

A STUDY ON IMPACT OF PACKAGING OF FMCG PRODUCTS ON CONSUMER BUYING BEHAVIOR

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

EMMI JABASHELI P

REGISTER NO:42410013



**DEPARTMENT OF BUSINESS
ADMINISTRATION SCHOOL OF MANAGEMENT
STUDIED**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

**(DEEMED TO BE UNIVERSITY) Accredited with Grade "A++" by NAAC I 12B
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SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **EMMI JABASHELI P 42410013** who carried out the Project Training

“A STUDY ON IMPACT OF PACKAGING OF FMCG PRODUCTS ON CONSUMER BUYING BEHAVIOR under my supervision from October 2023 to December 2023.

DR.M.M DHANYA

Internal guide

External Guide

DR . BHUVANESWARI . G, MBA., Ph. D

Dean – School of Management Studies

Submitted for Viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **EMMI JABAHELI.P (42410013)** hereby declare that the Project Report entitled "**A STUDY ON IMPACT OF PACKAGING OF FMCG PRODUCTS ON CONSUMERBUYING BEHAVIOR**" done by me under the guidance of **DR .M.M..DHANYA** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

Emmi Jabasheli p

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EXECUTIVE SUMMARY

The objective of this study is to determine the role of packaging on consumer buying behaviours. The purpose of this research is to examine the essential factors which drive the success of a brand. To examine the influence of existing and new FMCG food products packaging on consumer buying behaviours. To know whether well and attractive packaging of FMCG products can influence consumers to buy it.

In this design we have used cross sectional design. It involves the collection of information from any given samples of population elements only once. Cross sectional designs are further divided into two types' single cross sectional and multiple cross sectionals. We have used multiple cross-sectional designs. This research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and has been used for analysis. The secondary data was collected by website, journal, Articles and Project reports. In this study samples of 120 respondents have been collected.

According to the findings of the research study, it has been observed that the Packaging is the most important factor. It is further concluded that the packaging elements like its

colour, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision.

In this company they were using the kraft paper as a raw material to a carton box, used

in food and medical companies. And also, it is an ecofriendly product free from plastics. Finally, it has also been concluded that the Packaging is one of the most important and powerful factors, which influences consumer purchase decision.

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CHAPTER-1 INTRODUCTION

In nowadays competitive environment the role of packaging has changed due to increasing self- service and changing consumers' lifestyle. Firms' interest in packaging as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs.

During the last two decades many important developments in the position of daily life of consumers and producers takes place. In earlier times consumers were self-sufficient, but during the last two decades things have been changed and there was a rapid development in the industrialization of packaging communication process. So this research study focuses on the area of Packaging which is one of the most important elements of marketing mix and many marketers had considered packaging as a fifth 'P', while the other four P's are Product, Placement, Promotional and Price. So packaging is used as an important marketing tool. In marketing terms, Packaging can be defined as:

"All the activities of designing and producing the container or wrapper of a product, Packaging is a structure designed to contain a commercial food product, i.e., to make it easier and safer to transport, to protect the product against contamination or loss, degradation or damage and to produce a convenient way to dispense the product" 1.

Packaging mainly can be divided into three types, i.e., Consumer Packaging, Transport packaging and Food Packaging. This study is specified only to food packaging as food packaging industry requires packaging material that provides efficient barriers, preserves product effectively and therefore increases the shelf life of the product 2. However, packaging is criticized largely from the environmental point of view, because many researchers think that packaging is depleting natural resources, as certain form of packages are health hazards, and there is a significant problem of disposing of these packages. Marketing

researchers have to deal with these criticisms, and must enhance the positive features of packaging, like product protection, preservation, containment, communication, consumer convenience and marketing support 3.

In context of above description, this study is basically consists of observations, surveys and interview from the consumers not only to determine how packaging of existing FMCG products contain, preserve, and communicate the buyer, but the new products too, because the variables for selecting the existing food products are different from the variables for selecting the new FMCG products, secondly to know the importance of packaging on their buying decision process both for existing and new products, how they get influence, and how a good quality and attractive packaging convince them to buy particular FMCG products.

1.1 Importance of Packaging

Many researchers together with Price, Promotion, Placement and Product considers Packaging as a fifth “P” as a marketing tools, because they think that packaging is a face of a product which actually refers to the material that servers to contain, identify, describe, protect, display and promote a specific product. The main objectives of packaging are to keep the food in good condition until it is sold or have been consumed and to encourage the consumer to buy it again and again. Correct packaging is essential to achieve above given objectives. Yearly billions of pounds are spent on packaging food.

1.2 Functions of Packaging:

There are many protecting functions and purposes of packaging that influence consumers to buy a particular product. The various functions of packaging can be divided into three main types: Primary, secondary and tertiary (additional Functions). Primary functions concerned with the technical nature of the product while the secondary and tertiary functions are related to communications.

The Primary Functions of packaging are to protect and storage of a product from loss, damage or any kind of deterioration from environmental conditions such as humidity, temperature, precipitation and solar radiation. i.e.; the durability of a package, because people want material that will really protect the product they bought and something that can resist handling and shipping.

The Secondary and Tertiary Functions of packaging are the sales, promotional, service and guarantee functions. The main intentions of sales function of package is to promote the sales processes and to make it more effective and efficient, therefore in designing a package promotional materials should be placed at right place, because it plays an important role to communicate about the product functions, features, and other informational elements. The various informational elements such as product features, manufacturing and expiry date, ingredients information, nutritional information, food labelling etc. provides the consumer with details about the contents and use of a particular product, therefore these promotional materials should be properly placed on the package in order to attract the potential consumer's attention and to have a positive impact on their buying behaviour.



Figure 1.1



FIGURE 1.2



FIGURE 1.3

1.3 Consumer Buying Behaviour:

The other main concern of the study is to know about consumer buying behaviour or consumer decisions making process and how packaging can influence them to buy a particular product. Marella in one of her articles about

packaging defines consumer buying behaviour as the process by which “individuals search, select, purchase, use, and dispose of goods and services, in satisfaction of their need and want”. When consumers need to purchase something, they usually go for the brands which are trustworthy and try not to seek other products such as new products or the brand which they don't know at all. Therefore, at the point of purchase what communicates or influence consumer to buy particular product is only ‘Packaging’. Similarly quality judgments are significantly influence by the product characteristics reflected by the packaging because packaging acts as a communicator, and it underlines overall features and functions of a product that lies in it such as informational elements, product features, material used etc. So, if the package is well design and attractive enough, consumer will likely to buy it especially in the case of new products. So, it is important that products should be well and attractive packaged to gain consumer attention.

1.4 Corporate social responsibilities of the company

CSR ACTIVITY

Recently, supply chain has emerged as the main focus of corporate social responsibility. define corporations' supply chain as “the process by which several organizations including suppliers, customers, and logistics providers work together to provide a value package of products and services to the end user, who is the customer.” Companies have to consider not jeopardizing the environment in all their supply chain functions. In general terms, companies' consideration and sensitivity about environmental issues in all their supply chain processes can be defined as green supply chain management (GSCM). Within the

context of GSCM, companies often use three basic approaches. These approaches are reactive approach, proactive approach, and value seeking approach. Companies, which adapt reactive approach, apply procedures in accordance with current rules and regulations, such as minimum resource use. On the other hand, companies adopting a proactive approach apply procedures to prevent possible future problems. Thus, proactive companies develop programs and policies on how to implement and control green supply chain applications. Companies adapting value-seeking approaches are systematically integrating environmental policies into long-term business strategies. They are also in close contact with suppliers and stakeholders

and encourage them to integrate environmental policies into their business processes. summarize some environmental CSR practices in the supply chain as follows;

- Purchasing and using recycled materials for
- packaging, Supporting and encouraging suppliers on
- reducing waste,
- Producing recyclable and reversible materials in production and design,
- Meeting standards for protecting environment in the processes of lifecycle management, production, packaging and storing,
- Supporting suppliers to implement processes to protect environment.

Companies, which concern over CSR concept, should consider production waste and its impact on the environment. The three “R’s”—Reduce, Reuse, and Recycle—is a phrase that characterizes this concern which relates to long-standing of the society. Considering the three R’s has become a part of the consumers’ rituals.

Sustainable packaging is “the development and use of packaging which results in improved sustainability”. Instead of sustainable packaging, environmentally friendly packaging, environment-

friendly packaging, eco-friendly packaging, nature-friendly packaging, or green packaging terms are also used in the literature. Being sustainable may include different factors. Packaging has a significant role by being recyclable, having less space as waste, and being biodegradable in the environment. Source reduction refers to the reduction of the amount of the waste and toxicity and the reuse of products or materials. Source reduction is also an important factor in packaging design. After the consumption of the product, the amount or toxicity of trash has an impact on the environment. In this regard, the type and amount of packaging should be assessed by taking into consideration that waste will be generated after product use or consumption. These are:

Demands of the product, Demands of the production process,
Distribution/transportation system, Storage (warehouse, retail, home),

Corporate (responsibility) policy of product manufacturer and the packaging and packaging materials producers, • Government regulations,

- Marketing,
- Retailer requirements,
- Consumer needs and wants.

Formerly, packaging wastes did not affect consumers' purchasing decisions at the point of purchase. Today, consumers are more aware of the role of packaging on the environment. Socially responsible consumption (hereafter SRC) is defined as "the fact of purchasing products and services which are perceived to have a positive. (or less negative) impact on one's environment and/or the use of one's purchasing power to express social and environmental concerns". Socially responsible consumers concern about the different elements of the package design such as material and size of the package. The environment-friendly packaging, which causes less damage to the environment, is gaining popularity in the society. Therefore, marketers and producers should take socially responsible roles in the market and they should consider.

- Using recycled materials,
- Downsizing the secondary packaging or over-packaging,
- Making concentrated products in order to reduce environmental impact in terms of packaging and shipment,
- Shipping and transportation effect on the environment in terms of gas emissions and energy efficiency,

- Cost–benefit analysis for environmental-friendly packaging for short and long term.
- With the rise of CSR, an increase in the popularity of ethical consumerism is observed.

Packaging is also important for contributing to the understanding of the company and the brand .CSR practices should be communicated to consumers. Thus, CSR can provide many benefits to the company in terms of brand awareness and customer loyalty. Today, companies use CSR in their marketing communications. Companies sometimes use social contributions they make with CSR as an advertising tool. In this way, they gain public support and provide a competitive advantage. It is an important way of reaching the consumers who are expecting from the companies to be sensitive to the environmental issues and be socially responsible. Companies that perform strong CSR activities aim to attract customers who will buy their products or services regardless of the price. The most important point here is that the content of the message sent to the customer should be consistent with the actual CSR practices of the company.

Companies must distinguish themselves and their products from many companies. For this reason, they can use cause-related marketing (hereafter CRM) as a communication tool to differentiate themselves from the others. In this type of communication companies communicate their corporate social responsibilities through advertising, packaging, and promotion.

Packaging promotes the customers' purchase decision not only at the point of sale, but also when the product is used.

CHAPTER 2 REVIEW OF LITERATURE

The high requirements of such a demanding market with strong competition promote manufacturers' interest in finding innovative solutions for paper/cardboard components and the use of kraft or recycled paper and new packaging designs, e.g., by facilitating product returns or lighter fluting and allowing for a reduction in the dimensions, weight, as well as cost of the packages, provided that the boxes are of adequate load-bearing capacity. Corrugated cardboard is a layered structure whose strength is determined by the individual ply selection and combination, especially given the fact that the mechanical strength of paperboard depends on two characteristics, i.e., the in-plane directions of orthotropy—perpendicular to the main axis of the fluting and parallel to the paperboard fibre alignment machine direction (MD), as well as parallel to the fluting cross direction (CD). This paper presents a critical look at the process of optimal selection of five-layer corrugated cardboard for packaging structures, depending on the paper used, as a continuation of the discussion presented for three-ply cardboard by (Mrówczyński et al.,2022).

Designing corrugated board packaging is a real challenge, especially when the packaging material comes from multiple recycling. Recycling itself is a pro-ecological and absolutely necessary process, but the mechanical properties of materials that are processed many times deteriorate with the number of cycles. Manufacturers are trying to use unprecedented design methods to preserve the load-bearing capacity of packaging, even when the material itself is of deteriorating quality. An additional obstacle in the process of designing the structure of paper packaging is the progressive systematic reduction of the grammage (the so-called lightweight process) of corrugated cardboard. Therefore, this research presents a critical look at the process of optimal selection of corrugated cardboard for packaging structures, depending on the paper used. The study utilizes analytical, simplified formulas to estimate the strength of cardboard itself as well as the strength of packaging, which are then analyzed to determine their sensitivity to changes in cardboard components, such as the types of paper of individual layers. In the performed sensitivity analysis, numerical homogenization was used,

and the influence of initial imperfections on the packaging mechanics was determined. (Mrówczyński, D. et al., 2021).

This study explores whether consumer segments can be formed by the Bottom of the Pyramid (BoP) consumers based on their perception towards various packaging attributes while making Packaging Influenced Purchase decisions (PIP) for buying Fast-Moving Consumer Goods (FMCG) products. Along with facilitating targeting for marketers, this study aims to contribute significantly to the literature of 'BoP consumer behaviour' where a visible research gap exists. FMCG, being a low-involvement market by nature, most of the purchase decisions are made under time pressure. So, packaging being the point of interaction between products and consumers, has huge potential to influence purchase decisions. (Panda, D., et 2020).

Packaging is the jar or a container or a protection for a product. Packaging includes the names and the brand names, brand logos, pictures of the product, different kinds of labels such as ingredients, manufacturing and expiry date, warnings, price, using method of the product, company name, company place etc. and the main function of the packaging is to easily and safely distribute the products. (Neeta & Sudha ,2014).

Packaging is one of the foremost component of promoting, designing and plays a n important role in marketing .An honest and effective packaging will absorb a lot of consumers and will increase people's intentions on buying products (Shruti, 2014). If the product has a good quality and unique packaging it remains in the mind of the consumer's for a long period of time and by this the consumer wants to buy that product at the time of shopping, so it itself did the promotion of that product by its packaging.

Colour plays an important role in the marketing of a product. It is the most powerful visual component of any product. It maintains a consumer's interest & is identified

with that product ever after in the consumer's mind. The colour itself embodied many ideas and is often sufficient in itself to communicate the message of the image it represents. Some researchers explain about packaging of colour is the most important factor that

attract the consumers and change their intentions towards any brand and then their buying behaviour will automatically change from no purchases to start purchases.

Behzad (2014) describe in his research that colours and graphics play important key roles in promoting product sales.

The packaging is that important key factor which we can use to attract our consumers at first sight. According to (Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013) consumers purchase more quantity of product after seeing its label so it is clear that labelling influences the consumers buying behaviour but there are many other factors that influence which influence the consumers buying behaviour. The role of packaging as a medium for communication and branding is increasing in competitive markets for FMCG products.

Colours have many effects on consumer's thoughts, feelings and behaviours; so, marketer should focus on the long employed of colours as a visual device to support cognition and thoughts and grasp consumer's attention towards the product. (Labrecque, Patrick, & Milne, 2013). As it is said that green colour attracts the people as it is a part of nature so it attracts people towards itself. Like this, a company should be more focused while choosing a packaging colour which will affect on product for a long term and will also have influence on the buying behaviour of the consumers.

The research conducted by Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2013), incorporate the impact of brand image, brand attachment and environmental effects on consumers purchase decision and the study reveals that brand image have no positive relation with the consumer purchase

decision and brand attachment and environment effects have moderate positive relation but no positive relation with the consumer purchase decision.

Packaging should also be designed to promote product sales. As the packaging will influence consumers and hence change their buying behaviour towards that brand which will help company to generate revenue. (Deliya & Parmar, 2012). When people attract towards any product so it is common that they will buy that product which will increase its sales and company's revenue and this all can be done only by attracting consumers towards any product at first sight and usually the first impression is the last impression that will lead to increase the existing sale performance.

Packaging itself plays an important part in marketing mix as it differentiates company's product from its competitors and is also the way to communicate with its consumers. According to (Ahmed, Billo&Lakhan,2012) Packaging is the last impression for consumers and they make purchasing decisions on the basis of product packaging which built a perception in the consumers mind; therefore, it is very important that packaging is working hard to secure the sale, this may be in the form of brand image, brand values, product quality and innovations.

The packaging material and wrappers are also very important factors in product packaging; as most of the consumers didn't buy the products due to creepy packaging material and wrappers. The study reveals that buyers trust in a product or brand declines steadily when its packaging is damaged-up to 55% of shoppers left the brand, and 36%move towards another brand. Many of the people of today century want more stylish and uniqueness so they want a good packaging material. The material and wrappers are also affecting the sales as if the product is of good quality but it has no effective and good material of packaging the consumers will see and move towards another product which have of quality material and interesting wrapper designs. There is no significant difference between product involved consumers and uninvolved ones in terms of package design preferences for the healthiness expectations that it generates. (Thomas, 2011)

Another research of (Baik,2011) explained that whenever a company design a high-level product having superior elements and to look a superb impact of labelling on consumers buying behaviour so they will target the upper class. Because upper class people are those targeted market who are more conscious about their self-image in the society and for this reason, they want to be extra ordinary careful while choosing any brand or product. Mostly they show themselves as a very classy group of the society so if the packaging of any product will be designed according to mindset and demands of the people so it change the behaviour or purchasing and increase the revenue.

A study conducted by (Borin et al. ,2011) performed an investigation in which he takes out the result of varied levels of environmental information on key client metrics& also evaluated environmentally benign products versus those peoples who have negative environmental impacts. This client perception of product quality, value was reportable by them and also, they get intentions didn't disagree considerably between product and positive messages from the environment and people with no message. They find out that product with negative environmental messages were throughout lower than products with positive environmental messages.

Producers have to build the applicable changes in product to satisfy the consumers need and differentiate them with their competitors. Innovation in a product measure some important factors for rising potency and effectiveness. (Noorani & Setty,2007). Because everyone wants something new after a certain period of time and for this a company always keep changes its strategies and product designs, features, colours and sometime they add more flavours to that product line to engage the consumers towards that particular brand.

Packaging performs multi-tasks and functions which describes the product & its features and also communicate with the consumers and also safeguard the product. (Silayoi & Speece, 2007). For example, packaging of the product tells about different ingredients, usage of the product and also it tells about some precautions if the product has any side effects. The packaging

sometimes includes different features like attractive colours, pictures, symbols that will enhance the attractiveness of any product. Colour is an excellent source of information to communicate with the consumers either negatively or positively and it is estimated that 62-90% of people assessment and Evaluation is based on colours alone. (Singh,2006).

Packaging appears to be one of the important factors in purchase decisions that are made at the point of sale where it becomes an essential part of the selling process (Silayoi&Speece,2004).

CHAPTER 3

AIM AND OBJECTIVES

3.1 RESEARCH BACKGROUND OF THE STUDY:

The professional fields are becoming more and more challenging and competitive in the present arena. So, in order to endure and be successful in any field, you must have the deep knowledge and appropriate skills of the concerned field. In fact, this is true about the fields of management sciences, in which the Knowledge and skills of a person can be polished, if he goes through some practical experiences. Therefore, this study is mainly conducted to have the knowledge of practical business situations, because the theoretical knowledge might not always match with the practical situations, where we do businesses. Therefore, this would be the socialization to the market in a sense of applying our theoretical knowledge in the practical fields.

In this regard, I have selected the area of Packaging for my research study which carries a great concern in the present arena because in the last one and half decade the importance of packaging has been actualized immensely and by having packaging knowledge and designing skills, practically you can enhance your capabilities. Packaging has covered all the consumer tangible goods in order to create and enhance the marketing efforts.

According to “International Association of Packaging Research Institutes” IAPRI, the packaging technology has gone through a significant and fast exploitation in recent years, and globally the packaging material and machinery industry is estimated to be worth of \$ 500 billion per year representing almost 1-2 % of the GDP industrialized country, and over 100, 00 packaging manufacturing companies have employed approx. 5 million people to serve all packaging business manufacturers company 4.

3.2 OBJECTIVES OF THE STUDY:

1. To know consumer awareness about packaging.
2. To examine the influence of existing and new FMCG food products packaging on consumer buying behaviour.
3. To examine consumer experience of purchasing packaged products.
4. To understand how packaging can influence them to purchase their decision powers
5. To know whether a good and attractive packaging of FMCG products can influence consumers to buy it.

3.3 SWOT ANALYSIS

STRENGTH:

- Eco friendly packaging
- Management team
- Customer service
- Brand enhancement and differentiation
- Sustainable technology

WEAKNESS:

- Inadequate focus on quality control
- Cost of packaging
- Cost of equipment
- Lack of field experience
- No current customer loyalty

OPPORTUNITIES:

- Retail boom
- FDI in multi Brand retailing
- Low manufacturing costs
- Rural marketing
- Diverse workforce

THREATS:

- Environmental issues
- Fluctuating distribution costs
- Market saturation
- Disturb countries economy
- Easily duplicable

CHAPTER 4

METHODOLOGY

4.1 Research Project design:

In this our marketing research, we have used descriptive design. In this design we have used cross-sectional design. It involves the collection of information from any given samples of population elements only once. Cross sectional design are further divided in two type's single cross sectional and multiple cross sectional. We have used multiple cross-sectional design.

4.2 Sources of Data:

4.1.1 Primary Data:

I collect primary data during the course of doing experiments in experimental research but in case I do research of the descriptive type and perform survey whether sample survey of census survey. Then we obtain primary data either through a direct communication with respondent or questionnaire.

I have obtained data through questionnaire

4.1.2 Secondary Data:

- Website
- Journals
- Magazines
- Books
- Project reports

We have obtained secondary data via website, journal, Articles and Project reports

through.

4.3 Sampling & data collection method

4.3.1 Sampling method:

- **Non-probability: Convenience Sampling Method** In non-probability sampling technique the chances of selection of all elements of population are not equal and convenience sampling method means sample drawn at the convenience of the interviewer people tend to make the selection at familiar location and choose respondents who are like themselves.

Sampling size:

120 respondents.

Data collection instrument:

- Questionnaire

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

5.1 MAJOR AGE OF PEOPLE RESPONDED

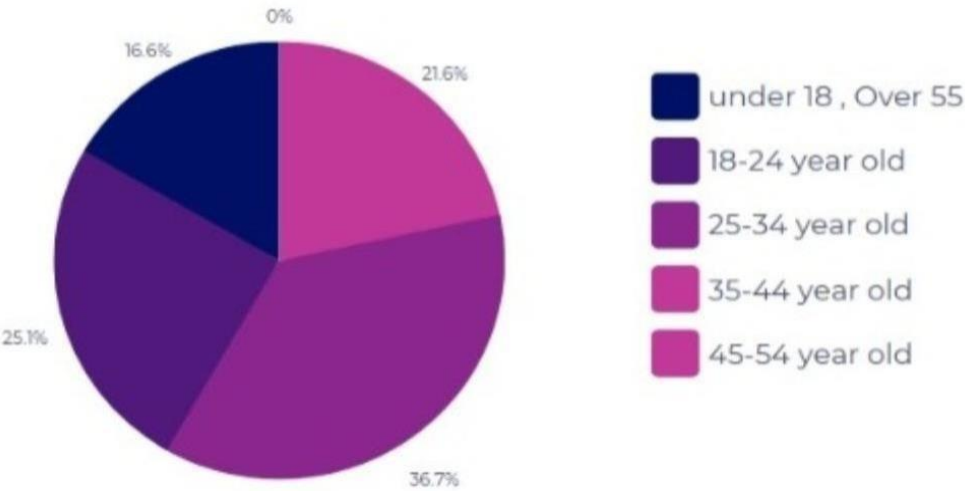


Fig: 3.1.1

AGE GROUP	No of Respondents	PERCENTAGE
UNDER 18	NIL	NIL
18-24 YEARS	26	21.6%
25-34 YEARS	44	36.6%
35-44 YEARS	30	25%
45-54 YEARS	20	16.6%
OVER 55	NIL	NIL

Table: 3.1.2

DATA INTERPRETATION

As seen above the age group between 25 to 34 have 50.8% means the youth is much available as a respondent then the age group between 18 to 24 years are having 45.8%

5.2 Which gender is much interested in filing the questionnaire?

What is your gender?

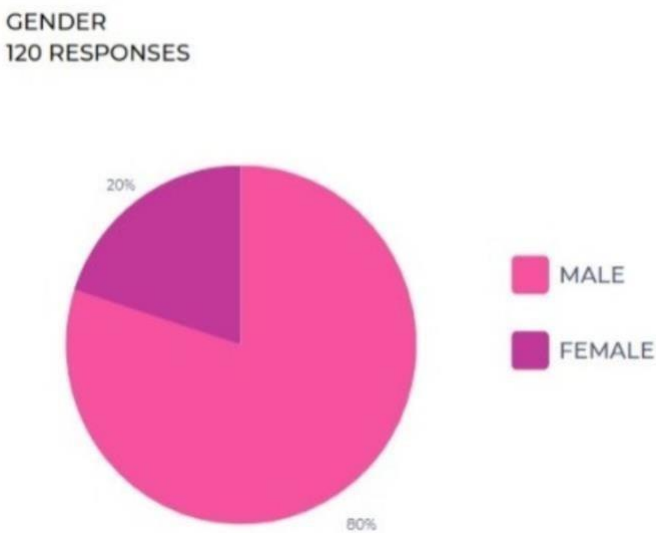


Fig: 3.2.1

Gender	No of Respondents	Percentage
Male	96	80%
Female	24	20%

Table: 3.2.2

DATA INTERPRETATION

As we seen above that most of the respondents are male where there percentage is 79.2% they are mostly interested in filling. Where females are only 20.8% in the total respondents.

5.3 What is the level of education among the respondents?

What is the higher degree or level of school you have completed ?

120 responses

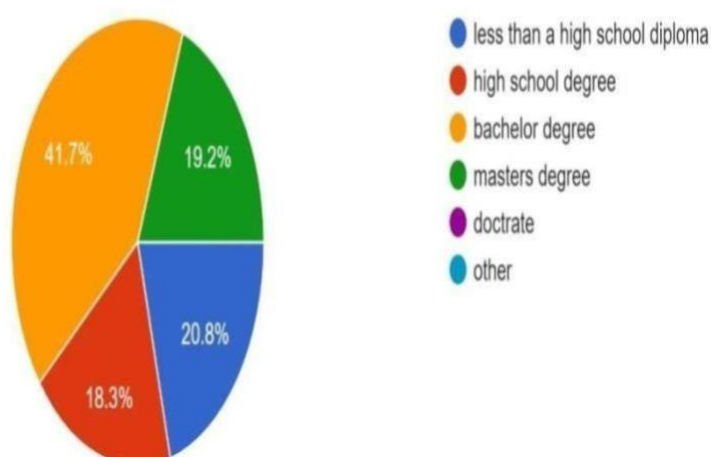


Fig: 3.3.1

Education	No of Respondents	Percentage
Less then high school	25	20.8%

High school degree	22	18.3%
Bachelor degree	50	41.7%
Master degree	23	19.2%

Table: 3.3.2

DATA INTERPRETATION

As we seen that most of the respondents are of bachelor degree with the percentage of 41.7% and the second most respondents are with high school degree with 18.3% and the third most educated are with master's degree with

19.2%. **5.4 Most affecting factor while purchasing a product?**

Which factor are mostly affecting to purchase of the products?

120 responses

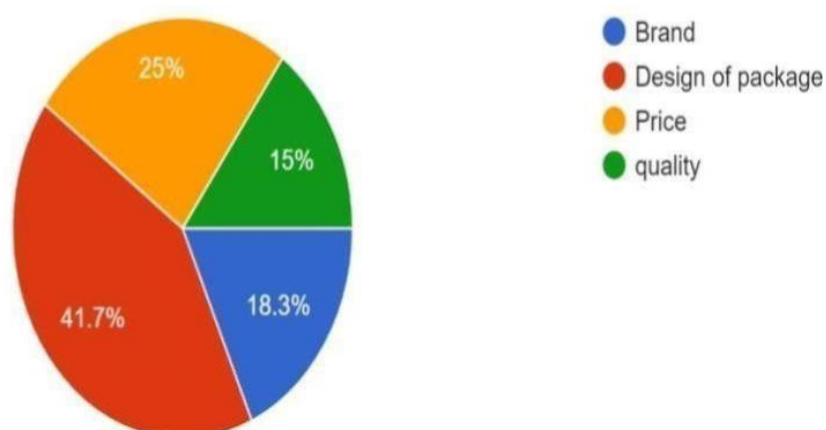


Fig:

3.4.1

Factor	No of Respondents	Percentage
Brand	22	18.3%
Design of package	50	41.7%
Price	30	25%
quality	18	15%

Table: 3.4.2

DATA INTERPRETATION

As we seen that the factor which mostly affect while purchasing the product is design of package where 41.7% people purchase the product because of this factor, and the second factorthat affects in buying behaviour is quality of the product with 15%. **5.5 Does packaging of a product influence buying behaviour?**

Does packaging of a product influence your buying behaviour ?

120 responses

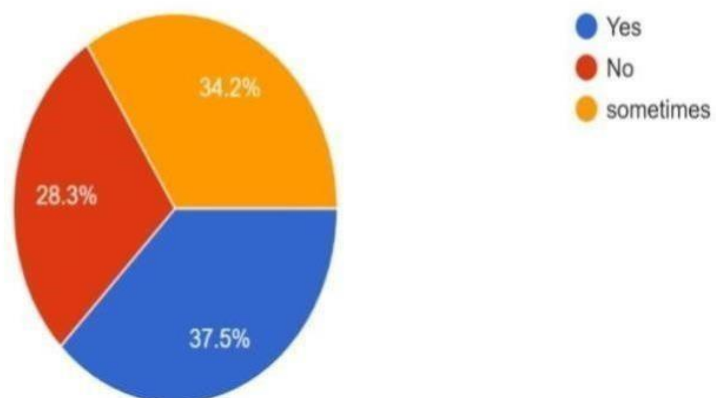


Fig:

3.5.1

Yes/no	No of Respondents	Percentage
Yes	45	37.5%
No	34	28.5%
sometimes	41	34.2%

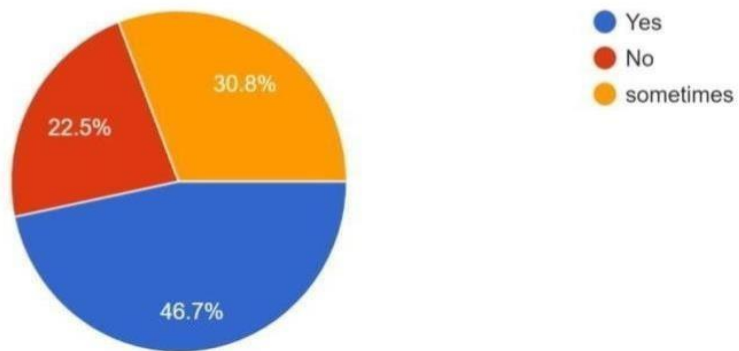
Table: 3.5.2

DATA INTERPRETATION

As we seen that the mostly person says that yes with 37.5% where they were mostly affected with some other factors and the second one most person says that sometimes with 34.2% and the people who are affected NO are with 28.5%.

5.6 Shall respondents change the product if packaging changed?

Fig:
Do you switch your brand due to change in packaging of existing brand?
120 responses



3.6.1

Yes/no	No of Respondents	Percentage
Yes	56	46.7%
No	27	22.5%
sometimes	37	30.8%

Table: 3.6.2

DATA INTERPRETATION

As we seen that most of the respondents sometimes change the product if the packaging changes where the respondents yes changed their

Fig:
product are with 46.7% where the respondents who sometimes change
the product are with
30.8%% and cannot change are 22.5% respondents.

5.7 Priority of respondents towards packaging? `

What is your priority towards packaging?

120 responses

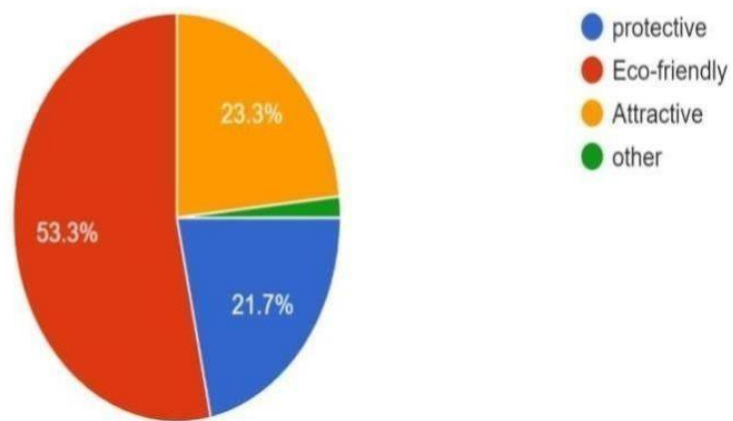


Fig: 3.7.1

Factors	No of Respondents	Percentage
Protective	26	21.7%
Eco friendly	64	53.3%
Attractive	28	23.3%
other	2	1.7%

Table: 3.7.2

DATA INTERPRETATION

As we considering that the respondents mostly want the Eco friendly and most of the respondents with 53.3% are with attractive factor then another one is the attractive packaging with the 23.3% and the protective factor have just 2% respondents.

5.8 Features of packaging that influence the buying behaviour of respondents?

which features of packaging are influencing to your buying behaviour ? *

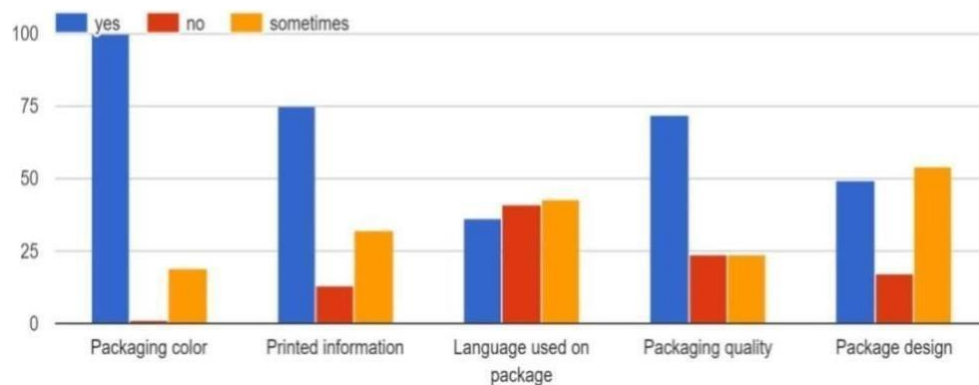


Fig: 3.8.1

Yes/no	Packaging colour	Printed information	Language used	Packaging quality	Package design
Yes	100	75	36	72	49
No	1	13	41	24	17
sometimes	19	32	43	24	54

Table: 3.8.2

DATA INTERPRETATION

As seen in the graph and table that in the factor of colour most persons said yes that influence the buying and in the most of the respondents are interested in reading the given information. Where in language used on packaging sometimes influence the respondents and packaging quality and design also sometimes influence them in buying the product

5.9 Did design of product wrapper inspire the respondent in buying?

Did design of product wrapper inspire you in purchasing?
120 responses

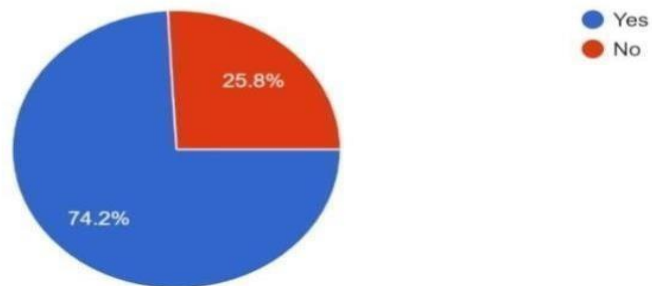


Fig: 3.9.1

Yes/no	No of Respondents	Percentage
Yes	89	74.2%
No	31	25.8%

Table: 3.9.2

DATA INTERPRETATION

As we seen that the product wrapper inspires 74.2% of the respondents that shows the effectiveness of creativity and the left 25.8% says that product wrapper does not inspire them to purchase a product.

5.10 Does respondent read the information on the product package?

Do you read printed information on the package of product?

120 responses

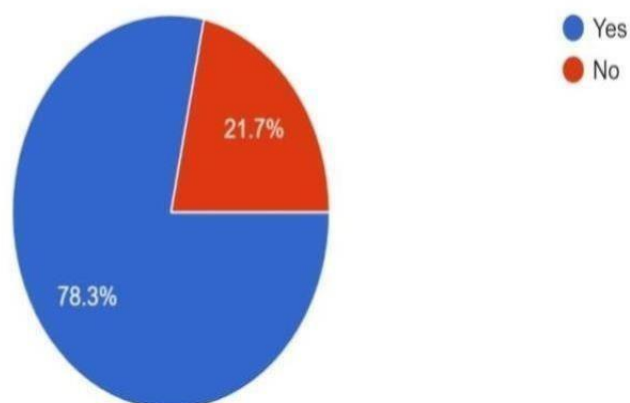


Fig: 3.10.1

Yes/no	No of Respondents	Percentage
Yes	94	78.3%
no	26	21.7%

Table: 3.10.2

DATA INTERPRETATION

The most of the respondents are literate and they know the importance of the information written on package so they read what is written the respondents who read the information are with 78.3% are who does not are with 21.7%.

5.11 Does respondents evaluate product according the information printed?

Do you evaluate product according to printed information while purchasing?
120 responses

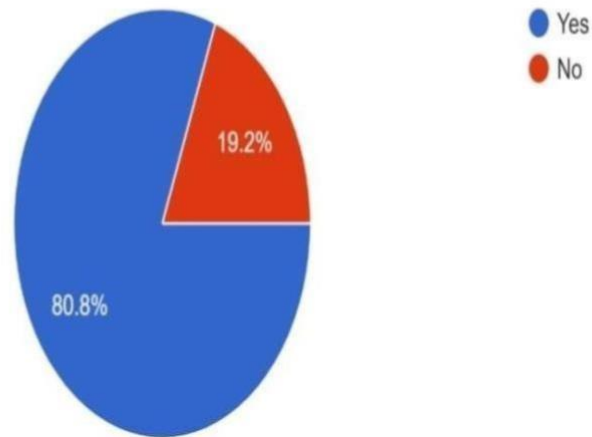


Fig: 3.11.1

Yes/no	No of Respondents	Percentage
Yes	97	80.8%
No	23	19.2%

Table: 3.11.2

DATA INTERPRETATION

As seen in the above table and graph that 80.8% respondents evaluate according to information on the product. Where it is important to evaluate the product and the 19.2% people doesn't not evaluate the product according to the printed information.

5.12 Buying eco labelled product have positive impact on environment?

Do you think that more you buy the eco labelled products the more positive impact it will have on the environment?

120 responses

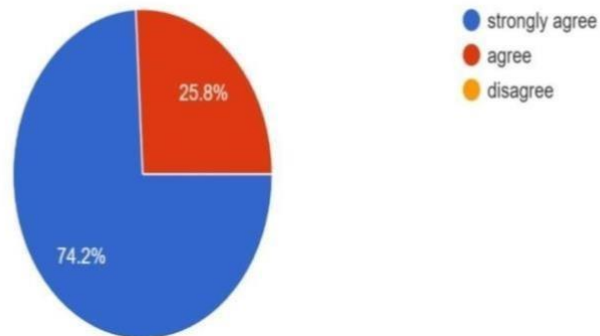


Fig: 3.12.1

scale	No of Respondents	Percentage
Strongly agree	89	74.2%
Agree	31	25.8%
disagree	NIL	NIL

Table: 3.12.2

DATA INTERPRETATION

As above shown in figure as well as in that 74.2% respondent think that eco labelled product have positive impact on environment and 25.8% people are simply agree with this statement.

5.13 Quality of packaging is important during buying process?

Do you think quality of packaging material is important during buying process?

120 responses

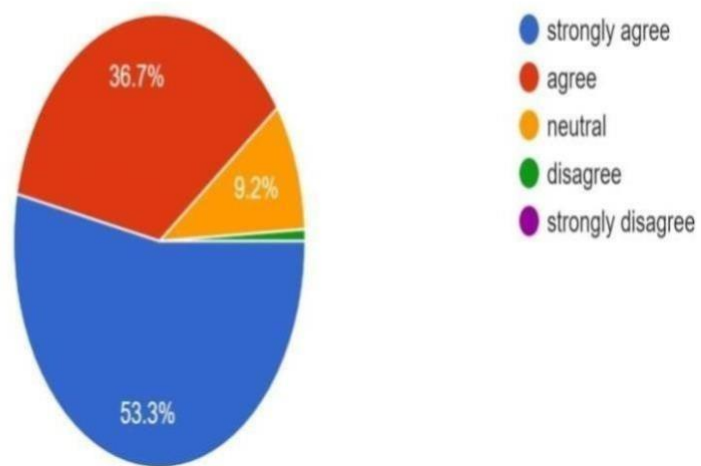


Fig: 3.13.1

scale	No of Respondents	Percentage
Strongly agree	64	53.3%
Agree	44	36.7%
Neutral	4	9.2%
Disagree	1	0.8%
Strongly disagree	NIL	NIL

Table: 3.13.2

DATA INTERPRETATION

As we seen above in the graph that most person are agree with the fact that quality of packaging is important during buying process where the people who are agree with this fact is 36.7% and person wo are disagree with this fact is just.0.8 %.

Does
5.14 quality of packaging is related with the price of product?

The quality of packaging is related to the price of the product?

120 responses

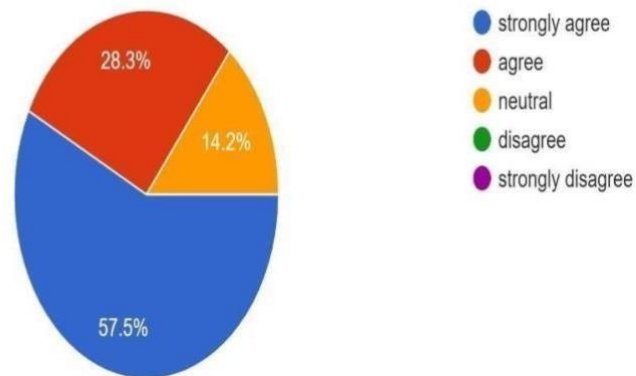


Fig: 3.14.1

scale	No of Respondents	Percentage
Strongly agree	69	57.5%
Agree	34	28.3%
Neutral	17	14.2%
Disagree	NIL	NIL
Strongly disagree	NIL	NIL

Table: 3.14.2

DATA INTERPRETATION

Does

As illustrated in graph and in table that most the person with 28.3% are agree with this fact and many of the respondent have neutral fact about this. And the 57.5% are strongly agree with this.

5.15the brand image on the package has the impact on buying behaviour?

The brand image on the package has an impact on consumer behaviour on buying process?

120 responses

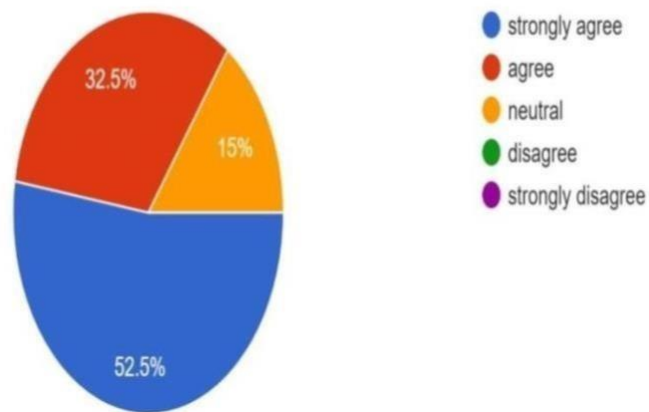


Fig: 3.15.1

scale	No of Respondents	Percentage
Strongly agree	63	52.5%
Agree	39	32.5%
Neutral	18	15%
Disagree	Nil	Nil
Strongly disagree	Nil	Nil

Does
Table: 3.15.2

DATA INTERPRETATION

As seen in the graph as well as in the most of the person 52.5% interest on this fact and the 32.5% people agree with this fact brand image has an impact on consumer buying behaviour.

5.16 label of package is important in buying decision?

Label of the package is important in decision buying process?
120 responses

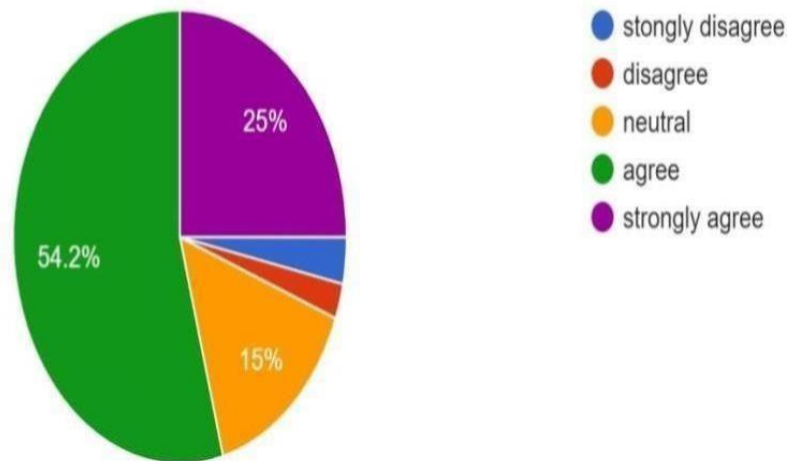


Fig: 3.16.1

Does

scale	No of Respondents	Percentage
Strongly disagree	4	3.3%
Disagree	3	2.5%
Neutral	18	15%
Agree	65	54.2%
Strongly agree	30	25%

Table: 3.16.2

DATA INTERPRETATION

As seen in graph that mostly respondents are agreeing with this fact were the

percentage of them are 54.2% and the respondents who are strongly agree are 25% that label of package is important in consumer buying decision.

5.18 How do you rate S M Packaging overall?

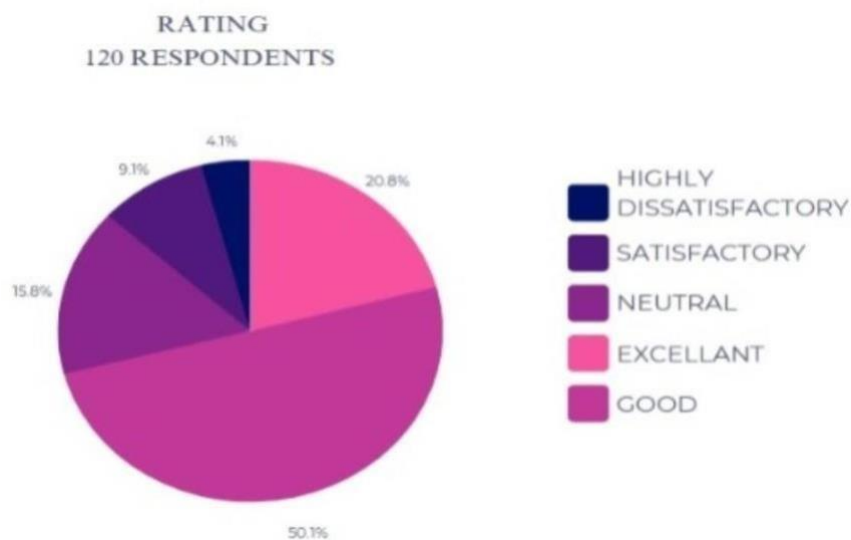


Figure 3.18.1

Rating	No .of Respondents	Percentage
Excellent	25	20.8%
Good	60	50%
Neutral	19	15.8%
Satisfactory	11	9.1%
Highly dissatisfactory	5	4.1%

Table 3.18.2

5.19 The customer services representation in S M Packaging is very courteous?

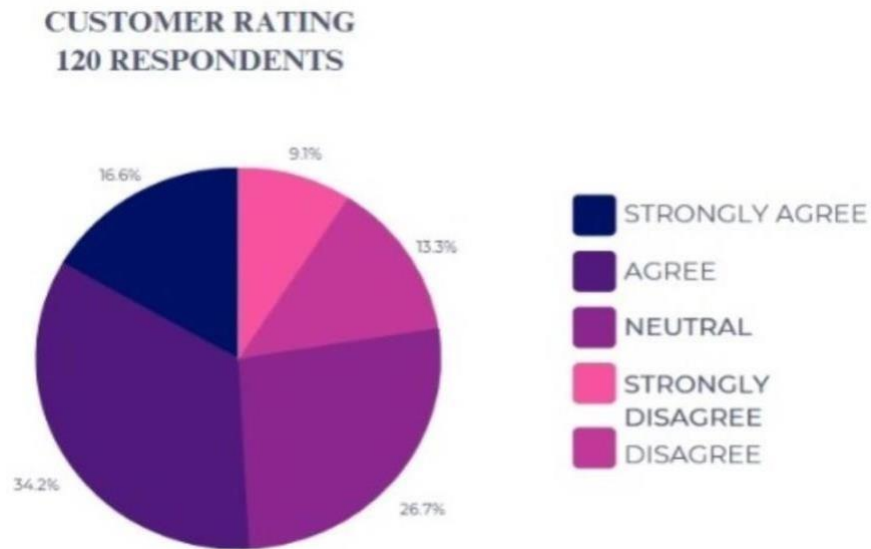


Figure 3.19.1

Rating	No.of respondents	Percentage
Strongly disagree	11	9.1%
Disagree	16	13.3%
Neutral	32	26.6%
Agree	41	34.1%
Strongly agree	20	16.6%

Table 3.19.2

5.20 STATISTICAL TOOLS AND ANALYSIS

CHI- SQUARE TEST I – (χ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

Alternate hypothesis (H1):

There is a relationship between the details about the age of the Clients and

the responsiveness in dealing with the clients.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Table showing the details about the age of the Clients * Table showing the responsiveness in dealing with the clients	120	100.0%	0	0.0%	120	100.0%

Table showing the details about the age of the Clients * Table showing the responsiveness in dealing with the clients Crosstabulation

		Table showing the responsiveness in dealing with the clients				Total
		Excellent	Good	Satisfactory	Poor	
18-24	Count	15	11	0	0	26
	% within Table showing the details about the age of the Clients	57%	42.3%	0.0%	0.0%	100.0%
	% within Table showing the responsiveness in dealing with the clients	100.0%	15.1%	0.0%	0.0%	20.0%
	% of Total	16.5%	8.5%	0.0%	0.0%	25%
	Count	0	44	0	0	44

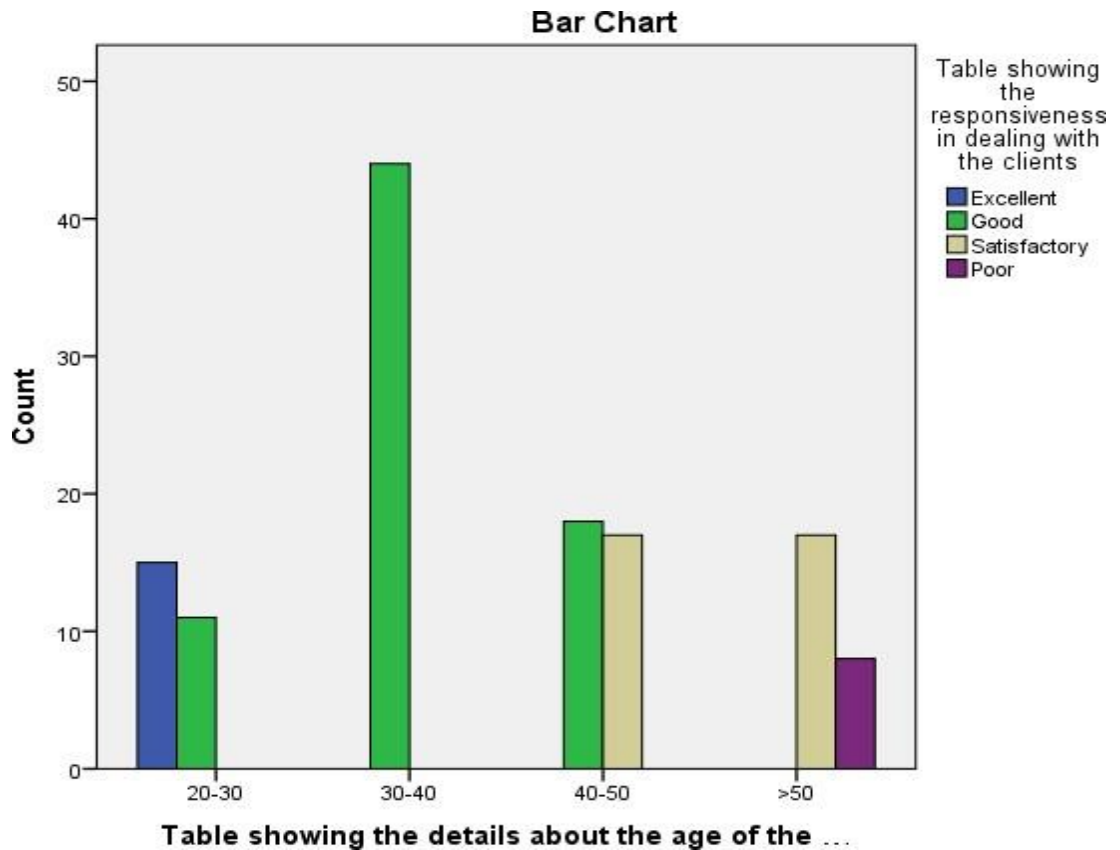
Table showing the details about the age of the Clients	25-34	% within Table showing the details about the age of the Clients	0.0%	100.0%	0.0%	0.0%	100.0 %
		% within Table showing the responsiveness in dealing with the clients	0.0%	60.3%	0.0%	0.0%	36.7 %
		% of Total	0.0%	36.7%	0.0%	0.0%	36.7 %
		Count	0	15	15	0	30
		% within Table showing the details about the age of the Clients	0.0%	50%	50%	0.0%	100.0 %
	35-44	% within Table showing the responsiveness in dealing with the clients	0.0%	24.7%	50.0%	0.0%	21.6 %
		% of Total	0.0%	10.5%	11.1%	0.0%	21.6 %
		Count	0	0	10	10	20
		% within Table showing the details about the age of the Clients	0.0%	0.0%	50%	50%	100.0 %
		% within Table showing the responsiveness in dealing with the clients	0.0%	0.0%	50.0%	100.0%	16.6 %
	45-54	% of Total	0.0%	0.0%	13.1%	6.2%	16.6 %
		Count	15	70	25	10	120

Total	% within Table showing the details about the age of the Clients	11.5%	56.2%	26.2%	6.2%	100.0%
	% within Table showing the responsiveness in dealing with the clients	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	11.5%	56.2%	26.2%	6.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	165.501 ^a	9	.000
Likelihood Ratio	169.586	9	.000
Linear-by-Linear Association	90.540	1	.000
N of Valid Cases	130		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.54.



Degree of Freedom= $(r-1) * (c-1)$

$$= 3 * 3 = 9$$

Calculated value = 165.501

Tabulated value = 12.592

$Z = Z_{cal} > Z_{tab}$

$$Z = 165.501 > 12.592$$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

T TEST:

Null hypothesis

There is significant difference between the gender and quality of packaging material is important during buying process.

Alternative hypothesis

There is no significant difference between the gender and quality of material us important during buying process.

T-Test

Null hypothesis (Ho):

There is a significance difference between the Gender and the delivery on time performance and commitment to meet delivery expectations.

Alternate hypothesis (H1):

There is no significance difference between the Gender and the delivery on time performance and commitment to meet delivery expectations.

Group Statistics

	Table showing the details about the gender of the Clients	N	Mean	Std. Deviation	Std. Error Mean
Table showing the quality of packaging Material is important during buying process	Male	96	1.80	.690	.070
	Female	24	2.68	1.036	.178

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Table showing the delivery on time performance and commitment to meet delivery expectations	Equal variances assumed	13.164	.000	-5.519	128	.000	-.874	.158	-1.188	-.561
	Equal variances not assumed			-4.574	43.803	.000	-.874	.191	-1.260	-.489

Inference:

In Levene's Test for Equality of Variances significance value is 0.000 which is lesser than 0.05. it means that the variability in the two conditions is about the same

Sig(2-tailed) value

Table value=0.000

$$0.000 < 0.05$$

H0 is accepted, so there is no statistically significant difference between two conditions,

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

Alternate hypothesis (H1):

There is negative relationship between the overall rating to the organization and the customer services representation as very courteous.

Correlations

		Table showing the overall rating to the Organization	Table showing the customer services representation as very courteous
Table showing the overall rating to the Organization	Pearson Correlation Sig. (2-tailed) N	1 130	.857** .000 130
Table showing the customer services representation as very courteous	Pearson Correlation Sig. (2-tailed) N	.857** .000 130	1 130

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$r = .857$

INFERENCE:

Since r is positive, there is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

CHAPTER 6 SUMMARY AND SUGGESTIONS

6.1 Summary of Findings:

- It has revealed that elements of package are the most important for consumer's purchase decision. For a major part of consumer, a size and material are the main visual elements.
- Most of the respondent while purchase a product they more focus on brand more than packaging of the product.
- In our research most of respondent says that packaging of product influence while purchasing of the product.
- Most of people says that packaging is eco-friendly.
- According to our research most of people read printed information of the packaging.

6.2 Suggestions / Recommendations:

- Throughout project I came to know that packaging really influences the consumer while purchasing a product.
- Package could be treated as one of most valuable tools in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behaviour.

- According to my research, I found out that most consumers like the product quality after they purchased their desired packaged products.
- Based on those facts, we cannot say there is a 100% equal relationship between good package and good product quality, but there is a positive thinking and trend about well- designed package shows high product quality.
- As a matter of fact, people are becoming more and more demanding; packaging has been gradually shown his important role in a way to serving consumer by providing information and delivering functions.
- With its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of packaging as a strategic tool to attract consumers' attention and their perception on the product quality.

6.3 Limitations:

- This study is only applicable to the Chennai's surrounding area.
- This study is done on the basis of data provided by the respondents.
- Respondent Bias was one of the major limitations of research, and there might not be perfect positive response from all the respondents.
- The first hurdle that I have faced is the unavailability of the secondary data about our local markets' consumers therefore, in this stage I had the difficulty to find the relevant data as far as my study of research is concerned. Another limitation is the difficulty in collecting primary data in the market as I have used Questionnaire method but mostly respondents were not familiar about that how to understand and respond to a question being asked. Third limitation is time constraint, which is again a pressure on us to finalize the research report which might cause this research report be deficient in order to cover every aspect of my research study but still I made the best of it.

6.4 Directions for Future Research:

- Packing and Packaging is part and parcel of human life. Modern packaging, the technology used to contain, protect, and preserve products throughout their distribution, storage and handling, and at the same time to identify them, provided instructions for their use, and promote them.
- Research into packaging has found that different packaging cues affects how a product is perceived. Often the packaging is perceived to be part of the product; it can be difficult for consumer to separate the two aspects that is the element of packaging and the purchase decision.
- When it comes to choosing products, we greatly rely on the visual because we are visual creatures, and that is in our nature.
- Almost everything in the market is coming in colourful, hygienic and suitable packaging, which not only attracted the eyes of the customer but also made its (product) shelf-life longer, safe and secure.
- Marketers focus a lot of their efforts on making a useful and innovative product package. The users, deciders or purchasers (consumers), in general, are well aware of the importance of packaging. It is seen that they want it to be attractive, easy to handle, differentiable from competitive products. It is known that, people are becoming more

and more demanding; they would like the packets that could have alternative new ways to be used.

- Innovations in packaging technologies and design are transforming brands, and enabling new consumer benefits, and enriching lives.

- Packaging is no longer a simple technology. It has now, developed as a very complicated art with a meaning and purpose.

6.5 Managerial Learning

Managerial learning:

- * Communication
- * Leadership
- * Organizational
- * Time Management
- * Project Management
- * Budgeting
- * Negotiation
- * Sales
- * Marketing
- * Customer Service
- * Human Resources
- * Interpersonal

Communication

The ability to communicate effectively is essential for any packaging manager. They need to be able to convey information clearly and concisely to their team, as well as understand and interpret the needs of their clients. Good communication skills are necessary in order to maintain efficient operations and avoid potential problems.

Leadership

Leadership is the ability to motivate and inspire people to achieve common goals. As a packaging manager, you will need to be able to lead your team in order to meet deadlines and produce high-quality products.

Organization

The ability to organize and manage packaging materials, processes, and personnel is essential for any packaging manager. This skill allows the packaging manager to ensure that all packaging materials and processes are properly coordinated and that all packaging personnel are properly trained and supervised.

Time Management

Time management is the ability to use your time efficiently and effectively. As a packaging manager, you need to be able to juggle multiple tasks and deadlines simultaneously. Having strong time management skills will help you stay organized and on track, ensuring that your projects are completed on time and to the best of your ability.

Project Management

Packaging managers need project management skills to be able to effectively coordinate the packaging process and ensure that projects are completed on time and within budget. Project management skills include the ability to develop project plans, track progress, and communicate with stakeholders.

Budgeting

A budgeting skill is important for a packaging manager because they need to be able to allocate the correct amount of money for each packaging project. They also need to be able to forecast future costs so that they can plan for upcoming projects.

Negotiation

Negotiation is the process of coming to an agreement between two or more parties. It is a key skill for packaging managers, as they often have to negotiate with suppliers, customers, and other stakeholders. Negotiation involves understanding the interests of all parties involved, finding common ground, and reaching an agreement that is acceptable to all.

Sales

The ability to sell is an important skill for packaging managers because they need to be able to convince others to invest in their products. This involves being able to articulate the value of the product and its packaging, as well as negotiating favourable terms with suppliers.

Marketing

Marketing is the process of creating and delivering messages that promote the sale of products or services. It is a critical skill for packaging managers, who must be able to develop and execute marketing plans that will generate interest in their products and convince consumers to purchase them.

Packaging managers need marketing skills to identify target markets, develop marketing strategies, and create promotional materials. They also need to be able to track sales data and analyse market trends to determine what is working and what needs to be changed.

Customer Service

Customer service is the act of providing support to customers before, during, and after they purchase a product or service. It can include everything from answering customer questions to handling customer complaints. As a packaging manager, you will need strong customer service skills to ensure that your customers are satisfied with your products and services.

Human Resources

The ability to effectively manage human resources is a critical skill for any packaging manager. In order to ensure that packaging operations run smoothly and efficiently, it is important to be able to effectively manage and motivate the team of workers. This requires strong communication and interpersonal skills, as well as a deep understanding of the packaging process.

Interpersonal

Interpersonal skills are the skills that you use to interact with other people. As a packaging manager, you will need to be able to communicate effectively with your team, clients, and customers. You will need to be able to build relationships, resolve conflicts, and negotiate.

CHAPTER 7

ANNEXURE

QUESTIONNAIRE

1. what is your age?
 - o 18–24-year-old
 - o 25–34-year-old
 - o 35-44 years old
 - o 45-54 years old
 - o over 55
2. what is your gender?
 - o Female
 - o Male
3. what is the higher degree or level of school you have completed?
 - o less than a high school diploma
 - o high school degree
 - o bachelor degree
 - o master's degree
 - o Doctorate
4. Which factor are mostly affecting to purchase of the products?

- ☐ Brand
- ☐ Design of package
- ☐ Price
- ☐ quality

5. Does packaging of a product influence your buying behaviour?

- ☐ yes
- ☐ No
- ☐ sometimes

6. Do you switch your brand due to change in packaging of existing brand?

- ☐ Yes
- ☐ No
- ☐ sometimes

7. What is your priority towards packaging?

- ☐ protective
- ☐ Eco-friendly
- ☐ Attractive
- ☐ other

8. which features of packaging are influencing to your buying behaviour?

	yes	No	sometimes
Packaging colour			
Printed information			
Language used on package			
Packaging quality			

9. Did design of product wrapper inspire you in purchasing?
- ☐ No
 - ☐ yes
10. Do you read printed information on the package of product?
- ☐ Yes
 - ☐ No
11. Do you evaluate product according to printed information while purchasing?
- ☐ Yes
 - ☐ No
12. Do you think that more you buy the eco labelled products the more positive impact it will have on the environment?
- ☐ strongly agree
 - ☐ agrees
 - ☐ disagree

13. Please mark your satisfaction level in relation to following parameters

	Strongly agree	agree	Neutral	disagree	Strongly disagree
Package have attractive background					
Innovation is Important in packaging					
Innovative package Can change your decision while purchasing					
Beautiful background					

Wrapper design is important					
-----------------------------	--	--	--	--	--

In packaging					
--------------	--	--	--	--	--

14. Do you think quality of packaging material is important during buying process?

- ☐ strongly
- ☐ Agree
- ☐ neutral
- ☐ disagree
- ☐ strongly disagree

15. The quality of packaging is related to the price of the product?

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

16. The brand image on the package has an impact on consumer behaviour on buying process?

- ☐ Strongly
- ☐ Disagree
- ☐ Neutral

- o Agree
- o Strongly agrees

17. Label of the package is important in decision buying process?

- o strongly
- o disagree
- o neutral
- o agree
- o strongly agree

18. How do you rate SM packaging overall?

- o Excellent
- o Good
- o Neutral
- o Satisfactory
- o Highly
dissatisfactory

19. The customer services representation in S M Packaging is very courteous?

- o Strongly
- o Disagree
- o Neutral
- o Agree
- o Strongly reach
agreement

CHAPTER 8

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A STUDY ON IMPACT OF PACKAGING OF FMCG PRODUCTS ON CONSUMERBUYING BEHAVIOR

EMMI JABASHELI.P & DR. DHANYA

1MBA Student, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India

2Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India

ABSTRACT

This study explores the significant role of packaging in influencing consumer buying behaviour within the Fast-Moving Consumer Goods (FMCG) sector. Packaging serves as a crucial element in the marketing mix, acting as the first point of contact between the consumer and the product. The research aims to analyse the various dimensions of packaging, such as visual appeal, informational content, and sustainability, and their impact on consumers' purchasing decisions. The findings of this research will contribute to a deeper understanding of the intricate relationship between FMCG packaging and consumer choices. By identifying key factors that influence purchasing decisions, businesses can refine their packaging strategies to better align with consumer preferences, enhance brand loyalty, and ultimately drive sales in the competitive FMCG market.

KEYWORDS:

- Packaging
- FMCG products
- Consumer buying behaviour
- Consumer preferences
- Packaging design
- Product perception
- Branding
- Visual appeal
- Marketing
- Consumer decision-making

INTRODUCTION:

In the dynamic landscape of the consumer goods industry, where products vie for attention on crowded shelves, packaging plays a pivotal role in influencing consumer behaviour. Fast Moving Consumer Goods (FMCG) constitute a significant portion of daily purchases, encompassing a diverse array of products ranging from food and beverages to personal care items. The packaging of these goods serves as the initial point of contact between the consumer and the product, often shaping perceptions and influencing purchasing decisions.

Consumer buying behaviour is a complex interplay of various factors, and packaging has emerged as a key element in this intricate equation. The visual and tactile aspects of packaging, coupled with its informative content, contribute to the overall consumer experience and perception of a product. As the marketplace becomes increasingly competitive, understanding how packaging influences consumer choices becomes imperative for businesses seeking a competitive edge.

This study aims to delve into the nuanced relationship between packaging design and consumer buying behaviour within the FMCG sector. By exploring the impact of packaging on consumer preferences, perceptions, and decision-making processes, this research seeks to provide valuable insights for both marketers and manufacturers. Through a combination of quantitative and qualitative analyses, we endeavour to unravel the psychological and practical dimensions that packaging imparts to the consumer's journey from consideration to purchase.

OBJECTIVES

- Visual Appeal and Perception
- Brand Recognition and Loyalty
- Information Communication
- Environmental Impact and Sustainability

SCOPE OF THE STUDY

- i Analysis of Packaging Elements
- ii Consumer Perception and Behaviour
- iii Environmental and Ethical Considerations

NEED FOR THE STUDY

- i Studying Packaging is often the first interaction consumers have with a product. Understanding how it influences their initial perceptions and impressions is crucial.
- ii To understand and identify the problematic area and make a plan and take action towards improvement
- iii This study help Packaging can serve as a motivator for purchase decisions. Studying the impact helps in understanding the elements that trigger consumer interest and drive them to choose one product over another.

- iv **Marketing ROI:**

Understanding the correlation between packaging and consumer buying behaviour helps in assessing the return on investment (ROI) for marketing efforts related to packaging design.

REVIEW OF LITERATURE:

- Mrówczyński et al.,2022
This paper presents a critical look at the process of optimal selection of five-layer corrugated cardboard for packaging structures, depending on the paper used, as a continuation of the discussion presented for three-ply cardboard by (Mrówczyński et al.,2022).
- Mrówczyński i D. et al.,2021
In the performed sensitivity analysis, numerical homogenization was used, and the influence of initial imperfections on the packaging mechanics was determined. (Mrówczyński,D. et al.,2021).
- Panda, D., et 2020

a low-involvement market by nature, most of the purchase decisions are made under time pressure. So, packaging being the point of interaction between products and consumers, has huge potential to influence purchase decisions. (Panda, D., et 2020).

- Damewood 2019
They are inexpensive, versatile and lightweight with a wide range of physical and optical properties.
- Maende, 2018
Package material is any wrapper that protects a product. Various packaging materials have different properties suitable for specific products that may enhance shelf life and facilitate convenience while using in different use occasions (Maende, 2018).
- Shruti,2014
Packaging is one of the foremost components of promoting, designing and plays a n important role in marketing an honest and effective packaging will absorbs a lot of consumers and will increase people's intentions on buying products (Shruti,2014).
- Saeed, Lodhi, Rauf, Rana, Mahmood& Ahmed, 2013
consumers purchase more quantity of product after seeing its label so it is clear that labelling influence the consumers buying behaviour but there are many other factors that influence which influence the consumers buying behaviour The role of packaging as a medium for communication and branding is increasing in competitive markets for FMCG products.
- Deliya & Parmar, 2012
Packaging should also be designed to promote product sales. As the packaging will influence consumers and hence change their buying behaviour towards that brand which will help company to generate revenue. (Deliya & Parmar, 2012).
- Thomas, 2011
There is no significant difference between product involved consumers and uninvolved ones in terms of package design preferences for the healthiness expectations that it generates. (Thomas, 2011)
- Noorani & Setty,2007
Producers have to build the applicable changes in product to satisfy the consumers need and differentiate them with their competitors. Innovation in a product measure some important factors for rising potency and effectiveness

- Singh,2006
The packaging sometimes includes different features like attractive colours, pictures, symbols that will enhance the attractiveness of any product. Colour is an excellent source of information to communicate with the consumers either negatively or positively and it is estimated that 62-90% of people assessment and evaluation is based on colours alone. (Singh,2006).
- Silayoi&Speece,2004
Packaging appears to be one of the important factors in purchase decisions that are made at the point of sale where it becomes an essential part of the selling process
- Grundey, 2010
Packaging is the process of designing and producing the container or wrapper which stores, protects, identifies and promotes a product. It can include three types of packaging: primary, secondary, and distribution
- Ramos et al. 2015
There are several advantages of using plastics for food packaging. Plastics can be made into sheets, shapes, and structures, offering considerable design flexibility
- Ashaduzzaman and Mahbub (2016)
who examined the role of packaging elements on buying detergent powder in Dhaka city revealed that six components of packaging: Packing Colour, Background Image, Font Style, Wrapper Design, Printed Information, and Packing Innovation that have impacts on purchase decision of detergent powder in Dhaka City.
- Karedza & Sikwila, 2017
FMCGs normally bear a low price and are sold fast. They are characterized by low profit margins although cumulative profits might be high based on large quantities sold
- Ndulue 2020
studied product packaging and consumer buying behaviour of selected beverage products in Anambra state and was able to find out that Packaging colour, packaging material, package shape and size, and printed information on packaged products have significant effect on consumer buying behaviour of beverage products in Anambra state

RESEARCH DESIGN:

SOURCES OF DATA:

- ✓ Primary Data – Questionnaire given to 150 respondents

- ✓ Secondary Data - Websites and, Published reports & Review of literature from published article

HYPOTHESIS:

✓ **HYPOTHESIS 1**

H0: There is no relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

H1: There is a relationship between the details about the age of the Clients and the responsiveness in dealing with the clients

✓ **HYPOTHESIS 2**

H0: There is significant difference between the gender and quality of packaging material is important during buying process

H1: There is no significant difference between the gender and quality of material us important during buying process

TOOLS USED FOR ANALYSIS:

- Chi square test
- T- test
- Correlation

DATA ANALYSIS AND INTERPRETATION:

CHAI SQUARE TEST

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Table showing the details about the age of the Clients * Table showing the responsiveness in dealing with the clients	120	100.0%	0	0.0%	120	100.0%

INTERPRETATION:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship

between the details about the age of the Clients and the responsiveness in dealing with the clients.

7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.54.

T-TEAT

	Table showing the details about the gender of the Clients	N	Mean	Std. Deviation	Std. Error Mean
Table showing the quality of packaging Material is important during buying process	Male	96	1.80	.690	.070
	Female	24	2.68	1.036	.178

INFERENCE:

In Levene's Test for Equality of Variances significance value is 0.000 which is lesser than 0.05. it means that the variability in the two conditions is about the same

ANALYSIS USING KARL PEARSON'S CORRELATION

	Table showing the overall rating to the Organization	Table showing the customer services representation as very courteous
Table showing the overall rating to the Organization	Pearson Correlation Sig. (2-tailed)	1 .857** .000

	N	130	130
Table showing the	Pearson		
customer services	Correlation	.857**	1
representation as	Sig. (2-tailed)		
very	N	.000	
courteous		130	130

** . Correlation is significant at the 0.01 level (2-tailed).

INFERENCE:

Since r is positive, there is positive relationship between the overall rating to the organization and the customer services representation as very courteous

FINDING:

- Majority of the respondents, the age group between 25 to 34 have 50.8% means the youth is much available as a respondent then the age group between 18 to 24 years are having 45.8%
- A Significant majority of respondents, representing 79.2%, are male.
- A Significant majority of respondents, representing 20.8%, are female.
- A Substantial majority of respondents, representing are of bachelor degree with the percentage of 41.7%
- The second most respondents are with high school degree with 18.3%
- The third most educated are with master's degree with 19.2%
- Factor which mostly affect while purchasing the product is design of package where 41.7% people purchase the product because of this factor
- The predominant majority of respondents that affects in buying behaviour is quality of the product with 15%.
- An overwhelming majority of respondents, constituting mostly person says that yes with 37.5%
- Buying behaviour some other factors and the second one most person says that sometimes with 34.2%
- A majority of respondents, the people who are affected NO are with 28.5%

- A majority of respondents change the product if packaging changed yes changed their product are with 46.7%
- where the respondents who sometimes change the product are with 30.8%%
- A majority of respondents can't change are 22.5% respondents
- A majority of respondents Eco friendly and most of the respondents with 53.3%
- A Significant majority attractive factor then another one is the attractive packaging with the 23.3%
- A majority the protective factor have just 2% respondents.
- The major portion of packaging that influence the buying behaviour of respondent
- The prevalent majority of respondents product wrapper inspires 74.2%
- The significant majority of 25.8% says that product wrapper does not inspire them to purchase a product.
- The major portion of written the respondents who read the information are with 78.3%
- Major portion who does not are with 21.7%.
- Evaluate according to information on the product that 80.8% respondents
- Where it is important to evaluate the product and the 19.2% people doesn't not evaluate the product according to the printed information.
- A majority portion the people who are agree with this fact is 36.7%
- A majority of person wo are disagreed with this fact is just.0.8 %.
- The majority of packaging is related with the price of product 28.3% are agree the respondents
- A substantial majority of respondents and the 57.5% are strongly agree with this.
- A majority portion the brand image on the package has the impact on buying behaviour respondents most of the person 52.5% interest

- The majority the 32.5% people agree with this fact brand image has an impact on consumer buying behaviour.
- Package is important in buying decision respondents are agree with 54.2%
- A majority portion the respondents who are strongly agree are 25%
- According to our research most of people read printed information of the packaging

SUGGESTION:

- Throughout project I came to know that packaging really influences the consumer while purchasing a product.
- Package could be treated as one of most valuable tools in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behaviour.
- According to my research, I found out that most consumers like the product quality after they purchased their desired packaged products.
- The first hurdle that I have faced is the unavailability of the secondary data about our local markets' consumers therefore, in this stage I had the difficulty to find the relevant data as far as my study of research is concerned. Another limitation is the difficulty in collecting primary data in the market as I have used Questionnaire method but mostly respondents were not familiar about that how to understand and respond to a question being asked. Third limitation is time constraint, which is again a pressure on us to finalize the research report which might caused this research report be

deficient in order to cover every aspect of my research study but still I made the best of it.

CONCULUSIONS:

The conclusion of the study on the impact of packaging of FMCG products on consumer buying behaviour suggests that packaging plays a significant role in influencing consumer choices. A well-designed and attractive packaging can positively impact consumer perceptions, leading to increased brand preference and purchase intent. Factors such as colour, design, and information provided on the packaging are crucial in shaping consumer perceptions. It is recommended that FMCG companies invest in strategic packaging designs to create a positive impact on consumer buying behaviour and enhance brand loyalty.

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