

A STUDY ON EFFORTS OF CONSUMER BEHAVIOUR ON PACKAGING

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

KEERTHANA R

REGISTER NO:42410027



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A++" by NAAC | 12B Status by UGC | CATEGORY - 1

UNIVERSITY BY UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

DECEMBER 2023



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 **KEERTHANA.R 42410027** who carried out the Project Training “**A STUDY ON EFFECTS OF CONSUMER BEHAVIOUR ON PACKAGING**” under my supervision December 2023.

Dr K. SEETHAL

Internal Guide

External Guide

**Dr BHUVANESWARI.G, MBA., PhD
Dean – School of Management Studies**

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **KEERTHANA R (42410027)** hereby declare that the Project Report entitled "**A STUDY ON EFFECTS OF CONSUMER BEHAVIOUR ON PACKAGING**" done by me

under the guidance of **Dr.K.SEETHAL** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

KEERTHANA R

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR K. SEETHAL.** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

KEERTHANA.R

TABLE OF CONTENTS

CHAPTER NUMBER	TITLE	PAGE NUMBER
	Abstract	
	List of tables	
	List of charts	
1	INTRODUCTION	
	1.1. Introduction	
	1.2. Background of the study	
	1.3. Statement of the problem	
	1.4. Purpose of the study	
	1.5. Objectives of the study	
	1.5.1. Major objectives	
	1.5.2. Specific objectives	
	1.6. Research questions	
	1.7. Area of the study	
	1.8. Scope of the study	
	1.9. Signature of the study	
	1.10. Conceptual frame work	
	1.11. Criticism of packaging	

2	REVIEW OF LITERATURE	
	2.1. Introduction	
	2.2. Review of literature	
3	RESEARCH METHODOLOGY	
	3.1. Research design	
	3.2. Target population	
	3.3. Sample and sampling procedure	
	3.3.1. Data collection	
	3.3.2. Research procedure	

	3.3.3. Statistical tools	
	3.4. Hypothesis	
4	DATA ANALYSIS AND INTERPRETATION	
	4.1. Percentage analysis	
	4.2. Anova	
	4.3. Chi-Square test	
	4.4. Correlation	
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1. Findings of the study	
	5.2. Suggestions & recommendations	

	5.3. Conclusion	
	References	
	ANNEXURE I – Questionnaire	
	ANNEXURE 2 – Research article	

ABSTRACT:

This research project represents the findings of the field research on "A STUDY ON EFFECTS OF CONSUMER BEHAVIOUR ON PACKAGING". These findings are based on the information given by various respondents in the field.

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale and use. It also refers to the process of design, evaluation and production of packages.

Consumer behaviour thus is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products and services, to satisfy needs, It refers to the study of when, why, how, where and what people do or do not buy people are in business to provide benefits for customers - at a profit. They are not in business just to make products and provide services.

In market philosophy, the meaning or objective of all businesses should be to improve the lives of others. Emphasis has to be on improvements to the life of the customer or consumer who will in turn reciprocate by paying cash if he or she feels that the benefit or improvement received is worth at least the price paid.

Thus, there has to be a reason why consumers buy a product or service. In fact "there is no such thing as an accidental sale!".

The objective of this research study is to determine the impact of packaging on consumer buying behaviour. The purpose of this study is to understand the essential factors of packaging which can act as a sales promotion tool and lead to prosperity of a particular brand. The primary research data has been collected through questionnaire method and for the purpose of evaluating the data graphical presentation has been used. In this study samples of 300 respondents has been collected. According to the research conducted it has been observed that packaging is key component in consumer buying behaviour. In addition to this, it has been concluded that various packaging elements like its Colours, Quality of Packaging material, Design

of Wrapper, Innovation & Product information are vital factors when consumers making any buying decision. It was thus concluded that Packaging is one of the essential and influential factor for consumer buying behaviour.

LIST OF TABLES:

TABLE NUMBER	PARTICULARS	PAGE NUMBER
4.1.1	Show distribution of respondents by gender	
4.1.2	Distribution of gender	
4.1.3	Respondents by level of education	
4.1.4	Show respondents by level of education	
4.1.5	Respondents in the distribution of questionnaires	
4.1.6	Show of distribution of distribution of questionnaires	
4.1.7	Meaning of packaging to the respondents	
4.1.8	Respondents of showing meanings of packaging	
4.1.9	Respondents durations of packaging the product	
4.1.10	Packaging respondents on packaging	
4.1.11	Showing what respondents like about packaging	

4.1.12	Respondents of what about is showing	
--------	--------------------------------------	--

LIST OF CHARTS:

CHART NUMBER	PARTICULARS	PAGE NUMBER
4.1.1	Show distribution of respondents by gender	
4.1.2	Distribution of gender	
4.1.3	Respondents by level of education	
4.1.4	Show respondents by level of education	
4.1.5	Respondents in the distribution of questionnaires	
4.1.6	Show of distribution of distribution of questionnaires	
4.1.7	Meaning of packaging to the respondents	
4.1.8	Respondents of showing meanings of packaging	
4.1.9	<u>Respondents durations of packaging the product</u>	
4.1.10	<u>Packaging respondents on packaging</u>	
4.1.11	<u>Showing what respondents like about packaging</u>	
4.1.12	<u>Respondents of what about is showing</u>	

4.1.13

Responses whether packaging influenced
the choice of the product.

CHAPTER 1:

1.1. INTRODUCTION:

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale and use. It also refers to the process of design, evaluation and production of packages. A consumer is someone who buys the benefit one offers, (Bland, 11990).

Consumer behaviour thus is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products and services, to satisfy needs, (Lars, 1994). It refers to the study of when, why, how, where and what people do or do not buy products, (Howard 1968). It blends elements from psychology, sociology, social psychology, anthropology and economics, (Howard, 1968). It attempts to understand the buyer decision making process, both individually and in groups. Now, packaging has become itself a sales promotion tool for the organizations.

- ✓ The consumer's behaviour also stimulated by the packaging quality, colour, wrapper, and other characteristics of packaging.
- ✓ Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse behaviour.
- ✓ Packaging increases sales and market share and reduces market and promotional costs.

Brand image and advertisement have strong positive influence and significant relationship with Consumer's behaviour.

1.2. Background to the Study:

According to Dobbins (1999) people are in business to provide benefits for customers - at a profit. They are not in business just to make products and provide services.

In market philosophy, the meaning or objective of all businesses should be to improve the lives of others. Emphasis has to be on improvements to the life of the customer or consumer who will in turn reciprocate by paying cash if he or she feels that the benefit or improvement received at least the price paid.

Thus, there has to be a reason why consumers buy a product or service. In fact according to Loudon (1988) "there is no such thing as an accidental sale!" It is this "there being such thing as an accidental sale" that is the background of the proposed research.

The research aimed to find out whether indeed packaging differences (in terms of materials used for packaging) influences consumers choice to buy a given product and not another. To investigate, the study analyzed customer purchases of Eden Tea a brand of Karirana Tea Company which is packed in Brick carton with outer plastic polythene packaging.

1.3. Statement of the Problem:

In the recent past, companies have spent millions of shillings in designing packaging for their products. They need to ensure that the packaging meets the required standard at the same time influence the consumer choice as well as help to achieve competitive edge for the company. It is important to evaluate and see the relationship between packaging and consumer choice. The world is full of products and services in which consumers see no benefits and for which they are neither willing nor able to pay. No wonder some business rules of thumb are that 19 out of 20 new products/businesses fail, and that 80% of men and 50% of women going into business are out of business within five years.

This research aimed to identify the relationship between product packaging and consumer behaviour while finding out whether indeed packaging influences consumers choice and purchases of a given product.

1.4. Purpose of the study:

The purpose of this study was to investigate the effects of packaging to consumer behaviour which is very significant to the overall performance of the company.

1.5. Objectives of the Study:

1.5.1. Major objectives:

The major objective of this study was to identify a study on effects of consumer behaviour on packaging

1.5.2. Specific objectives:

- To find out whether there is any relationship between packaging materials of a good and consumer purchases of that good.
- To suggest possible measures to be taken up by product manufacturers in order to increase customer purchases.

1.6. Research Questions:

What is packaging?

How does packaging influence consumer choice of a product to another?

How does packaging impact on the company's overall performance?

Does packaging enhance corporate image and customer loyalty?

1.7. Area of the Study:

Uganda was the country of this proposed study. The research specifically took place at Nakumatt Oasis Supermarket —Kampala Town Branch, capital city of Uganda. Nakumatt supermarket is a multinational shopping store in the East Africa region. The supermarket receives a large number of customers sufficient enough making it possible for this study.

1.8. Scope of the Study:

The scope of the study was based on geographical scope, theoretical scope, and content scope.

1.8.1. Geographical scope

For the purpose of this study, the research was carried out in Nakumatt Oasis supermarket — Kampala, Uganda. This is because it provided the required data for the success of the study.

1.8.2. Theoretical scope:

The study examined and explained the effects of packaging on the consumer behaviour. It was used to establish how the packaging of a product influences consumer choice of given product to another.

1.8.3. Content scope:

The content scope defines the factors and variables to be considered. These include the package size, colour, design, materials and how they affect the consumer perception, attitude, and decision making.

1.9. Significance of Study:

This study will add to the existing stock of knowledge of the researcher and other interested parties in their future study of the same subject or related subject. It will also benefit not only Karirana Tea Company but also other companies dealing with consumer goods such as, soft drinks, packed foods and so on.

The result of the study was it is concluded that the predictor variables, attractive packaging, value and quality of packaging and impulse purchasing has positive

relationship with consumer buying behaviour. Shabby packaging do not have positive relationship with consumer buying behaviour.

Packaging has many different roles. These include providing protection, safety, enhanced usability, attractive looks, optimal design and specific customer requirements, to name a few. However, what is often perceived with packaging, is single-use purpose.

Product packaging is currently considered as one of the most powerful marketing tool, not only is packaging used to protect the goods but a unique packaging also increases the product attractiveness and thus influence the desire of a person to buy the product. (Rundh,2005) has clearly observed that the packaging attracts consumers attention to particular brand, packaging enhances the product image and influences consumers perception about the product. A consumer buying behaviour is encouraged by the quality of packaging, wrapper, colour, innovative packaging, printed information of the product etc. As it is said that first impression is the best impression that one can make, and packaging is the first thing that a consumer sees at the shelf before making a buying decision. In depth marketing research will help a company in selecting the right packaging strategy for their product. (Rettie & Brewer, 2000) Packaging is now considered a primary medium for communication and branding. Packaging works as an instrument for differentiation, and helps consumers to decide the products from wide range of parallel products, packaging also stimulates customer buying behaviour (Wells,Farley & Armstrong,2007). Also Poor packaging techniques can lead to lack of sales of products. Adopting rare packaging techniques will help a company to have competitive edge in the market and will also increase the sales of the product and reduce the advertisement cost of a company to a certain extent. The purpose of this research is to find the impact of packaging on consumer buying behaviour and the empirical study has helped to uncover the various components that are responsible to influence the customer in their purchase decision.

1.10. Conceptual frame work:

The conceptual frame work helps us to define the topic of the research through the definition of variables within the topic. In the conceptual frame work there is both independent and dependent variables. We also have the intervening variables

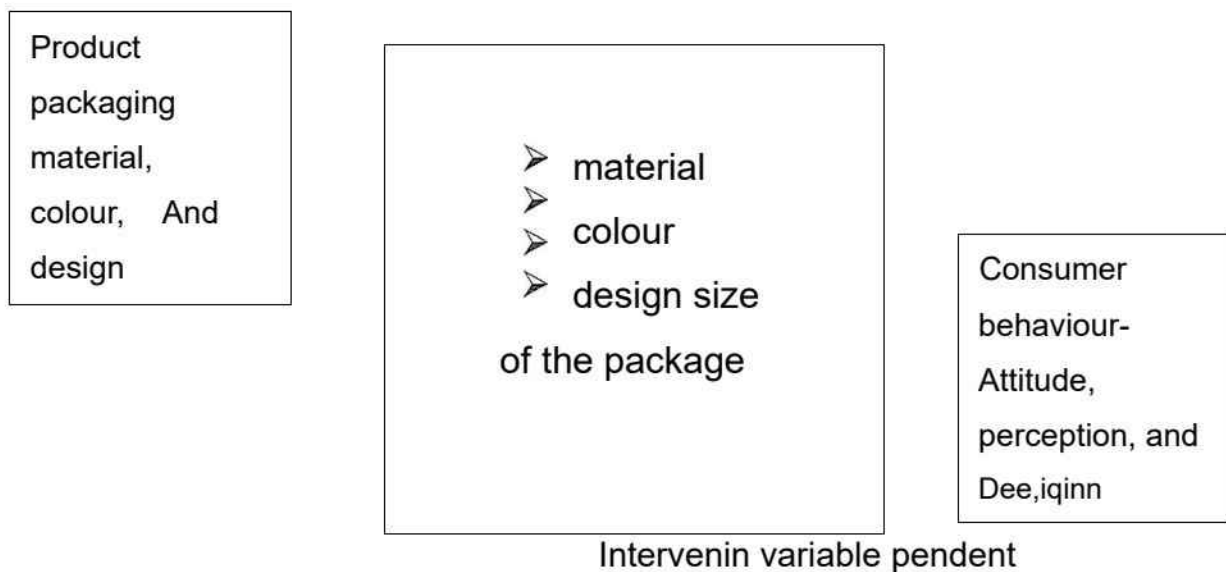
which work hand in hand with the individual variables to influence the dependent variables.

In this research the independent variable was packaging and the dependent variable, the consumer behaviour

The conceptual framework can be illustrated using the following diagram

Conceptual Model

Dependent variable



Security

Packaging plays an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and can also have tamper-evident features to help indicate tampering. Packaging is engineered to help reduce the risks of package pilferage. These packaging may include authentication seals and use of security printing to help indicate that the package and the contents are not counterfeit.

For businesses, packaging has evolved into a tool for sales promotion. The packaging's quality, colour, wrapping, and other features influence the consumer's purchasing decisions. Packaging is a complete package that transforms into an

ultimate selling point and encourages impulsive purchasing. Packaging boosts sales, expands market share, and lowers market and advertising expenses. Additionally, packaging gives products a unique sense of value, serves as a tool for product differentiation, aids consumers in choosing a product from among a variety of similar ones, and influences customers' purchasing decisions. The results of earlier studies indicate that there is no consensus regarding the general classification of packaging materials and package components. There are also differing opinions on how packages affect consumers' purchasing decisions. While some researchers try to look at every possible packaging element and how it might affect consumers' purchasing decisions, others concentrate on specific packaging elements and how they might affect consumer purchases. Additionally, some researchers look at how packaging and its features affect a consumer's decision throughout the entire buying process, while others focus on individual decision-making steps. Advertising and brand perception have a substantial impact on consumer purchasing decisions and exert a strong positive influence. People have a positive attitude towards the brand's image. According to a study, youths in Gujranwala are more aware of their social standing and prefer branded products, which has a beneficial impact on their consumer buying behaviour. This study's goal is based on a fictitious analysis of packaging elements and how they affect consumers' purchasing decisions. This empirical study identifies the characteristics that ultimately affect consumers' decisions when numerous and varied options are provided.

1.11. Criticism of packaging:

Packaging is in the public eye today largely because of the environmental issues. There are other many concerns which include;

Packaging that depletes natural resources

This problem is magnified by the forms that prefer larger-than-necessary containers. This critic has been partially addressed through the use of recycled materials in packaging. A point in favour of packaging is that it minimizes spoilage, thereby reducing a different type of resource wastage,

Health hazards

Government regulations banned several suspect packaging materials, notably, aerosol cans that used chlorofluorocarbons as propellants. Just as important, a growing number of companies are switching from aerosol to pump dispensers. In other countries use of plastic polythene bags has been banned for the same reason.

Deceptive packaging

A common problem is that the package size conveys the impression of contain more than the actual contents. Government regulations plus greater integrity on the pan of business firms regarding packaging have alleviated this concern to some extent.

Expensive packaging

Even in seemingly simple packaging, such as for soft drinks, as much as one half of the production cost is for the container. Still effective packaging reduces transportation costs and spoilage.

Disposal of used packages

Consumers' desire for convenience in the form of throw away containers conflicts with their stated desire for clean environment. Some discarded packages wind up as litter, others add to solid waste in land fills. This problem can be eased by using biodegradable materials in the packagin⁹.

1.12. Factors influencing consumer behaviour:

The decision to purchase a product is influenced by various factors which include social factors, psychological factors, and situational factors.

1. Social influence:

The ways we think, believe, and act are determined by social forces. The social influences include, culture, subcultures, social class, reference groups, families and households.

2. Culture:

Culture is a set of symbols, and artifacts created by society and handed down from generation to another as determinants and regulators of human behaviour. The symbols maybe intangibles (attitudes, beliefs, values, language) or intangibles (tools, housing, products, works of arts).

3. Subcultures:

Subcultures are groups in a culture that exhibit characteristic behaviour patterns sufficient to distinguish them from other groups within the same culture. The behaviour patterns that distinguish subcultures are based on factors such as race, religion, and urban-rural identification

4. Social class:

Social class is a ranking within a society determined by the members of the society. They exist in virtually all societies, and peoples buying behaviour is often strongly influenced by the class to which they belong or to which they aspire. Sociologist in an attempt to describe the classes, they have identified various categories which include, upper class, upper middle class, lower middle class, upper lower class, and lower-lower class.

5. Families and households:

A family is a group of two or more people related by blood, marriage, or adoption living together in a household. A household is a broader concept that relates to a dwelling rather than a relationship. A household consist of a single person, a family, or any group of unrelated persons who occupy a housing unit. Thus an unmarried homeowner, college students sharing an off campus apartment, and cohabiting couples are an examples of households.

Psychological influences

The psychological influences include motivation, perception, learning, attitude formation, personality and self image. They are discussed in detail below.

6. Motivation:

This refers to the drive that arouses the need. All behaviour starts with a need security, social acceptance, and prestige are examples of needs. A need must be aroused or stimulated before it becomes a motive. Thus a motive is a need sufficiently stimulated to move an individual to seek satisfaction.

7. Perception:

Perception is the process of receiving, organizing, and assigning meaning to information or stimuli detected by our five senses. It is in this way that we interpret or understand the world around us. Perception plays a major role in the purchase process where alternatives are identified.

8. Learning:

Learning involves change in behaviour resulting from observation and experience. It excludes behaviour that is attributable to instinct such as breathing or temporally states such as hunger or fatigue. Interpretation and predicting consumer learning enhances our understanding of buying behaviour, because learning plays a role at every stage of buying decision process.

9. Personality:

Personality is defined broadly as an individual's pattern traits that influence behavioural responses. It is generally agreed that personality traits do influence consumer's perception and their buying.

10. Attitudes:

An attitude is a learned predisposition to respond to an object or class of objects in a consistently favorable or unfavorable way. In our buying — decision process, attitudes play a major role in the evaluation of alternatives. Attitudes are learned, have an object and have direction and intensity.

11. Problem identification:

(Awareness of need) this is the difference between the desired state and the actual condition.

12. Information search:

source search

External search if you need more information. Friends and relatives provide the information that would be appropriate. A successful information search leaves a buyer with possible alternatives.

13. Evaluation of alternatives:

This refers to establishing the criteria for evaluation, features the buyer wants or doesn't want. Rank/ weight alternatives, or resume research.

14. Purchase decision:

This stage is where the consumer makes the decision to buy includes product package, store, method of purchase and so on

15. Purchase:

This may differ from decision, time lapse between 4&5, product availability and so on.

1. Post purchase evaluation:

This is the evaluation of the outcome after using the product. Satisfaction or dissatisfaction determines if he/she will make a repeat purchase.

We live in the rapidly changing world, and market conditions also changing every day. In fact adopting to change is very important factor very organization .so companies have to look at the rapidly changing market condition with understanding consumer expectations and providing goods and service according to the consumer is very important factor and to deal with ultimate competitive world. Consumer value

is defined in the market place not in the factory or an agency and only by consumer satisfaction. So many companies are spending more money on promotional activities and all areas marketing activities. So packaging of products has seen significant growth in recent years. Besides ensuring the safety of the product, it also includes that attractive product packaging influence more on consumer buying behavior. A product can be an idea, method, information, service, or object that meets a need or fulfils a desire of the consumer. Consumers are usually impulsive when they buy products, and they are always looking for new products and services. The attractive packaging makes consumers prefer the products or services that a company offers. Every product

www.ijcrt.org © 2022 IJCRT | Volume 10, Issue 10
October 2022 | ISSN: 2320-2882 IJCRT2210240 International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org

c49 consists of many elements; quality, protection, meeting consumer needs, and packaging enhances its existence and creates a strong image in the consumer's mind. Color, material, design, and other characteristics are also used as promotional tools by companies. Packaging is the overall package a company offers to its consumers and stimulates impulse buying. An attractive package increases the sale of a product and attracts consumers. It also reduces the marketing and advertisement cost of the product. Companies are now more focused on the product packaging as there is tough competition among all fast moving consumer goods. Packaging has become a sales promotion tool for organizations. In the 21st it's like a consumer eating with their eyes. Beautiful looking products such as food make people not only want to consume the food but also to believe that the food tastes better. The globalization of the economy has made it necessary for manufacturers to present their products in an attractive manner in order not only to differentiate their products from the competitors' products but also as an instrument to boost up its sale volume. There are number of ways to attract the eyes of public toward product. Out of these ways one of the important ways is packaging the product in a so attractive way so it easily pulls up the consumer's intention. The role of packaging becomes so important at present time that it is not possible to sell the product without good packaging. Consistently expanding purchaser awareness coupled with competitive rivalry is presenting advertisers with a fairly remarkable test – persistent packaging advancement. In the market, most of the consumers purchase a product before checking the background.

02. Product packaging: product Packaging is the basic element of

every product. Without proper packaging the product cannot be stored and moved from one place to another. And product Packaging provides a unique identity to the product. Therefore, packaging main intention is to providing a protective and informative covering to the product in such a way that it protects the product during material handling, storage and movement and also provide useful information to the targeted consumers about elements of the package. Packaging is the process of act of designing and creating the contents and wrapper for the product. And it is useful to storing, handling and protecting the product from external factors like sunlight, moisture, breakage. Packaging makes the product attractive and acts as an important tool of sales promotion. And it is a silent promotional tool Attractive packages allows and attract the customers to buy the product. In now a day's competitive environment the role of package has changed due to increasing self-service and changing consumer's lifestyle. Firm's interest in package 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. According to Rundh (2005) package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also, package imparts unique value to products, works as a tool for differentiation, helps consumers to choose the product from wide range of similar products, stimulates consumers buying behaviour. Characteristics of Good Packaging always indicates that the packaging has desirable unique and different features that are relevant to the product like label and, Size, Durability. Types of Packaging Material the Company's e are manufactures are using a wide range of raw materials as well as printing technologies to produce attractive product packages that not only just look good, but also helps product to keep and to secure .and Packaging comes in different types, and each type has its own applications, www.ijcrt.org © 2022 IJCRT | Volume 10, Issue 10 October 2022 | ISSN: 2320-2882 IJCRT2210240 International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org c50 its own merits, and demerits. here few types of packaging listed below: Glass, Metals, Rubbers, Plastics, Fibrous Materials, Foils, Films and Laminates , Blister Pack, and Textile.

03. Consumer buying behaviour: it is refers to the actions taken by consumers before buying a product or service. And this process may include consulting search engines, engaging with social media posts, or any different other available actions.

Consumer buying behaviour is a Process by which individuals search for select, purchase, use, and dispose of goods and services. To fulfill their needs and wants and it is a process of consumer decision making. Purchase decision making pattern that is a complex amalgam of needs and desires. And is influenced by factors such as the consumers Social and cultural environment and norms, and Aspirations and inhibitions. Buying Behaviour is the decision processes and acts of people involved in buying and using products.

04. FMCG Products: The FMCG (fast-moving consumer goods) sector, also known as CPG (consumer packaged goods), has become one of India's leading sectors as the economic status of consumers has improved. The FMCG industry is shifting from a need-based to a want-based product model. The FMCG industry is more than 115 years old. Consumers of FMCG products have changed dramatically over the past decade; for instance, they have moved from tooth powder to toothpaste and are demanding mouthwash in the same category. FMCG industry is the backbone of the Indian economy. This sector makes up the fourth largest part of the Indian economy. Consumer packaged goods are also known as FMCG products. These goods are inexpensive and require little effort on the part of consumers to purchase. End-consumers buy FMCG goods often and in small quantities. FMCG products include bath soaps, laundry soaps, ice cream, tea, coffee, dairy products, cakes, toilet cleaners, skin care, oral care, etc. Consumers frequently purchase FMCG items and repurchase them frequently. Within a short period of time after being purchased, FMCG products are applied, consumed, and replaced. With respect to consumer behaviour towards this category, consumers tend to spend minimum effort for comparison and purchase. However, much of astute marketing activities have evolved from these products, where consumers show low involvement, get wider choice and are allured by a host of inducements.

CHAPTER 2:

REVIEW OF LITERATURE:

What is a Literature Review?

A literature review is the writing process of summarizing, synthesizing and/or critiquing the literature found as a result of a literature search. It may be used as background or context for a primary research project.

2.1. REVIEW OF LITERATURE:

Introduction:

In this chapter, we will be going through various reviews of literature done by other researchers on Nestle and digital marketing. The main objective over here is to understand how Nestle as a brand has established their relationship their consumers in retaining them with the help of digital marketing.

Mc Cathy and Perra (1993), defined packaging as consisting all the activities of designing and producing the container or a rapper for a product. (2000) sites three R 's that is, reduce, reuse, and recycle, as part of a waste hierarchy that should be considered in package development. According to Perner (2000), the mass and volume of packaging, reuse and recycling of a package should be some of the criteria to consider during package design processes.

Gautier 1996

A study performed by CM Research demonstrated that consumers 'did not consciously believe they were purchasing products because of the packaging alone. There are strong indicators, however, of the subconscious influence of the packaging on the purchasing processes.

Boone et al 1998

According to Boone et al, this consumer decision making process represents what moves the consumer from recognition of a product or service need to the evaluation of a purchase.

Boone et al 1998

According to this process is used as a guideline for studying how consumers' make decisions. According the (Kotler et al. 1998) the primary objective of packaging was ignored in the past but this concept was now changing.

Wisnblitz 1999

While some research was conducted on colour choices with packaging in fast moving consumer goods, they also highlighted the need for more research into colour as a stimulus when they stated that 'colour research in the field of marketing still appears to be in its infancy'.

Rettie & Brewer 2000

Green purchasing is essentially the act of buying environmental friendly products. The research model in this study examines the consequences of predictor variables (environmental concern, organizational green image and environmental knowledge) upon criterion variable (green purchase intention) with the moderating effect of perceived product price and quality.

Berkowitz et al,2000

Berk Marketers have always been interested in how consumers spend their money (Berkowitz et al, 2000), observed that consumers' product and service preferences are constantly changing. In order to address this constant state of flux and to create a proper marketing mix for a well defined market, marketing managers must have a thorough knowledge of consumer behaviour. When buying products, consumers generally follow the consumer decision making process of need recognition, information search, and evaluation of alternatives, purchase, and post purchase behaviour.

Madden et al, 2000

In today's market the packaging industry have a steady growth and the utilization of material. It helps the consumer what they think about the product Trade Kings Zambia Limited is one of the organization that understands the packaging industry.

McDonald & Hair 2000

According to McDonald and Hair (2000), colours of packages had different connotations. According to McDonald and Hair (2000), red was associated with witchcraft in some countries, green in some countries was a sign of danger and white in some countries was a symbol of death. However, McDonald and Hair (2000) in their book only cited international global trends but did not show quantitative proof of how indeed package colours affected consumer behaviour

Etzel & Walker 2001

According to Etzel and Walker, is that decisions made by consumers' may not necessarily proceed in order through all the steps of the above mentioned consumer decision making process. According to Etzel and Walker (2001) consumers could end the process at any time and not even make a purchase. Explanations about why consumers' progression through this consumer decision making process may vary from time to time are offered by the study of consumer behaviour.

Kutz & Boone 2002

Other global trends were cited by Kutz and Boone (2002). According to Kutz and Boone, in some countries, detergents are bought only in small quantities because of lack of storage space. Also cigarettes in some countries are bought in small quantities and even single units because of low purchasing power of buyers. Though Kutz and Boone (2002) highlighted these global trends of how packaging affects consumer behaviour, no quantitative proof was given.

Underwood, 2003

Packaging communicates brand personality through many elements, including a combination of brand logo, colours, fonts, package materials, pictorials, product descriptions, shapes and other elements that provide rich brand associations.

Hill 2005

Said as individual preferences become more complex and diverse, packaging becomes the major means of product branding, packaging also provides the more permanent impression of product brand to the customer.

Barber, Almanza, & Donovan 2006

Green purchasing is essentially the act of buying environmental friendly products. The research model in this study examines the consequences of predictor variables (environmental concern, organizational green image and environmental knowledge) upon criterion variable (green purchase intention) with the moderating effect of perceived product price and quality.

Brewer 2006

Found that customers learn colours associations from current brands in the market, which lead them to prefer certain colours for various product categories. Using colour as a cue on packaging can be a potentially strong association, especially when it is unique to a particular brand. However, people in different

cultures are exposed to different colour association and develop colour preferences based on their own culture's associations. Furthermore, Brewer (2006) found that informational elements tend to be less important than visual in low involvement product decisions: "so graphics and colour become critical".

Gonzalez 2007

said that primary function of packaging is to protect the product against potential damage while transporting, storing, selling and exploiting a product. Gonzalez mentioned that consequently the role of package in marketing communications increases: it must attract consumer's attention and transmit adequate value of product to a consumer in the short period right in the place of sale. Therefore, there is a necessity to explore the package and its element in more details, in order to understand which of these elements are the most important for a consumer purchase decision.

Silayoi & Speece 2007

Packaging acts multidimensional functions. It offers knowledge about the product and organization, a technique to communicate with consumers and safeguard to the quality of product.

Arens 2007

says packaging is the container for a product – encompassing the physical appearance of the container including the design, colour, shape, labeling and material used.

Adelina & Morgan 2007

Packaging could be treated as one of the most valuable tool in today's marketing communications; Packaging has an important impact on consumers buying behaviour. The impact of packaging and its elements can impact the consumer's purchase decision.

Erzsebet & Zoltan 2007

According to both the qualitative and quantitative research showed that respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigated consumer perceptions and buying behaviour of baby care products. The results of the primary research showed that consumers' needs satisfied with the product in terms of reliability and performance and packaging.

Erzsebet & Zoltan 2007

Both the qualitative and quantitative research, according to demonstrated that respondents used comparable risk-reduction techniques while making purchases of baby care products. This study looked into how consumers feel about and purchase baby care items.

Baker 2007

Said it is worthwhile for retailer to understand factors within the retail setting that trigger a consumer's impulsive reactions. Retailers can help customer to find the right products through focused Merchandising, intelligent store design and layout and other visual merchandising, intelligent store design and layout and other visual merchandising practices, such as product displays, packaging and signage.

Mann 2007

Also mentioned that the amount and type of information available to the customer through the product label and package on nay product is the functions of three factors such as government regulation, independent labeling institute and business policy.

Adelina & Morgan 2007

According to Adelina & Morgan, packaging can be considered one of the most important tools in today's marketing communications because it has a significant influence on consumers' purchasing decisions.

Rudh 2007

Says unlike advertising exposure which can be relatively brief packaging continues to build brand values during the extending usage of product and can drive brand equity and loyalty Rudh (2007) said in a standard supermarket, the typical shopper passes about 300 brands per minute. This translates into less than one-tenth of a second for a single product to get attention of the customer and spark purchase.

Quazi 2008

Consumerism is concerned with both the micro and macro consumerist issues. The micro consumerist issues include the issues like misbranding practice, misleading advertisement, deceptive packaging, unfair pricing etc. While the macro consumerist issues are mainly concerned with the broader contexts like environmental pollution, health care system, antinuclear issues etc. The micro issues of consumerism are also known as fairness on trade practices or fairness on business practices. In this research, four well known and widely discussed micro consumerist issues such as misleading advertisement, deceptive packaging, customer care and unfair pricing as well as one macro issue (environmental consumerism practice) have been taken into consideration in order to find out their effect on the consumer purchasing behaviour.

Butkeviciene, Stravinskiene & A. Rutelione 2008

According to impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way.

Jugger 2008

Brand purchases are being made or broken in the "final five seconds" is a brand is not adequately supported with media advertising, packaging must plays a greater role in the brand's marketing.

Jugger 2008

Said the “right” packaging solution is different for each brand. When is important is that it works when placed next to the competition on the shelf

Jugger 2008

Said the average British marketers contains 25,000 items and the average shopping basket just 39 items .what this illustrates- is that today’s consumer have to scrutinize through a vast amount of products to choose what they want – and not surprisingly they end up ignoring most of what they pass.

Lockshin 2008

Said never underestimate the importance of purchasing marketers often measure consumer brand perceptions and ignore the pack. Yet we know from the way that consumer from the way that consumers react to unbranded products that packaging plays a huge role in reinforcing consumer perceptions. Packaging helps to direct the way consumer experience a product. Yet, we spend little time researching the connection between packaging and the direct experience of the product.

Schlossberg 2008

Suggest that the most effective means of attracting attention to a product is by focusing attention on product brand through the use of an appropriate colour, size, language, and picture while increasing product availability.

Rita Kuvykaite1 2009

According to the study reveals the self-service and changing consumers’ lifestyle having the ultimate effect on consumer choice. Increase in impulse buying behaviour labeling is also communicating to the customer.

Philip Kotler K.L. 2009

According to when product's packages is available in more amounts or redesign it increases the frequency use of the product.

Keller, 2009

According to packaging as a part of a product strategy, it is noticed when there is a slight difference in the brands; innovative packaging may be responsible for a competitive advantage.

Rita Kuvykaite1 2009

According to the study reveals the self-service and changing consumers' lifestyle having the ultimate effect on consumer choice. Increase in impulse buying behaviour labelling is also communicating to the customer.

Ulrich R Orth et al. 2010

Says package design is an integral part of projecting a brand image, which is sometimes designed to convey images of high quality, while at other times signaling affordable prices.

Abrams, E. 2010

Says in "Brand Identity meets Economics of Scales," "The carton, jar or tube propped on that stores shelf provides the first impression of a brand's product to a consumer, and the brand and product packaging is critical the success of both."

Karbasivar & Yarahmadi 2011

According to the essential factors in encouraging customers to make impulsive purchases. They can give away additional goods to entice customers to make impulse purchases. Additionally, sealers can increase clothing impulse purchases by modernising their stores and utilising eye-catching lighting and colours. The

study's findings demonstrate a crucial connection between customer impulse buying behaviour and window displays, credit cards, and promotional activities.

Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad 2011

Integrate the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision.

Karbasivar & Yarahmadi 2011

According to apparel impulse buying and promotional approaches (cash discount) usage between sample, as well as in-store form display (window display) has important role to encourage consumers to buying impulse. They can gift complementary products to encourage consumer to buying impulse. Also sealers can increase apparel impulse buying with decorating their stores in modern style and use attractive lights and colours. The result of the study proves that there is a pivotal relationship between window display, credit card, promotional activities (discount, free product) and consumer impulse buying behaviour.

Mahmood and Ahmad 2013

According to integrate the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision. The consumers purchase more quantity of the products, after looking a well-labelled product. Therefore labelling influences the consumer buying behaviour, but there are some other factors also, which influence the consumer buying behaviour.

Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad 2013

The integrate brand image, brand attachment and environmental effects and their impact on consumer purchase European Journal of Scientific Research decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision.

Ahmed 2014

Consumer buying decisions may be influenced by packaging and its components. The use of promotional strategies (cash discounts) between samples, in-store form displays (window displays), and more apparel spontaneous purchase.

Ahmed et al 2014

According to packaging portrays the knowledge about the product and has great impact on consumer buying behaviour.

Saeed, Lodhi, Mukhtar, Hussain, Mahmood, and Ahmad's 2019

The primary research's findings demonstrated that the product met consumers' needs in terms of dependability, performance, and packaging. The brand image, brand attachment, and environmental effects are all taken into account in Saeed, Lodhi, Mukhtar, Hussain, Mahmood, and Ahmad's study of how these factors affect customer purchasing decisions.

2.5. Research Hypothesis:

There is a close relationship between how a product is packaged and consumer attitude towards that product which will either be positive or negative. The package design, colour, material, and size will influence consumer perception, attitude, and motivation to purchase.

CHAPTER 3:

RESEARCH METHODOLOGY:

RESEARCH METHODOLOGY

Introduction

This chapter describes methods and techniques that were used to collect and analyze data. It includes study design, target population, sample design, data collection procedure/instruments, data analysis and the limitation of the research.

What is Research?

Definition:

Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie, "research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods."

What is Methodology?

Methodology is "'a contextual framework' for research, a coherent and logical scheme based on views, beliefs, and values, that guides the choices researchers [or other users] make". It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge such that the methodologies employed from differing disciplines vary depending on their historical development.

What do you mean by Research Methodology?

Research methodology is the specific procedures or techniques used to identify, select, process, and evaluate information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

Research methodology can be defined as a scientific and systematic search for pertinent information or facts on the specific topic. In fact, it is an art of scientific information. Research in common parlance refers to a search for knowledge.

The word research is composed of two syllables, re and search. “Re” is a prefix meaning again, a new & over again. “Search” is a verb, which means examine closely and carefully.

Together they describe a careful, systematic study and investigation in some field of knowledge undertaken to establish facts and principles. The meaning of research is, “a careful investigation or inquiry specially through search for new facts in any branch of knowledge”.

In order to find data on role of packaging on consumer buying behaviour, we will collect data on four variables: The first benefit to use questionnaire technique is that result.

Sampling Technique & Sample

The population of my study will be students and educational institutions of Karachi in which the sample size of 150 students will be taken for conducting the study by using simple random sampling in order to generalize the finding in the particular sector.

Measures

Each variable was measure by asking the seven questions by using the 5-points itemized rating type scale ranging from (1) strongly disagrees to (5) strongly agree.

Methodology for Analysis of Data

To make analysis of data it will use SPSS software in which we will make analysis in to two parts where part one will lead descriptive statistics that will be use to describe and summarize data and include measures of central tendency (average) and dispersion (the spread of data or how close each other is to the measure of central tendency).

Descriptive analysis

It is used first techniques for generating result is descriptive statistics. It shows minimum, maximum, and mean values of data.

3.1. Research Design:

The study used descriptive research design to assess the relationship between packaging and consumer behaviour because this enable the researcher to collect original data from the population and this saved time and resources. Random sampling was used to choose the respondents who include the top management, employees and the customers.

3.2. Target population:

The target population included the managers directly involved in marketing and production.

3.3. Sample and Sampling procedure:

The researcher used simple random sampling techniques in that whether one is on probation or confirmed was put into consideration. Respondents were identified depending on their willingness and availability to take part in the study or exercise.

3.4. Data collection instruments:

The data collection instruments used were basically self administered questionnaires, which comprised of open and close-ended questions that were answered by the respondents to the best of their knowledge.

Interviews were also used in data collection from which the researcher asked questions and respondents answered from selected store.

3.4.1. Questionnaires:

According to John, (1998) he defined questionnaires as carefully designed instruments for collecting data in accordance with the specifications of the research questions. It is an efficient data collection mechanism when the researcher knows exactly what is required and how to measure the variables of interest. A questionnaire is important because the responses are gathered in standardized way, also it is relatively quick to collect information using it, and potential information can be collected from large portion of a group.

Questionnaires can be administered personally or mailed to respondents. For this case study, questionnaires were self administered to the target of respondents. The Questionnaires were preferred because they are less expensive compared to the other methods.

3.4.2. Interviews:

The researcher administered oral interviews where He gathered data through direct verbal interactions with participants (Martin, 2000). An interview guide was used especially to customers who were not willing, or didn't have time to fill the questionnaires. The researcher carried out face to face interview with the respondent. The researcher went ahead to explain to the respondents why the study was being carried out.

The method was also preferred because of the fact that the researcher had to face interaction with the respondent and was able to ask probing questions relevant to the study.

3.4.3. Observations:

Observation is a method of data collection that employs vision as its main means of data collection (Berg, 1989). It is process in which one or more persons examine what is happening was in real life situation and then classify and record pertinent happenings according to some planned scheme.

3.5. Research procedure:

The researcher obtained an introduction letter from Kampala International University,

School of Business and Management to Nakumatt Oasis- Kampala district; participants willing to provide information were guided in the questionnaire filing process, further questions were asked by the researcher for clarification.

3.6. Processing and Data analysis:

After data collection only correctly filled questionnaires were coded, edited and analyzed. Depending on the data, tables, percentages, and pie charts were used with specific consideration on variables, age, sex, and profession. This ensured consistency and reliability.

3.7. Statistical data treatment:

For statistical data, the researcher used methods like frequencies, tables, graphics, and percentages to analyze the collected data

3.8. Ethical considerations:

This involved ensuring that permission was granted to the researcher by the respondents and company involved. The data or information received from the respondents was treated with confidentiality without disclosing any information without the consent of the person involved.

3.9. Limitations of the study:

There were delays in the study because getting access to the company's information required prior appointment

It was difficult for some respondents to fill the questionnaires presented to them and this affected the validity of the data.

The research involved a portion of the whole population and these might have given information in their favour hence biasness.

Time constraint was also another limitation in the sense that there was limited time and a lot of things needed to be done.

There was financial constraint because of the transport costs, and the whole process needed a greater deal of financial resources.

3.10. Research Approach:

There are two types of researches qualitative and quantitative research approaches.

3.10.1. Quantitative research:

Quantitative research is generally associated with the positivist/post-positivist paradigm. It usually involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions drawn. It is about asking people for their opinions in a structured way so that you can produce hard facts and statistics to guide you. To get reliable statistical results, it's important to survey people in fairly large numbers and to make sure they are a representative sample of your target market. The research conducted to identify the impact of packaging on consumer's buying behaviour is a quantitative research.

3.10.2. Qualitative Research:

Qualitative research is the approach usually associated with the social constructivist paradigm which emphasizes the socially constructed nature of

reality. It is about recording, analyzing and attempting to uncover the deeper meaning and significance of human behaviour and experience, including contradictory beliefs, behaviours and emotions.

3.11. STATISTICAL TOOLS USED FOR THE STUDY

Tools used for analysis:

- a. Simple percentage method.
- b. ANOVA.
- c. Chi-Square test.
- d. Correlation.

Simple percentage analysis:

The percentage analysis is mainly used to standardize the response of the respondents. This analysis is carried out for all the questions given in the questionnaire, mainly to assess how the respondents are distributed in each category.

ANOVA:

ANOVA, which stands for Analysis of Variance, is a statistical test used to analyze the difference between the means of more than two groups. A one-way ANOVA uses one independent variable, while a two-way ANOVA uses two independent variables.

CHI-SQUARE TEST:

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

CORRELATION - PEARSON'S CORRELATION:

The Pearson correlation coefficient is a descriptive statistic, meaning that it summarizes the characteristics of a dataset. Specifically, it describes the strength and direction of the linear relationship between two quantitative variables.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION:

What is Data Analysis?

Data analysis is the process of ordering, categorizing, manipulating, and summarizing data to obtain answers to research questions. It is usually the first step taken towards data interpretation.

What is Data Interpretation?

Data interpretation is the process of reviewing data through some predefined processes which will help assign some meaning to the data and arrive at a relevant conclusion. It involves taking the result of data analysis, making inferences on the relations studied, and using them to conclude.

After the collection of data from the customers each sample question was classified and tabulated and then subjected to analysis. The data obtained were analyzed by a simple percentage method. This chapter looks at the presentation and discussion of the data. The sample comprises of 50 out of 100 customers of Nakumatt supermarket. Data has been analyzed using Quantitative and Qualitative techniques. The chapter details the findings and discussion of the research study. The data summarized into percentage and frequencies.

Table 4.1.1 distribution of respondents by Gender

frequency	Male	Female	Total
Respondent	18	32	50
Percentage	36	64	100

Source; field data (2009)

This table shows that the majority 64% were female and 36% male. This indicates that among the population of study, female customers dominated the area of study. This can also be represented by a pie chart below.

Figure 4.1.1. pie chart showing distribution of respondents by Gender

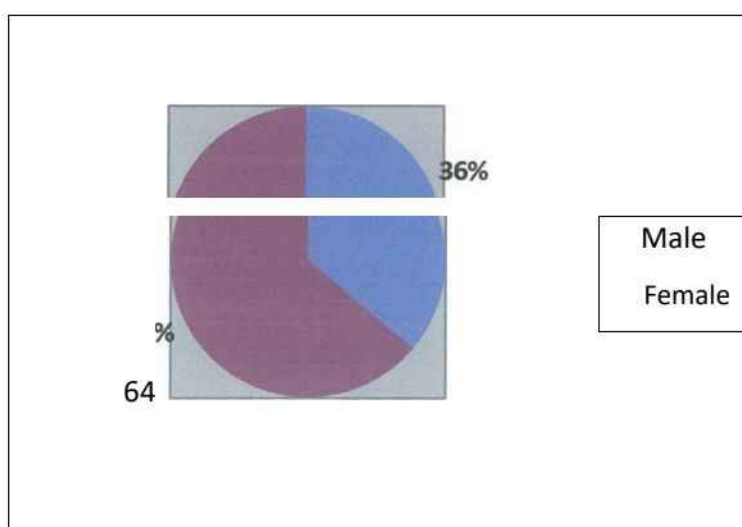
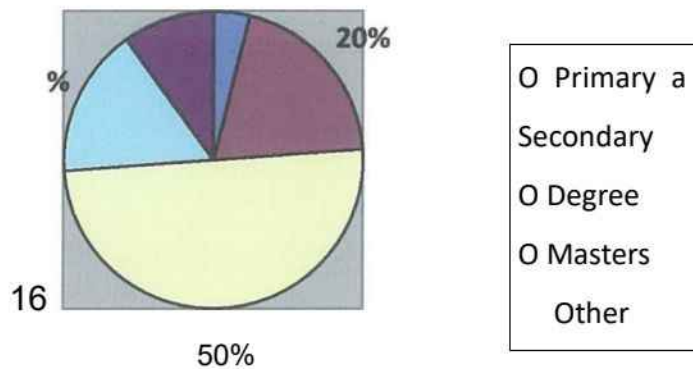


Table 4.1.2. Respondents by level of Education

Frequency	Prim	Second		Masters	Other
Respondent	2	10	25	8	5
Percentage%	4	20	50	16	10

Figure 4.1.2. Pie Chart showing Respondents by level of Education

10% 4%



Source; field data (2009)

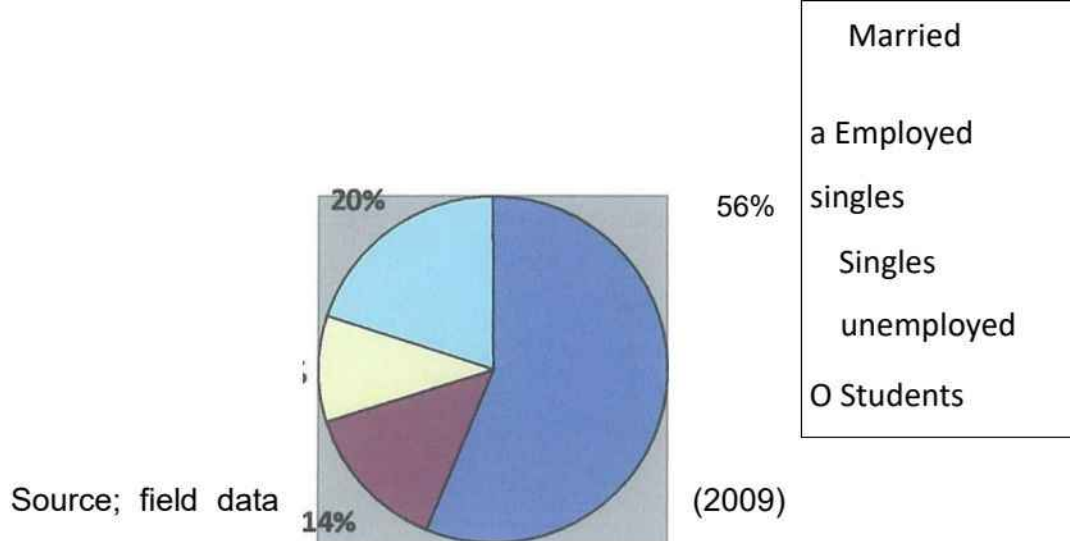
The above figures show that the majority of respondents comprised of 50% were degree holders from various universities in Uganda, 20 % of the respondents were secondary school drops outs, 16% were master's holders, and 4 % were primary students. This is an indicator diat the respondents were literate and therefore gave reliable information.

Tablet 4.1.3. Respondents in the Distribution of Questionnaires

Frequency	Married	Employed singles	Singles unemployed	Students
Respondent	28	7	5	10
Percentage %	56	14	10	20

Figure 4.1.3. Pie chart showing respondents in the distribution of questionnaires

10%

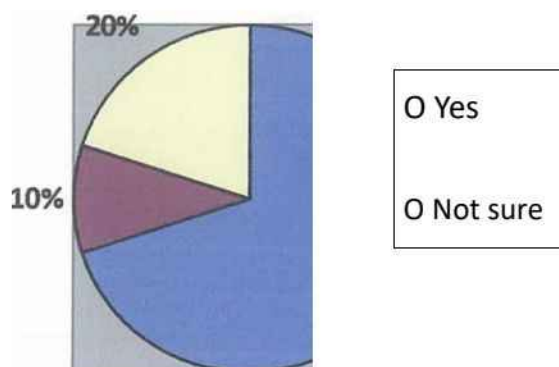


The majority of the respondents comprising of 56% are married which is the leading number of shoppers at nakumatt, 20% are students in secondary school and universities in Uganda, 14% were singles unemployed but looking for job. This shows there is a fair representation of the population of study. The response given the question of whether the respondents understand the meaning of packaging are represented on the figures below

Tablet 4.1.4. meaning of packaging to the respondents

Frequency	Yes	No	Not sure
Respondents	35	5	10
Percentage %	70	10	20

Figure 4.1.4. pie chart showing responses on meaning of packaging to the respondents



Source; field data (2009)

From the figure on page 24, the biggest percentage of the respondents comprising of 70% understood the meaning and importance of packaging followed by 20% who were not sure about the same but attributed it to labeling. 5% of the respondents didn't understand what packaging really meant.

From the responses, the researcher was able to build the following definition of packaging. It is the art, science and technology of enclosing or protecting form for distribution, storage, sale and use. It also refers to the process of design, evaluation and production of packages. Many respondents defined packaging on its benefits, which included ease of carrying and storage in their houses. Another benefit explained by the respondents included physical protection form say, shock, barrier protection from dust and so on. There were also other benefits discussed like, information on transmission, on the use and safety of the product, security of shipments, convenience for example reuse, portion control for products with dosages as well as marketing.

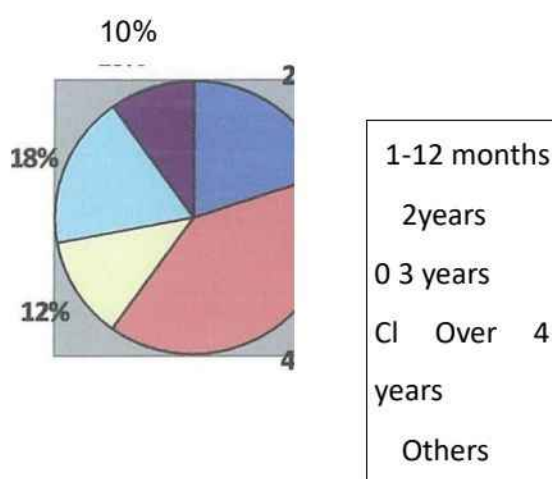
Other respondents stated that packaging design is used by markets to encourage potential buyers to purchase the product because since an average shopper spends 20 minutes in the store, package serves as "sales person" in the case of middlemen's brands which are typically not heavily advertised.

Tablet 4.1.5. Responses duration of purchasing the Product

Frequency	1-12 months	2years	3 years	Over 4 years	Others

Respondent	10	20	6	9	5
Percentage			12%		

Figure 4.1.5. Pie Chart showing Responses on duration of purchasing the Product



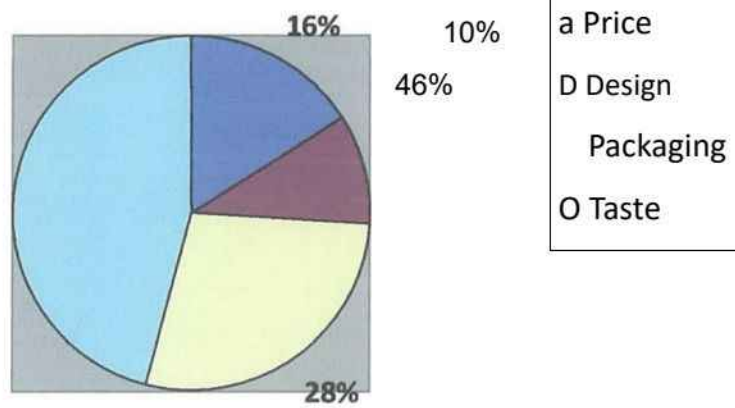
Source; field data (2009)

From the research there was an indication that most of the respondents had a relatively long experience in the purchase and usage of the product. This is evident from the leading 40% who have been purchasing and using the product for two years, followed by 20% who have been using it for 1-12 months, 18% of the respondents have been using die product for over 4 years, and 12% for three years. Respondents claimed to have been purchasing the product from other supermarkets like shop rite, before the opening of Nakumatt in Uganda

Tablet 4.1.6. showing what respondents liked about Eden Tea

Frequency	Price	Design	Packaging	Taste
Respondent	8	5	14	23
Percentage %	16	10	28	46

Figure 4.1.6. pie chart showing what respondents liked about Eden Tea



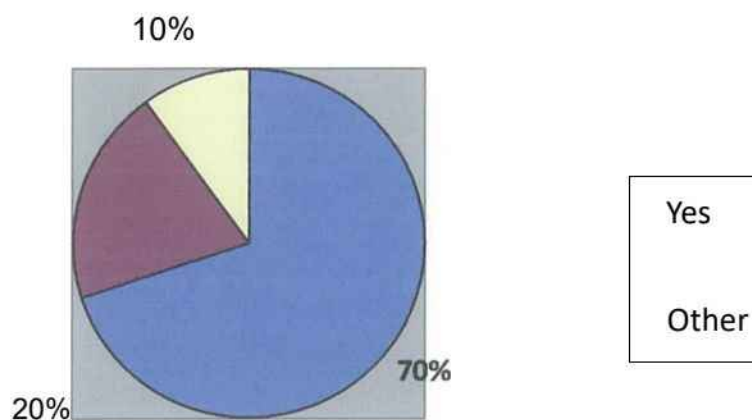
Source; field data (2009)

From the figure above, the biggest percentage of the respondents representing 46% liked the taste of the product, followed by 28% which liked the packaging,. 16% claimed to like the price compared to the competitive brands. Finally 10% claimed to like the design which included the quantity of the content. However all the respondents' interviewed claimed that packaging influenced their choices in one way or another.

Tablet 4.1.7 responses whether packaging influenced the choice of their product

Frequency	Yes	No	Other
Response	35	10	5
Percentage %	70	20	10

Tablet 4.1.8. responses on whether packaging influenced the choice of their product



From the responses as shown from the diagrams above, there is a clear indication that the biggest percentage (70%) was influenced by packaging in their choice of a product. 20% of the respondents said that packaging was not a priority in their choice of product, while 10% were influenced by other factors like, moods and motives, terms of purchase and time or seasons.

Respondents influenced by packaging were mostly couples who had children and gave a priority to safety. Others were concerned about the disposability of the package and its effects on the environment. They claimed that the more disposable the pack, the better.

The respondents represented by "others" column claimed that their choices of product were as a result of the firm's marketing activities like advertising, sales promotion, and so on. Based on those responses, the researcher identified various factors that surround consumer's decision. These factors were categorically analyzed into three main categories; psychological, social, and situational.

The social influences include, culture, subcultures, reference groups, families and households.

Culture is a set of symbols and artifacts created by a society and carried down from generation to generation as determinants and regulators of human behaviour.

Social class is a ranking within a society determined by the members of the society. They exist in virtually all societies, and people's buying behaviour is strongly influenced by these classes to which they belong or aspire. Because of these differences they respond differently to marketing activities.

Psychological influences include motivation, perception, learning, attitude formation, personality and self image. Perception is the process of receiving, organizing, and assigning meaning to information or stimuli detected by our five senses. It is in this way that we interpret or understand the world around us. Perception plays a major role in the purchase process where alternatives are identified.

Learning involves change in behaviour resulting from observation and experience. Learning enhances our understanding of buying behaviour, because it plays a role at every stage of buying-decision process. Personality is defined broadly as an

individual's pattern traits that influence behavioural responses. It is generally agreed that personality traits do influence consumer's perception and their buying

An attitude is a learned predisposition to respond to an object or class of objects in a consistently favorable or unfavorable way. In our buying — decision process, attitudes play a major role in the evaluation of alternatives. Attitudes are learned, have an object and have direction and intensity.

Often the situations in which we find ourselves influence our purchase decisions. The four categories of situational influences are related to when, where, and how consumers buy as well as the conditions under which they buy. Time dimension in terms of seasons, weeks, day or hour; physical surroundings, terms of purchase and consumer moods and motives are other factors that influence consumer choice.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

1. Packaging with visible security features, such as tamper-evident seals, instills confidence in product safety. Consumers value assurance that the product has not been compromised during transit or storage.
2. Packaging that incorporates interactive elements or surprises, such as augmented reality features or hidden messages, can create a memorable and engaging experience for consumers.
3. Consumers appreciate packaging that offers portion control, reducing food waste and providing convenience. Smaller package sizes may be perceived as more suitable for single servings or on-the-go consumption.
4. Limited edition packaging or collector's editions can drive consumer interest and urgency to purchase. Collectible packaging may appeal to enthusiasts and create a sense of exclusivity.
5. Packaging that is easy to open, especially for consumers with physical limitations, enhances accessibility and contributes to a positive user experience.

The findings reveal that consumer's choice of products is to a higher level influenced by product packaging different from what it has been previously when, price and availability of substitutes determined their choice. Consumer's enlightenment on various issues like environmental concerns, need for safety and health, and need for affiliation has replaced the old sensitivity on price and various marketing campaigns. The findings have shown that Consumer lifestyle has taken a different turn- with an increase of working class women, single parent hood, and of course increased singles working class. This has increased their spending power with willingness to pay higher prices for a product that reflects their social status.

These statistics have also shown that packaging brings out the first impression when the consumer encounters a product hence Poor packaging will drive out a consumer regardless of the quality. Consumers need packaging that guarantees the safety of the product from exposure to bacteria and other microorganisms.

The findings also reveal that consumers shopping practices have shifted to self service stores and these stores have built an image that any company in need of a shelf space must meet these requirements. One of the requirements is high quality products accompanied by ideal packaging. This means that it's only the packs that appeal to customers will go through.

With the increased media and technology advancement, companies are adopting door delivery services where consumers book and pay for products online and they are delivered on their door step.

5.2 SUGGESTIONS:

To effectively cater to consumer behaviour regarding packaging, businesses should prioritize sustainable and visually striking designs. Opting for eco-friendly materials not only appeals to environmentally conscious consumers but also aligns with growing sustainability trends. Clear and concise information on packaging builds trust and aids informed decision-making. Innovative and user-friendly designs enhance the

overall consumer experience, encouraging repeat purchases. Offering personalized or limited-edition packaging adds an exclusive touch, while cultural sensitivity ensures broader appeal. Health and wellness messaging, when applicable, can attract health-conscious consumers. Collaborating with influencers amplifies product reach, and seamless integration with online shopping enhances the overall brand experience. Regular market research allows businesses to adapt packaging strategies to evolving consumer preferences. By incorporating these considerations, brands can not only meet consumer expectations but also create a distinct and memorable presence in the market.

5.3 CONCLUSIONS:

Outcome of the research study regarding Impact of Packaging on consumer buying behaviour:

- Packaging is one of the most essential communication tool, it act as a medium for advertisement of the product.
- Packaging of product not only protects the product but it also increases the sales of the product
- A good packaging gives convenience to the customer in handling the product
- The printed information on the package of product helps the customer in understanding the product in detail
such as the ingredients used, date of manufacturing, date of expiry, price of product etc such information printed will
helps the customer in making purchase decision.
- Packaging also gives clarity in identifying the right product from the number of products available in the market
- Packaging also helps in promoting brand loyalty

- Many companies also help in protecting the environment by using new and innovative ideas related to ecofriendly packaging by avoiding the use of plastic and they use such material which can decompose easily.
- Various packaging elements such as colour, innovative packaging idea, wrapper, font size, material of packaging etc create a great impact to catch the attention of the audience. Such appealing and distinct packaging urges the audience to make a buying decision
- Packaging also helps in gaining competitive advantage.

BIBLIOGRAPHY:

REFERENCES:

1. Silayoi, P., & Speece, M., 2017. The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41 (11/12), 1495-1517.
2. Wells, L.E., Farley, H., & Armstrong, G.A., 2017. The importance of packaging design for own-label food brands. *International Journal of Retail & Distribution Management*, 35 (9), 677-690.

IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR IN
FAST MOVING

CONSUMER GOODS

Section A-Research paper

5428

Eur. Chem. Bull. 2023, 12(Special Issue 4), 5420 –5428

3. Butkeviciene, V., Stravinskiene, J., & Rutelione, A., 2018. 'Impact of consumer package communication on consumer decision making process', *Inzinerine Ekonomika/Engineering Economics* (1), pp. 57-65.

4. Ampuero, O., & Vila, N., 2016. Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 100-112.

5. Malik, E.M., Ghafoor, M.M., Iqbal, K.H., Ali, Q., Hunbal, H., Noman, M., and Ahmed, B., 2020. Impact of Brand Image and Advertisement on Consumer Buying Behavior. *World Applied Sciences Journal* 23 (1): 117-122.

6. Underwood, R. L., 2019. The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, Winter, 62-76

7. Adelina Broad bridge & Henry Morgan, 2017, consumer buying behavior and perception toward retail brand baby products.

8. Karbasivar, A. and Yarahmadi, H., 2021. Evaluating Effective Factors on Consumer Impulse Buying Behavior. *Asian Journal of Business Management Studies* 2 (4):

9. Ahmed, R.R., Arif, A.A., Menai, Y.A., 2022. New Product development: Strategy implementation mechanism based on Primary & Secondary data Research, *Interdisciplinary Journal of Contemporary Research Business*, 4 (6): 1034-1046.

10. Saed, R., Lodhi, R.N., Muktar, A.M.J., Hussain, S., Mamood, Z., and Ahmad, M., 2021. Factors Affecting Consumer Purchase Decision in Clothing Industry of Sahiwal, Pakistan. *World Applied Sciences Journal* 24 (7): 844-849.

11. Rettie, R., & Brewer, C., 2021. The verbal and visual components of package design. *Journal of Product Brand Management*, 9 (1), 56-70.

12. Maikstene, K., and Auruskevina, V., 2018. 'Manufacturer and retailer brand acceptance under different levels of purchase involvement', *Inzinerine Ekonomika/Engineering Economics*.

13. Rundh, B., 2005. The multi-faceted dimension of packaging. *British Food Journal*, 107 (9), 670-684.

14. Rettie, R., & Brewer, C., 2000. The verbal and visual components of package design. *Journal of Product Brand Management*, 9 (1), 56-70.
15. Wells, L.E., Farley, H., & Armstrong, G.A., 2007. The importance of packaging design for own label food brands. *International Journal of Retail & Distribution Management*, 35 (9), 677-690.
16. Silayoi, P., & Speece, M., 2007. The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41 (11/12), 1495-1517.
17. Rita Kuvykaite, A.D., 2009. Impact of Package Elements on Consumer's Purchase Decision. *Economics and Management*, pp: 441-458.
18. Saeed, R., Lodhi, R.N., Rauf, A., Rana, M.I., Mahmood, Z., and Ahmed, N., 2013, Impact of Labelling on Customer Buying Behavior in Sahiwal, Pakistan. *World Applied Sciences Journal* 24 (9): 1250-1254.
19. Saeed, R., Lodhi, R.N., Mukhtar, A.M.J., Hussain, S., Mahmood, Z., and Ahmad, M., 2011. Consumer Purchase Decision in Clothing Industry of Sahiwal, Pakistan. *World Applied Sciences Journal* 24 (7): 844-849.
20. Underwood, R. L., 2003. The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, winter, 62-76
21. Underwood, R. L. (2001). Packaging Communication: Attentional Effects of Product Imagery. *Journal of Product and Brand Management*, 10(7), 403-422.
22. Wells, L. E. (2007). The Importance of Packaging Design for Own-label. *International Journal of Retail and Distribution Management*, 35(9), 667-690.
23. Wisenblitz, R. G. (1999). What We Know about Consumers' Color Choices. *Journal of Marketing Practice: Applied Marketing Science*, 5(3), 78-88

Text Books:

Consumer Behaviour: Albert J.
Dells BittasConsumer Behavior: David
L. LoudonPrinciples of Marketing: Philip Kotler
Marketing Management: Philip Kotler

Websites:

www.consumerbehavior.com

www.bigbazaar.com

www.panthalone.com

www.futuregroup.com

ANNEXURE - 1

QUESTIONNAIRE:

Questionnaire: EFFECTS OF CONSUMER BEHAVIOUR ON PACKAGING:

1. Name:

2. Age:

- Under 18 years
- 18-25 years
- 25-45 years
- 45-60 years
- 60 years or over

3. Nationality:

4. Gender:

- Male
- Female
- Prefer not to say

5. Educational Qualification:

- High School
- Bachelor's degree
- Master's degree
- Doctoral degree

6. Annual Income

- Less than Rs.3,00,000
- Rs.3,00,000 - Rs.7,00,000
- Rs.7,00,000 - Rs. 10,00,000
- Rs. 10,00,000 and above

7. Current Occupation

- Student
- Employed/Self-employed
- Unemployed
- Retired
- Homemaker

8. Marital Status

- Single
- Married
- Prefer not to say

9. How often do you pay attention to product packaging when making a purchase decision?

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

10. What aspects of packaging attract your attention the most?

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

A STUDY ON EFFECTS OF CONSUMER BEHAVIOUR ON PACKAGING

KEERTHANA R¹ & DR.K.SEETHAL²

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

The objective of this research study is to determine the impact of packaging on consumer buying behaviour. The purpose of this study is to understand the essential factors of packaging which can act as a sales promotion tool and lead to prosperity of a particular brand. The primary research data has been collected through questionnaire method and for the purpose of evaluating the data graphical presentation has been used. In this study samples of 300 respondents has been collected. According to the research conducted it has been observed that packaging is key component in consumer buying behaviour. In addition to this, it has been concluded that various packaging elements like its Colours, Quality of Packaging material, Design of Wrapper, Innovation & Product information are vital factors when consumers making any buying decision. It was thus concluded that Packaging is one of the essential and influential factor for consumer buying behaviour.

KEYWORDS: PACKAGING FAMILIARITY, TRUST, Brand Recognition

INTRODUCTION

Consumer behaviour thus is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products and services, to satisfy needs, (Lars, 1994). It refers to the study of when, why, how, where and what people do or do not buy products, (Howard 1968). It blends elements from psychology, sociology, social psychology, anthropology and economics, (Howard, 1968). It attempts to understand the buyer decision making process, both individually and in groups. Now, packaging has become itself a sales promotion tool for the organizations.

REVIEW OF LITERATURE

Silayoi & Speece 2007

Packaging acts multidimensional functions. It offers knowledge about the product and organization, a technique to communicate with consumers and safeguard to the quality of product.

Arens 2007

Says packaging is the container for a product – encompassing the physical appearance of the container including the design, colour, shape, labeling and material used.

Adelina & Morgan 2007

Packaging could be treated as one of the most valuable tool in today's marketing communications; Packaging has an important impact on consumers buying behaviour. The impact of packaging and its elements can impact the consumer's purchase decision.

Objectives:

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

Research Hypothesis:

H0: Consumer choices are not influenced by the convenience and functionality of product packaging.

H1: Packaging that enhances convenience and functionality positively impacts consumer preferences and purchasing behavior.

H0: Consumer preferences are not influenced by the visual appeal of product packaging.

H1: Consumer preferences are positively influenced by visually appealing packaging, leading to increased product attraction.

RESEARCH METHODOLOGY

Research Design:

This research uses Descriptive
research design

Sampling technique:

The study uses Snowball sampling

Snowball sampling helps researchers find a sample when they are difficult to locate. Researchers use this technique when the sample size is small and not easily available. This sampling system works like the referral program. Once the researchers find suitable subjects, he asks them for assistance to seek similar subjects to form a considerably good size sample.

Sample Design:

Non-probability research: non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a less stringent method. This sampling method depends heavily on the expertise of the researchers. It is carried out by observation, and researchers use it widely for qualitative research.

Source of data:

There are two types of data that are being used for this project. They are primary data and secondary data.

Primary data:

Primary data are those which are collected for the first time and they happen to be original in nature.

Primary data are collected through questionnaires.

Secondary data:

Secondary data refers to any dataset collected by any person other than the one using it.

DATA ANALYSIS AND INTERPRETATION

Demographic Variable	X ² value	Degree of Freedom(df)	P value
Gender	0.785	4	0.940
Age	3.998	4	0.406
Income	7.637	4	0.106
Education	12.339	4	0.015

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-Sided)	Monte Carlo Sig. (2-Sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	9.893 ^a	3	0.019	0.015	0.012	0.018
Likelihood Ratio	11.157	3	0.011	0.015	0.012	0.018
Linear-by-Linear Association	9.120 ^b	1	0.003	0.004	0.003	0.006

^a Three cells (37.5%) have an expected count of less than 5. The minimum expected count is 73. ^b The standardized statistic is 3.020. Source: Authors' research and calculations, output IBM SPSS Statistics.

FINDINGS:

1. Consistent packaging design across a brand's product lines creates a cohesive brand image. Consumers may develop brand loyalty when they can easily recognize and associate packaging with a specific brand.
2. Packaging with visible security features, such as tamper-evident seals, instills confidence in product safety. Consumers value assurance that the product has not been compromised during transit or storage.
3. Packaging that incorporates interactive elements or surprises, such as augmented reality features or hidden messages, can create a memorable and engaging experience for consumers.
4. Consumers appreciate packaging that offers portion control, reducing food waste and providing convenience. Smaller package sizes may be perceived as more suitable for single servings or on-the-go consumption.
5. Limited edition packaging or collector's editions can drive consumer interest and urgency to purchase. Collectible packaging may appeal to enthusiasts and create a sense of exclusivity.
6. Packaging that is easy to open, especially for consumers with physical limitations, enhances accessibility and contributes to a positive user experience.

SUGGESTIONS:

1. Implement regular customer surveys to gather direct feedback on packaging preferences, covering design, functionality, and environmental considerations.
2. Analyze packaging strategies of competitors, both direct and indirect, to identify gaps and areas where you can differentiate your brand. Look for successful packaging elements in similar industries.
3. Explore incorporating interactive elements like QR codes, augmented reality, or gamification on packaging to engage consumers beyond the point of purchase.

4. Consider offering customizable packaging options to allow consumers to add a personal touch to their purchases, enhancing the perceived value and creating a stronger connection.
5. Use packaging as a storytelling tool to communicate your brand's story, values, and mission. Craft a narrative that resonates with your target audience and enhances brand loyalty.
6. Embrace sustainable packaging solutions to appeal to environmentally conscious consumers. Clearly communicate these efforts to showcase your commitment to eco-friendly practices.

CONCLUSIONS:

Outcome of the research study regarding Impact of Packaging on consumer buying behaviour:

Packaging is one of the most essential communication tool, it act as a medium for advertisement of the product. Packaging of product not only protects the product but it also increases the sales of the product. A good packaging gives convenience to the customer in handling the product. The printed information on the package of product helps the customer in understanding the product in detail such as the ingredients used, date of manufacturing, date of expiry, price of product etc such information printed will helps the customer in making purchase decision. Packaging also gives clarity in identifying the right product from the number of products available in the market. Packaging also helps in promoting brand loyalty.

REFERENCES

1. Silayoi, P., & Speece, M., 2017. The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41 (11/12), 1495-1517.
 2. Wells, L.E., Farley, H., & Armstrong, G.A., 2017. The importance of packaging design for own-label food brands. *International Journal of Retail & Distribution Management*, 35 (9), 677-690.
- IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR IN FAST MOVING CONSUMER GOODS
- Section A-Research paper
- 5428
- Eur. Chem. Bull. 2023, 12(Special Issue 4), 5420 –5428
3. Butkeviciene, V., Stravinskiene, J., & Rutelione, A., 2018. 'Impact of consumer package communication on consumer decision making process', *Inzinerine EkonomikaEngineering Economics* (1), pp. 57-65.
 4. Ampuero, O., & Vila, N., 2016. Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 100-112.

5. Malik, E.M., Ghafoor, M.M., Iqbal, K.H., Ali, Q., Hunbal, H., Noman, M., and Ahmed, B., 2020. Impact of Brand Image and Advertisement on Consumer Buying Behavior. *World Applied Sciences Journal* 23 (1): 117-122.
6. Underwood, R. L., 2019. The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, Winter, 62-76
7. Adelina Broad bridge & Henry Morgan, 2017, consumer buying behavior and perception toward retail brand baby products.
8. Karbasivar, A. and Yarahmadi, H., 2021. Evaluating Effective Factors on Consumer Impulse Buying Behavior. *Asian Journal of Business Management Studies* 2 (4):
9. Ahmed, R.R., Arif, A.A., Menai, Y.A., 2022. New Product development: Strategy implementation mechanism based on Primary & Secondary data Research, *Interdisciplinary Journal of Contemporary Research Business*, 4 (6): 1034-1046.
10. Saed, R., Lodhi, R.N., Muktar, A.M.J., Hussain, S., Mamood, Z., and Ahmad, M., 2021. Factors Affecting Consumer Purchase Decision in Clothing Industry of Sahiwal, Pakistan. *World Applied Sciences Journal* 24 (7): 844-849.
11. Rettie, R., & Brewer, C., 2021. The verbal and visual components of package design. *Journal of Product Brand Management*, 9 (1), 56-70.
12. Maikstene, K., and Auruskevina, V., 2018. 'Manufacturer and retailer brand acceptance under different levels of purchase involvement', *Inzinerine Ekonomika engineering economics*.
13. Rundh, B., 2005. The multi-faceted dimension of packaging. *British Food Journal*, 107 (9), 670-684.
14. Rettie, R., & Brewer, C., 2000. The verbal and visual components of package design. *Journal of Product Brand Management*, 9 (1), 56-70.
15. Wells, L.E., Farley, H., & Armstrong, G.A., 2007. The importance of packaging design for own label food brands. *International Journal of Retail & Distribution Management*, 35 (9), 677-690.
16. Silayoi, P., & Speece, M., 2007. The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41 (11/12), 1495-1517.
17. Rita Kuvykaite, A.D., 2009. Impact of Package Elements on Consumer's Purchase Decision. *Economics and Management*, pp: 441-458.
18. Saeed, R., Lodhi, R.N., Rauf, A., Rana, M.I., Mahmood, Z., and Ahmed, N., 2013, Impact of Labelling on Customer Buying Behavior in Sahiwal, Pakistan. *World Applied Sciences Journal* 24 (9): 1250-1254.

19. Saeed, R., Lodhi, R.N., Mukhtar, A.M.J., Hussain, S., Mahmood, Z., and Ahmad, M., 2011. Consumer Purchase Decision in Clothing Industry of Sahiwal, Pakistan. *World Applied Sciences Journal* 24 (7): 844-849.
20. Underwood, R. L., 2003. The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, winter, 62-76
21. Underwood, R. L. (2001). Packaging Communication: Attentional Effects of Product Imagery. *Journal of Product and Brand Management*, 10(7), 403-422.
22. Wells, L. E. (2007). The Importance of Packaging Design for Own-label. *International Journal of Retail and Distribution Management*, 35(9), 667-690.
23. Wisenblitz, R. G. (1999). What We Know about Consumers' Color Choices. *Journal of Marketing Practice: Applied Marketing Science*, 5(3), 78-88

