

EFFECTS OF PACKAGING ON CONSUMER BUYING CHOICE OF SELECTED CONSUMER GOODS

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A++” by NAAC|12B status by UGC| Approved by

AICTE Jeppiaar nagar, Rajiv Gandhi salai, Chennai-600119

APRIL 2023



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MUTHIAH M (42410245)** who has done the Project work entitled **EFFECTS OF PACKAGING ON CONSUMER BUYING CHOICE OF SELECTED CONSUMER GOODS** under my supervision from SEPTEMBER 2023 to DECEMBER 2023.

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Dean – School of Business Administration

Submitted for Viva voice Examination held on_____.

Internal Examiner

External Examiner

DECLARATION

I **Muthiah. M** (42410245) hereby declare that the Project Report entitled **EFFECTS OF PACKAGING ON CONSUMER BUYING CHOICE OF SELECTED CONSUMER GOODS** done by me under the guidance of Dr. K. Santhanalakshmi is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

MUTHIAH M

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ABSTRACT

Packaging is a wrapping of product that holds the information regarding product and the manufacturer of a product. Package becomes an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs. The objective of the study is to find influential factors of packing on consumer buying decision. The present study is to analysis the importance of packaging on consumer buying decision in Bangladesh perspective. There are total 125 respondents were selected based on the convenience as well as judgment sampling techniques for selecting the respondent. We used the correlation, regression equation and ANOVA for analyzing the data. Seven key factors were considered as independent variables and consumer buying decision as a dependent variable for the study. These factors have massive correlation to the consumer purchase decision. Color of packaging and front style of packaging has perfect positive correlation to the consumer buying decision. Nice background of packaging, handling and transport facility of packaging and available information on packaging has the high degree of positive correlation with the consumer buying decision. The stiff competition in business environment today requires marketers to fully understand the factors that influence consumer behaviour. Packaging is one of the important factors influencing consumer buying decisions and encompasses almost every product category- from FMCG, food and beverages to pharmaceuticals and personal care. It is now crucial to understand more about the packaging attributes that best influences the consumer and to also understand more about how consumers perceive and respond to changes in product packaging. This paper is aimed at examining the impact of packaging on consumer buying behaviour while purchasing FMCG products. The paper relies heavily on textbooks, magazines, newspapers, journals, internet and other relevant materials as sources of data. Based on the extant literature it was found that packaging elements represent a good means of marketing communications and helps to attract the consumers' attention.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Packaging has become itself a sales promotion tool for the organizations. The consumer's buying behavior also stimulated by the packaging quality, color, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. Packaging has become itself a sales promotion tool for the organizations. The consumer's buying behavior also stimulated by the packaging quality, color, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. Packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying behavior. The purpose of this research is constructed on hypothetical analysis of packaging components and their influence on consumer's buying behavior decision. This empirical study uncovers the features, which are having the eventual influence on consumer's choice, when multiple and different choices are available. Brand image and advertisement have strong positive influence and significant relationship with Consumer's buying behavior. People perceive the brand image with positive attitude. There is also disagreement regarding the methods of package impact on consumer's buying behavior decision. Several researchers attempt to examine all potential elements of packaging and their effect on consumer's buying decision. The purpose of this research is constructed on hypothetical analysis of packaging components and their influence on consumer's buying behavior decision. This empirical study uncovers the features, which are having the eventual influence on consumer's choice, when multiple and different choices are available.

1.2 Industry profile

The effects of packaging on consumer buying choices are multifaceted, encompassing aesthetics, functionality, sustainability, personalization, and adaptability to changing market dynamics. Successful brands navigate these elements to create a compelling Consumer perceptions of product quality are often shaped by packaging. Premium and innovative packaging designs can convey a sense of luxury and excellence, impacting purchasing decisions. Additionally, transparent and informative packaging contributes to consumer trust by providing a clear view of the product and relevant details. Sustainability is a growing concern, leading to an increased demand for eco-friendly packaging solutions. Consumers are increasingly drawn to products with environmentally conscious packaging, prompting many companies to adopt sustainable materials and practices. Moreover, the convenience of packaging, such as ease of use, resealability, and portability, influences consumer preferences. As online shopping continues to grow, the durability of packaging becomes essential to ensure products reach customers intact. The effects of packaging on consumer buying choices involve a blend of visual appeal, perceived quality, sustainability, and functional considerations. Successful companies strategically leverage packaging to create a positive and memorable consumer experience, ultimately influencing purchasing. The demand for packaging in India has expanded drastically, spurred by the rapid growth in consumer markets, especially in processed food, personal care, and pharmaceutical end-user industries. Packaging is India's one of the fastest growing sectors. Over the last few years, the industry has been a key driver of technology and innovation, contributing to various manufacturing sectors, including agriculture and the fast-moving consumer goods (FMCG). The packaging industry is driven by the factors such as rising population, increasing income levels, and changing lifestyles are anticipated to drive consumption across various industries leading to higher demand for packaging product solutions. Moreover, demand from the rural sector for packaged products is fueled by the growing media penetration through the Internet and television.

The packaging industry in India is diverse and serves a diverse range of products and industries. Companies have established manufacturing facilities in the country and used these domestic facilities as a base to export to other nations due to the government's positive promotion of the Make in India policy. The government has implemented a plan to lower tax rates for new manufacturing businesses to transform India into a global manufacturing hub. In addition, the government intends to further level the playing field in the industry by launching several initiatives to support the growth of packaging and technological advancements, in addition to the need for domestic businesses to compete with multinational corporations. The packaging industry is paramount and vital in the international goods trade. Packaging may be classified based on its type of use, which is primary packaging, secondary packaging, tertiary packaging, and ancillary packaging. It is also segregated based on the types of materials used, such as plastic, paper, paperboard, glass, and metals. Packaging is used across different end-user sectors in a wide range of industries, such as food and beverage, healthcare, and cosmetics, among other end-user industries. The study also analyzes the packaging machinery sector in the Indian packaging sector landscape. The market is expected to be significantly challenged due to fluctuation in raw materials pricing, dynamic changes in regulatory standards, growing environmental concerns, limited effective recycling of mixed plastic waste, ineffective plastic recovery, and a lack of modern and advanced machinery in India for the packaging sector. The volatile trend in crude oil and demand for polymers in competing applications has increased pressure on input costs that fluctuate raw materials prices. Recent disruptions due to Russia's invasion of Ukraine and China's stringent Zero COVID-19 policy caused substantial supply chain difficulties and aggravated the challenges for the packaging sector in India. After the pandemic, there has been a lot of demand for packaging designs that are easy to sell and have a strong sustainability story. This crucial trend has significantly contributed to the rapid transformation of the packaging industry. Prior, shoppers were price-sensitive, but as it may, with the pandemic ruling its dread, the center has moved to health and hygiene.

1.3 Statement of the problem

Researching the effect of packaging on consumer buying choices can help businesses enhance their marketing strategies, understand consumer preferences, and optimize product presentation to attract and retain customers

1.4 Need for the study

The project has been undertaken with the aim of Analyzing the impact of packaging on consumer buying choice on selected goods. The study was conducted to determine which elements of product packaging are the most significant and how they impact consumer buying behavior .Due to increasing self-service and changing consumer lifestyles, the internet in packaging as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So packaging performs an important role in marketing and encouraging or even sometimes discouraging the consumer from buying a product, especially at the point of sale or at the time when a consumer is choosing from among different brands of similar products type. This could be treated as one of the most important factor influencing a consumer's purchase decision. This study was conducted keeping in view the importance of product packaging and the great impact it can make on the purchase decision, after studying different aspects and components of packaging.

1.5 Objectives of the study

- To Find Out the effect of packaging on the buying behavior decision.
- To check the effect of packaging elements on the buying behavior.
- To measure the relative impact of each packaging element on the consumer.
- To identify the elements, which should be highlighted while design the packaging.

1.6 Scope of the study

- To Study how packaging affects the convenience of product use, storage, and disposal, and how this influences consumer choices.
- Consider how cultural background and demographic characteristics influence the importance consumers place on packaging aesthetics or functionality.
- Conduct comparative studies with competitors to understand how packaging contributes to product differentiation and market positioning.
- Investigate how packaging influences consumer choices in the context of online shopping, where physical interaction with products is limited.
- Evaluate how visual elements of packaging (colors, design, imagery) impact consumer attraction and perception.
- Analyse the role of product information on packaging in influencing consumer decisions.

1.7 Limitation of the study

The study on the impact of packaging on consumer buying choice may have limitations such as overlooking individual preferences, cultural influences, and changes in consumer trends over time. Additionally, external factors like marketing strategies and pricing could affect buying decisions independently of packaging.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

The main purpose of the literature review work was to survey previous studies on knowledge sharing. The review of literature helped the researcher to conduct the survey in better and extensive manner.

It Packaging is not useless consumers sometimes think that packaging is an incidental part of the product. In reality, packaging fulfils essential functions as to conserve, protect, transport products, provide information and facilitate handling until the products reaches its final consumer (**James & Inyang, 2022**).

Packaging color is the combination of various colors (such as red, orange, yellow, green, blue, or purple) displayed on a product's package to attract customers' attention and stimulate patronage (**Heide & Olsen, 2022**)

Color is suggestive and it is important to use colors which suggest a positive character of the product. It is deemed to be a more effective tool for information transmission than words as the message reaches the consumer instantly on sight at the point of purchase with no need for interpretation (**Inyang 2022**).

Packaging can help draw consumer attention. It is used by companies to differentiate their products from other competitors. Color is an essential component of packaging because consumers expect certain type of colors for particular products (**Etuk 2022**).

Graphic design communicates brand personality through many elements, including a combination of brand logo, colors, fonts, pictorials, product descriptions, shapes and other elements that provide rich brand associations (**Mpuon 2021**).

Like other dimensions of packaging, packaging information has been confirmed in various studies to influence consumers' patronage and overall consumer buying behavior towards various products. This presumption is backed by the study of (Ebitu 2021)

Ezekiel (2021) conducted a study on “packaging attributes and consumer patronage of cosmetics. The aim of the study was to examine the effects of brand name, packaging information, and design of wrapper on consumer patronage of cosmetics in Metropolis. The researchers used a 5-point Likert Scale structured questionnaire to obtain primary data from 139 cosmetic consumers in Metropolis. The data obtained were statistically analyzed using multiple linear regression in the Statistical Package for the Social Sciences (SPSS 23). Consequently, the findings of the study revealed that brand name, packaging information and design of packaging wrapper had significant effects on consumer patronage of cosmetics in Metropolis.

There is no guarantee that consumers will be willing to pay a circular premium for reusable packaging, which may undermine the sustainability of these circular systems. It is clear then that potential negative impacts and sustainability trade-offs need to be fully considered across the reusable packaging life-cycle. Measuring circular rebound effects has mainly extended to the application of Life Cycle Assessments (LCA) in order to conduct so-called environmental footprints (**van Loon et al., 2021**).

D'Adamo and Lupi (2021) introduce the concept of the circular premium, which describes the difference between the circular price and the normal price.

Conventional efforts to reduce single-use plastic packaging have focused on material substitution i.e. switching petroleum-based plastic for less harmful materials. In this respect, significant attention has been paid to the development of alternative materials such as bioplastics. A bioplastic may include a biopolymer that is biobased, biodegradable or both (**Nandakumar et al., 2021**).

The acquisition stage, the key interest is on how, why, and when consumers try to avoid plastic packaging. Avoiding plastic packaging can be achieved, for instance, by buying packaging free/reduced products (**Louis et al., 2021**).

Some biodegradable materials require specific conditions to start the degradation process. As such, bioplastics must be separated from conventional plastic waste to achieve the optimal rate of degradation, which causes further challenges in waste management. In the search for more radical solutions, the Circular Economy has been identified as a key strategy to tackle single-use plastic pollution (**Johansen et al., 2021**).

Plastic packaging that leaks into the environment poses a major threat to planetary boundaries, leading to changes to carbon and nutrient cycles, habitat changes within soils, sediments, and aquatic ecosystems (**MacLeod et al., 2021**).

Packoorang is a Norwegian company that offers a closed-loop reusable packaging for e-commerce providers, using an Internet of Things (IoT) track and trace system. To this extent, e-commerce could catalyse innovative alternatives to single-use plastic packaging through the creation of a new PSS and business model. (**Ecobahn, 2020**).

Whilst reusable packaging is gaining momentum, it cannot be assumed that all reusable packaging will necessarily lead to sustainability benefits (**Coelho et al., 2020**).

The state-of-the art on reusable packaging fails to properly address the issue of circular economy rebound effects, especially beyond consideration of environmental impacts (**Coelho et al., 2020**).

For storing the original product and/or as a container for other things after its original use also has implications for waste generation. Finally, in the post-use stage, consumers may engage in waste sorting and recycling with different skills and levels of enthusiasm (**Stangherlin and Thogersen, 2020**).

Despite positive attitudes towards FMCG with sustainable packaging solutions, the sustainable choice can be difficult to make, especially when the consumer has to navigate without clear information about the environmental impact of his/her choices (**Boz et al., 2020**).

a packaging type that in itself has low environmental impact may indirectly lead to less desirable outcomes, such as more food waste. Moreover, the

Moral reasons for a sustainable choice are likely to prevail mainly when consumers do not have to compromise other important product characteristics such as price, quality, or convenience.(**White and Lockyer, 2020**)

Regarding the post-use stage, much plastic packaging is recyclable and many consumers are motivated to engage in waste separation (**Nainggolan et al., 2019**).

Extant research suggests perennial problems with consumers' ability to sort waste correctly related to, for instance, diverse waste infrastructure and mixed plastic streams including different types of PPW that are difficult to distinguish from each other (**Hahladakis and Iacovidou, 2019**).

Greenwashing happens when a company distributes false information about the product, and it deceives consumers into believing the products are eco-friendly or that their environmental impact is minimal. It is an attempt to utilize the growing demand for environmentally sound products through misleading labels, hidden tradeoffs, and the use of environmental imagery (**Hayes 2022**).

Adebisi and Akinruwa (2019) investigated the “effectiveness of product packaging on customer patronage of Bournvita. The purpose of the study was to determine the effects of packaging size, quality of package material, packaging color, packaging shape and quality of product content on customer patronage.

Luke (2019) also conducted a study on “influence of packaging on consumer buying behavior of Tecno phones in Metropolis”. The purpose of the study was to ascertain the effects of packaging color, labeling, design of wrapper and packaging aesthetics on consumers buying behavior (consumer attractiveness, preference, patronage and loyalty) towards Tecno phones in Metropolis. The researcher obtained primary data from 270 users of Tecno phone in Metropolis using a structured questionnaire.

Benjamin et al. (2019) conducted a study on “Products packaging and its effects on consumer patronage of Cadbury”. The aim of the study was to determine the effects of packaging color and label on consumer patronage (market share) of Cadbury. The study collected primary data from 154 consumers of Cadbury products with the aid of a structured questionnaire. The data obtained were analyzed using descriptive statistics (simple

percentages, frequencies distribution, mean, standard deviation and median) and regression analysis.

Highly competitive business environments coupled with changing customer needs and wants have influenced the need for strategic use of packaging to increase sales and market share in the food industry (**Symmank, 2019**).

Packaging provides a customer experience as a type of offering that engages the consumer in a personal way. At the buying stage, visual aspects of packaging are fundamental for consumers to identify the category and brand to which the product belongs, to confer meaning to it or to reinforce existing associations with the product. At the consumption stage, tactile packaging properties are fundamental, as its physical interaction between the container and consumer (**Velasco and Spence, 2019**).

Food products are exceptional in this because sensory experiences typically involve all five senses and support the process of multisensory development and sensory characteristics of a container may transfer aspects of the packaging experience directly to its contents (**Spence and Velasco, 2018**).

Purchase intention depends on numerous extrinsic and intrinsic factors. Of all the factors involved, packaging attributes, that is, the prominent characteristics of the packaging that enable it to fulfil its functions are critical in the purchase of food products and beverages (**Menger-Ogle and Graham, 2018**).

Alagala et al. (2018) assert that using positive color associations on a product's package has the capacity to improve consumers' patronage of the product. This premise is corroborated by the study which revealed that color had a significant relationship and effect on consumer patronage of toothpaste.

Waheed (2018) observed that though products' graphic design is an integrated element of the promotional mix, it is also an important carrier of brand equity in the store. An important role of package design is that it enables a brand to gain the attention of consumers easily.

The model of the Circular Economy defined by the EMF shows that the maximum value of resources can be achieved when focusing on inner

material loops such as product life extension or reuse, when compared to remanufacture or recycling. The Circular Economy is also commonly associated with the decoupling of economic growth from resource consumption through the implementation of Product-Service Systems (PSS) (Kuhl 2018).

Naderer, Schmuck & Matthes (2017), remind that green claims are not made only through written words but via visuals as well, and companies should critically evaluate them from the consumer's point of view. It is typical for greenwashing that products or services are enhanced by using catch- phrases such as "eco-friendly," "sustainable" or "natural" in advertising but it has been speculated to have a positive impact on how global environmental crisis is perceived.

Packaging has the capacity to stimulate the five senses using lights, sounds, smells, tastes and/or textures (**Krishna 2017**).

Related to the physical dimension, packaging and consumption are interconnected; physical interaction emerges as part of the consumer's everyday routines and practices (**Joutsela 2017**).

Purchase intention depends on numerous extrinsic and intrinsic factors. Of all the factors involved, packaging attributes, that is, the prominent characteristics of the packaging that enable it to fulfil its functions (**Steenis et al., 2017**).

Written information on the packaging referring to the content of product, price, benefits or brand can influence consumer behaviour and perceptions (**Kumar and Kapoor, 2017**).

According to **Heide and Olsen (2017)**, packaging color is the combination of various colors (such as red, orange, yellow, green, blue, or purple) displayed on a product's package to attract customers' attention and stimulate patronage. Design of wrapper comprises the artistic, graphical and aesthetic designs displayed on a product's package for the purpose of attraction customers' attention to the product.

According to **Osisanwo (2017)**, in packaging, packaging can help draw consumer attention. It is used by companies to differentiate their products

from other competitors. Color is an essential component of packaging because consumers expect certain type of colors for particular products.

Hammed and Abdulaziz (2017) view quality packaging material as an important factor that drives the consumer perception towards the product and satisfies their needs and wants. It is more likely that a high-quality material might attract customers more than a low-quality material.

Karedza and Sikwila (2017) conducted a study on “the impact of packaging designs on consumer buying behavior of FMCG during the hyperinflationary and after the Dollarisation era in Zimbabwe”. The purpose of the study was to examine the effects of packaging graphics, shape, size, packaging information and packaging innovation on consumer buying behavior.

Consumers can also be persuaded to try the actual product through the usage of graphics on packaging when the combinations of different materials used in graphics and holograms such as lamination with aluminum foil or some different kind of printing can inspire a consumer to touch the product packaging and hence make the consumer to try the actual product (**Al Saed 2017**).

In today's changing environment, packaging has become a strategic tool where the introduction of experiential attributes is key for the success of many products, including food (**Elkhattat and Spence, 2017**).

It a common misconception is that bioplastics can be disposed and degradation is guaranteed. However, not all bioplastic are biodegradable. For example, bioplastics such as Bio-PET are considered bioplastic because they are biobased as the monomers are produced from corn, but the polymer has the same properties as conventional PET, which makes the resulting polymer non- degradable (**Prieto, 2016**).

Olawepo and Ibojo (2016) also defined packaging as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1.Descriptive research design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 Sources of Data

Data collection is the term used to describe a process of preparing and collecting data.

- Primary data - Questionnaire given to 125 respondents.
- Secondary data - websites and online journals, published reports & review of literature from published articles.

3.3 Structure of questionnaire

Questionnaire contains two sections. First part was designed to know the general information about respondents and the second part contains the peoples opinion about effects of communication barriers on performance enhancement.

3.4 Sampling technique

3.4.1.Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 Sample size

The sample size for this survey is 125.

3.6 Period of study

The period of study is from September 2023 to December 2023 which is three months of study.

3.7 Location of study

The Targeted people are the surrounding people's of consumer buying choice of selected goods.

3.8 Analytical tools

3.8.1. Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.9 Hypothesis testing

H0 - Null hypothesis (there is no significant relationship between the variables)

H1 - Alternate hypothesis (there is significant relationship between the variables).

After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

CHAPTER 4

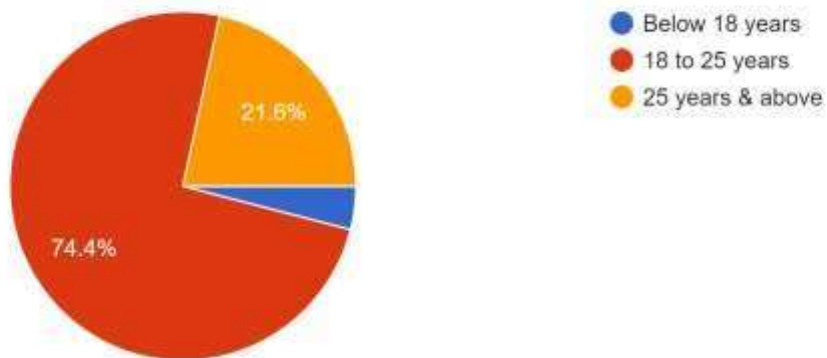
DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table 4.1.1 Table showing age wise classification of respondents

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 18	5	4%
18-25	93	74.4%
Above 25	27	21.6%

Age group
125 responses



INTERPRETATION

From the above table it is interpreted that 4% respondents are below 18, 74.4% respondents are between the age of 18-25, 21.6% respondents are above 25.

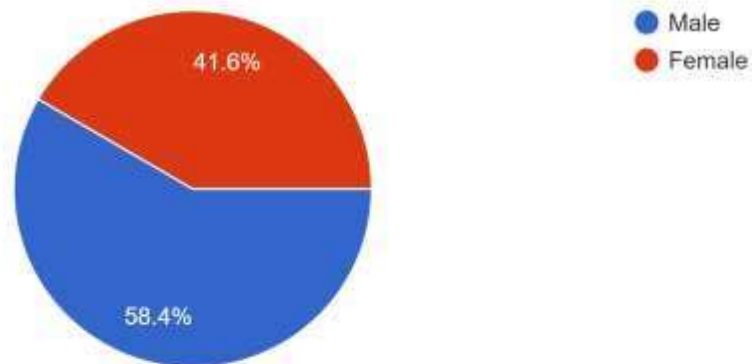
INFERENCE

Majority 74.4% respondents are between the age of 18-25.

TABLE 4.1.2 Gender of respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	73	58.4%
FEMALE	52	41.6%

Gender
125 responses



INTERPRETATION

From the above table it is interpreted that 58.4% of respondents were male, 41.6% of respondents were female.

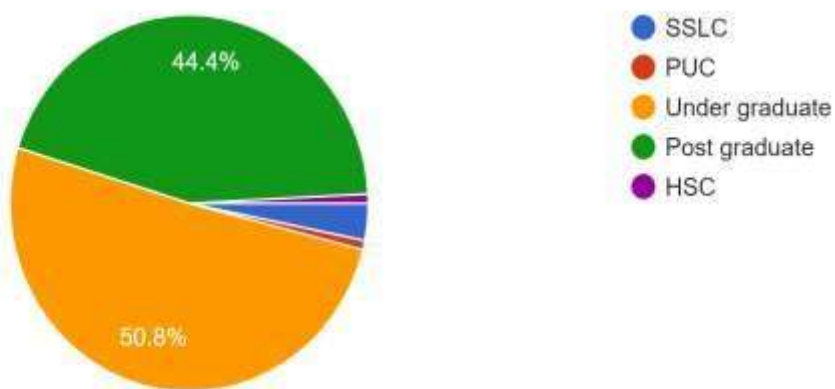
INFERENCE

Majority 58.4% respondents were male.

Table 4.1.3 Educational qualification of respondents

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
SSLC	4	5%
PUC	1	1.25%
UG	63	50.8%
PG	56	44.4%
HSC	1	1.25%

Qualification
126 responses



INTERPRETATION

From the above table it is interpreted that 5% respondents were having qualification below SSLC, 1.25% respondents were having PUC, 50.8% respondents were having UG, 44.4% respondents were having PG, 1.25% respondents were having HSC.

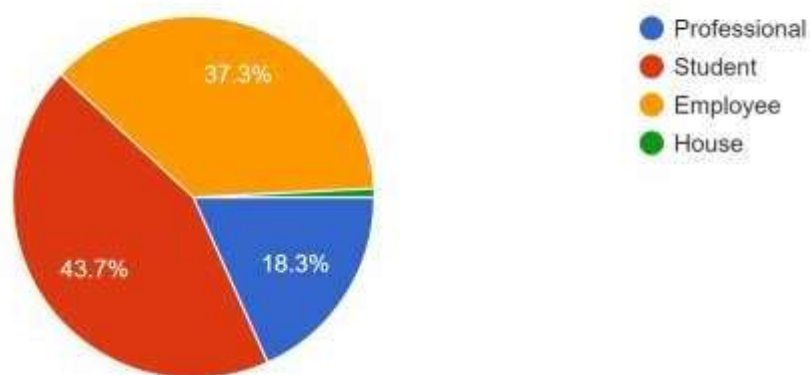
INFERENCE

Majority 50.8% respondents are Under graduates.

TABLE 4.1.4 OCCUPATION OF RESPONDENTS

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
PROFESSIONAL	23	18.3%
STUDENT	55	43.7%
EMPLOYEE	50	37.3%
HOUSE	1	0.7%

Occupation
126 responses



INTERPRETATION

From the above table it is interpreted that 18.3% respondents were professionals, 43.7% respondents were Students, 37.3% respondents were Employees, 0.7% respondents were home workers.

INFERENCE

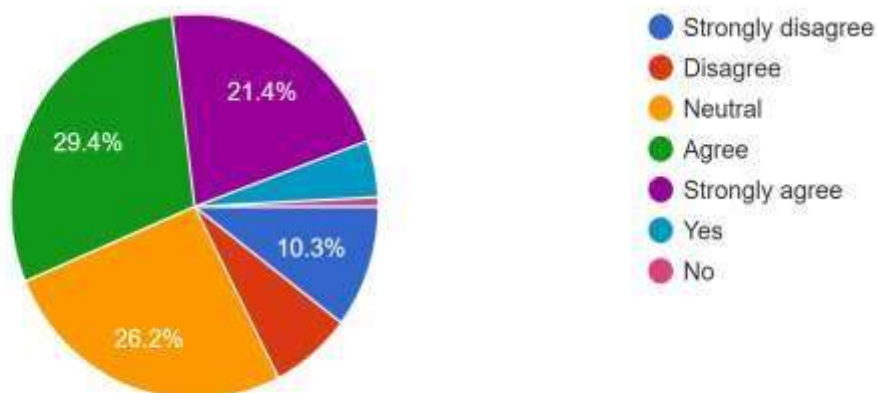
Majority 43.7% respondents were Students.

TABLE 4.1.5 Would you be more likely to buy a well packaged product?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	12	10.3%
Disagree	16	12.7%
Neutral	33	26.2%
Agree	37	29.4%
Strongly agree	26	21.4%

Would you be more likely to buy a well packaged product?

126 responses



INTERPRETATION

From the above table it is interpreted that 10.3% respondents were strongly disagree to buy a well packaged product, 12.7% respondents were disagree to buy a well packaged product, 26.2% respondents were neutral to buy a well packaged product, 29.4% respondents were agree to buy a well packaged product, 21.4% respondents were to buy a well packaged product.

INFERENCE

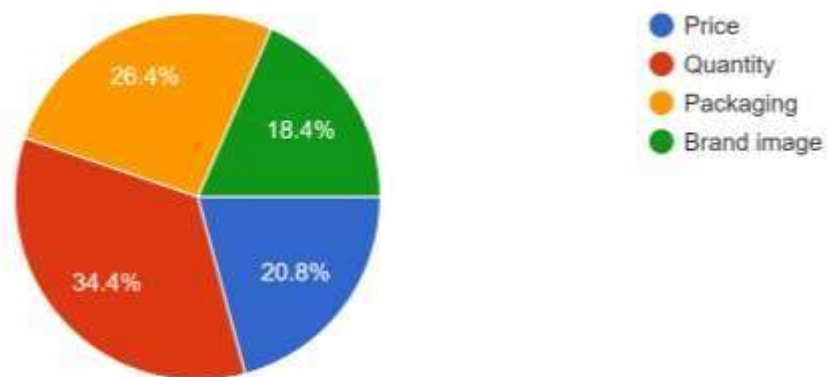
Majority 29.4% respondents were agree to buy a well packaged products.

TABLE 4.1.6 Attributes you consider while buying products

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
PRICE	26	20.8%
QUANTITY	43	34.4%
PACKAGING	33	26.4%
BRAND IMAGE	23	18.4%

Attributes you consider while buying a product

125 responses



INTERPRETATION

From the above table it is interpreted that 20.8% respondents were consider price while buying products, 34.4% respondents were consider quantity while buying products ,and 26.4% respondents were consider packaging while buying products, 18.4% respondents were consider brand image while buying products.

INFERENCE

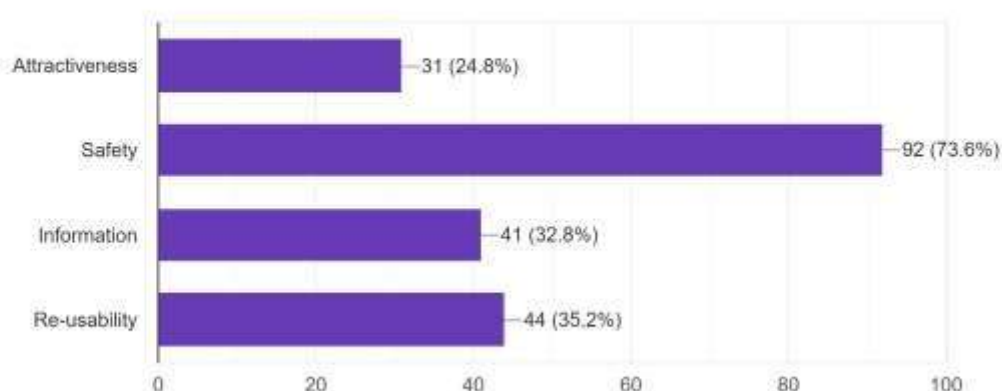
Majority 34.4% respondents were consider quantity while buying products.

TABLE 4.1.7 Factors you feel are important related to packaging

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
ATTRACTIVENESS	31	24.8%
SAFETY	92	73.6%
INFORMATION	41	32.8%
RE-USABILITY	44	35.2%

Which factors you feel are important related to packaging

125 responses



From the above table it is interpreted that 24.8% respondents says that important factor related to packaging was attractiveness, 73.6% respondents says that important factor related to packaging was safety, 32.8% respondents says that important factor related to packaging was Information, 35.2% respondents says that important factor related to packaging was re-usability.

INFERENCE

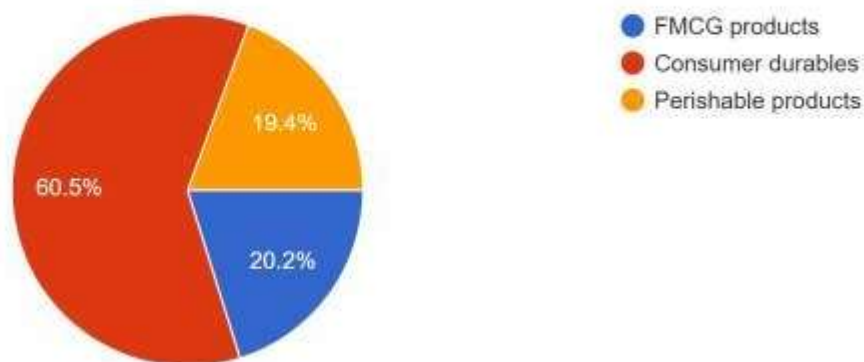
Majority 73.6% respondents says that important factor related to packaging was safety of the product.

TABLE 4.1.8 For which type of products, is packaging important for you

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
FMCG PRODUCTS	25	20.2%
CONSUMER DURABLES	75	60.5%
PERISHABLE PRODUCTS	24	19.4%

For which type of products, is packaging important for you?

124 responses



INTERPRETATION

From the above table it is interpreted that 20.2% respondents tell that FMCG products are important for packaging, 60.5% respondents tell that Consumer durables are important for packaging, 19.4% respondents tell that perishable products are important for packaging.

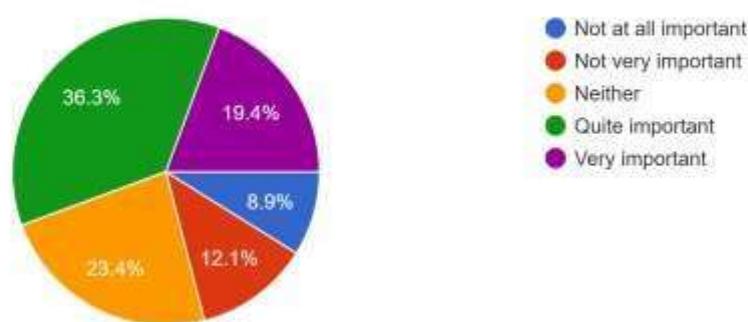
INFERENCE

Majority 60.5% respondents tells that Consumer durables are important for packaging products.

TABLE 4.1.9 How important do you consider the role of packaging

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
NOT AT ALL IMPORTANT	11	8.9%
NOT VERY IMPORTANT	15	12.1%
NEITHER	29	23.4%
QUITE IMPORTANT	45	36.3%
VERY IMPORTANT	24	19.4%

Aesthetically, how important do you consider the role of packaging to be in the selling of a product?
124 responses



INTERPRETATION

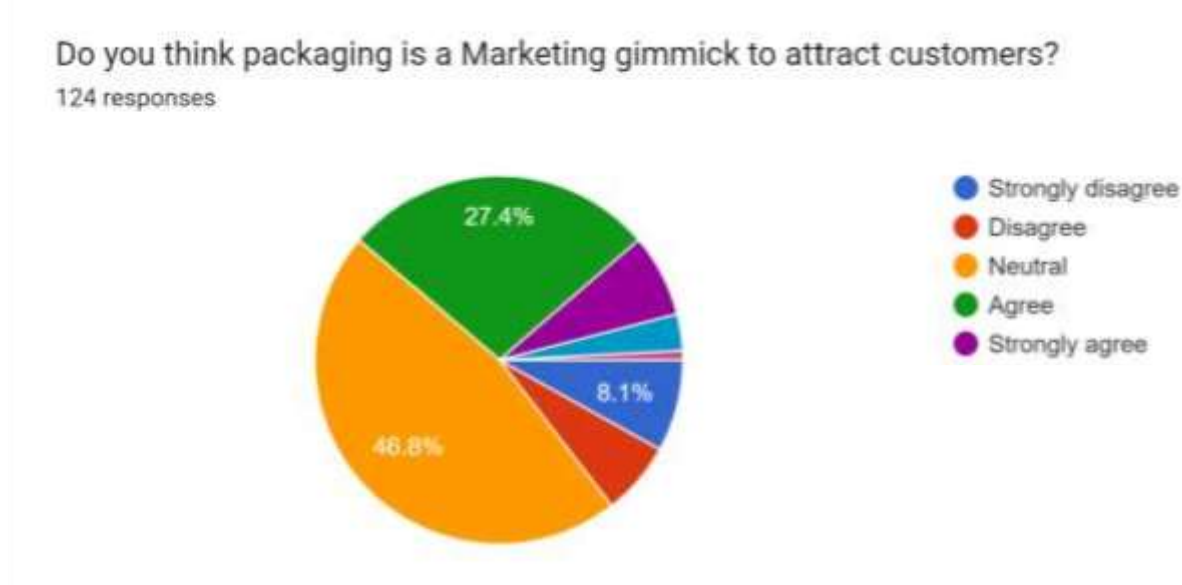
From the above table it is interpreted that 8.9% respondents tells that role of packaging is not at all important, 12.1% respondents tells that role of packaging is not very important, 23.4% respondents tells that role of packaging is neither, 36.3% respondents says that role of packaging is quite important, 19.4% respondents says that role of packaging is very important.

INFERENCE

Majority 36.3% respondents tells that role of packaging is quite important in the selling of a product.

TABLE 4.1.10 Do you think packaging is a marketing gimmick to attract customers

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY DISAGREE	10	8.1%
DISAGREE	9	7.3%
NEUTRAL	58	46.8%
AGREE	38	27.4%
STRONGLY AGREE	9	7.3%



INTERPRETATION

From the above table it is interpreted that 8.1% respondents were strongly disagree that packaging is a marketing gimmick to attract customers, 7.3% respondents were disagree that packaging is a gimmick to attract customers, 46.8% respondents says neutral for the packaging is a marketing gimmick to attract customers, 27.4% respondents agree that packaging is a marketing gimmick to attract customers, 7.3% respondents strongly agree that the packaging is a marketing gimmick to attract customers.

INFERENCE

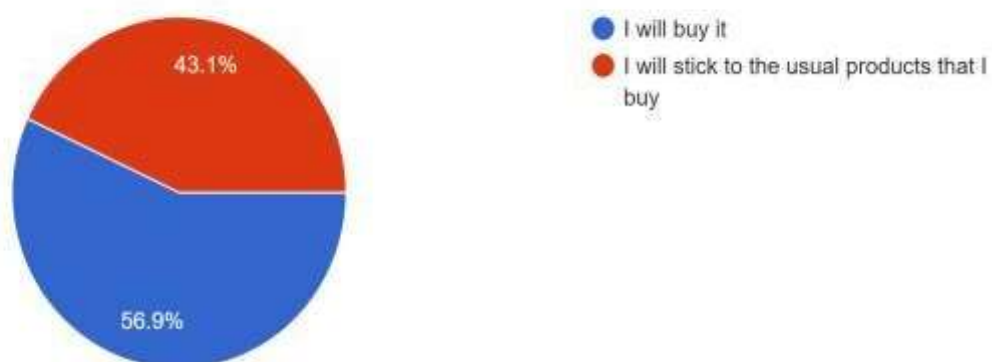
Majority 46.8% respondents says that the packaging is a marketing gimmick to attract customers.

TABLE 4.1.11 If a product you are shopping for has unique packaging

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
I WILL BUY IT	70	56.9%
I WILL STICK TO THE USUAL PRODUCTS THAT I BUY	53	43.1%

If a product you are shopping for has unique packaging

123 responses



INTERPRETATION

From the above table it is interpreted that 56.9% respondents says that they will buy the product has unique packaging, 43.1% respondents says that they will stick to the usual products that they buy.

INFERENCE

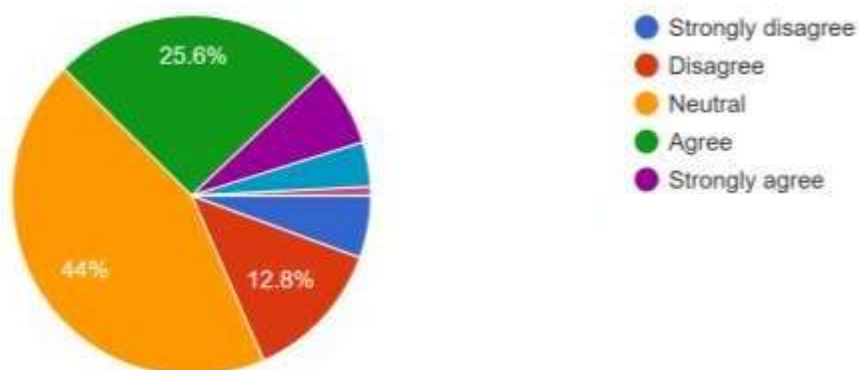
Majority 56.9% respondents says that they will stick to the usual products that they buy before.

TABLE 4.1.12 Do you often keep the packaging from products you buy

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY DISAGREE	8	5.6%
DISAGREE	16	12.8%
NEUTRAL	55	44%
AGREE	32	25.6%
STRONGLY AGREE	14	4%

Do you often keep the packaging from products you buy?

125 responses



INTERPRETATION

From the above table it is interpreted that 5.6% respondents says that Strongly disagree for keeping the packaging from products they buy, 12.8% respondents says that disagree for keeping the packaging from products they buy, 44% respondents says that neutral for keeping the packaging from products they buy, 25.6% respondents says that agree for keeping the packaging from products they buy, 4% respondents says that strongly agree for keeping the packaging from products they buy.

INFERENCE

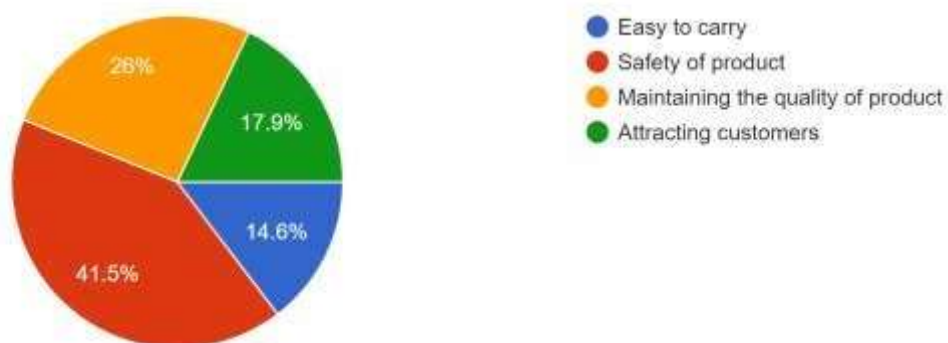
Majority 44% respondents says that neutral for keeping the packaging from products they buy.

TABLE 4.1.13 Why do you think packaging is important

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
EASY TO CARRY	18	14.6%
SAFETY OF PRODUCT	51	41.5%
MAINTAINING THE QUALITY	32	26%
ATTRACTING CUSTOMERS	22	17.9%

Why do you think packaging is important?

123 responses



INTERPRETATION

From the above table it is interpreted that 14.6% respondents says that packaging is important for easy to carry, 41.5% respondents says that packaging is important for safety of product, 26% respondents says that packaging is important for maintaining the quality, 17.9% respondents says that packaging is important for attracting customers.

INFERENCE

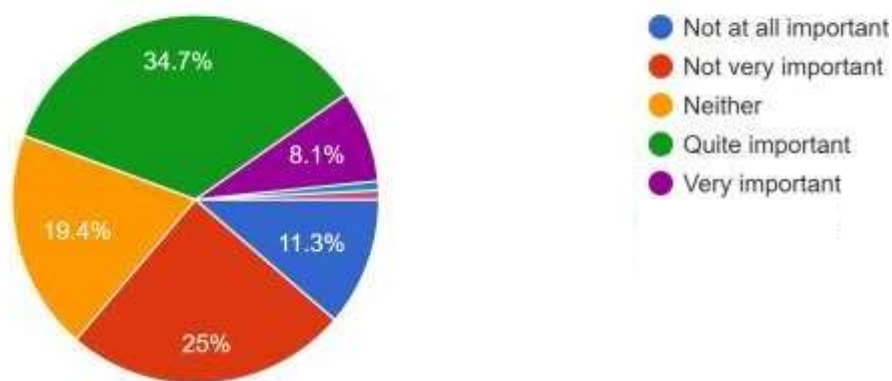
Majority 41.5% respondents says that packaging is important for safety of product.

TABLE 4.1.14 How important is label design for packaging

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
NOT AT ALL IMPORTANT	14	11.3%
NOT VERY IMPORTANT	31	25%
NEITHER	24	19.4%
QUITE IMPORTANT	43	34.7%
VERY IMPORTANT	10	8.1

How important is Label design for packaging?

124 responses



INTERPRETATION

From the above table it is interpreted that 11.3% respondents says that label design not at all important for packaging, 25% respondents says that label design is not very important for packaging, 19.4% respondents says that label design is neither for packaging, 34.7% respondents says that label design is quite important for packaging, 8.1 respondents says that label design is very important for packaging.

INFERENCE

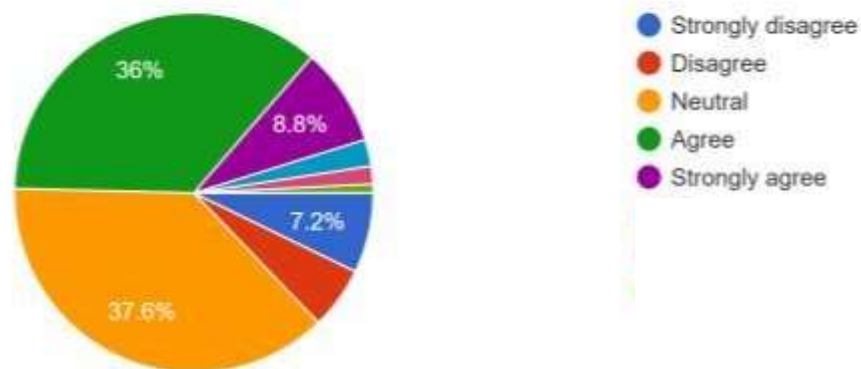
Majority 34.7% respondents says that label design is quite important for packaging.

TABLE 4.1.15 Do you feel some of the packaging products need a makeover

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY DISAGREE	9	7.2%
DISAGREE	13	10.4%
NEUTRAL	47	37.6%
AGREE	45	36%
STRONGLY AGREE	11	8.8%

Do you feel some of the packaging products need a makeover?

125 responses



INTERPRETATION

From the above table it is interpreted that 7.2% respondents feels strongly disagree for packaging products need a makeover , 10.4% respondents feels disagree for packaging products need a makeover, 37.6% respondents feels neutral for packaging products need a makeover, 36% respondents feels agree for packaging products need a makeover, 8.8% respondents feels strongly agree for packaging products need a makeover.

INFERENCE

Majority 37.6% respondents feels neutral for packaging products need a makeover

4.2 Chi-square test

Null hypothesis(H0): There is no significant association between attributes considered while buying products and factors that feel important related to packaging.

Alternate hypothesis(H1): There is a significant association between attributes considered while buying products and factors that feel important related to packaging.

Attributes considered while buying products * Factors that feel important related to packaging						
Expected Count		Factors that feel important related to packaging				Total
		Attractive-ness	Safety	Informat-ion	Re-usability	
Attributes consider while buying products	PRICE	13.2	9.1	7.7	5.1	35.0
	QUANT-ITY	14.3	12.7	9.0	6.0	42.0
	PACKA-GING	10.4	7.7	7.5	4.4	30.0
	BRAND IMAGE	6.1	4.5	3.8	3.6	18.0
Total		44.0	34.0	28.0	19.0	125.0
Chi-Square Tests						
		Value	df	Asymptotic Significance (2-sided)		
Pearson Chi-Square		43.105 ^a	9	0.000		
Likelihood Ratio		43.787	9	0.000		
Linear-by-Linear Association		28.497	1	0.000		
N of Valid Cases		125				

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.55.

INFERENCE

Since p value 0.01 is less than 0.05, null hypothesis is rejected and alternate hypothesis is accepted. Hence, There is a significant association between attributes considered while buying products and factors that feel important related to packaging.

4.3 One-way Anova test

Null hypothesis(H0): There is no significant difference between products that's need important in packaging and the role of packaging.

Alternate hypothesis(H1): There is a significant difference between products that's need important in packaging and the role of packaging.

Descriptives								
Products that's need important in packaging								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
FMCG products	25	1.685	0.7727	0.1052	1.474	1.896	1.0	3.0
Consumer durables	75	1.810	0.8729	0.1905	1.412	2.207	1.0	3.0
Perishable products	24	2.267	0.7804	0.1163	2.032	2.501	1.0	3.0
Total	124	1.925	0.8317	0.0759	1.775	2.075	1.0	3.0

ANOVA					
Products that's need important in packaging					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.639	2	4.319	6.858	0.002
Within Groups	73.686	117	0.630		
Total	82.325	119			

INFERENCE

Since 0.002 is less than 0.05 null hypothesis is rejected and alternate hypothesis is accepted. Hence, There is a significant difference between products that's need important in packaging and the role of packaging.

CHAPTER 5

FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS

- Majority 74.4% respondents are between the age of 18-25.
- Majority 58.4% respondents were male.
- Majority 50.8% respondents are Under graduates.
- Majority 43.7% respondents were Students.
- Majority 29.4% respondents were agree to buy a well packaged products.
- Majority 34.4% respondents were consider quantity while buying products.
- Majority 73.6% respondents says that important factor related to packaging was safety of the product.
- Majority 60.5% respondents tells that Consumer durables are important for packaging products.
- Majority 36.3% respondents tells that role of packaging is quite important in the selling of a product.
- Majority 46.8% respondents says that the packaging is a marketing gimmick to attract customers.
- Majority 56.9% respondents says that they will stick to the usual products that they buy before.
- Majority 34% respondents says that neutral for keeping the packaging from products they buy.
- Majority 41.5% respondents says that packaging is important for safety of product.
- Majority 34.7% respondents says that label design is quite important for packaging.
- Majority 37.6% respondents feels neutral for packaging products need a makeover
- By using Chi-square for finding the significant association between attributes considered while buying products and factors that feel important related to packaging.that the p value is 0.01 which is lesser than the significant level (0.05). Hence, Ho is rejected and H1 gets accepted.

•By using anova for finding the relationship between the products that's need important in packaging and the role of packaging that p value is 0.002 which is less than the significant level (0.05). Hence, H_0 is rejected and H_1 gets accepted.

5.2 SUGGESTIONS

- Brand is important and its strategy is considered 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.
- All the marketing units pay attention to good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set packaging standards and to implement accordingly for better protection and promotion of a product.
- Basically labels describe what made it, where it was made, when it was made, what it contains, how to use it etc. Furthermore, they believe that the consumers are properly guided by a label to use the product. 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 technically.
- We do believe that culture difference does have an impact on a company's 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.
- Thus, we think that it is important for multinational companies to take in consideration cultural differences when they design the product package.
- Attractive and well designed packaging can catch the consumers eye, creating a positive first impression and influence purchasing decisions.
- Packaging serves as a tangible representation of a brand. High quality consistent packaging can enhance a brand's image and build trust with consumers.
- Clear and informative packaging helps consumers understand the product, it's features, and benefits. This transparency can influence purchasing decisions based on informed choices.

- Packaging that includes promotions, discounts, or limited-time offers can entice consumers to make a purchase, capitalizing on their desire for value.
- Packaging that aligns with cultural preferences and norms can resonate with specific target audiences, impacting their buying decisions positively.
- Consistent packaging across a brand's products fosters recognition, potentially influencing consumers to choose familiar brands over others.
- Packaging that ensures product safety during transit and storage can contribute to consumers' trust in the product and the brand.
- Packaging with unique and innovative features can create a memorable experience, attracting consumers and influencing their purchase decisions.
- Packaging that enhances ease of use, storage, or portability may positively affect consumer preferences, especially for products used on the go.

5.3 CONCLUSION

The study makes it clear that the overall perception of the consumer about different variable of packaging of product is satisfactory. A right choice of packaging colour, background image, package design, language used on the package and printed information when imparted to a product's packaging will create a good image in consumer's mind. As far as the association between product, packaging and impact on consumer's buying behaviour concerned, it is clear that visual appeal is more important than the qualitative aspect of packaging. This is implied from the significant association between packaging colour, printed information language used on the package, package design, beautiful & Attractive positive relation between them, its impact on consumer buying behaviour, no significant association was observed between consumer buying behaviour and wrapper design, light and bright colour used in background image, only light colour used in background image. However, there is certain area such as wrapper design used in product packaging where should give attention to improve it and over all packaging variables is that good.

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APPENDIX(QUESTIONNAIRE)

NAME -

Gender

- ☐ Male
- ☐ Female

Age group

- ☐ Below 18 years
- ☐ 18 to 25 years
- ☐ 25 years & above

Qualification

- ☐ SSLC
- ☐ PUC
- ☐ Undergraduate
- ☐ Postgraduate
- ☒ Other

Occupation

- ☐ Professional
- ☐ Student
- ☐ Employee
- ☐ Other

Would you be more likely to buy a well packaged product?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Attributes you consider while buying a product

- ☐ Price
- ☐ Quantity
- ☐ Packaging
- ☐ Brand image

Which factors you feel are important related to packaging

- ☐ Attractiveness
- ☐ Safety
- ☐ Information
- ☐ Re-usability

For which type of products, is packaging important for you?

- ☐ FMCG products
- ☐ Consumer durables
- ☐ Perishable products

Aesthetically, how important do you consider the role of packaging to be in the selling of a product?

- ☐ Not at all important
- ☐ Not very important
- ☐ Neither
- ☐ Quite important
- ☐ Very important

Do you think packaging is a Marketing gimmick to attract customers?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

If a product you are shopping for has unique packaging

- ☐ I will buy it
- ☐ I will stick to the usual products that I buy

Do you often keep the packaging from products you buy?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Why do you think packaging is important?

- ☐ Easy to carry
- ☐ Safety of product
- ☐ Maintaining the quality of product

- ☐ Attracting customers

How important is Label design for packaging?

- ☐ Not at all important
- ☐ Not very important
- ☐ Neither
- ☐ Quite important
- ☐ Very important

Do you feel some of the packaging products need a makeover?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree