



## Role of Packaging on Consumer Buying Behaviour Towards Green FMCG Products

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### ABSTRACT

The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged green FMCG products. This research utilized a focus group methodology to understand consumer behavior toward such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer's behavior towards the packaging of green FMCG products. When consumers search for and process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product. The study reveals that the packaging plays a major role in the consumer decision making process. The packaging has a greater influence on the impulse buying behaviour.

### KEYWORDS

#### Introduction

"Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used" Packaging has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions. In recent years the marketing environment has become increasingly complex and competitive. A product's packaging is something which all buyers experience and which has strong potential to engage the majority of the target market. This makes it an extremely powerful and unique tool in the modern marketing environment. In addition to its benefits in terms of reach, some marketers believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive and experience the product. "In most cases, the experience has been that pack designs are more likely to influence the consumer perception of the brand."

For products with low advertising support, packaging takes on an even more significant role as the key vehicle for communicating the brand positioning. Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG), are products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, light bulbs, batteries, paper products and plastic goods. FMCG may also include pharmaceuticals, consumer packaged food products and drinks.

#### Review of Literature

Rita Kuvykaite (2009) has descriptive research that package attracts consumers attention to particular brand, enhances its image, and influences consumers 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 consumers' purchase of package, its elements and their impact on consumers buying behavior became a relevant issue. He basing on theoretical analysis of package elements and their impact on consumers purchase decision empirically reveals the elements having the ultimate effect on consumer choice.

Bed Nath Sharma Dec. 2008 studied New Consumer Products Branding, Packaging and Labeling in Nepal. This paper focuses on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different section of consumer new products (soap, biscuit, noodles, cigarettes and The study further investigates the new consumer product packaging and labeling status in manufacturing units. They are aware about the value of packaging and labeling. Majority of the consumer products 84.37% (27 out of 32 responses) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Alice Louw (2006) has studied The Power of Packaging the people belonged to Age 20-30 years old University graduates were taken for research. 20 respondents were asked to rank 5 water bottles in terms of their overall appeal. Following this, they were given a questionnaire and asked to rate each of the bottles on 20 statements related their packaging. For the remaining 20 respondents, the order of the process was switched: they rated the bottles first and then ranked them. The statements ranged from functional attributes (e.g. easy to drink from, right size) to more emotive, non-functional attributes (e.g. colors, high quality). For both groups there was a clear winner and a clear loser in terms of the rankings. However, although the top brand chosen was consistent in both groups, the worst brand differed.

#### Research Methodology

Methodology is a way to systematically solve the research problems by applying the various techniques along with the

logic behind the problem. Area of study refers to Coimbatore district. The nature of data collected for the study is primary data. The data has been collected directly from the sample respondents through by questionnaire. The random sampling method is used to find out the preference from the respondents and detailed interpretation. The sample size is taken as 100 respondents.

#### Objectives of the study

- To study the effect of packaging on the buying behavior
- To study the level of satisfaction towards green packaging
- To study the problems faced by the consumers towards green packaging

#### Findings of the study

- The study found that major response i.e. 32 % from the respondents who fall under the category of salaried person whereas self employed were 26% and student and business person being rest with 24% and 18% respectively.
- The respondent's age classification wherein the major respondents were from the age group of 16-25 years (i.e.48%) followed by 45 years and above with 26% and rest being 25-35 years and 35-45 years with 18% and 8% respectively.
- Major respondents are female 60% and male 40%. The gender has a significant impact on deciding the preference about the packaging on consumer buying behavior.
- The study depicts the income group of respondents major being 44% in group of 1 lac to 3 lacs and followed by more than 5 lacs and less than one group. The income level of the respondent has a major impact on the consumer buying behavior.
- Majority of the respondents (88%) are satisfied towards flexible packaging and re-usable one.
- Majority of the respondents (90%) have not faced any problem regarding packaging of green fmCG products.
- Most (33%) of the respondents were faced problem of handling inconvenience regarding packaging of green FMCG products.

#### Suggestions

- Preserved food packs are like that can be cooked in or kept at home as a re-sealable container.
- More emphasis on Visual package elements.
- Develop innovative packages.
- Aesthetic components should be soothing for the eyes.
- Label information accurately as consumers would like it, if simplified.

#### Conclusion

Even though the consumer is not dissatisfied with the packaging available on the market, he would still like to be tempted by functional and attractive packaging ideas, by multisensory appeal and creative design - preferably with packaging ideas made from board. Consumer acknowledges additional benefits and appeal and is even willing to pay an extra charge for them. Good starting points for improvements, changes, innovations which optimize the features of packaging that determine buying decisions and thus generate new market potential can be summarized in consumers' top ten requests about product packaging. The study has been successfully completed and it has helped us to understand the mindset of the consumers regarding the packaging of product and the ways in which packaging should follow to always retain and acquired the customers.

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