It is fully integrated into government, business, institutional, industry, and personal use. It is the technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of designing, evaluating, and producing packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

In the ever increasing competition of today's global market the need for effective product promotion is crucial. In the prevailing marketing environment product packaging is playing an important role as a brand communication vehicle. Little research has been conducted within this area and hence the purpose of this research work is to provide a better understanding of how packaging plays a critical role in effecting customer's perceptions. This research work provides answer to the question like how different positioning strategies effect consumer perception about the packaging attributes and relationship between various packaging attribute for fast moving consumer goods (FMCG) in Indian market. Due to the fact that the area of package design is quite extensive and vast the present study is focused on examining the package design in the Indian FMCG market.

Purpose of Packaging

- Physical protection
- Information transmission
- Marketing
- Security
- Convenience
- Portion control

Literature Review

To achieve the communication goals effectively and to optimize the potential of packaging, fast moving consumer goods (FMCG) manufacturers must understand consumer response to their packages, and integrate the perceptual processes of the consumer into design (Silayoi and Speece, 2007). In the design process, marketers and package designers must take care of the customers past experiences, needs and wants, understand how packaging design elements noticed by the customers, messages

on the package and broadly evaluate packaging design and labeling for their effectiveness in the better communications. Many industry observers e.g. AC Nielsen, a leading international consumer research company believe that consumer's worldwide are likely to have roughly similar response to many FMCG, despite the cultural differences.

According to Karbasivar & Yarahmadi (2011), more apparel impulse buying and promotional approaches (cash discount) usage between sample, as well as in-store form display (window display) has important role to encourage consumers to buying impulse. They can gift complementary products to encourage consumer to buying impulse. Also sealers can increase apparel impulse buying with decorating their stores in modern style and use attractive lights and colours. The result of the study proves that there is a pivotal relationship between window display, credit card, promotional activities (discount, free product) and consumer impulse buying behaviour (Alice, 2006). According to Erzsebet & Zoltan (2007) both the qualitative and quantitative research showed that respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigated consumer perceptions and buying behavior of baby care products. The results of the primary research showed that consumers' needs satisfied with the product in terms of reliability and performance and packaging. According to Butkeviciene, Stravinskiene and A. Rutelione (2008), impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way

Statement of Problem

The study aims to explore the impact of packaging on sales, price, labelling and consumer buying behaviour.

Research Objectives

- To determine the impact of packaging in customer buying behavior.
- To identify the characteristics of a packaging that help in brand loyalty.
- To investigate the reasons for brand preference with respect to packaging.
- To make recommendations for developing customer loyalty through packaging.

Significance of the Study

This study has allowed us to get deepened knowledge about the relationship between packaging and sales of any product or consumer buying behavior. This study would also help in

identifying the various packaging factors that has impact on the sales. It describes different aspects behind the sales of a product. This study has made us learn how important it is to put down the data had gathered during the period of research in form of words and paragraphs to portray the actual picture and to rightly express the true side of the story and to do this we found our research advisor very helpful.

Research Design

- Primary and Secondary Data Analysis.
- Interviews with key informants.

Research objectives.

- The population for the research was the general public because studying the impact of packaging on the buying behaviour of the general public i.e. consumer.
- In primary research, a structured questionnaire was developed and it was used as the survey tool for the study.

Data Collection was done through

- Face to face interviews.
- Questionnaires.
- The questionnaires design contained both open and close ended questions.
- The questionnaire comprised more of close ended questions to encourage the contribution from the respondents. In such a way the data collected was richer in respondent's real opinion. For data collection we used convenience sampling technique.

Sample and Population

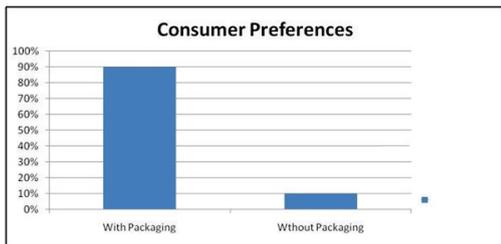
- Population included departmental stores, general public and students.
- Sample size was of 150 consumers who were involved in the process of day to day purchasing at Patan City

Data Analysis

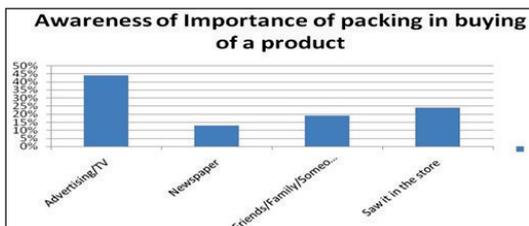
- Microsoft Excel is used for the data analysis as the nature of the research is descriptive.
- Data that we got in response to our questionnaires and interviews was opinion based and was noted down by the research team and they then analyzed and compiled the results from it.
- Data analysis process of looking at and summarizing data with the intent to extract useful information and develop conclusions had led to the fulfilling of the objective of our research.

Analysis

Do you generally prefer to buy consumer goods?



How did you first discover that packaging plays a vital role in the buying of product?



Findings

- In preserved products long lasting packaging is most important.
- 45%of consumers are influenced by packaging and are willing to pay more for it and may switch from one brand to another cause of a packaging.
- 61% are loyal in buying a brand mainly because it is a well packed product.
- 90% Consumers are influenced by Packaging and 10% are not Influenced.
- Each positioning strategy appears associated with particular packaging dimensions.

Recommendations

- Maximum focus should be given to maintain the quality level of packaging to make the customer more loyal in buying their brands.
- Attention should also be given to increase and maintain the level of comfort and durability to increase the customer's loyalty.
- Continuously work on innovative designs in order to retain customers.
- Price of the branded packaged products should be reduced to gain sustainable competitive edge.

Conclusion

- Packaging plays a vital role on the buying behavior of an individual as well as on the sale of any kind of product.
- Develop innovative packaging.
- As per the facts from our questionnaire we concluded:
 - 90% of sample respondents preferred to buy products with packaging.
 - 10% respondents out of our selected samples did not prefer packaged products.
- Analysis shows that majority of the people prefer packaged products. So this analysis supports our research objective that packaging enhances sales because majority of people preferred packaged products.

Those who did not prefer well packaged products were those who were price conscious and not focusing on quality and other features provided by packaged products.

References

1. Herrington, J.D., Capella, L.M., 1995, "Shopping reactions to perceived time pressure", International Journal of Retail & Distribution Management, 23, 12, 13-20.
2. Institute of Grocery Distribution (IGD), 2003b, Packaging Legibility: Recommendations for Improvement.
3. Kotler, P., Ang, S.H., Leong, S.M., Tan, C.T., 1996, Marketing Management: An Asian Perspective, Prentice-Hall, Singapore.
4. Kupiec, B., Revell, B., 2001, "Measuring consumer quality judgements", British Food Journal, 103, 1, 7-22.
5. Lysonski, S., Durvasula, S., Zotos, Y., 1996, "Consumer decision-making styles: a multi-country investigation", European Journal of Marketing, 30, 12, 10-21.
6. McIlveen, H., 1994, "Product development and the consumer: the reality of the managing creativity", Nutrition & Food Science, 6, 26-30.