

Impact of Packaging on Consumer Buying Behaviour

Bhagyashree Tripathi

Assistant Professor, Department of Commerce, Sathaye College (Autonomous), Mumbai, Maharashtra

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, Consumer Buying Behaviour

INTRODUCTION

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.

OBJECTIVE OF THE STUDY

1. To find out the effect of packaging on consumer buying behaviour
2. To study the effect of packaging elements on the consumer
3. To consider the relative impact of each packaging elements on the consumer
4. To recognize the elements, which should be emphasized on while designing the packaging

RESEARCH QUESTION

1. Does packaging of a product influence your buying behaviour?
2. What kind of new packaging innovation do you prefer while purchasing a product?
3. Does colour of packaging impact your buying decision?
4. Does quality of packaging material inspire you in purchasing the product?
5. Does product wrapper encourage you in purchasing the product?
6. Do you refer the printed information on the package before making purchase decision?
7. Please mark your contentment of packaging on the basis of the following parameter?

SIGNIFICANCE OF THE STUDY

The significance of the study is to understand the impact of packaging on consumer buying behaviour and this also helps us to understand how crucial is packaging of goods for convincing the audience to make purchase of the goods. It helps us to know how packaging attracts attention of the audience and urges them to try a particular brand. It helps to understand how various producers, sellers, business to understand the effective packaging strategies.

LIMITATION OF STUDY

It is a phenomenon that in any research where the primary objective is to research for the true facts a research project of this nature is never conducted without some factors that make the finding difficult.

The limitation of this study includes:

- Lack of cooperation from respondents
- Time Factors

LITERATURE REVIEW

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 (Silayoi & Speece, 2007). According to Rita Kuvykaite1 (2009) 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.

Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2013), 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, Rauf, Rana, Mahmood & Ahmed, 2013).

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 (Underwood, 2003). A study performed by CM Research (cited in Gautier, 1996, p.37) 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.

While some research was conducted by Wisenblitz (Wisenblitz, 1999) 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' (p. 86). Underwood (R.L. Underwood, 2001) highlighted the importance of both colour and packaging as a brand communication vehicle.

METHODOLOGY

The data has been collected through primary data source, Questionnaire method was used for the purpose of data collection.

Questionnaire Design: Total seven questions were framed for the purpose of conducting survey. The respondents were given sufficient time to understand the questionnaire and obtain clarification incase of any doubt related to the research questionnaire.

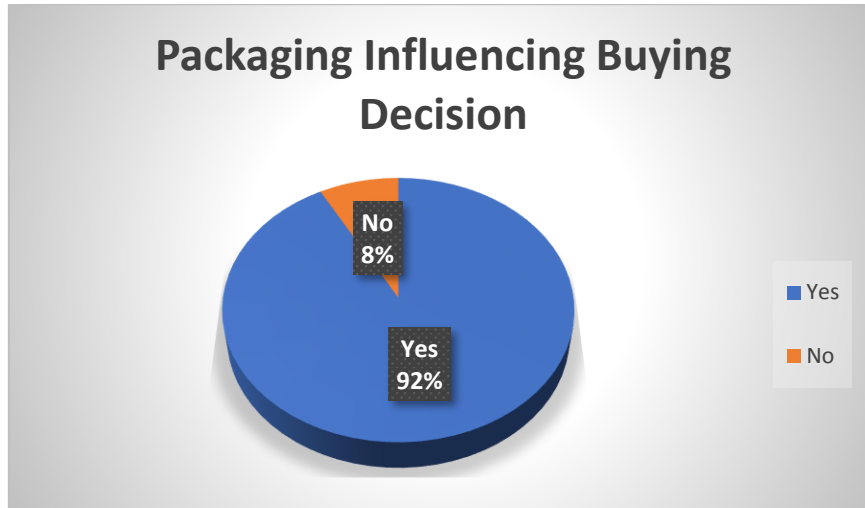
Response Rate: The response rate was 100%. The questions framed was in simple language for easy and better understanding of the respondent.

Sample Size: The sample size was of 300 respondent. The analysis of the data is shown through graphical presentation.

DATA ANALYSIS**1. Does packaging of a product influence your buying behaviour?**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE (%)
YES	276	92

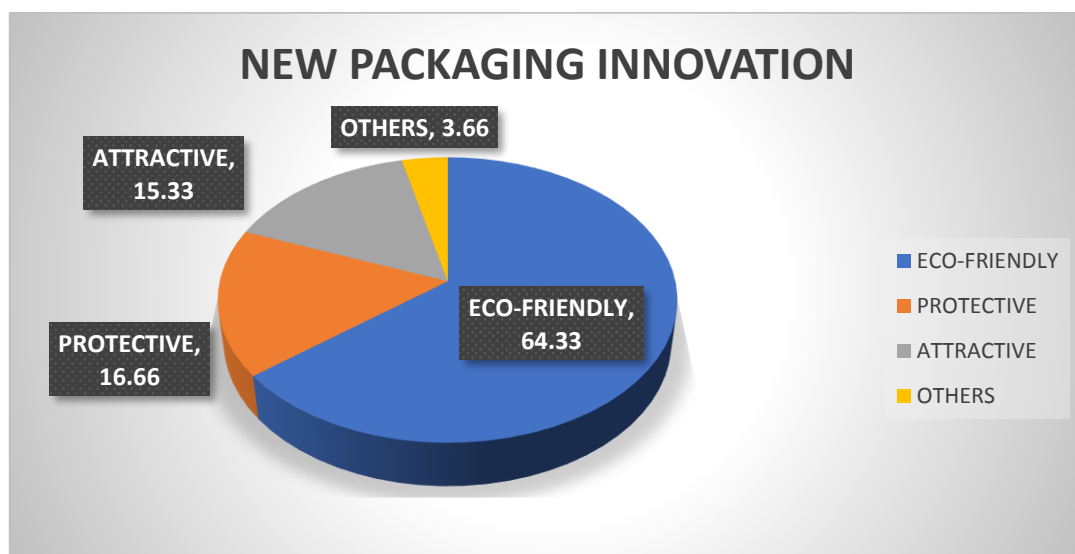
NO	24	8
TOTAL	300	100



INTERPRETATION: As seen in the above pie diagram, which shows that around 92% of the people consider packaging as an important tool for consumer buying decision. And for 8% people packaging doesn't effect their buying dec[[ision.

2. What kind of new packaging innovation do you prefer while purchasing a product?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE (%)
ECO-FRIENDLY	193	64.33
PROTECTIVE	50	16.66
ATTRACTIVE	46	15.33
OTHERS	11	3.66
TOTAL	300	100



INTREPRETATION: As seen in the above figure 64.33% people prefer eco-friendly packaging of product, 16.66% people prefer protective packaging of product. 15.33% people prefer attractive packaging. And 3.66% people prefer other

form of packaging. Thus it can be considered that new packaging innovation strategies play a vital role in buying decision. Innovative packaging add value to the goods.

3. **Does colour of packaging impact your buying decision?**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE (%)
YES	201	67
NO	99	33
TOTAL	300	100



INTERPRETATION: Colour of packaging plays an essential role to urge the customer to make an purchase decision, Certain colours help in attracting the attention of the audience. As per the research it is seen that 67% of the respondents consider colour of packaging before making purchase decision and for 33% of the respondent colour of packaging does not matter for making a buying decision.

4. **Does quality of packaging material inspire you in purchasing the product?**

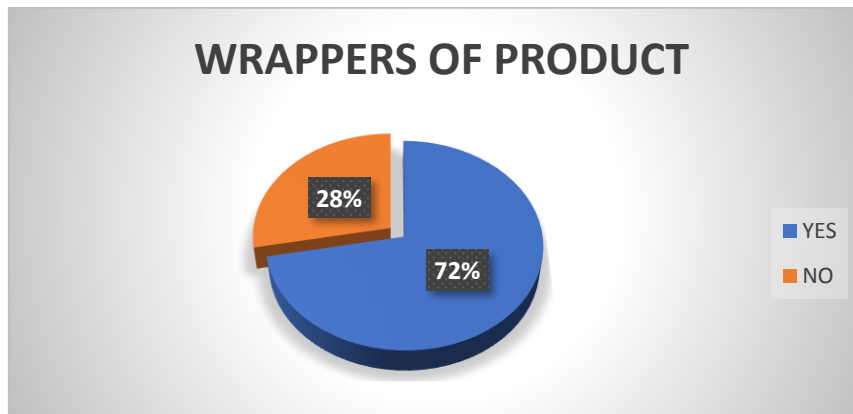
OPTIONS	NO OF RESPONDENTS	PERCENTAGE (%)
YES	267	89
NO	33	11
TOTAL	300	100



INTREPRETATION: As per the research conducted 89% of the respondent agree that premium quality of packaging material is one of the important factor in buying a particular product. And for 11% of the respondent quality of packaging material makes no difference in their buying decision.

5. Does product wrapper encourage you in purchasing the product?

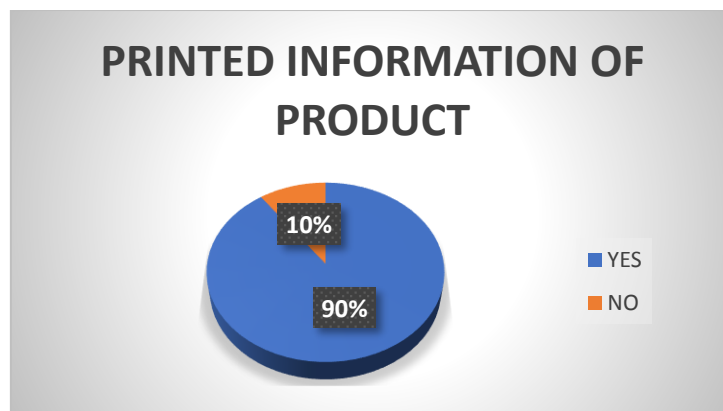
OPTIONS	NO OF RESPONDENTS	PERCENTAGE (%)
YES	216	72
NO	84	28
TOTAL	300	100



INTREPRETATION: Out of 300 Respondents, 72% respondent say Yes on wrappers of product inspiring them to make purchase decision of a product. And for 28% of the Respondent wrappers of the product do not make any difference on their purchase decision.

6. Do you refer the printed information on the package before making purchase decision?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE (%)
YES	270	90
NO	30	10
TOTAL	300	100



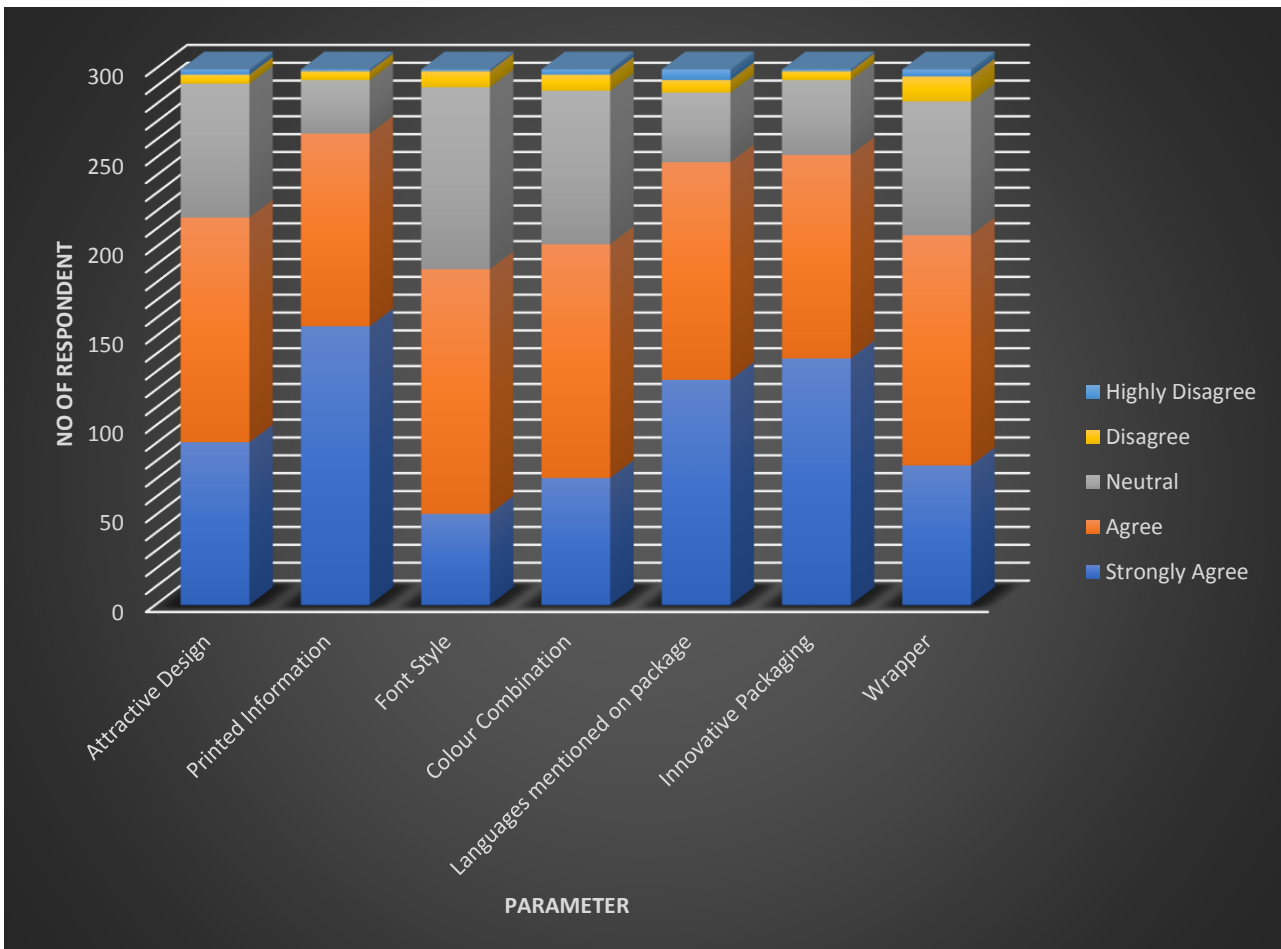
INTREPRETATION: Most of the people read the printed information on the product as it helps in understanding the details of the product such as MRP, Date of Manufacturing and Expiry, Ingredients etc. Also as per the research data

90% of the respondents read the printed information of the product and 10% avoid reading the printed information of the product.

7. Please mark your contentment of packaging on the basis of the following parameter?

PARTICULARS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	HIGHLY DISAGREE
ATTRACTIVE DESIGN	91	126	75	5	3
PRINTED INFORMATION	156	108	30	5	1
FONT STYLE	51	137	102	9	1
COLOUR COMBINATION	71	131	86	9	3
LANGUAGE MENTIONED ON PACKAGE	126	122	39	7	6
INNOVATIVE PACKAGING	138	114	42	5	1
WRAPPER	78	129	75	14	4

(1-Strongly Agree, 2- Agree, 3- Neutral, 4- Disagree, 5- Highly Disagree)



INTERPRETATION: As seen in the above diagram it can be said that the respondent strongly agree that printed information, Innovative packaging and Language mentioned on package are the vital parameters for consumer buying decision. Also the respondent agree that font style and colour combination and attractive design are also essential for urging the audience to make a product buying decision. High number of respondent agree that wrapper of the product can also act as a powerful tool for consumer to make a buying decision.

CONCLUSION

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 eco-friendly 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.

RECOMMENDATION

- It is highly recommended to all the business units that they should not ignore packaging factor and consider packaging as one of the most essential tool for organization and product success in the marketplace.
- Also a country should set high packaging standards for business units which should be environment friendly, Such policy should be strictly followed by all business units as this will not only promote the product but will also preserve the environment for the long run.
- It is also recommended to the future researcher while taking packaging as a research topic they should focus on various other elements of packaging.

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