

## Effect of Packaging on Consumer Buying Behaviour

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### **\*ABSTRACT**

*Due to the fierce competition among businesses today and the growing needs of consumers, businesses must offer cutting-edge items in eye-catching ways in order to win over customers. Businesses are increasingly giving product appearance and packaging equal weight. A customer's eye can reveal important details regarding how a package design is viewed in comparison to its rivals on a store shelf. The purpose of this study is to look into how different packaging strategies are employed by businesses to entice consumers. Researchers attempt to determine how different packaging components—such as material, color, wrapper design, and innovation—affect consumers' purchasing decisions in this study.*

**\*Keywords:** *Packaging, Elementsofpackaging, Consumer buying behaviour*

## INTRODUCTION

In the current market, businesses must concentrate on offering clients diverse schemes that combine different product categories in different combinations. Customers are drawn to fresh, cutting-edge offerings of goods and services that meet their everyday demands. Numerous criteria and circumstances influence the sale of a product either directly or indirectly. The corporation can establish a brand positioning in the minds of consumers and maintain their position in the highly competitive market by focusing on elements such as quality, product ability, features, and packaging.

Packaging plays a vital role in attracting consumers towards any product. Packaging incorporates color, material, designs, and other features and is also utilized by businesses as a promotional tool. Packaging is the total package that a business offers to its customers and encourages impulsive purchases. Packaging draws customers and boosts sales. It also lowers the product's marketing and advertising expenses.

Companies have not paid much attention to their product packaging in recent decades. No sales resulted from customers not being drawn to the product and not making a purchase. However, with the fierce competition among all FMGC items, businesses are now placing more emphasis on the product packaging.

Previous research indicates a negative correlation between consumer purchasing behavior and packaging quality. When fresh and inventive products catch their attention, consumers are inclined to purchase them; packaging is crucial in this process (Keller, 2009). Numerous earlier studies concentrated on different aspects of packaging, such as color, design, material, and packaging, which influence consumers' intentions to make purchases. Thus, the purpose of this research project is to investigate how different product packaging components affect consumers' purchasing decisions.

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### Scope of the Study

It is important to conduct study on the "Impact of Product Packaging on Consumer's Buying Behavior" in India. Companies strive for long-term profitability and a strong market presence in today's cutthroat industry. Businesses may adjust to the needs and tastes of their customers by knowing how product packaging affects consumer purchasing intentions. With the use of this information, they are better able to develop tactics that highlight the significance of certain package elements and draw in more customers for their brands.

### Significance of the Study

Many stakeholders, including companies, marketers, customers, and academics, find great value in this research study. Here are some highlights of the study's importance:

- **Improving Marketing Strategies:** By demonstrating how packaging influences customer purchasing decisions, the study assists companies in developing more effective marketing plans. Marketers can create visually appealing packaging that stands out and increases sales by understanding the influence of packaging.
- **Enhancing Product Development:** The study's conclusions assist companies better understand what kinds of packaging consumers like. With this understanding, packaging may be designed to satisfy functional requirements and satisfy customer preferences for sustainability, design, and functionality.
- **Building Brand Loyalty:** Packaging affects consumer emotional ties and brand loyalty. The study assists companies in creating packaging that communicates values, fortifies brand identification, and increases consumer loyalty.
- **Encouraging Sustainability:** Companies must use eco-friendly packaging as customers' concerns about sustainability grow. The report emphasizes consumer preferences for environmentally friendly packaging, directing companies to use more eco-friendly procedures.
- **Stimulating Economic Growth:** By raising customer demand, promoting innovation, and opening up new commercial avenues, efficient packaging can stimulate industrial

growth. Revenue, employment, and economic development can all be boosted by packaging tactics that are optimized based on customer insights.

- **Enhancing Academic Knowledge:** The research advances our understanding of customer behavior, packaging, and marketing. Academic conversations are enhanced by the evidence and insights it offers regarding the ways in which packaging impacts customer perceptions and market dynamics.
- **Empowering Customers:** Customers can make wiser selections about what to buy if they are aware of the impact of packaging. Customers can better align their selections with their preferences and concerns about sustainability by using the study to evaluate products beyond their usefulness.

Finally, the importance of this research rests in its ability to enhance academic understanding in the areas of consumer behavior and marketing, foster innovation, support sustainability, and influence strategic decision-making. The research seeks to benefit companies, customers, and society at large by illuminating the critical role that packaging plays in influencing consumer attitudes and actions.

## LITERATURE REVIEW

Due to growing environmental consciousness, people's concerns about green purchasing have increased recently. Green Purchasing entails selecting environmentally beneficial goods. With perceived product price and quality acting as moderating factors, this study looks at how environmental concern, organizational green image, and environmental knowledge affect green purchase intentions (Underwood, 2003; Rettie & Brewer, 2000; Barber, Almanza, & Donovan, 2006). Packaging is an important marketing tool that has a big influence on consumer purchasing decisions and behavior, as Adelina & Morgan (2007) point out (Ahmed et al., 2014).

Behzad (2014) emphasized the importance of colors and visuals in driving sales of products. With 62–90% of evaluations based only on color, color has a major impact on consumer perception (Singh, 2006).

According to Shruti (2014), packaging is an essential component of marketing and design that draws customers and increases their propensity to make a buy. A product can effectively

promote itself when it has attractive, distinctive packaging that makes a lasting impression and persuades customers to choose it when they are shopping.

Brand attachment, image, and environmental effects were all researched in relation to customer purchasing decisions by Saeed, Lodhi, Mukhtar, Hussain, Mahmood, and Ahmad (2013). According to their findings, buying decisions and brand image are not positively correlated. Ahmed and Kazim (2011) found that there is a moderate positive correlation between brand attachment and purchase decisions, but not a positive association between environmental influences and purchase decisions.

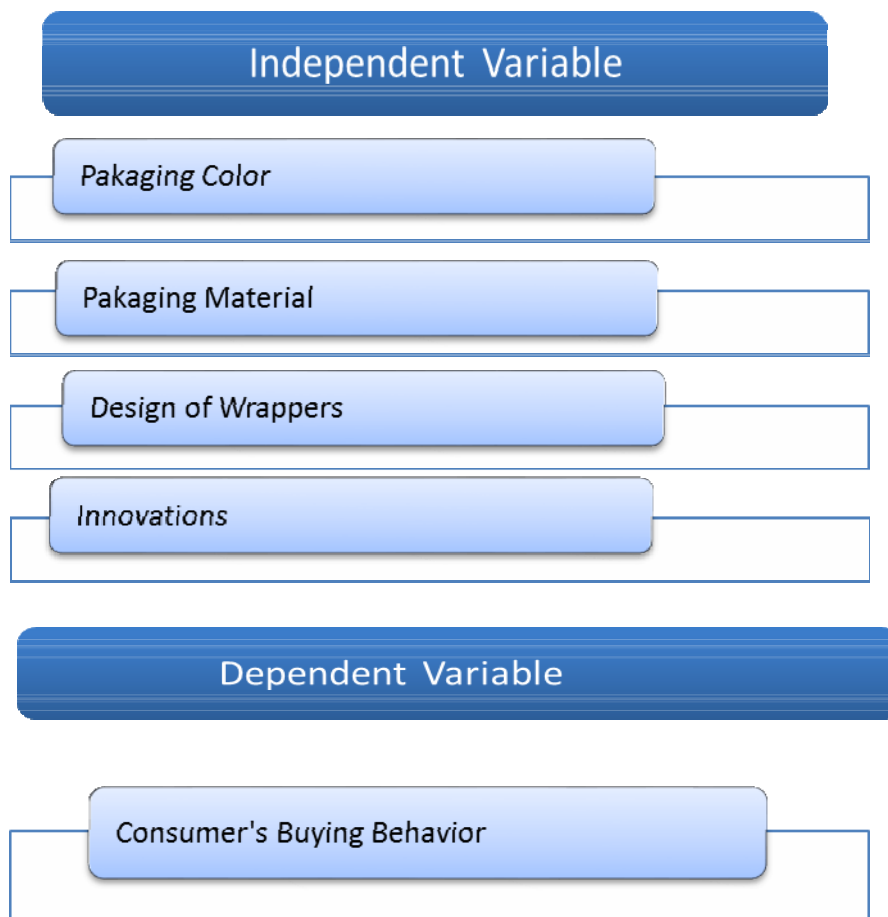
According to Gonzalez (2007), the main purpose of packaging is to safeguard the item while it is being used, transported, stored, and sold. Furthermore, packaging is essential to marketing since it draws customers in and rapidly communicates the value of the product at the point of sale. As a result, it's critical to thoroughly examine package components to determine which ones most affect consumer purchasing decisions.

Brewer (2006) discovered that consumers form associations between particular colors and particular product categories as a result of their color preferences, which are based on existing brands. The use of distinctive colors on packaging can have a big impact on brand association. These color choices and connections are influenced by cultural differences. Furthermore, visual components like graphics and color have a greater influence on low-commitment product decisions than informational ones.

## RESEARCH METHODOLOGY

### Theoretical Framework

The theoretical framework of dependent and independent variables can be expressed as follows



### Research Design

There are two types of researches quantitative and qualitative research. In order to obtain reliable facts and data, quantitative research entails systematically soliciting people's opinions. Conducting a survey with an adequate number of respondents of your target market is crucial for

obtaining accurate results. Quantitative research includes, for instance, studies on the impact of packaging on consumer purchasing decisions.

### **Tools of Data Collection**

We gathered information from original sources by use of survey questions. We started with a draft list of questions and narrowed it down to a few. These surveys were sent out to 100 respondents in order to collect the information required for the investigation. Respondents assessed each item on the questionnaire using a 5-point likert rating scale that ranged from (1) strongly disagree to (5) strongly agree. The questionnaire was created in the format of an ordinal scale

### **Population**

The population of the present research is taken from Haryana.

### **Sample Size and Technique:**

Due to time constraints, the study used a sample size of 100, which represented the total number of items included. To efficiently distribute the questionnaires Purposive sampling was used.

## **RESULTS AND DISCUSSION:**

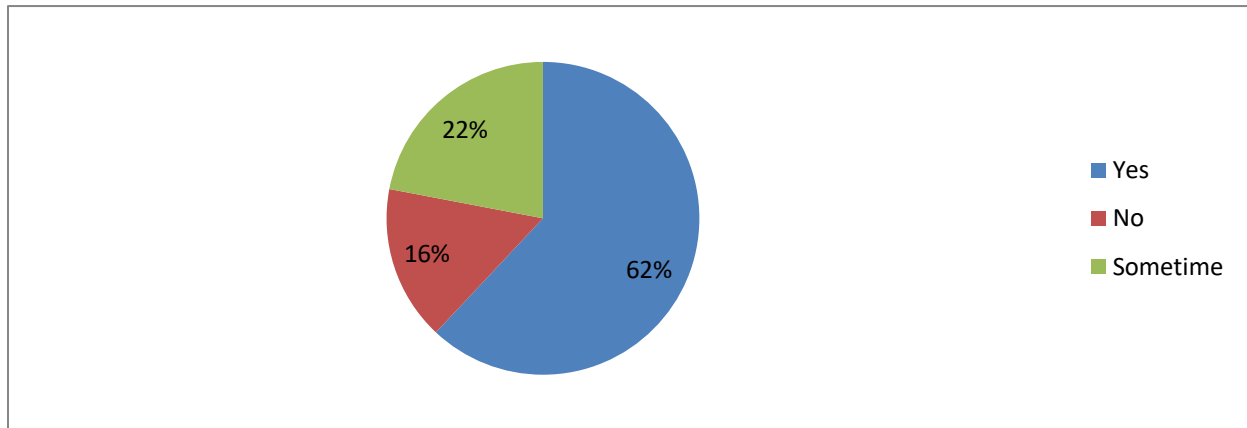
### **Gender**

The age respondent consist 35% of people are female and 65% people are male.

### **Occupation**

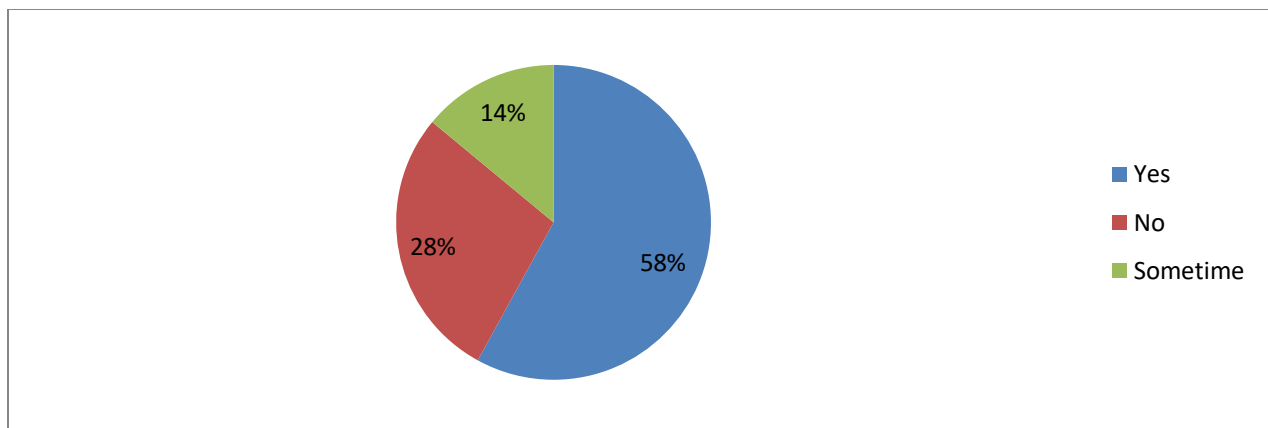
The majority of the respondent is 68% of people are student, 17% of people are service, 2% of people are retired, 8% of people are businessmen, and 5% of people are other.

### Does packaging of a product impact your buying behaviour?



According to the survey, packaging has a substantial impact on consumers' purchase decisions, as agreed upon by 62% of respondents. On the other hand, 16% of participants think that packaging has no influence on their purchasing decisions. Furthermore, 22% of respondents said that packaging occasionally affects their choice of products.

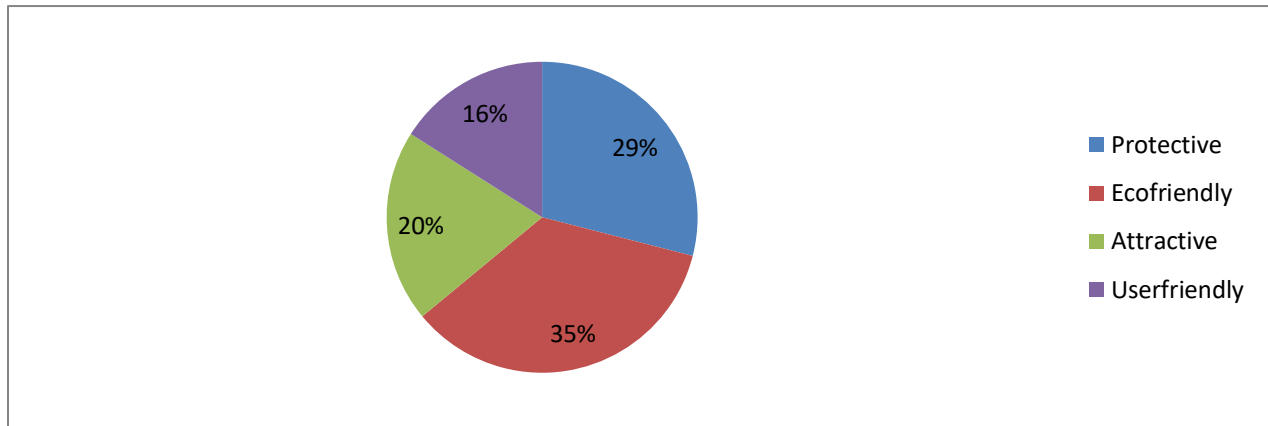
### Do you read printed information on the package of product?



The inquiry sought to ascertain whether or not buyers consult printed product specifications before making a purchase. 58% of respondents regularly read printed product information while making purchases, according to the chart. 28% of people, on the other hand, do not consult printed materials while making purchases. Additionally, 14% of respondents said they occasionally read printed materials while shopping.

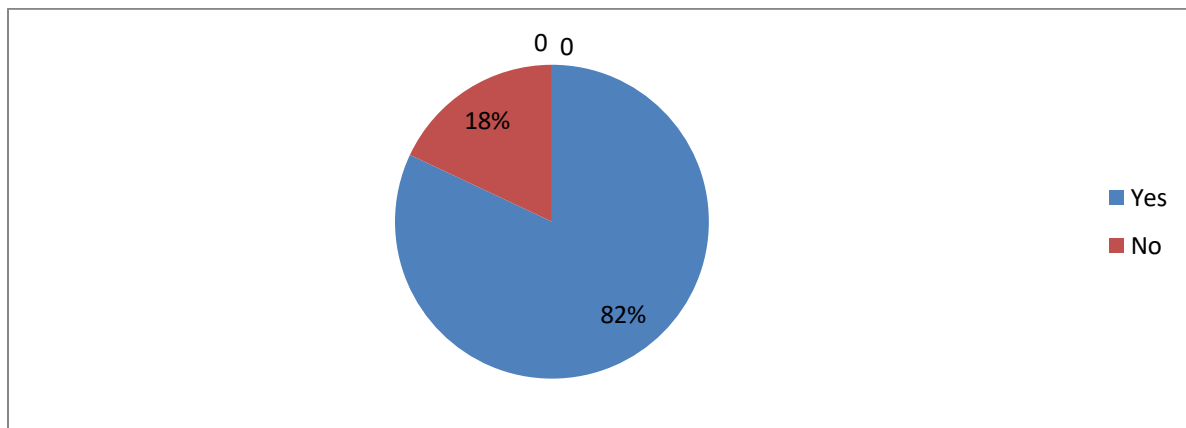


### What is your priority towards packaging?



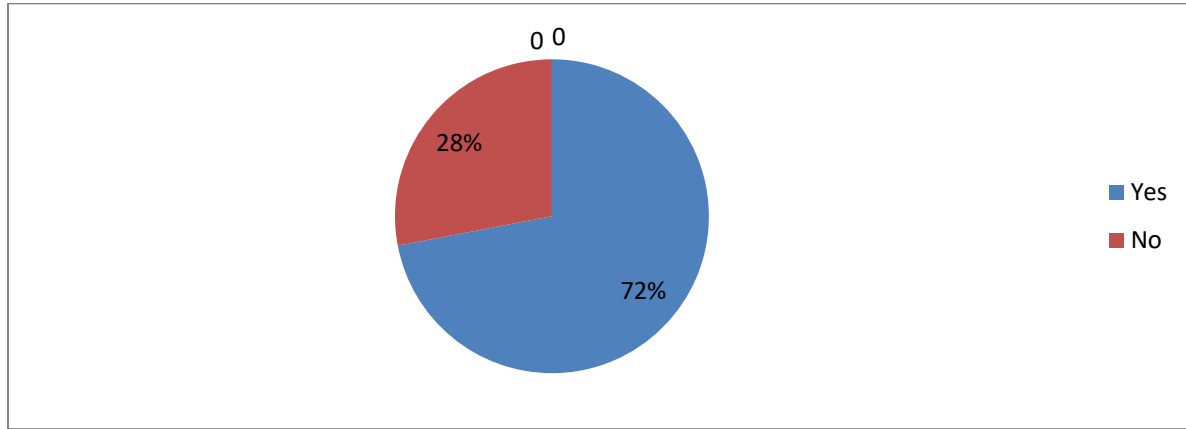
The graph shows that 29% of respondents think packaging helps protect the environment and is protective. Furthermore, 35% of respondents think packaging is ecofriendly, demonstrating its impact on purchasing decisions. Additionally, 20% respondents believe that packing extends the life of a product by protecting it and also attract more and more customers towards the product. Finally, 16% respondents think that packaging makes it easier to use the product, so it is called user-friendly also.

### Did design of product wrapper inspire you in purchasing?



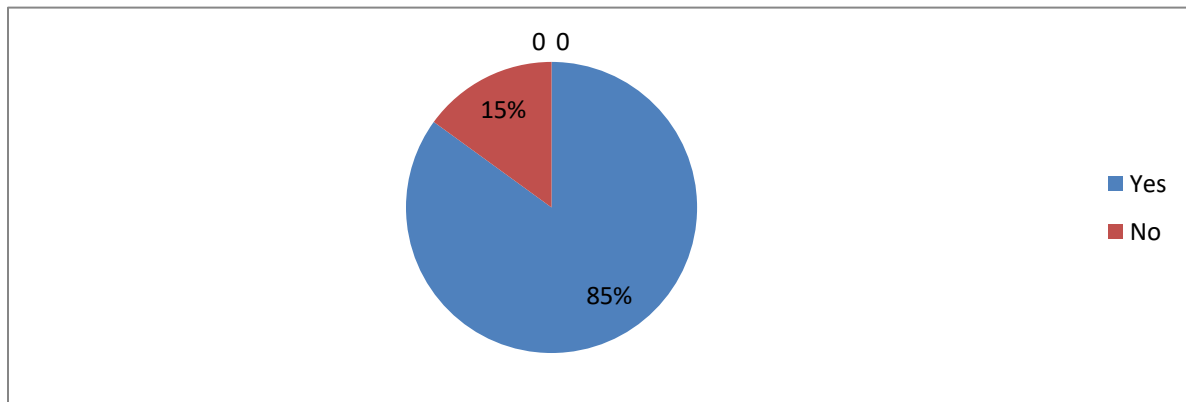
Out of the 100 respondents, 82% said that they are always motivated to buy a product by its packaging. On the other hand, 18% of respondents claimed that the product wrapper had no influence on their choice of goods.

**Doyouswitchyourbranddueto changeinpackagingofexistingbrand?**



The purpose of this survey is to determine whether consumers would choose a different product or brand if the packaging were to change. Among the 100 respondents, 72 (72%) stated they would switch brands in the event that the packaging changed, while 28 (28%) did not.

**Doyouevaluatedproduct accordingtoprintedinformationwhilepurchasing?**



According to the following graphic, 83% of consumers assess a product by reading the printed content. Conversely, 17% of consumers purchase a product without doing any research and do not examine the printed information.

## CONCLUSION

The study conclusively demonstrates that customers' perceptions of different packaging components are positive. A favorable impression is formed in the minds of consumers by using suitable packaging color, backdrop image, package design, language, and written content. In terms of how product packaging affects customer purchasing decisions, it is clear that aesthetic appeal is more important than qualitative packaging features. This conclusion is derived from the strong correlation that exists between elements that positively affect consumer purchasing behavior, including package design, language used on the box, written content, and color. However, neither the usage of light and vivid colors in the background image nor the design of the wrapper was found to be significantly correlated with customer purchasing behavior. However, other things still require work, such product packaging wrapper design. Sumul Dairy's packaging characteristics are evaluated as good overall, yet the wrapper design has to be improved.

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