



ORIGINAL RESEARCH PAPER

Social Science

IMPORTANT ASPECTS OF PACKAGING AND CONSUMER CULTURE

KEY WORDS: consumer, culture, packaging desing, advertising, prodcuts

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ABSTRACT

Impact of Product Packaging on Consumer's buying behaviour is the most important part of the society. The objective of this study is to determine role of packaging on consumer's buying behaviour. The purpose of this research is to examine the essential factors, which are driving the success of a brand. The packaging elements like its Colour, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision. Packaging is one of the most important and powerful factor, which influences consumer's purchase decision. Now, packaging has become itself a sales promotion tool for the organizations. The consumer's buying behaviour also stimulated by the packaging quality, colour, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behaviour. Packaging increases sales and market share and reduces market and promotional costs.

Package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. Previous researches show that there is no agreement on overall classification of packaging material and package elements. There is also disagreement regarding the methods of package impact on consumer's buying behaviour decision. Several researchers attempt to examine all potential elements of packaging and their effect on consumer's buying decision, however others focus on distinct elements of packaging and their influence on consumer purchasing behaviour. Furthermore, some researchers explore the impact of packaging and its features on consumer's whole purchase decision, whereas, some others – on each step of consumer's decision making process. Brand image and advertisement have strong positive influence and significant relationship with Consumer's buying behaviour. People perceive the brand image with positive attitude. Study depicted that teenagers are more conscious about their social status so they prefer branded products and advertisement affects on their consumer buying behaviour positively. The purpose of this research is constructed on hypothetical analysis of packaging components and their influence on consumer's buying behaviour decision. This empirical study will uncover the features, which are having the eventual influence on consumer's choice, when multiple and different choices are available. The packaging industry is an ancient industry that has been around since the early days of man. Packaging in some form or another has always been around to assist man in transporting, storing, and protecting a variety of items. Early man would use crude packaging materials and designs to meet the needs of hunting and gathering to survive. As technology advanced, packaging materials and processes advanced. Early civilizations have well documented information about the use of both nuts and gourds to store, contain, and transport a variety of goods. Nomadic people believed in using every part of an animal when killed. It is very possible a tanned hide was used to contain and transport products, food, and goods. A hollowed out piece of wood may have been used with leaves or animal skin to construct a containing/storing device. All of these options are only speculation to what may have been the first packaging material used by early humans. Years after the hunters and gatherers developed the first form of packaging, the need for packaging and containing devices became more important. When man began to domesticate animals and plants, villages began to pop up. The introduction of villages increased the need for larger storage and transportation devices to supply larger groups of people.

Packaging a product is very important for the following purposes: It protects the product on its way to the consumer; it protects the product after it is purchased, and it helps to meet the needs of wholesaling and retailing middleman. For example, a package's size and shape must be suitable for displaying and stacking the product in the store, it can assist in getting a product noticed by consumers, it makes the product distinct from that of the competitors. The role of a new pack should be to establish the brand in the category. It should establish greater value for the new product – than its nearest competitor. It needs to identify the

brand from which this pack wants to gain market share – and packaging has to pinpoint the reason to convert. It offers knowledge about the product and organization, a technique to communicate with consumers and safeguard to the quality of product the study reveals the self-service and changing consumers' lifestyle having the ultimate effect on consumer choice. The information given in the label and its value have to be highlighted while promoting the product in the market. It must also be more useful technique recommendation. It is highly recommended to the marketing and business units that they should pay proper attention for good packaging. If they accept or introduce the poor packaging then it could be one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement strategy accordingly for better protection and promotion of a product. Researcher believes that culture difference does have an impact on companies' initiatives to design the product package, for instance, during our research; the choices of packaging colours are quite different between the West and Far East.

Consumer culture is based on the idea of demographics, which is targeting a large group of people with similar interests, traits or cultural attributes. A consumer culture is focused on the buying and selling of goods. The goods consumed in a consumer culture are not necessarily goods that are needed so much as goods that are wanted. Packaging directly correlates to the quality of the product and since it affects whether or not a product is noticed on the store shelf, it can impact the purchase for all four of the types of consumer buying behavior previously described. As such, it needs to be fully utilized for communicating the brand message through design and messaging.

The consumer takes more time to look closely at these products and the packaging, which, in turn, directly influences whether or not he buys the product or selects another brand. Consumer behaviour is the response to the stimulus present in an economy, Individual as a consumer shows different behaviour under different circumstances and at different point of time. Due to changing economic system from a regulated economy to a globalized economy, Pattern of demand changes with change in consumer behaviour.

Globalization has led to the philosophy of "get rich quickly", a kind of consumerist culture, contributing mostly to material prosperity. Thus the economic scenario has changed and it created an era of consumerism. Opening up of consumer goods segment to foreign investors have brought about several substantial change in the demand-supply situation in domestic market. The following five basic objectives are generally highlighted during packaging design to promote consumer culture.

1. To supply a consumer need.
2. To increase total consumer demand.
3. To redistribute existing consumer demand more in the favour of the concerned firm.
4. To reduce costs through efficient handling methods, better

- and less expensive materials, greater reduction of waste and lower distribution costs.
5. To improve profits by improving the product image.
6. In addition to consumer preferences, the general appearance, visual appeal and capacity of packaging to attract the consumer's attention has a significant influence in the purchase decision. As the final point of contact between the consumer and brand before the purchase point, brands must use graphic design to draw the eye and attractive and informative labels to share marketing messages and unique value points, as well as establish name recognition. Innovative designs and features also can be used to draw the eye and impact whether a product is purchased.
7. Brands will need to work hard to meet consumer's demands, stand out on store shelves and attract attention in the competitive market. However, understanding the power packaging and labels have on the final purchase provides brands with an opportunity to increase sales by creating more visually attractive packaging that will attract the consumers' eyes and bring more attention to the products, thus influencing the final purchase decision.

For packaging the product line a company must decide whether to develop a family packaging when packaging related products. Family packaging uses either highly similar packages for all products or packages with a common and clearly noticeable feature. Multiple Packaging a practice of placing several units of the same product in one container, as it increases total sales of a product. To enhance the Odishan consumer culture .The manufacturers must constantly evaluate the effectiveness of the present packaging and be alert to introduce the necessary change. Brands will need to work hard to meet consumers' demands, stand out on store shelves and attract attention in the competitive market. However, understanding the power packaging and labels have on the final purchase provides brands with an opportunity to increase sales by creating more visually attractive packaging that will attract the consumers' eyes and bring more attention to the products, thus influencing the final purchase decision. Analyzing an 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 main package's elements should be identified: graphic, colour, 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.

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