



# **A STUDY ON IMPACT OF PACKAGING TOWARDS CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERRENCE TO TIRUPUR CITY**

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**Abstract:** The objective of this study is to determine the elements that play an important role on consumer's buying behavior. The purpose of this research is to find out the main important factors related with the packaging effect, which are driving the success of a brand. Companies in order to create the right packaging for their products, they must understand the consumer buying process and understanding the role and the impact of packaging as a variable that can influence the purchase decision. So, by understanding what factors influence the buying behavior and what packaging elements are most important help companies making the right decisions about packaging their products. This research will identify the relationship between consumer buying process as the main variable of the study and some independent variables like packaging colour, printed information, packaging material, design of wrapper, printed information, brand image, and innovation and practicality that help consumers in their decision buying process.

**Index Terms** - Packaging, Consumer buying behavior, Marketing, Branding, Product design

## **1.1 INTRODUCTION**

The terms packaging is about producing as well as designing wrappers and containers for a product. It has three basic functions which are protecting a product, ease of use and communicating the message of a product. Besides protecting a product, packaging has a commercial function in which it used for marketing communications and away to communicate the product usage and consumption and other necessary information of the product for consumer convenience. In today's competitive market packaging does not only

works as protecting a product rather it has become an essential marketing tool. Research has also proven that packaging has various functions and even low investment when it is compared with advertising and other promotional activities can increase product sales and create a point of difference thus gaining the competitive advantage. Because packaging is the first thing that a consumer encounter at a store, therefore if it is appropriately designed it could boost up sales and build brand equity. Consumer buying behaviour is a set of actions, steps or processes followed by the consumers in a marketplace before and after buying a product or a service. These actions are the result of the attitudes, preferences, intentions and decision the consumer .

Packaging is a very effective brand promotion and marketing communication tool, so packaging is a significant factor in consumer buying decisions. Usually, people are interested in packaging because it ensures the product's originality and the marketer uses it for convenient delivery, the safety of the product, and for sales promotion. Packaging is always an essential component of the consumer goods industry. It is a key element that determines the success or failure of the product. Consumers are often attracted towards visually appealing products. Packaging plays a vital role in delivering the main attribute to the consumers. Effective packaging design can enhance the overall appeal of a product and create an everlasting image in consumer's minds. Packaging plays a significant role in shaping consumer behaviour. It serves as the first point of contact between the product and the consumer, influencing their perception and purchase decisions. First impressions are often based on visual appeal, and consumers are naturally drawn to products that have eye-catching, innovative, or aesthetically pleasing packaging. This initial attraction can lead to impulse purchases or increase the likelihood of trying a new product, especially if the packaging communicates a sense of quality or exclusivity. Beyond aesthetics, packaging provides vital information, such as product details, usage instructions, and benefits, which can guide consumers in their purchasing decisions.

## **1.2 STATEMENT OF THE PROBLEM**

The role of packaging in influencing consumer purchasing decisions has become increasingly significant in today's competitive marketplace, where products are often indistinguishable in terms of quality and functionality. Despite its importance, the impact of packaging on consumer buying behavior remains poorly understood, particularly in the context of changing consumer preferences and behaviors.

With the rise of e-commerce, sustainability concerns, and social media influencers, consumers are no longer solely driven by price and quality considerations, but also by emotional, social, and environmental factors. Packaging, as the first point of contact between the consumer and the product, plays a critical role in shaping consumer perceptions, attitudes, and ultimately, purchasing decisions. Key aspects such as colour, shape, size,

material, branding, and labeling are often overlooked or not strategically aligned with consumer expectations, leading to a loss of competitive advantage.

### **1.3 OBJECTIVES OF THE STUDY**

- i..To find how packaging variable influence consumer buying behaviour.
- ii.To find how the product packaging change the perception of consumer, which affect over purchase intention.
- iii.To understand how effective packaging guide the marketers to gain the customer loyalty.
- iv.To give suggestions based on findings.

### **1.4 NEED FOR THE STUDY**

The study of the effect of packaging on consumer buying behaviour is essential because packaging serves as a critical touch point between products and consumers. Packaging not only protects the product but also acts as a powerful marketing tool, influencing consumer perceptions, preferences, and purchase decisions. Factors such as design, colour, material, labeling, and branding significantly impact how consumers evaluate and choose products.

In highly competitive markets, where many similar products are available, attractive and functional packaging can differentiate a product, evoke emotional responses, and create brand loyalty. Additionally, as consumers increasingly prioritize sustainability, eco-friendly packaging can also influence their buying decisions. Understanding these dynamics enables businesses to design effective packaging strategies that align with consumer expectations and market trends, ultimately driving sales and enhancing customer satisfaction.

### **1.3 SCOPE OF THE STUDY**

The scope of study on the effect of packaging on consumer buying behaviour encompasses understanding how various packaging elements such as design, colour, shape, material, labeling, and branding influence purchasing decisions. It explores psychological and emotional responses triggered by packaging, the role of visual appeal in capturing attention, and how functional aspects like convenience, durability, and sustainability impact preferences.

### **1.4 RESEARCH METHODOLOGY**

#### **RESEARCH DESIGN**

Descriptive research design has adopted for the study

#### DATA SOURCE

The research relies on both primary and secondary data

##### PRIMARY DATA:

The information needed for the study is primary in nature. In this regard, a structured questionnaire was created and distributed to the sample respondents.

##### SECONDARY DATA

The secondary data was gathered from various sources, Such as journals and thesis published, existing research articles, various websites on the internet and few books, which have been very helpful in understanding the concept and meeting the objectives.

#### **1.5 LIMITATION OF THE STUDY**

- Consumers' preferences for packaging designs are highly subjective and may vary based on personal taste, culture, and demographics, making it difficult to generalize findings.
- Respondent bias was one of the major limitations of research, and there might not be perfect positive responses from all the respondents.
- Consumers' attitudes and behaviours can shift due to economic, social, or environmental factors, affecting the consistency of study results over time.
- Consumer preferences for packaging may vary depending on seasons or special occasions (e.g., holiday-themed packaging), complicating year-round analysis.

#### **2.1 REVIEW OF THE LITERATURE**

1. **Isha Punjani (2022)** emphasized the critical role played by packaging as a medium of marketing, especially in influencing consumer buying behaviour. The seven major elemental components which can guarantee the success of brands include colour, printed information, material, wrapper design, brand image, innovation, and practicability. Companies need to understand these elements before coming up with well-

packaged achievements that capture thoughts of consumers. Examining the relationship between the consumer buying process and various packaging elements, this study should be able to generate insights that guide decisions on packaging design for businesses.

2. **Bhagyashree Tripathi (2022)** This study explores how packaging serves as a sales promotion tool and its effect on consumer buying behavior, highlighting the importance of packaging elements such as color, quality of material, design, innovation, and product information.

3. **Sumair Hasan Siddiqui, Emad ul Karim(2022)** The purpose of this research is to analyze the impact of Packaging on consumer buying intentions in FMCG Industry. The research conducted based on Fast Moving Consumer industry Goods in Pakistan and researcher evaluates the packaging and colors impact of consumer selection of products. The Packaging has significant role on consumer buying and attraction and hence marketers and researchers focuses on colors and analyze customers based on attraction points in packaging. The Consumer Behavior changes with preferences of Colors, has been evident with this research and many researches in same domain have been conducted based on consumer psychology.

4. **Soma Shekar (2021)** explain about the buying behaviour of customers in the FMCG sector. Consumption of FMCG products growing rapidly as the urban market was facing a saturation point. Entering of MNC'S in India has resulted in increased competition among domestic players. He concluded that marketers should give importance to these factors to increase their revenue. Thus, marketer needs to understand the behaviour of customer with the changing behaviour of customers.

5. **Jenifer Ezhilarasi (2021)** The marketing activities are based some of the special character, these kind of character are to be followed and prepared for the purpose of identifying their product. Producer needs the something new in their product; the product must to have some new ideas and identity form the other product. The entire marketing world is based on product using in their personal life of the individual one. Family are the decision maker in the usage of the new product or the old one available in the marketing area.

6. **Avinash Rajkumar, VIPIN JAIN (2021)** Many organizations in the business sector have focused on one tactic or another to win more profit margins for products. An effort made by the organization to get more consumers to buy their products, organizations have always been engaging in this process. Different technologies to help their products compete with the product of rivals, the packaging type is one step to make customers aware of the product. Despite the fact that perhaps the packaging as well as the manner in which the customer determines the benefit/value of the product, the packaging rationale for purchase behaviors has been thoroughly studied and the outcomes have adequately defined the connection among the packaging with the purchasing behavior of a customer.

7. **Alhamdi, F. (2020)** Every year about 95% of new products fail for a simple reason that most customers do not have the time or energy to think about the advantages or disadvantages of the products they place in their shopping carts, so they rely on shortcuts to make a purchase decision such as quality, beauty and excellence of product packaging. It must be taken into the consideration the modern marketing orientations in product's packaging including the green marketing that depends on using material that has a little environmental effect at packaging process compared with traditional methods.

8. **Lavuri & Ramlal (2020)** says that Packaging is one of the most crucial aspects of price, promotion, and structuring. The discovery of a genuine, ground-breaking package would enhance customer expectations for goods purchases for many organizations. Most supermarkets place a lot of emphasis on providing their customers with high-quality product packaging and an enjoyable shopping experience. Because packaged goods are sold in competitive markets, packaging design is important as a tool for branding and communication .

9. **Sharma N. (2020)** examined the impact of cultural and individual differences on consumer responses to packaging design elements. The study aimed to investigate how cultural background, age, and gender influence consumer perceptions of packaging design.

10. **Virendra Chavda (2020)** Today due to cutthroat competition among the companies and rising demands of customers, companies have to provide innovative products with unique presentations to satisfy the customers. Companies are now also focusing equal weightage on presentation and packaging of products. A consumer's eye is capable of providing valuable information about how a package design is perceived on a store shelf versus its competitors. This study aims to investigate the role of various packaging tactics used by the companies to lure the customers. In this research, researchers try to identify the effect of various packaging elements (like packaging material, colour, design of wrapper, innovation etc.) on consumer buying behaviour.

11. **Janki Chitroda, Prinsa Patel (2020)** The objective of this study is to determine the impact of product packaging on consumer buying behaviour. The purpose of this research is to examine the factors, which are impact on consumer buying behaviour. This is the primary research and data collected through structured questionnaire from the respondents of Surat population of the state of Gujarat. The main theoretical framework of this study focus on the finding of relationship between consumer's decision about buying the product and different factors of packaging such as packaging colour, background image, wrapper design, packaging material.

12. **Muhammad Ahmed Soofi Desai, Qureshi, M.F,&Fazal (2019)** attempted to check how packaging of the product influences the purchasing behaviour of Karachi's millennials and add another debate to the existing knowledge base regarding the influence that packaging has. The study focused on the colour, material, and design of packaging and innovation variables, and this was analysed through questionnaires for 311 participants aged 15-40 with SPSS software. The outcome indicated that packaging is a vital factor influencing millennial purchasing behaviour and lifestyle trends. Packaging design and colour were also found to be an effective communication tool used by the brand.

13. **Md Ashraf Harun (2019)** This paper aims at analysing the impact of cosmetic products' packaging on consumer buying behaviour. The objective of this study is to determine the impact of packaging elements on consumer buying decision process for cosmetic products. Packaging is considered as a strategic tool to amplify the competitiveness of products. The packaging elements that influence the consumer buying behaviour are colour, design, label, language, printed information, background image, innovative packaging, packaging material quality and font style.

14. **Aparna Goyal, Vipul Kumar, Sanjeev Bansal (2018)** The reason for this examination is to discover the principle imperative elements related to the bundling impact, which are driving the accomplishment of a brand. Organizations with a specific end goal to make the correct bundling for their items, they should comprehend the purchaser purchasing procedure and understanding the part and the effect of bundling as a variable that can impact the buy choice.

15. **Chukwu, B. A., & ENUDU, T (2018)** has done a research on "The impact of product packaging on consumers' purchasing behavior in benin metropolis, Edo state, Nigeria" the objective of study was assess the relationship between attractive packaging and consumer buying behavior. Ascertain the relationship between value and quality of packaging and consumer buying behaviour. Establish the relationship between shabby packaging and consumer buying behaviour. Identify the relationship between impulse purchasing and consumer buying behaviour.

16. **Shridhar, Radhika Shrivastava (2018)** In the emerging business scenario various promotional techniques are used by the marketer for influencing the purchase decision of their consumers. Packaging, a key element of Marketing mix has been widely used to sustain competitive advantage, increase sales and stimulate consumer purchase decision, is becoming a valuable tool for marketers to influence purchase decision. This paper seeks to discuss the need to understand consumer perceptions in order to correctly design product packing and to achieve the desired position in the minds of consumers. Through this study, an effort has been made to find out the effect of packing on buying behaviors and its impact on purchase decision.

17. **Charles Spence, Carlos Velasco (2018)** Colour is perhaps the single most important element as far as the design of multisensory product packaging is concerned. It plays a key role in capturing the attention of the shopper in-store. A distinctive colour, or colour scheme, can also act as a valuable brand attribute (think here only of the signature colour schemes of Cadbury's Dairy Milk chocolate). In many categories, though, colour is used to convey information to the consumer about a product's sensory properties (e.g., taste or flavour, say), or else to prime other more abstract brand attributes (such as, for example, premium, natural, or healthy). However, packaging colour can also affect the customer's product experience as well: Indeed, a growing body of empirical research now shows that packaging colour affects everything from the expected and perceived taste and flavour of food and beverage products through to the fragrance of home and personal care items. Packaging colour, then, plays a dominant role at several stages of the consumer's product experience.

18. **Clifford Zirra Tizheoaya Oaya, Oputa New Man , Obumneke Ezie (2017)** In their study on impact of packaging on consumer buying behavior in Nasarawa state. The study found that product attractiveness has no significant impact at stimulating consumer interest in a product, the study reveals that product attractiveness affect the consumer buying decision. The study focused that product differentiation has significant effects on consumer evaluation of the product. Study suggest that organization should concentrate their efforts on making the package of product very attractive in order attract the interest of their consumers.

19. **Anshu Singh, Tarun Kushwaha (2017)** focuses on Packaging it performs a central role as a medium in the marketing mix, in specifying the character of new products, in promotional campaigns, as a pricing pattern, and as a tool to create shelf impact. Packaging is usually considered as the most utmost form of advertising at the very crucial point of entire in the journey of purchasing: the point of purchase.

20. **Jusuf Zekiri, Vjollca Visoka Hasani (2015)** The objective of this study is to determine the elements that play an important role on consumer's buying behavior. The purpose of this research is to find out the main important factors related with the packaging effect, which are driving the success of a brand. Companies in order to create the right packaging for their products, they must understand the consumer buying process and understanding the role and the impact of packaging as a variable that can influence the purchase decision.



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### 3. THEORTICAL OVERVIEW

#### 3.1 HISTORY OF PACKAGING

Packaging plays a crucial role in our daily lives, ensuring the safe transportation and storage of products. In India, the history of packaging can be traced back to ancient times, where various materials and techniques were used to protect and preserve goods. Over the years, packaging in India has evolved significantly, adapting to changing consumer needs and technological advancements. The earliest forms of packaging in

India can be seen in the Indus Valley Civilization, which existed around 2500 BCE. Archaeological excavations have revealed evidence of clay pots and containers used for storing and transporting goods. These containers were not only functional but also showcased intricate designs and craftsmanship, reflecting the rich cultural heritage of the region. As trade and commerce flourished in ancient India, packaging techniques became more sophisticated.

The use of natural materials such as leaves, bamboo, and jute became prevalent. These materials were readily available and offered excellent protection against external factors such as moisture and pests. For instance, leaves were used to wrap food items, while bamboo and jute were used to make baskets and bags for carrying goods. With the arrival of the Mughals in the 16th century, packaging in India witnessed a significant shift. The Mughals introduced the concept of luxury packaging, using materials like silk, velvet, and gold to create ornate and extravagant packaging for their valuables. This trend influenced the Indian society, and packaging became a symbol of status and wealth.

During the British colonial rule in the 18th and 19th centuries, packaging in India underwent further changes. The British introduced modern packaging techniques and materials, such as glass bottles, tin cans, and wooden crates. These innovations revolutionized the packaging industry, enabling the transportation of goods over long distances and ensuring their freshness and quality. The post-independence era in India saw a surge in industrialization and economic growth. This led to the establishment of various industries, including the packaging industry. The demand for packaging materials and solutions increased exponentially as more products entered the market. Companies started using materials like cardboard, plastic, and metal for packaging, offering better durability and versatility.

In the 1980s and 1990s, India witnessed a wave of globalization and liberalization. This had a profound impact on the packaging industry, as multinational companies entered the Indian market. These companies brought with them advanced packaging technologies and practices, raising the bar for packaging standards in the country. The focus shifted towards sustainable packaging solutions, with an emphasis on reducing waste and environmental impact.

### 3.2 TYPE OF PACKAGING

#### 1) PRODUCT PROTECTION :

Physical protection of the product inside the container is one of the very apparent motives of packaging. This is one of the basic concepts of packaging which facilitates transportation of goods from producer to the end consumer. Several types of damages are kept away due to packaging namely :

- Theft of a part of the product, called as pilferage.
- Breakage of product due mechanical mishandling.
- Contamination by impurities like dust, dirt, as in case of clothing.
- In case of metals, corrosion due to chemical changes.
- Loss of the enclosed product, as in case of oil, powder, petroleum items, etc., being exposed.
- Attack by pests or insects, as in case of warm garments being harmed by moths.
- Degradation of the product due to loss or gain of moisture, as in case of sugar, cement etc.

#### 2) PRODUCT ATTRACTIVENESS :

The basic features responsible to make a package appealing for the customers include size, shape, content printed on pack, colour, etc. Expecting a good quality product inside the pack is the basic or natural impression derived from a good package. Present-day packaging mainly takes into account the attractiveness of the product package. The package containing a label in the picture form acts as a silent or implicit salesman.

**3) PRODUCT IDENTIFICATION :**

Identical goods can be segregated or distinguished because of packaging. Packaging and labelling are one and the same both are closely associated with branding. Products like fruit juices, packaged milk are examples in case where packaging is very important as these products cannot be directly seen or accessed by the customer. In above case or otherwise, the customer totally on the packaging to interpret the product contained in the box. Successful results can be achieved in marketing with the help of an attractive label.

**4) PRODUCT CONVENIENCE :**

Packaging is not all about catering to consumer requirements. Packaging should be done in accordance with the contents of the pack. The size and style or pattern of the package should be suitable to the end users. The most acknowledged and beneficial packaging is one which can easily be moved, handled or opened.

**5) EFFECTIVE SALES TOOL :**

A well designed packaging grabs the attention of consumers. Package determines the quality of the product enclosed in it. There are several perceptions about packaging in the minds of customers like a package big size contains huge products. Circular or curvy packages are preferred by women. Many a times customers decide to buy a product only to have containers attached to it.

**6) SEGMENTATION :**

Customization of product packaging is often practiced for a particular market segment. Differential marketing techniques could be applied by a company by offering more than one package sizes, shapes, designs, styles or colours.

**7) INCREASE MARKETING :**

Marketing is one of the significant reasons behind packaging. Packaging which is attractive grabs the attention of consumers and induces them to purchase the same.

**8) BRING DISTRIBUTION EFFICIENCY :**

Packages with insufficient piling capacity occupy additional floor space in a warehouse. The transportation expenses are directly proportional to the packaging material used, the transportation costs will be less ; if the material density packaging volume is less in quantity, it reduces s more. If the shipping density and which in turn increases the cubic space and weight for more needs.

### 3.3 Level of Packaging

The tangible items need to be sold and presented in some package or container. Hence, packaging of products is quite essential for protecting the product and for ensuring the ease of handling. Moreover, attractive packaging can always appeal people and hence it can be helpful in promoting the product. Packaging of the product has a vital role in positioning the product in the market as well as in establishing its brand image. Packaging is also significant marketing tool and makes an important part of strategy used for creating a product concept. Thus, it can be said that packaging decision is an essential element of marketing plans.

#### 1. PRIMARY PACKAGING

Primary packages are immediate packaging of a product. Sometimes primary package remains till the inside material of the product is used as in the case of toothpaste, body wash, etc. In other cases, the package remains till the consumer is ready to use the product as in the case of bathing soap.

#### 2. SECONDARY PACKAGING

The additional package that provides an additional layer of protection to the product is termed as Secondary package. For example, a cardboard box of a toothpaste tube. The secondary package is generally discarded when the customer starts using the inside material from the primary package.

#### 3. TRANSPORTATION PACKAGING

Further packaging which is essential for the protection of the product during transportation and storage is termed transportation packaging. Such packaging contains a number of secondary packaging. For example, a corrugated box containing 20, 50 or 100 units of toothpaste.

### 3.4 TYPES OF PACKAGING BASED ON CONSUMER

There are different types of packaging used by the manufacturers while packing the final product depending upon the consumer segment and type of customer. They are as follows :

#### 1) CONSUMER PACKAGE :

Such type of packaging is used to pack the household consumer products like cream, talcum powder, tooth paste, etc.

**2) FAMILY PACKAGE :**

This type of packaging is used in case of distinct products having similar characteristics or if they are associated with each other. Here, similar kind of packaging is used for the products based on type of packing material, packing style, and appearance.

**3) RE-USE PACKAGE :**

Here, the products are sold in such packages which can be reused by the consumers for other purposes, after using the product. Common examples for this type of packages are of coffee bottles, glass jar of pickles, airtight containers for packing chocolates, etc. The re-use packages are also known as 'dual package'.

**4) MULTIPLE PACKAGES :**

As the name suggests, using same pack or container for packing different units of a product is known as multiple packaging. For example, set of baby products by Johnson & Johnson, Synergy Skin Care Set, etc.

**3.5 *Role of Packaging***

Packaging performs very important roles, some of them were listed below :

**1) UTILITARIAN ROLE :**

Packaging helps in enhancing the utility value of the product to its customers in the following ways :

- Eases brand identification.
- Enhances convenience of using product by keeping the product clean and intact.
- Helps in protecting the product against spoilage, damage, spilling, and evaporation while it travels from manufacturer to end user.
- Facilitates easy handling and safety of stock present in the retail stores.

## 2) PROFIT ROLE :

Packaging also helps in generating revenues in the following ways :

As the effective packaging prevents the products from damaging. This helps in cutting down the unnecessary costs that may have been incurred in these activities; therefore, it, indirectly helps in increasing profits. Those customers who generally give more value to the packaging do not mind paying a bit extra for it. Thus, package helps in bringing in more funds.

## 3) BUYING AND MARKETING ROLES :

Packaging is an integral component of the marketing function and should be considered during the initial stage of the marketing plan. Apart from this, it is involved in the buying function and many other functions of the organisation. It also plays an important role in enhancing the sales of the brand or products.

## 4) COMMUNICATION ROLE :

Packaging serves as a medium of communication by becoming a part of communication mix, especially through sales promotion and advertising, in the following ways :

### i) PRODUCT IDENTIFICATION AND DIFFERENTIATION :

Packaging helps in product identification and differentiation. In today's world of cut-throat competition, where it is difficult to differentiate two physical products, the distinctive packages help in differentiating one product from another.

There are various brands of talcum powder, cream, hair oil, soap available in the market and it is the unique colour and design of the container/wrapper which helps the consumers to identify and differentiate the products. Thus, packaging is an essential part of the product and nowadays people choose the products which are available with attractive and striking packaging.

### ii) COMMUNICATE PRODUCT MESSAGE :

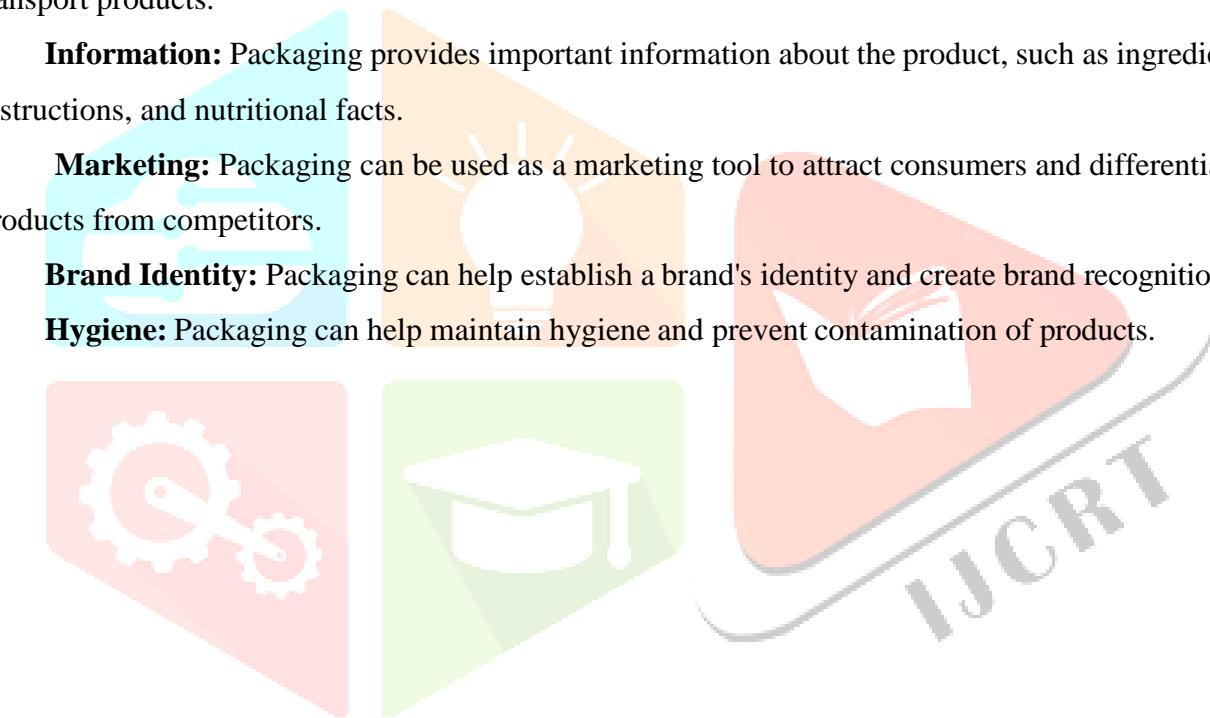
Package conveys the message of the product and encourage people to buy it, for example, attractive package of few leading brands, such as Cadbury's fruit and nut chocolate, Real Fruit Juice, Kellogg's Chocos, Dove Soap, etc. This role is especially true in the case of edible products and medicines. because necessary information is mentioned on it such as ingredients, direction of use, precautions, nutrition value etc

### iii) IMPLEMENTING THE REPOSITIONING STRATEGY :

Packaging also plays a major role in product repositioning strategy. The labelling and packaging of the product can be altered in order to implement its repositioning in market. This strategy is most effective for the products which are used on regular basis by the consumers, such as, baby soap, talcum. powder, tooth paste, cooking oil, washing powder, hair oil etc.

#### 3.6 ADVANTAGES OF PACKAGING:

- Product Protection:** Packaging protects the product from damage, contamination, and spoilage.
- Convenience:** Packaging provides convenience to consumers by making it easy to handle, store, and transport products.
- Information:** Packaging provides important information about the product, such as ingredients, instructions, and nutritional facts.
- Marketing:** Packaging can be used as a marketing tool to attract consumers and differentiate products from competitors.
- Brand Identity:** Packaging can help establish a brand's identity and create brand recognition.
- Hygiene:** Packaging can help maintain hygiene and prevent contamination of products.



### 3.7 DISADVANTAGES OF PACKAGING:

- Environmental Impact:** Excessive packaging can contribute to waste, pollution, and environmental degradation.
- Cost:** Packaging can add significant cost to products, which may be passed on to consumers.
- Confusion:** Excessive or confusing packaging can lead to consumer frustration and confusion.
- Waste Generation:** Packaging can generate waste, including plastic, paper, and other materials.
- Deception:** Packaging can be used to deceive consumers, such as by using misleading labelling or hiding ingredients.
- Over-Packaging:** Over-packaging can lead to consumer frustration and perceptions of waste.
- Limited Accessibility:** Packaging can limit accessibility for consumers with disabilities or mobility issues.

## 4. DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the study about the impact of packaging towards consumer buying behaviour is prepared based on the information supplied by a sample of 100 Respondents.

### TOOLS:

- Simple Percentage Analysis
- Ranking Analysis

**4.1**

**4.2**

*SIMPLE PERCENTAGE ANALYSIS*

Simple Percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

The Simple Percentage can be calculated by using the Formulae,

$$= \frac{\text{Actual Respondents}}{\text{Total number of respondents}} \times 100$$

TABLE NO:4.1.1

Table showing the distribution of respondents based on Gender.

S.NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Male	41	41
2.	Female	59	59
<b>Total</b>		<b>100</b>	<b>100</b>

(Source: Primary Data)

**INTERPRETATION:**

The above table shows that out of 100 respondents, 41% of respondents are male and rest 59% are female.

Majority, 59% of the respondents are Female.

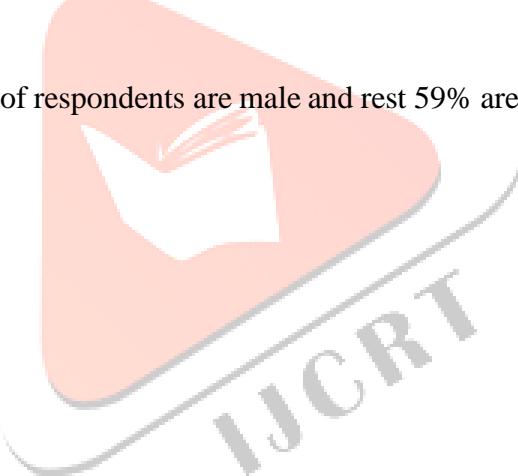
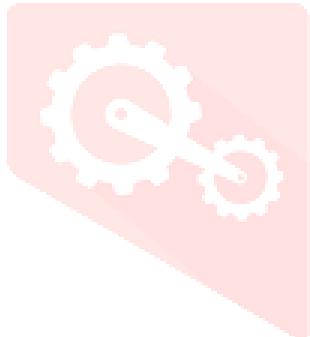
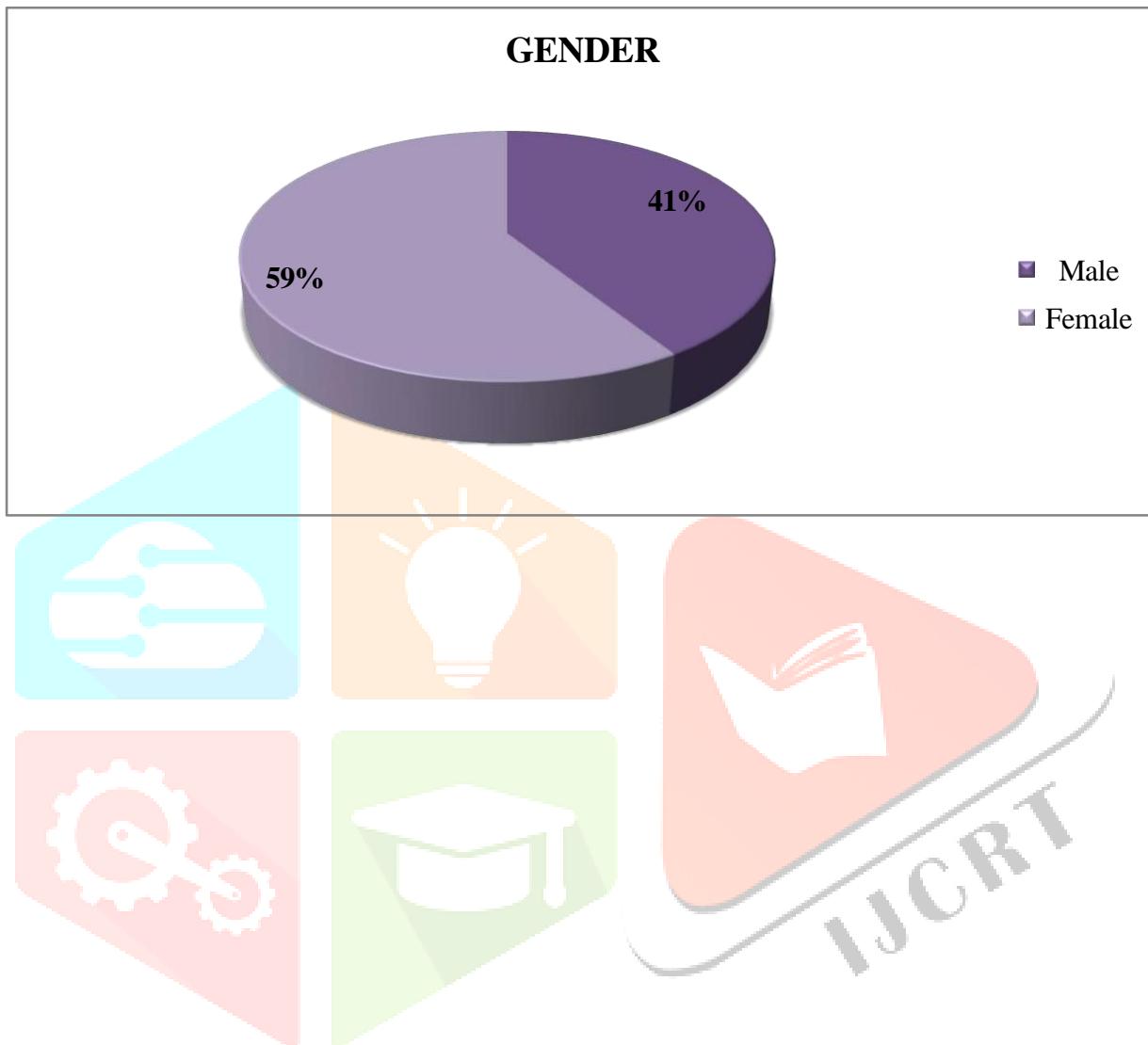


CHART 4.1.1



**TABLE NO: 4.1.2**

Table showing this distribution of respondents based on Age

S.NO	AGE	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	18-25 years	57	57
2.	26-35 years	25	25
3.	36-45 years	16	16
4.	Above 46	2	2
<b>TOTAL</b>		<b>100</b>	<b>100</b>

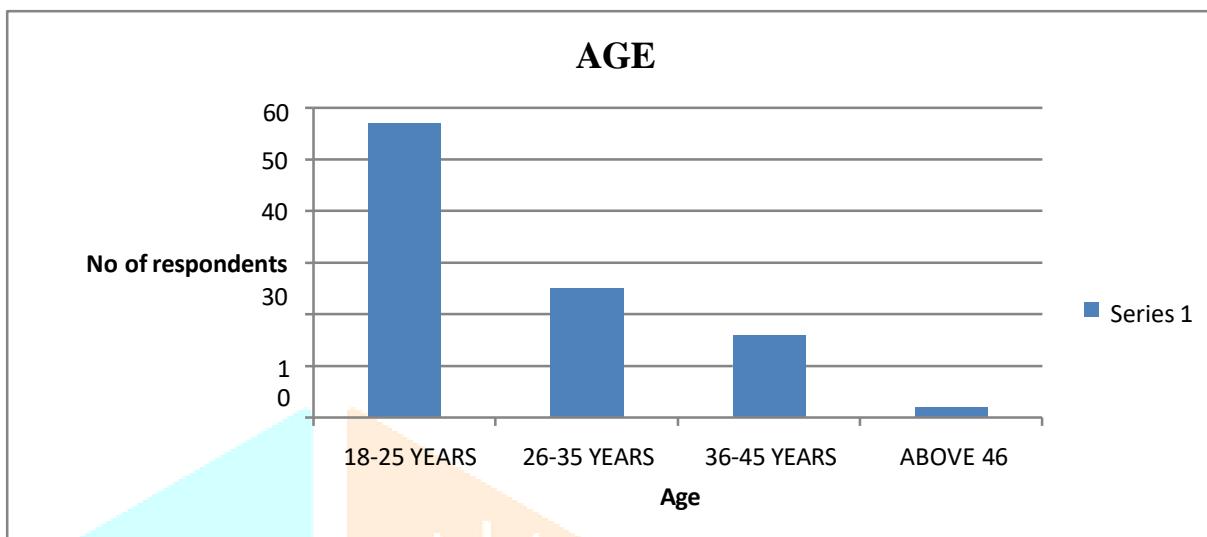
(Source: Primary Data)

**INTERPRETATION:**

The above table shows that out of 100 respondents, 57% of respondents are aged between 18-25 years, 25% of respondents are aged between 26-35 years, 16% are aged between 36-45 years and 2% are above 46 years.

Majority, 57% of the respondents are aged between 18 to 25 years.

CHART 4.1.2



**TABLE NO:4.1.3**

Table showing the distribution of respondents based on Education qualification.

S.NO	EDUCATION QUALIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Unschooled	5	5
2.	High school	18	18
3.	Diploma	3	3
4.	Undergraduate	66	66
5.	Postgraduate	8	8
<b>Total</b>		<b>100</b>	<b>100</b>

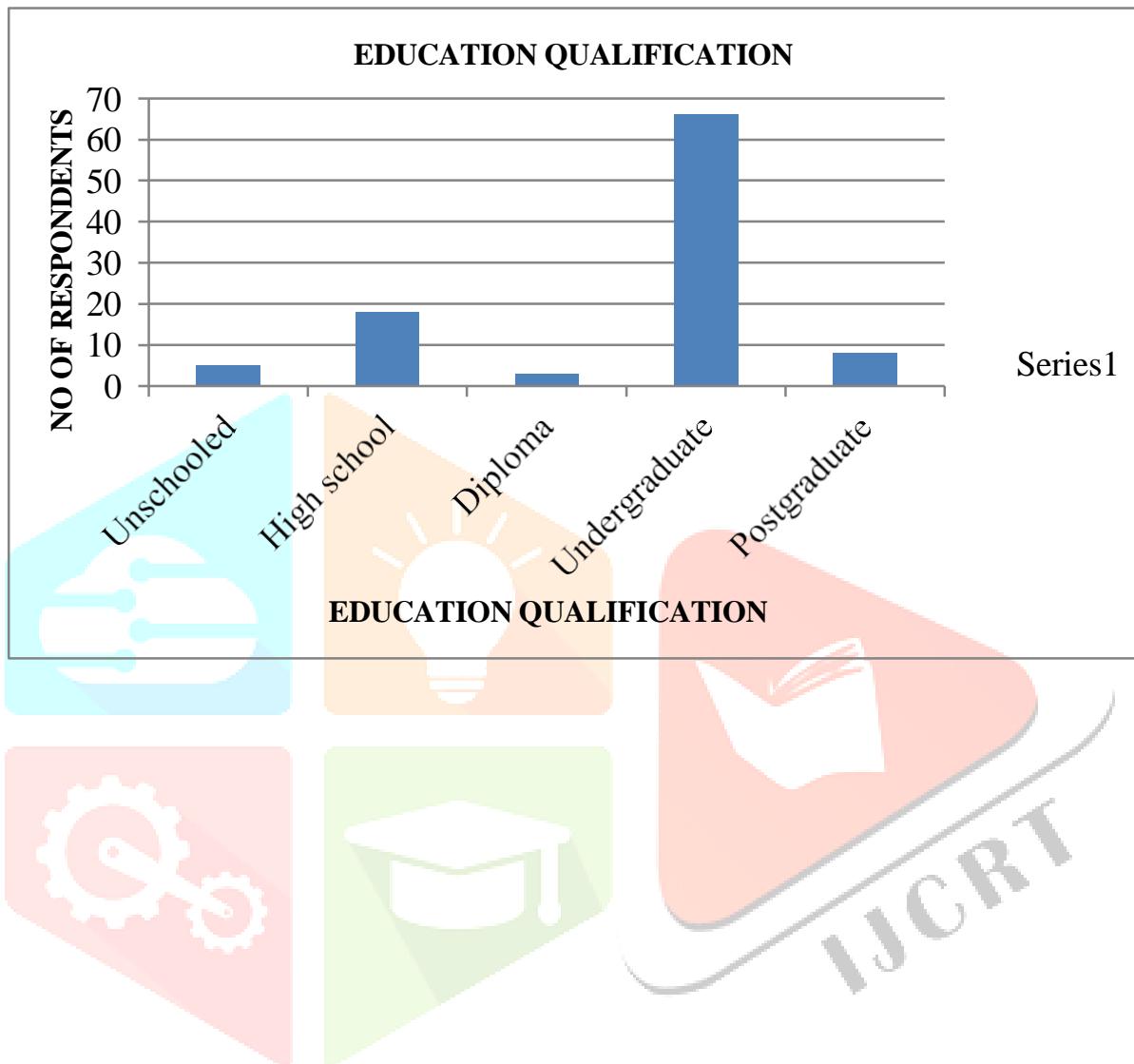
(Source: Primary Data)

#### **INTERPRETATION:**

The above table shows that out of 100 respondents, 66% of respondent's education qualification is Undergraduate, 18% are High Schooled, 8% are Postgraduate, 5% are Unschooled and 3% are Diploma holders.

Majority, 66% of the respondent's education qualification is Undergraduate.

### CHART 4.1.3



**TABLE NO: 4.1.4**

Table showing the distribution of respondents based on residential area.

S.NO	RESIDENTIAL AREA	NUMBER OF RESPONDENTS	PERCENTAGE %
1.	Urban	61	61
2.	Semi-urban	22	22
3.	Rural	17	17
<b>TOTAL</b>		<b>100</b>	<b>100</b>

(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, 61% of respondents belongs to Urban area, 22% belongs to Semi-urban area and 17% belongs to Rural Area.

Majority, 61% of the respondents belongs to Urban Area.

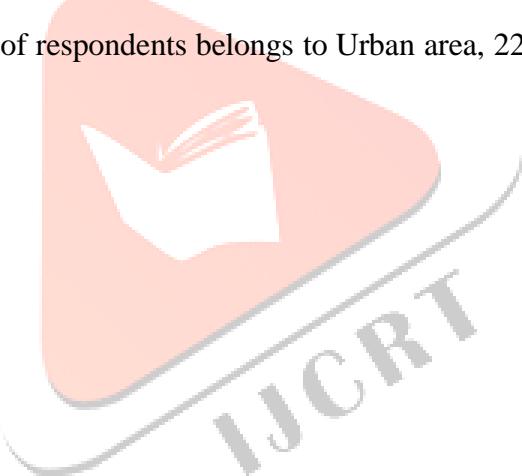
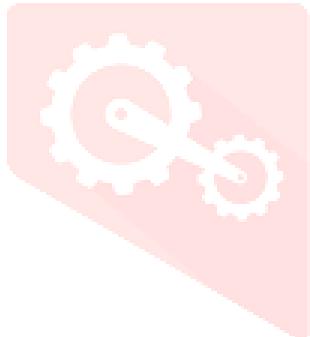
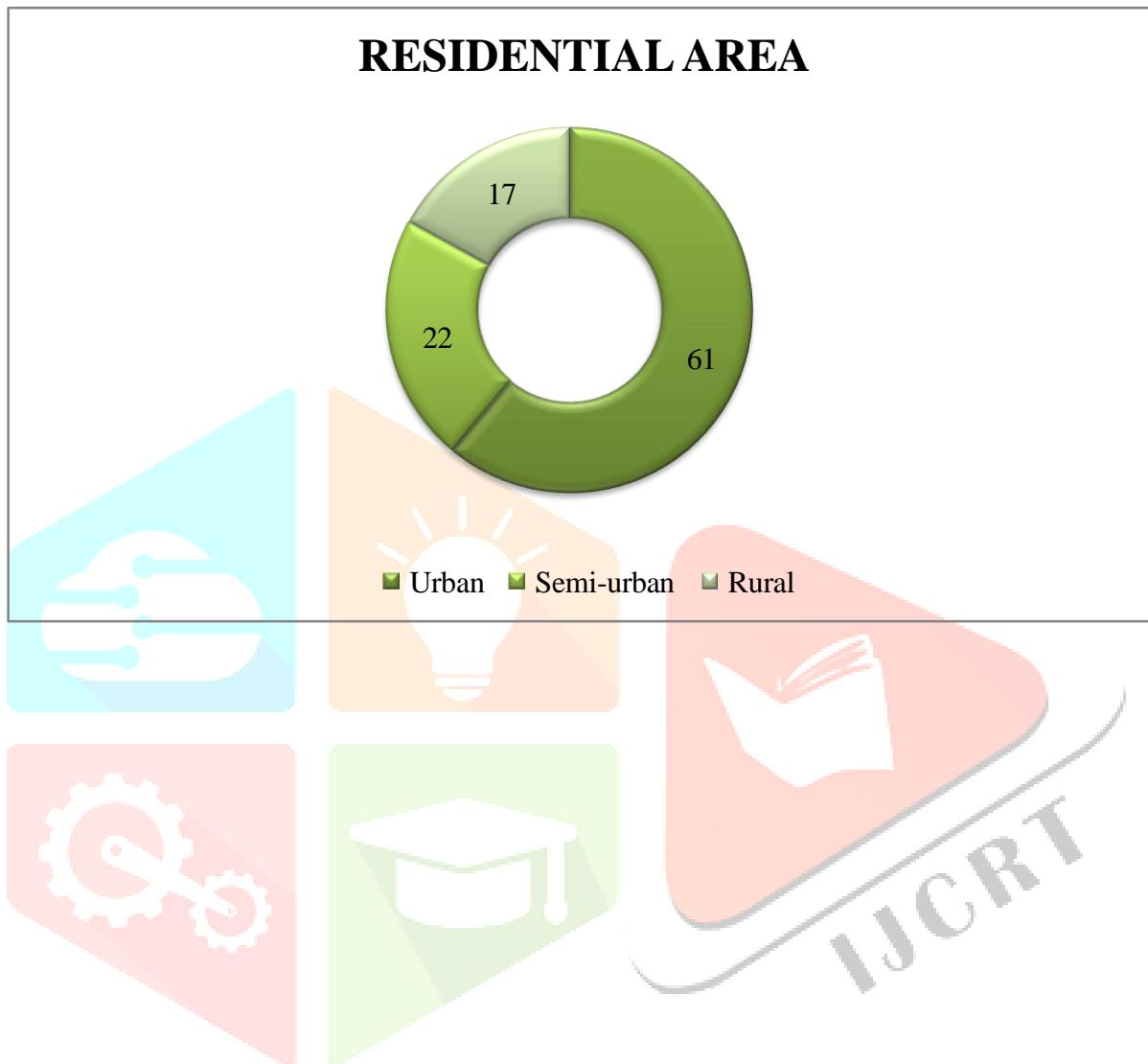


CHART 4.1.4



**TABLE NO:4.1.5**

Table showing the distribution of respondents based on Primary Occupation.

S.NO	PRIMARY OCCUPATION	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Student	49	49
2.	Employed	44	44
3.	Home maker	6	6
4.	Apprentice	1	1
<b>TOTAL</b>		<b>100</b>	<b>100</b>

(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, 49% of respondents are Students, 44% of respondents are Employed, 6% of respondents are home maker, 1% of respondents are Apprentice.

Majority, 49% of the Respondents are Students.

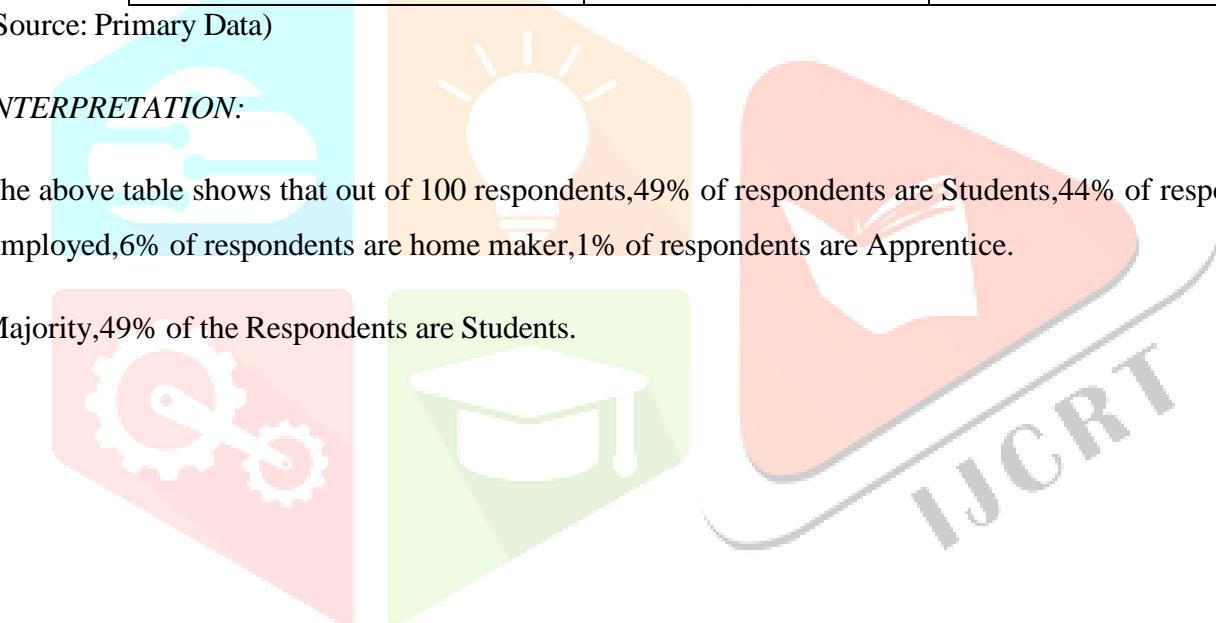
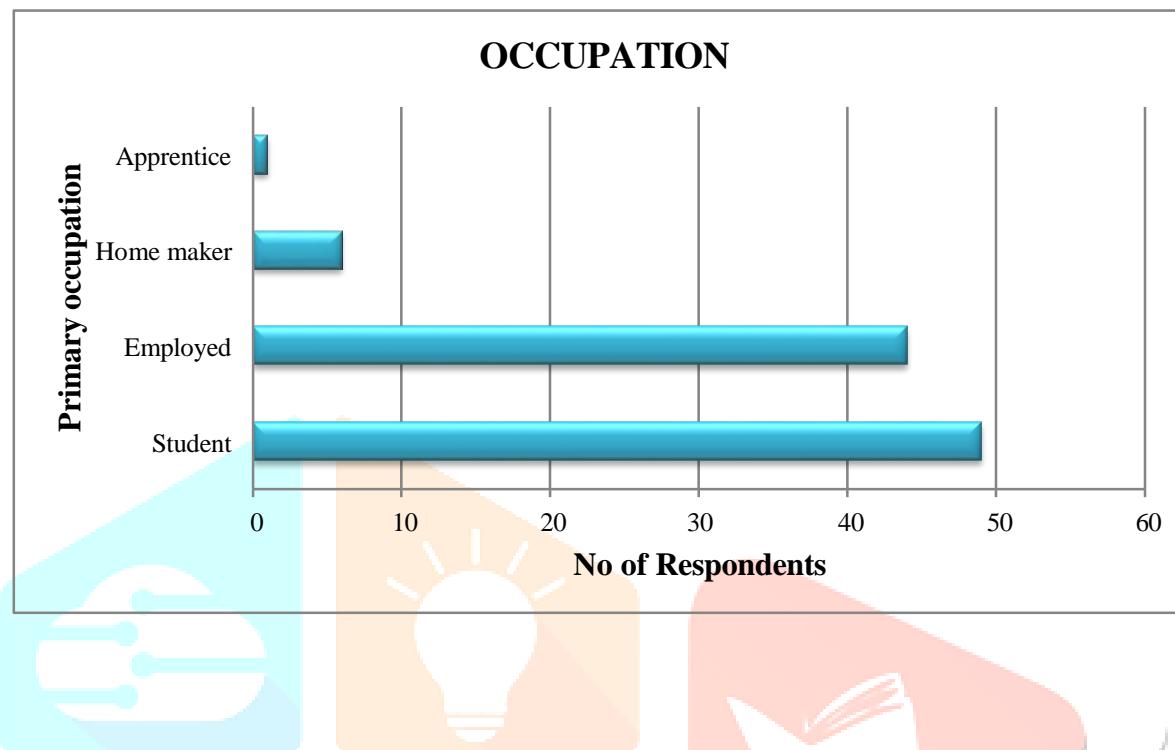


CHART 4.1.5



**TABLE NO:4.1.6**

Table showing the distribution of respondents based on Monthly Income.

S.NO	MONTHLY INCOME	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Less than 1000	26	26
2.	1000-2000	3	3
3.	3000-4000	12	12
4.	5000-6000	22	22
5.	7000-10000	37	37
<b>TOTAL</b>		<b>100</b>	<b>100</b>

(Source: Primary Data)

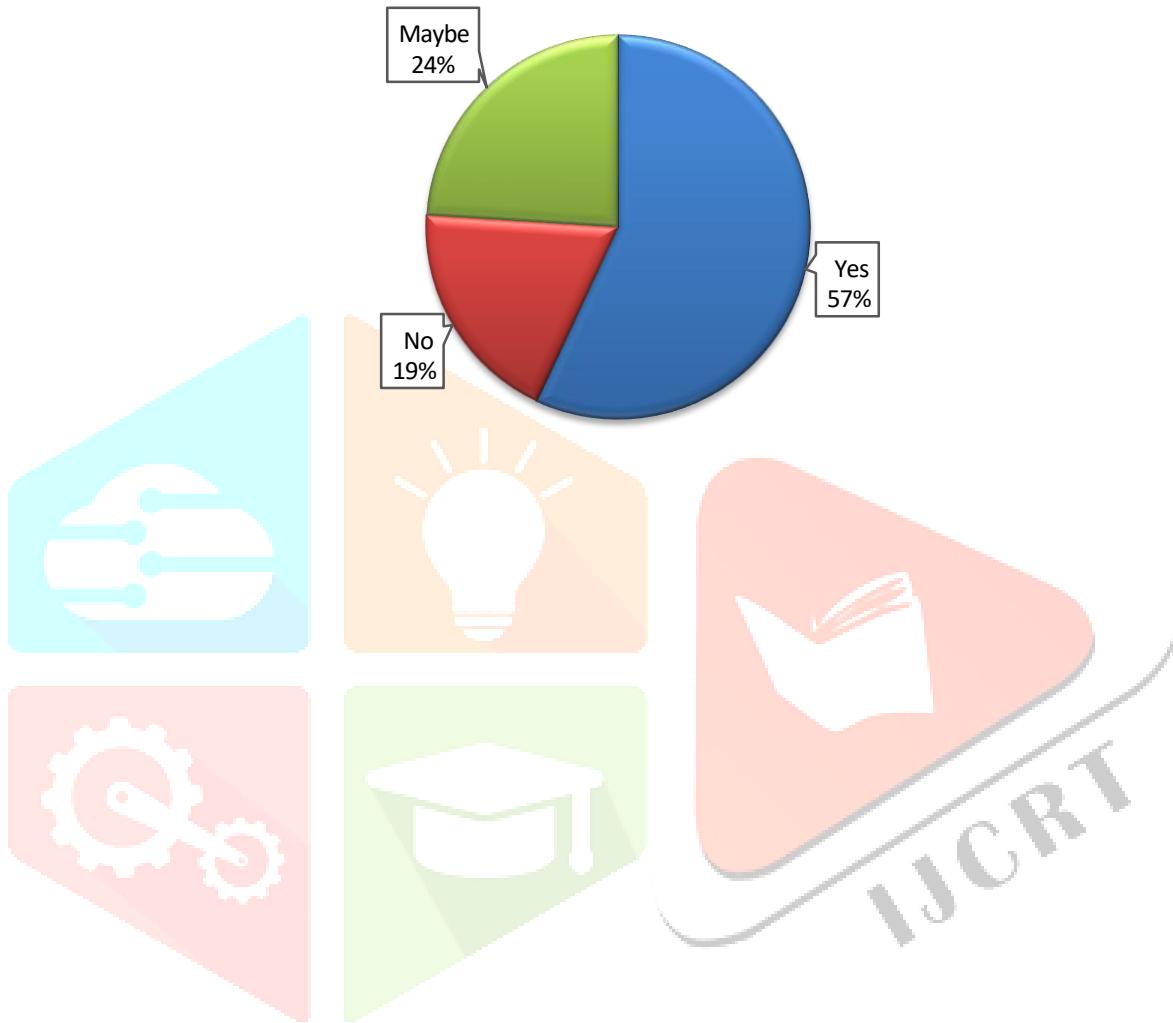
**INTERPRETATION:**

The above table shows that out of 100 respondents, 37% of respondents monthly income is Rs.7000-10000, 26% of respondents monthly income is Less than 1000, 22% of respondents monthly income is 5000-6000, 12% of respondents monthly income is 3000- 4000, 3% of respondents monthly income is 1000-2000.

Majority, 37% of respondents monthly income is Rs.7000-10000.

## CHART 4.1.6

## MONTHLY INCOME



**TABLE NO:4.1.7**

This Table represent how often respondent buy packaged products

S.NO	PRODUCT BUYING DETAIL	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Daily	31	31
2.	Weekly	36	36
3.	Monthly	28	28
4.	Rarely	5	5
<b>TOTAL</b>		<b>100</b>	<b>100</b>

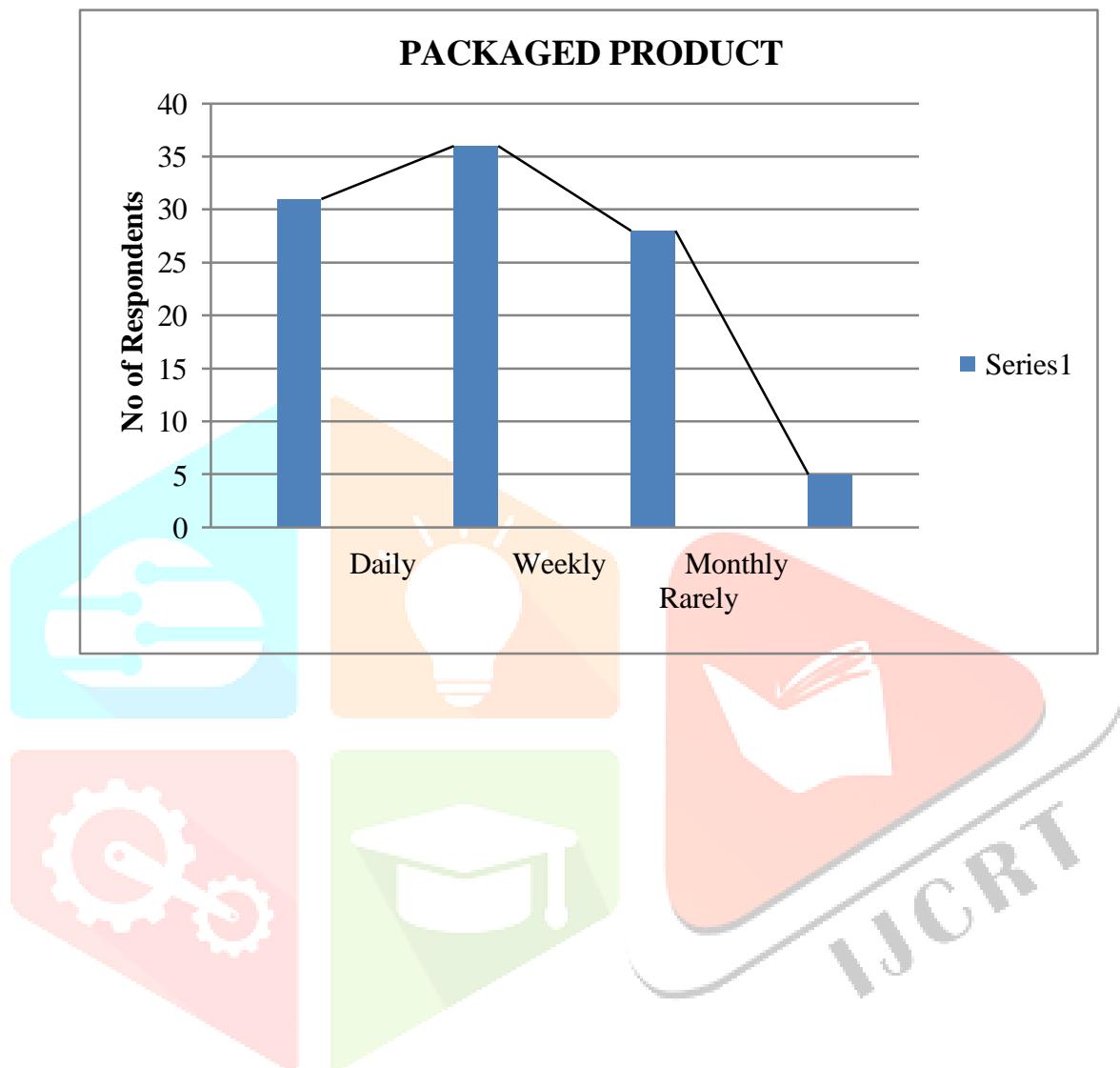
(Source: Primary Data)

**INTERPRETATION:**

The above table shows that out of 100 respondents, 31% of respondents buy the packaged product Daily, 36% of respondents buy the packaged product Weekly, 28 % of respondents buy the packaged product Monthly, 5% of respondents buy the packaged product Rarely.

Majority, 36% of respondents buy the packaged product Weekly.

CHART 4.1.7



**TABLE NO:4.1.8**

This Table represents what kind of product respondents buy in packaging.

S.NO	TYPE OF PRODUCTS	NO OF RESPONDENTS	PERCENTAGE%
1.	Food & Beverages	35	35
2.	Cosmetics & Personal care	16	16
3.	Electronics	2	2
4.	Household items	5	5
5.	All the above	42	42
<b>TOTAL</b>		<b>100</b>	<b>100</b>

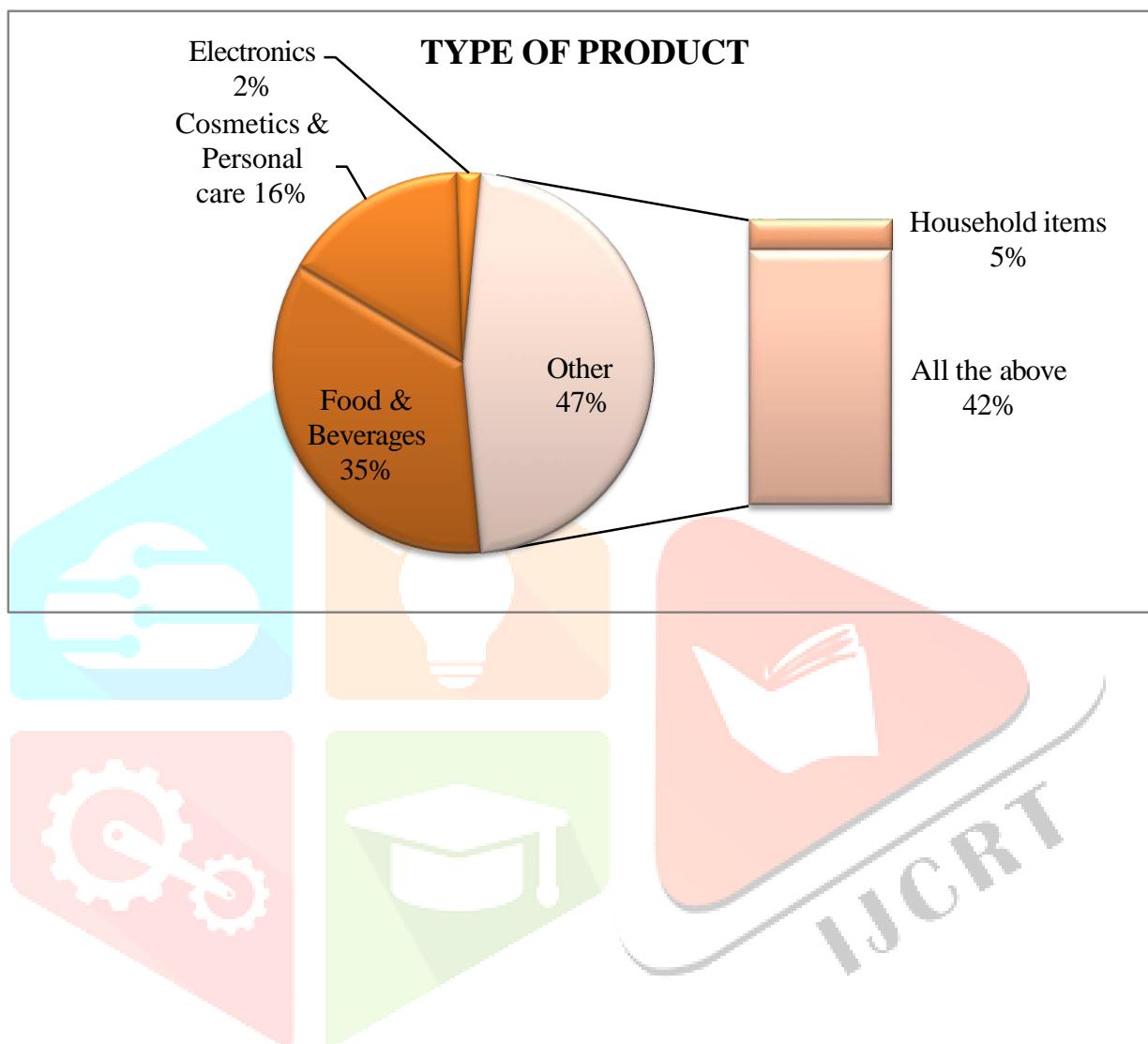
(Source: Primary Data)

**INTERPRETATION:**

The above table shows that out of 100 respondents, 35% of respondents buy Food & Beverages products, 16% of respondents buy Cosmetics & Personal care products, 2% of respondents buy Electronics products, 5% of respondents buy Household items, and 42% of respondents buy All the products listed above.

Majority, 35% of respondents buy All the products listed above.

CHART 4.1.8



**TABLE NO:4.1.9**

This Table represent whether respondent consider packaging before purchasing a product

S.NO	PACKAGE CONSIDERATION	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Slightly	6	6
2.	Moderately	25	25
3.	Strongly	26	26
4.	Very strongly	43	43
<b>TOTAL</b>		<b>100</b>	<b>100</b>

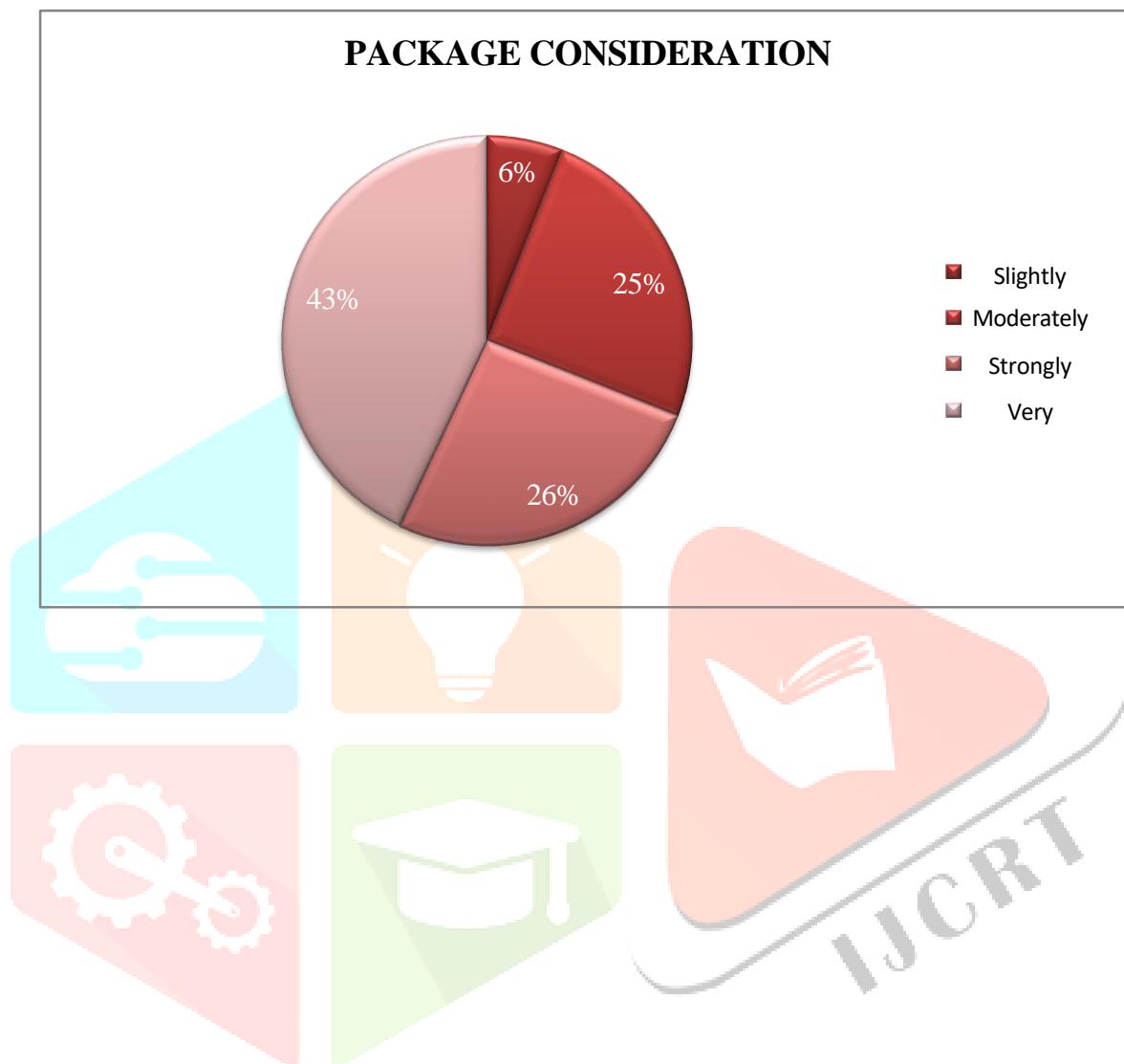
(Source: Primary Data)

#### *INTERPRETATION:*

The above table shows that out of 100 respondents, 6% of respondents considered packaging before purchasing a product slightly, 25% of respondents considered packaging before purchasing a product Moderately, 26% of respondents considered packaging before purchasing a product Strongly, 43% of respondents considered packaging before purchasing a product Very Strongly.

Majority, 43% of respondents considered packaging before purchasing a product Very Strongly.

CHART 4.1.9



**TABLE NO:4.1.10**

This Table represents how packaging influence respondents buying decisions.

S.NO	INFLUENCING RESPONDENTS BUYING DECISIONS	NO OF RESPONDENTS	PERCENTAGE%
1.	Slightly	15	15
2.	Moderately	24	24
3.	Strongly	14	14
4.	Very strongly	42	42
5.	Not at all	5	5
<b>TOTAL</b>		<b>100</b>	<b>100</b>

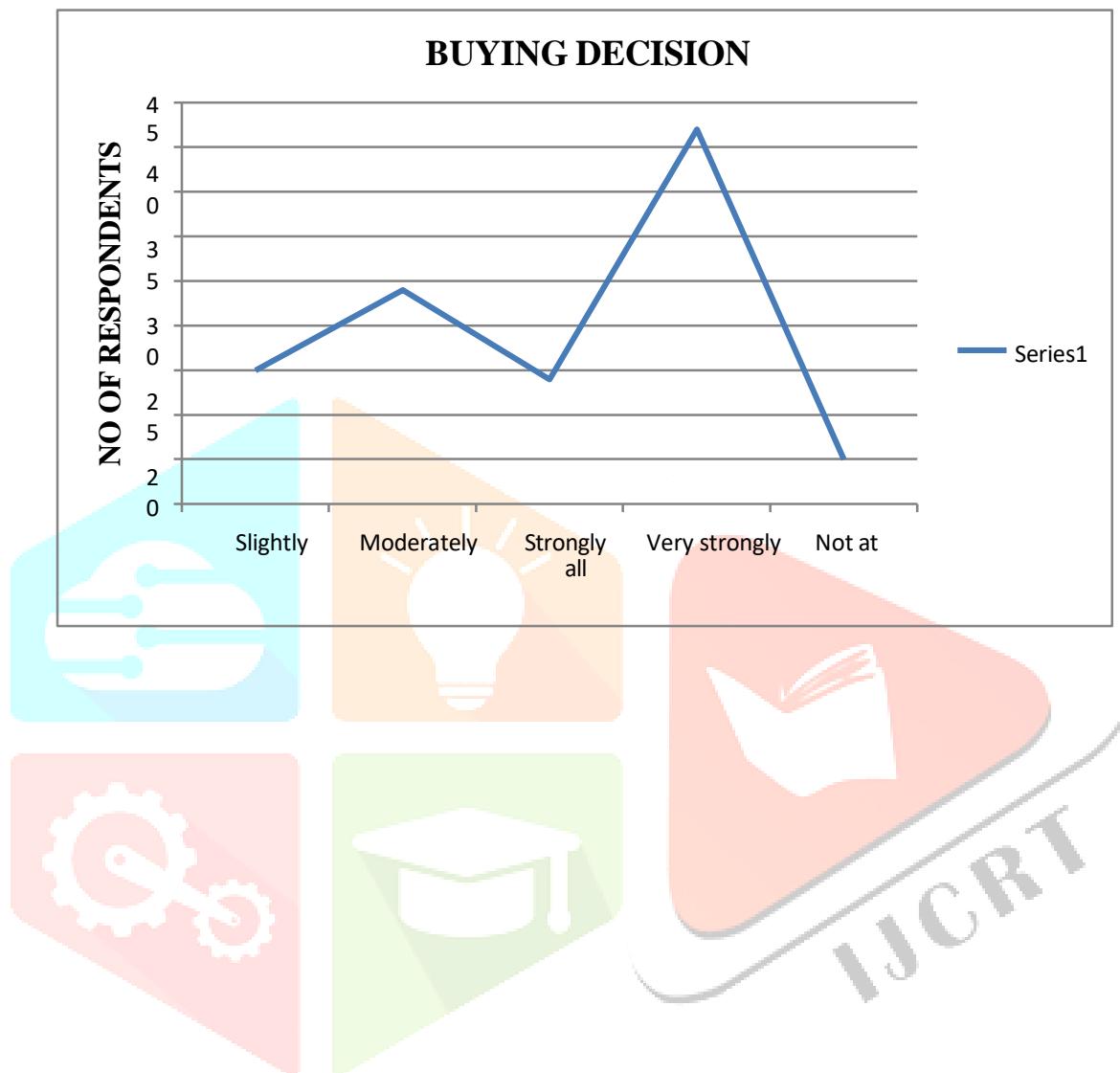
(Source: Primary Data)

**INTERPRETATION:**

The above table shows that out of 100 respondents, 15% of respondents are influenced by packaging while purchasing a product slightly, 24% of respondents are influenced by packaging while purchasing a product Moderately, 14% of respondents are influenced by packaging while purchasing a product Strongly, 42% of respondents are influenced by packaging while purchasing a product Very Strongly and 5% of respondents are Not at all influenced by packaging while purchasing a product .

Majority 42% of respondents are influenced by packaging while purchasing a product Very Strongly.

CHART 4.1.10



**TABLE NO:4.1.11**

This Table represents how important is packaging in ensuring product quality and safety

S.NO	PRODUCT QUALITY AND SAFETY	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Slightly important	15	15
2.	Moderately important	12	12
3.	Not important	1	1
4.	Very important	72	72
<b>TOTAL</b>		<b>100</b>	<b>100</b>

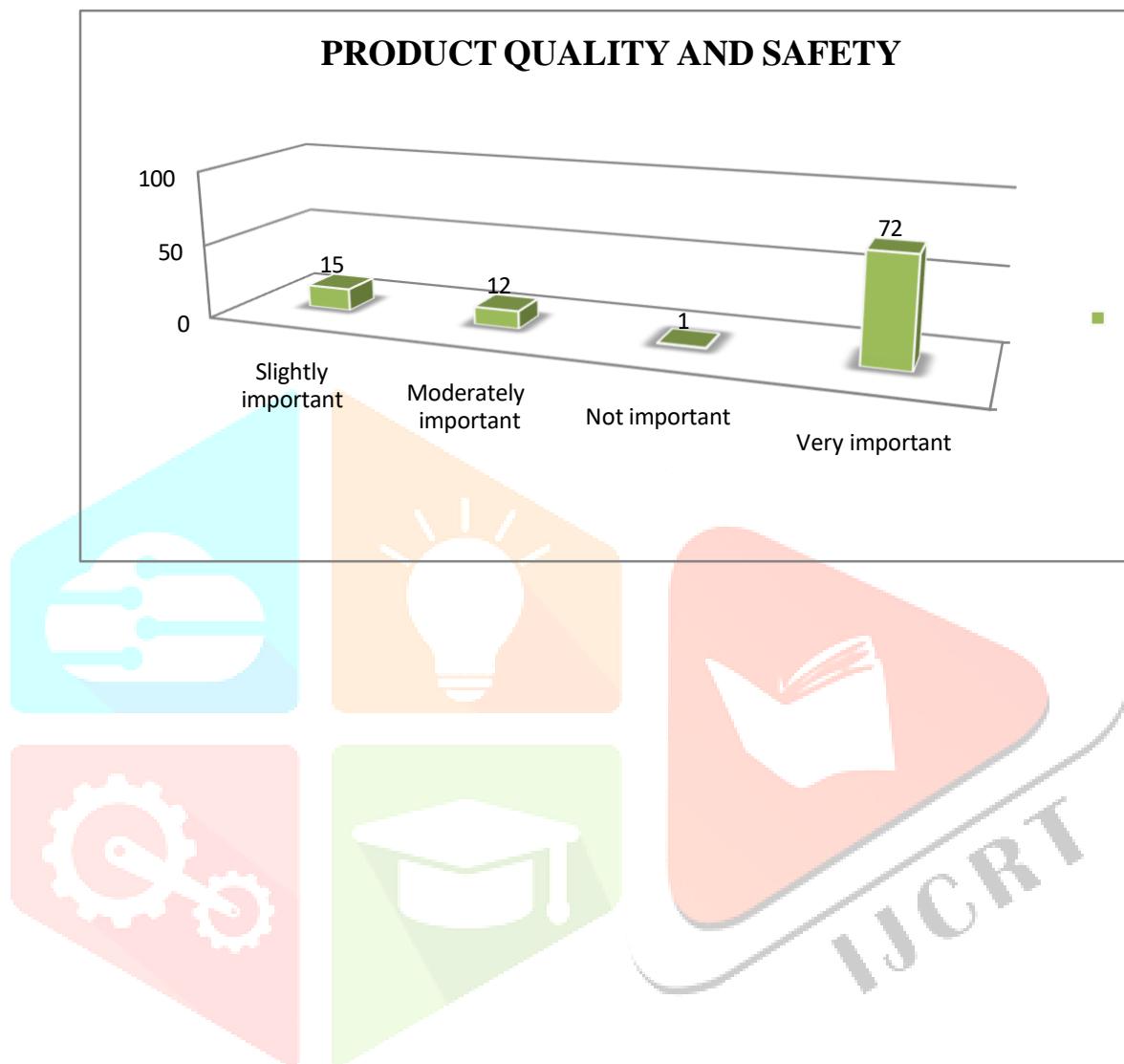
(Source: Primary Data)

**INTERPRETATION:**

The above table shows that out of 100 respondents, 15% of respondents are ensuring product quality and safety as Slightly important, 12% of respondents are ensuring product quality and safety as Moderately important, 1% of respondents are ensuring product quality and safety as Not important and 72% of respondents are ensuring product quality and safety as Very important.

Majority, 72% of respondents are ensuring product quality and safety as Very important.

CHART 4.1.11



**TABLE NO:4.1.12**

This Table represents how often the respondent read the information on product packaging before purchasing a product.

S.NO	INFORMATION ON PRODUCT PACKAGING	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Always	65	65
2.	Sometimes	32	32
3.	Rarely	2	2
4.	Never	1	1
<b>TOTAL</b>		<b>100</b>	<b>100</b>

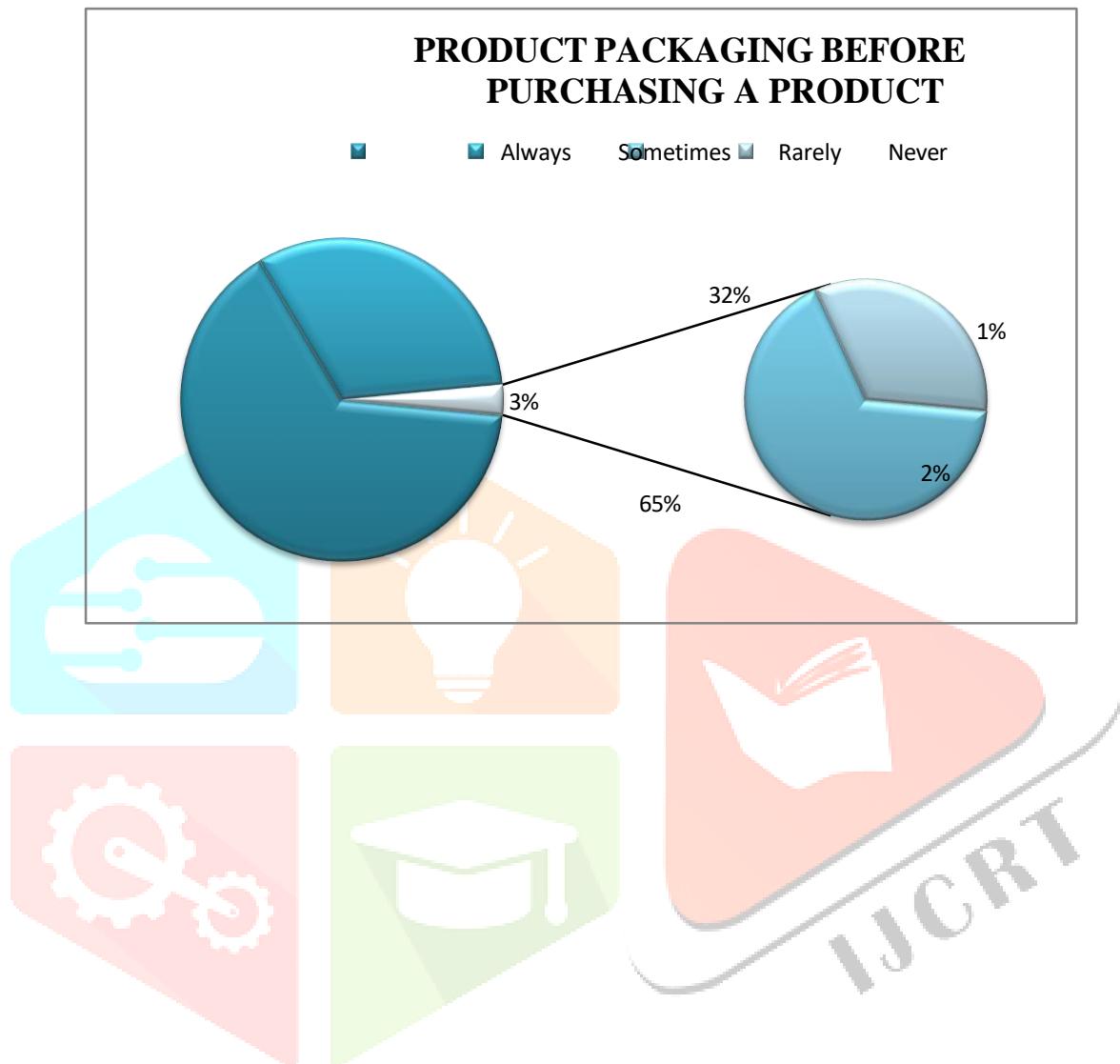
(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, 65% of respondents Always read the information on product packaging before purchasing a product, 32% of respondents Sometimes read the information on product packaging before purchasing a product, 2% of respondents Rarely read the information on product packaging before purchasing a product and 1% of respondents Never read the information on product packaging before purchasing a product.

Majority, 65% respondents Always read the information on product packaging before purchasing a product.

CHART 4.1.12



**TABLE NO:4.1.13**

This Table represents whether the respondent ever bought a product just because of its packaging.

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Yes	78	78
2.	No	22	22
<b>Total</b>		<b>100</b>	<b>100</b>

(Source: Primary Data)

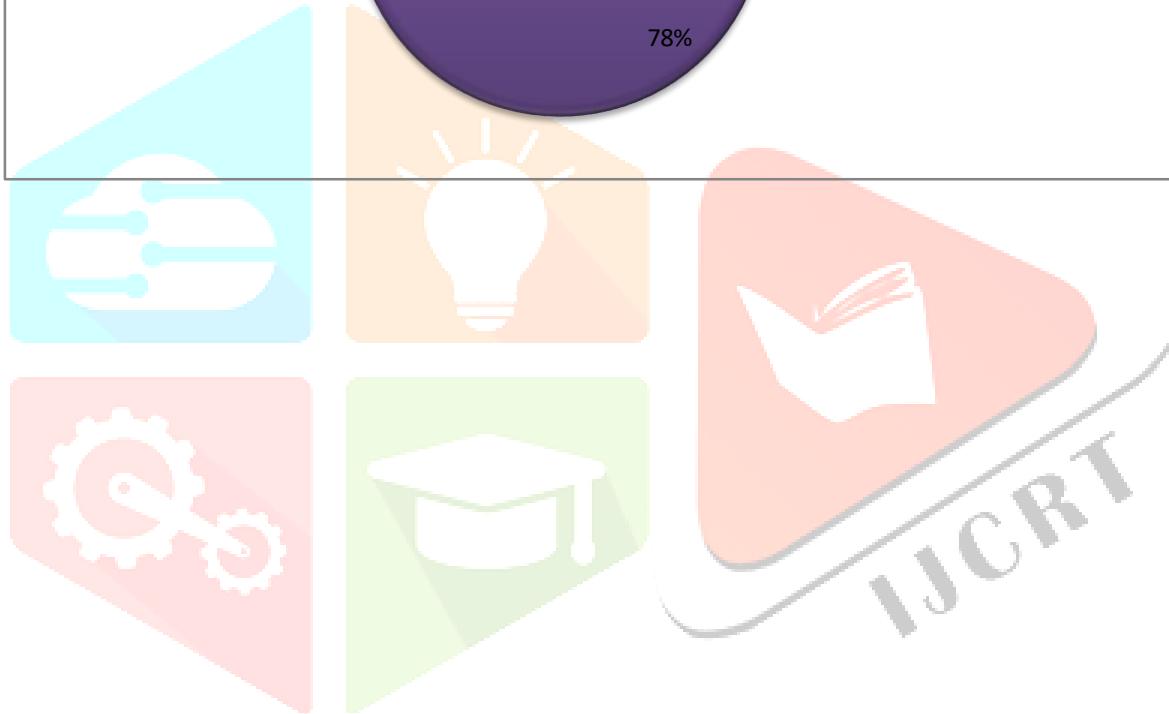
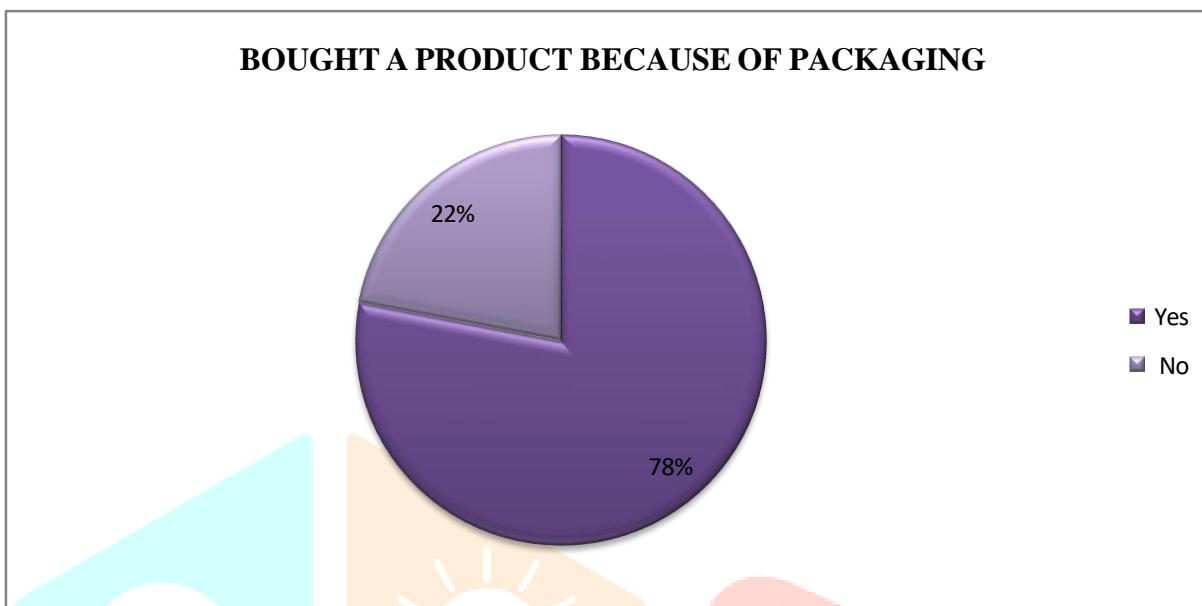
*INTERPRETATION:*

The above table shows that out of 100 respondents, 78% of respondents bought a product just because of its packaging, 2% of respondents bought a product just because of its packaging.

Majority, 78% of respondents says yes, that they had bought a product just because of its packaging.



CHART 4.1.13



**TABLE NO:4.1.14**

This Table represents whether the respondent prefer Eco Friendly Packaging

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Yes	73	73
2.	No	5	5
3.	Maybe	22	22
<b>Total</b>		<b>100</b>	<b>100</b>

(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, 73% of respondents prefer Eco Friendly Packaging, 5% of respondents do not prefer Eco Friendly Packaging, 22% of respondents may or may not prefer Eco Friendly Packaging.

Majority, 73% of respondents buy Eco Friendly product.

*CHART 4.1.14***TABLE NO:4.1.15**

This Table represents what influence the respondent most when choosing between two similar products.

S.NO	INFLUENCING FACTOR	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Packaging design	33	33
2.	Brand reputation	31	31
3.	Price	20	20
4.	Reviews &Rating	16	16
<b>TOTAL</b>		<b>100</b>	<b>100</b>

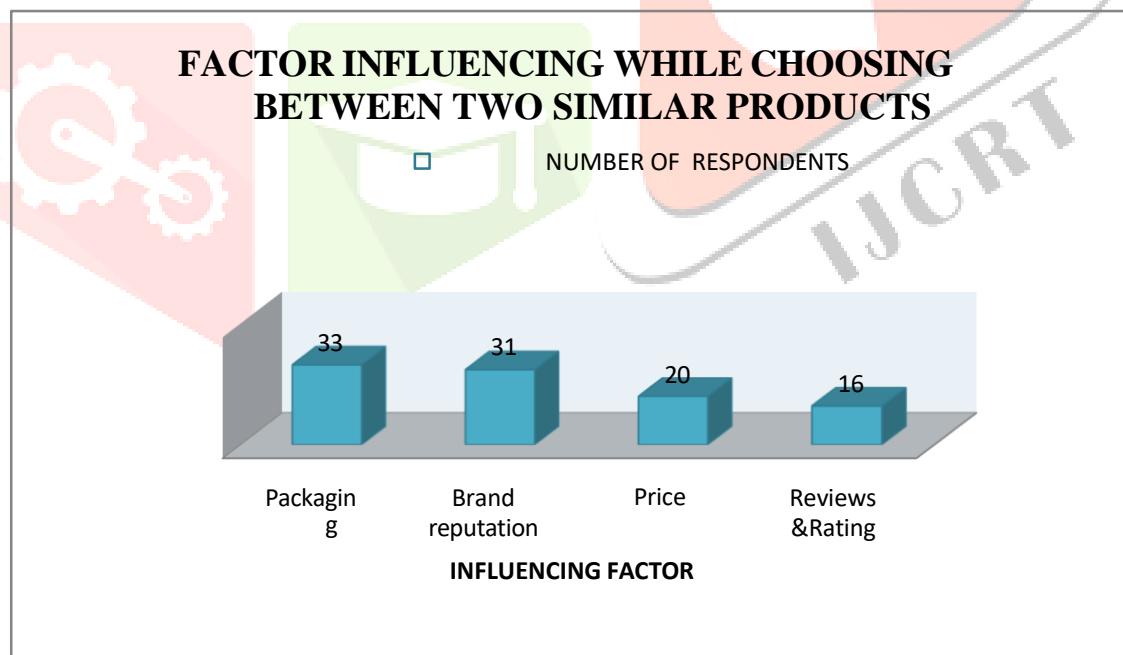
(Source: Primary Data)

#### INTERPRETATION:

The above table shows that out of 100 respondents, 33% of respondents see packaging design while choosing between two similar products, 31% of respondents see Brand reputation while choosing between two similar products. 20% of respondents see price while choosing between two similar products, 16% of respondents see Reviews & Rating while choosing between two similar products.

Majority, 33% of respondent see Packaging design while choosing between two similar products.

CHART 4.1.15



**TABLE NO:4.1.16**

This Table represents whether the respondent think premium packaging make a product look more expensive.

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Yes	74	74
2.	No	9	9
3.	Maybe	17	17
<b>Total</b>		<b>100</b>	<b>100</b>

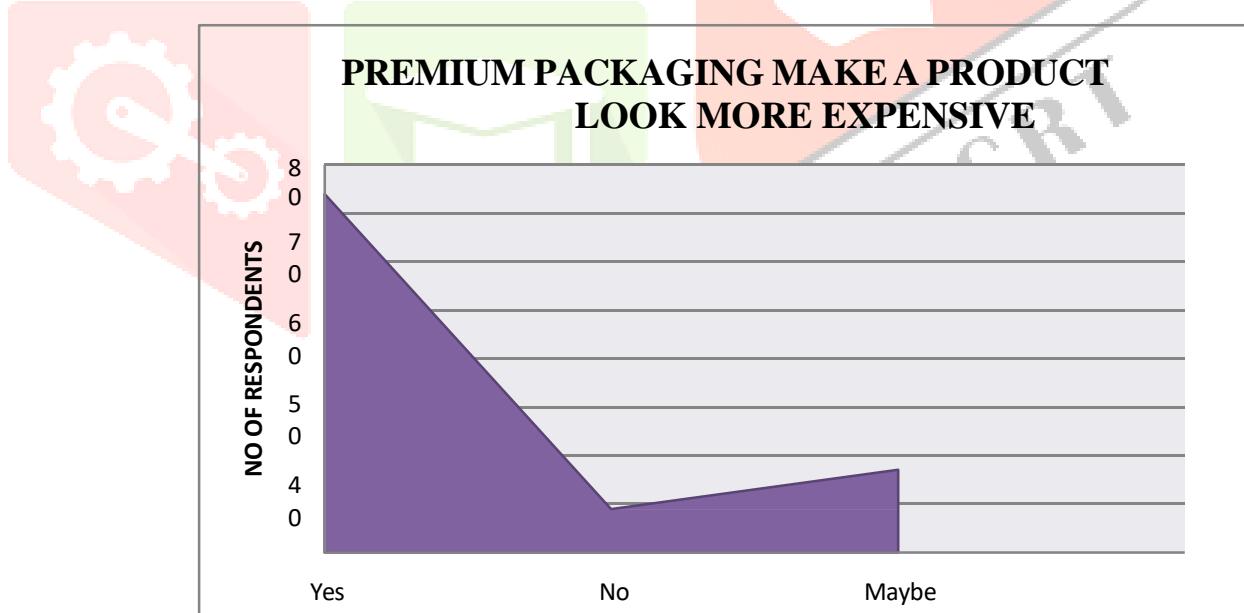
(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, 74 % of respondents said yes that premium packaging make a product look more expensive, 9% of respondents don't think that premium packaging make a product look more expensive, 17% of respondents maybe think premium packaging make a product look more expensive.

Majority ,74 % of respondents said yes that premium packaging make a product look more expensive.

CHART 4.1.16



**TABLE NO:4.1.17**

This Table represents whether the respondent would switch to another brand if packaging attract the user most.

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Yes	43	43
2.	No	18	18
3.	Maybe	39	39
<b>Total</b>		<b>100</b>	<b>100</b>

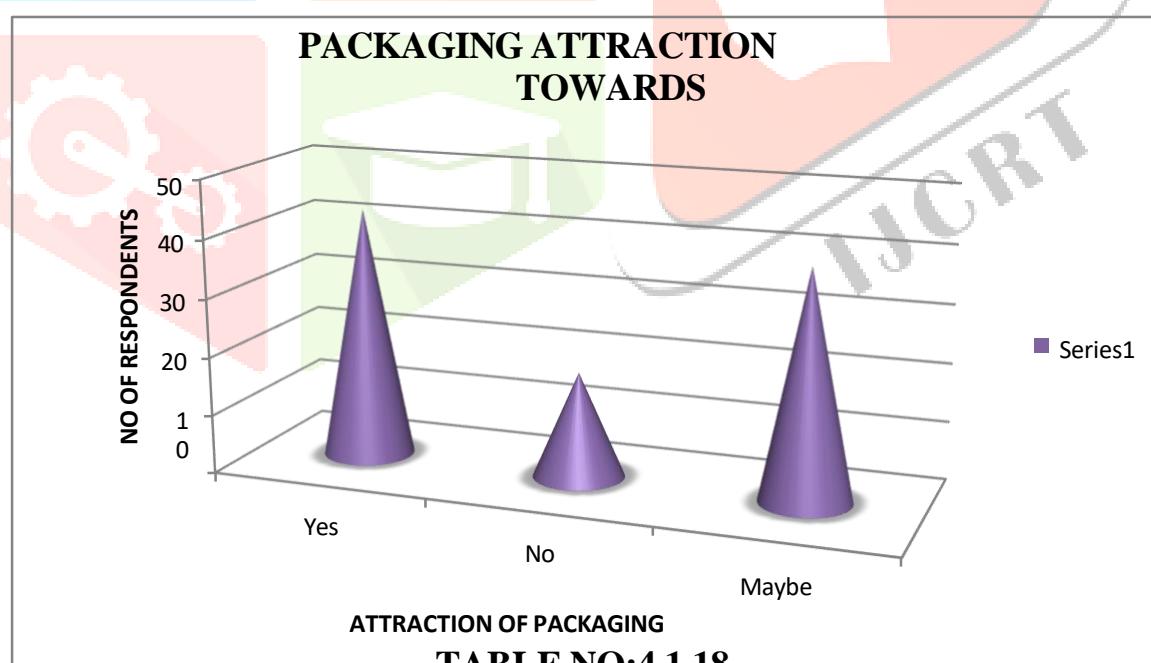
(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, 43% of respondent would switch to another brand if packaging attract them most, 18% of respondent will not switch to another brand if packaging attract them most, 39% of respondent may be switch to another brand if packaging attract them most.

Majority 43% of respondent would switch to another brand if packaging attract them most.

CHART 4.1.17



This Table represents whether consistent and well designed packaging make the respondent loyal to the brand.

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Yes	76	76

2.	No	24	24
	<b>Total</b>	<b>100</b>	<b>100</b>

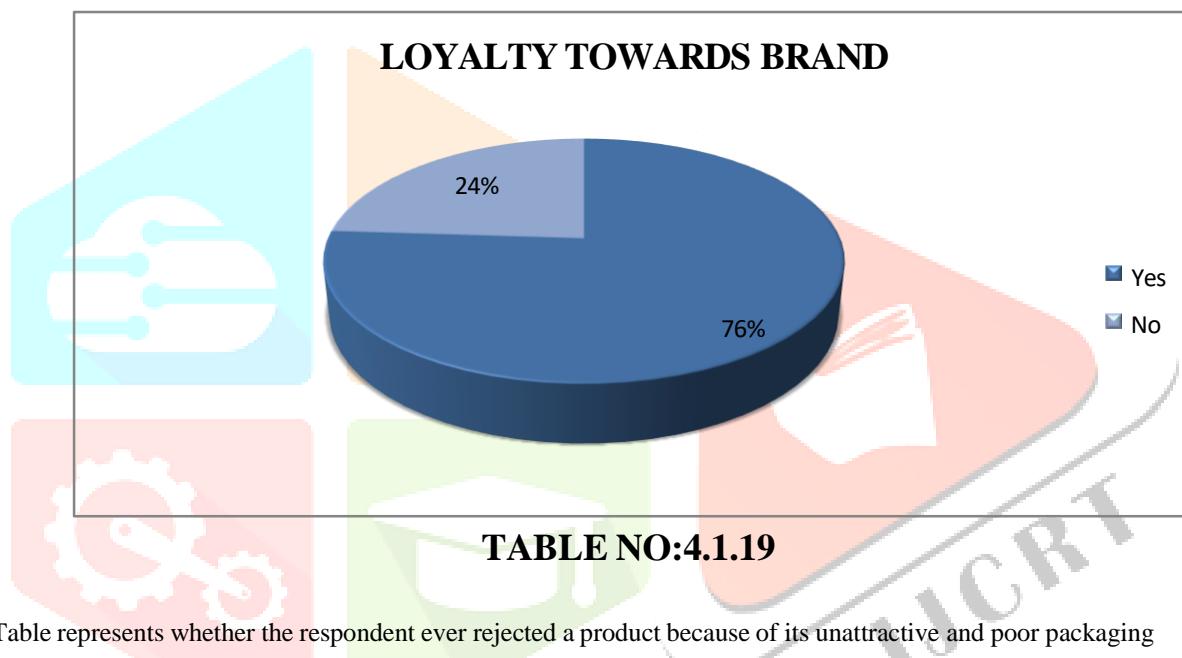
(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, consistent and well designed packaging make 76% of respondent loyal to the brand, consistent and well designed packaging does not make 24% of respondent loyal to the brand.

Majority, 76% of respondent are loyal to the brand.

*CHART 4.1.18*



This Table represents whether the respondent ever rejected a product because of its unattractive and poor packaging

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Yes	57	57
2.	No	19	19
3.	Maybe	24	24
	<b>Total</b>	<b>100</b>	<b>100</b>

(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, 57% of respondents rejected a product because of its unattractive and poor packaging, 19% of respondents not rejected a product because of its unattractive and poor packaging, 24% of respondents may or may not rejected a product because of its unattractive and poor packaging.

Majority, 57% of respondents rejected a product because of its unattractive and poor packaging.

CHART 4.1.19



TABLE NO:4.1.20

*This table shows that what information will respondents look on packaging before purchasing a product*

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1.	Ingredients/composition	11	11
2.	Expiry Date	40	40
3.	Brand Name	25	25
4.	Usage instructions	9	9
5.	Certification (organic, FDA Approved etc.)	15	15
<b>Total</b>		<b>100</b>	<b>100</b>

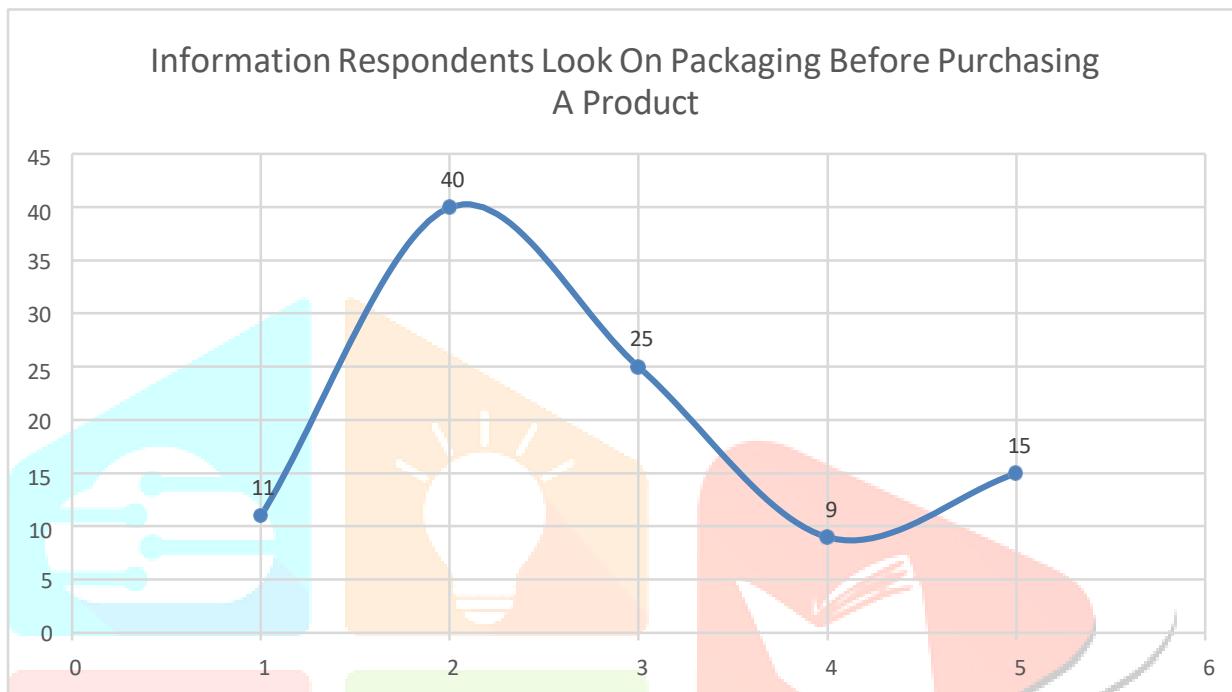
(Source: Primary Data)

*INTERPRETATION:*

The above table shows that out of 100 respondents, 40% of respondents see expiry date on packaging before purchasing a product, 25% of respondents see brand name on packaging before purchasing a product, 15% of respondents see Certification (organic, FDA Approved etc) on packaging before purchasing a product, 11% of respondents see Ingredients/composition on packaging before purchasing a product and 9% of respondents see Usage instructions on packaging before purchasing a product.

Majority, 40% of respondents see expiry date on packaging before purchasing a product.

CHART 4.1.20



### 4.3 GARRET'S RANKING ANALYSIS

To find out the most significant factor which influences the respondents Garret's ranking technique was used. As per this method, respondents have been asked to assign the rank for all the factor based on their choices. This method is easier and faster. In this study the respondents are asked to rank the various factor that what packaging element attract the consumer most and the respondents are used to rank as 1,2,3,4 and 5. It does not matter which way the items are ranked, item number one may be the longest or it may be the smallest.

The scores of each expectation of 100 respondents were summed and the total score has been calculated. Final ranking has been given based on the total score.

$$\text{PERCENTAGE POSITION} = 100(\text{RIJ}-0.5)/\text{Nj}$$

Rij Rank given for the  $i^{th}$  variables by the  $j^{th}$  respondents. Nj Number of the variable ranked by the  $j^{th}$  respondents.

TABLE 4.2.1

The table showing the distribution of respondents based on the rank given to the factor offered which packaging element attract the customer most

S.NO	FACTORS	1	2	3	4	5
1	Colour	14	10	26	17	33

2	Shape & Design	10	13	16	24	37
3	Brand name and logo	8	9	15	14	54
4	Labelling and information	9	10	14	21	46
5	Eco friendly	7	6	15	25	47

(Sources: Primary data)

**TABLE 4.2.2****PERCENTAGE POSITION AND GARRET'S VALUE TABLE**

S.NO	100(Rij-0.5)/Nj	CALCULATED VALUE	GARRET VALUE
1	100(1-0.5)/5	10	75
2	100(2-0.5)/5	30	60
3	100(3-0.5)/5	50	50
4	100(4-0.5)/5	70	40
5	100(5-0.5)/5	90	25

**INFERENCES:**

Position of the Rank 1,2,3,4 & 5 in the Garrett ranking table is based on the Garrett value and it is calculated using percentage position. Percentage position for rank 1 is calculated as 10 and the table value is 75 and the same way the garret's value of rank 2,3,4 & 5 is identified.

**TABLE 4.2.3 GARRET RANKING TABLE**

S.NO	FACTORS	1	2	3	4	5	TOTAL	SCORE
1	Colour	1050	600	1300	680	825	4455	1
2	Shape &Design	750	780	800	960	925	4215	2
3	Brand name and logo	600	540	750	560		1350	3800
4	Labelling and information	675	600	700	840		1150	3965
5	Eco friendly	525	360	750	1000		1175	3810

(Sources: Primary data)

**INTERPRETATION:**

The First Rank is given to "Colour"

The Second Rank is given to “Shape and Design”

The Third Rank is given to “Labelling and information” The Fourth rank is given to “Eco friendly packaging” The Fifth Rank is given to “Brand name and logo”

The highest score is awarded to “colour”, the least score is awarded to “Brand name and logo”

This clearly shows that the respondents have given first preference to colour in ranking that shows that colour has attracted the customer more while purchasing the product.

## 5. FINDINGS, SUGGESTIONS AND CONCLUSION

### 5.1. FINDINGS

#### 5.1.1. SIMPLE PERCENTAGE ANALYSIS

- Majority, 59% of the respondents are Female.
- Majority, 57% of the respondents are aged between 18to 25 years.
- Majority, 66% of the respondent's education qualification is Undergraduate.
- Majority, 61% of the respondents belongs to Urban Area.
- Majority, 49% of the respondents are Students.
- Majority 37% of respondents monthly income is Rs.7000-10000.
- Majority 36% of respondents buy the packaged product Weekly.
- Majority 35% of respondents buy All the products listed above.
- Majority 43% of respondents considered packaging before purchasing a product Very Strongly.
- Majority 42% of respondents are influenced Very Strongly by packaging while purchasing a product.
- Majority 72% of respondents are ensuring product quality and safety as Very important.
- Majority 65% respondents Always read the information on product packaging before purchasing a product.
- Majority 78% of respondents says yes, that they had bought a product just because of its packaging.
- Majority 73% of respondents buy Eco Friendly product.
- Majority 33% of respondent see Packaging design while choosing between two similar products.
- Majority 74 % of respondents said yes that premium packaging make a product look more expensive.
- Majority 43% of respondent would switch to another brand if packaging attract them most.
- Majority 76% of respondent are loyal to the brand.
- Majority 57% of respondents rejected a product because of its unattractive and poor packaging.

#### 5.1.2 GARRET'S RANKING TECHNIQUE

- The highest score is awarded to “Colour”,the least score is awarded to “Brand name and

Logo". This clearly shows that the respondents have given first preference to colour in ranking which packaging element attract the respondents most.

➤ The respondents have given first rank to the "Colour" factor which attract the respondents while purchasing a product.

### 5.2 SUGGESTIONS

➤ Majority of respondents consider packaging very strongly before purchasing, and 42% are influenced very strongly by packaging. Brands should invest in eye-catching designs, premium materials, and unique shapes to attract attention.

➤ Majority believe premium packaging makes a product look more expensive—this suggests that using high-quality materials, embossing, or luxury finishes can enhance perceived value.

➤ Majority of respondents prefer eco-friendly products. Brands should prioritize sustainable materials such as biodegradable, recycled, or reusable packaging.

➤ 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.

➤ Brand is important and its strategy is in consideration in the units. Product packaging is valuable for brand equity, product differentiation, market segmentation, new product introduction, pricing, promotion etc. Brand name using plan implementation must be effective in the units.

### 5.3 CONCLUSION

The obtained results of research on Study of impact of packaging towards consumer's buying behaviour lay down the following conclusions:

The packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. The packaging colour helps consumers differentiate their favorite brands, and for companies it helps to catch consumers' attention and interest. So, colour as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products. Consumer value label in the products, because they can get information about the product, its origin, its content, its usage, etc. The information given in the label also helps companies promote the product in the market. From the empirical evidence, the information on packaging represents an important component and it can support marketing communication strategies of companies, establishes brand image and identity. The study shows that consumer have rejected a product because of it's unattractive packaging, So packaging play a crucial role in decision making ,and it attract the customer and create eagerness to purchase the new product because of it's attractive packaging. The study shows that packaging play strong role influencing buying decisions of consumer.

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