

# “Study of Product Packaging Influence on Consumer Behaviour”

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## **Abstract: -**

The objective of this study of Product Packaging on consumers' buying behaviour. The purpose of this research is to identify the essential factors, which are the Packaging that is driving the success of a brand. This research also analyses how product packaging affects the buying behaviour of consumers. This primary research has been collected through a questionnaire and Analysis of the market of India as well as Global market data. In this study samples of 150 respondents have been collected. According to the finding of our research study, it has been analysed and observed that Product Packaging is the most important factor for capturing the market and attracting people to buy the product. It is further concluded that the Product Packaging elements like its Colour, Packaging material, Design of the Wrapper, and innovation are more important factors when consumers make any buying decision. Finally, it has also been concluded that Product Packaging is one of the most important and powerful factors influencing consumers' buying decisions.

**Keywords: -** Product Packaging, Consumer buying behaviour, FMCG and other industries

## **Introduction: -**

The "packaging" and "packing" are used interchangeably in this context. Consumers usually look at the packaging before making a purchase. Packaging refers to the retail or customer instrumentation unit, whereas packing refers to shipping containers. Customer packaging must-have marketing implications, but it's also crucial to provide information on how to interpret shipping containers.

A product's packaging is its covering or packaging. The product is packaged or wrapped, ensuring that it will arrive at the destination safely and intact. It stands for the creative talents of the inventor on the one hand and the marketing and sales data of the management team of the manufacturer on the other. Thus, it demonstrates the combination of talents of the designers, marketing strategists, advertising team, technicians, researchers, and therefore the prime management. Numerous packages are employed to stay the product safe. The packages are divided into 2 sorts – (i) Industrial Package and – (ii) Customer Packages. At the stage of the business package, special attention is given to most safety thus because the chance of wastage and loss is reduced to a minimum at the same time, it's additionally ensured that the merchandise may well be affected from one place to a different simply. Such packaging isn't used on an increase in the intrinsic price of the merchandise as the industrial product can't be oversubscribed through generating attractions or incentives.

At the stage of the customer package, special attention is given to making attraction. it's expected from the patron package that it'll complete that sales cycle that is initiated through the publicity.

It is said that the maximum amount of sale of the merchandise depends on the engaging packaging. Competition in goods is increasing day to day currently and it's so, become necessary that the packaging ought to be created engaging. Packaging provides safety to the merchandise additionally.

The importance of packaging is increasing day to day within the epoch. The importance of packaging as prevailed in the Republic of India ne'er has seen before.

It caters to the strain of consumers and will increase the level of their satisfaction. Packaging has made advantages as a competitive man in competition to win the markets. Packaging has currently become the main endeavour.

There appears to be a spread of things that are reaching to produce goods deals. the merchandise consists of a mix of various components: consistency, ability, the fulfilment of the consumer's demands, and packaging which may improve the looks of the product and make a solid image throughout the mind of the consumer. The packaging may be a very important side of drawing each good into customers. Packaging is commonly used as a piece of time-limited equipment for corporations that integrates colour, material, designs, and varied qualities. The packaging was its general package provided by the company to the customers additionally as customer's buying actions.

Packaging attracts and extends provides to customers. In turn, it lowers the promotional and industrial costs of the manufacturer. In past years, companies are not focused on packaging their merchandise. Customers weren't addicted to the products and will not purchase one thing that will cause a shortage of offers. Even so, firms square measure perpetually targeted on food packaging due to their intense competition between many Fast-Moving Consumer Goods (FMGC) brands. Past proof indicates that there is an inequality between the consistencies of packaging as customers shop for actions. the buyer is a component of the newest trends that draw them, further because the fact that the customers reach from the kick-off is its attractive consistency. varied sorts of study canter on packaging elements, colours, materials, and several other packaging materials that affect customers' buying behaviour.

Packaging additionally will have a basic role in making certain recent merchandise and packaged food in all manner, at the shop location and before use. In doing this, it expresses a large form of capacities, therefore, minimizing waste matter.

Packaging additionally as a silent sales agent is organized with a read to influencing the intent of shopping for preference by packing configuration, consistency, etc., the bulk of the firm's square measure concerned in packaging, ultimately to achieve a non-cost advantage through mistreatment pack to supply a positive image of the product it holds. Packaging is so a core element of name differentiation and identity because it permits the producer to differentiate its labels and types from its rivals.

Packaging very influences the buying behaviour the individuals, significantly among youths. The packaging gives the merchandiser the ultimate chance to reassure hand patrons before the whole the, once customers square measure introduced to packets in the same manner as they remain in numerous sorts of ads. Additionally, with few stretches, customers can overcome the examination of outwardly assessing the quantities of gifts at the range of shapes that most product names provide to the data through that of packaging.

#### 🚩 OVERVIEW OF THE WORLD MARKET:

The Global Packaging Market is predicted to register a CAGR of 3.94% throughout the forecast period of 2022-2027. the worldwide packaging business has had knowledgeable consistent growth over the last decade thanks to substrate alternative changes, enlargement of recent markets, and ever-changing possession dynamics. ancient packaging could still be replaced by versatile packaging, high-barrier films, and stand-up retort pouches could challenge rigid pack formats like metal tins and glass jars for various products

➤ With the rising consumption of sweets and confectionery, many versatile plastics packaging suppliers square measure giving packaging solutions, specifically line of work to the present demand, and square measure more driving their sales and revenues. as an example, in line with the U.S.A. authority, confectionery producing trade revenue within us is predicted to achieve USD 10.89 billion by FY 2023.

➤ According to the flexible Packaging Association, flexible packaging is especially used for food, which accounts for more than 60% of the overall market. Since it may incorporate new solutions for varied packaging problems, the versatile packaging trade is experiencing sturdy growth. additionally, the Indian food and grocery market are the world's sixth-largest, in line with IBEF, with retail accounting for 70% of sales. The Indian food process trade, which contributes to 32% of the country's overall market, ranks fifth in production, consumption, and export and is one of the country's most vital industries.

## OVERVIEW OF THE INDIAN/ GUJARAT MARKET: -

➤ The India Packaging market was valued at USD 50.5 billion in 2019, and it's far expected to attain USD 204.81 billion by 2025, registering a CAGR of 26.7% from 2020 to 2025. Packaging is many of the high growth high-boom in India and developing 22-25% in line with annum and becoming a preferred hub for the packaging enterprise.

➤ Presently the 5<sup>th</sup> biggest quarter of India's economic system, the industry has said regular increase the over past several years and suggests high ability for a great deal enlargement, specifically in the export market. Charges of processing and packaging food can be as much as 40% lower than in components of Europe which, combined with India's sources of labour, make it an appealing venue for funding.

➤ An excessive diploma of capability exists for almost all consumer segments that are increasing notably - processed foods, difficult and tender liquids, fruit, and marine merchandise. The Indian packaging industry has made a mark with its exports which contain flattened cans, revealed sheets and components, crown cork, lug caps, plastic movie laminates, craft paper, paper board, and packaging equipment, whilst the imports include tinfoil, coating, and lining compounds and others. In India, the fastest-developing packaging segments are laminates and flexible packaging, specifically pet and woven sacks. Over a previous couple of years, the Packaging enterprise is a critical zone using technology and innovation increase within the United States and including the fee to the diverse manufacturing sectors which include agriculture and FMCG segments.

➤ the global packaging industry is growing and increasing each day and the Indian packaging enterprise is likewise growing rapidly. This growth is normally pushed by using elements like developing pharmaceutical, food processing, production enterprise, FMCG, healthcare region, and ancillary in rising economies like China, India, Brazil, Russia, and some different East ecu countries.

➤ On 11 November 2021, the government announced the production-linked incentive (PLI scheme) to incentivize companies in 10 sectors to drive local production and enhance exports to manipulate the disruption in the supply chain scenario. further, there's Atmanirbhar bharat and the structural reforms, which need to boost growth possibilities for packaging in India. moreover, in step with Western India Corrugated field producers' affiliation, the marketplace for corrugated containers in India desires to hike expenses by means of 35% to offset kraft paper and conversion fee hikes to survive the current situation.

➤ In line with the Indian Institute of Packaging (IIP), packaging intake in India is expanded by using almost 200% in the last decade, from 4.3 kilograms per person per annum (papa) in 2010 to 8.6 kilograms pppa in 2020. despite the sharp increase over the last decade, this industry stays a large area for the increase in comparison to other advanced countries globally. moreover, India is emerging as an prepared retail destination globally. The presence of e-trade is growing rapidly and is bringing round a revolution within the retail area, using the need for packaging. outlets are actually leveraging virtual retail channels, as a consequence permitting wider attain-out to clients with fewer quantities of cash spent on real estate. thus, organized retail services and the increase in e-trade offer the substantial ability for the destiny boom of retailing in India, which in turn is selling the boom of the packaging sector.

➤ The marketplace is predicted to be substantially challenged because of fluctuation in raw substances pricing, dynamic modifications in regulatory requirements, developing environmental issues, confined effective recycling of mixed plastic waste, powerful plastic restoration, and a lack of contemporary and advanced machinery in India for the packaging sector. The risky fashion in crude oil and call for polymers in competing applications have been increasing stress on entry expenses that adjust raw substances costs. recent disruptions due to Russia's invasion of Ukraine and China's stringent 0 Covid policy triggered giant supply chain problems and irritated the demanding situations for the packaging zone in India.

**LITERATURE REVIEW: -****1. Avinash Rajkumar,**

Exploration directed by Kumar United Nations agency contemplated "The impacts of packaging on client view" expresses that universally 80% of customers settle for that the wonderful significance of product packaging is to secure the particular product, not considering advertising ways, that subliminally assume a vital half within the acquisition of a product. Through his investigation, he analysed product packaging and also the impact it had on client reading and the way it other to the accomplishment of a product. The goal was to differentiate the influence of product packaging on client behaviour and to envision the impact of various parts of packaging on customers. 71% of customers say that the packaging of a product adds to their general product satisfaction.

**2. Mitul daliya,**

Product packaging should replicate the standard of the merchandise, even over that, that is, it really will increase the standard of the merchandise. Product packaging has many aspects together with attractiveness (Soleimani and Azar goon, 2012), promotion, supporting search selections, and differentiation. Product packaging is AN indivisible part of the promotion, that is promoting the contents of the merchandise together with the advantages, content, and alternative blessings of the merchandise. Besides product packaging that presents attention-grabbing data can attract customers to shop for, different alternative products.

**3. Robert brush,**

Packaging not solely protects the merchandise from mud, shocks, and collisions but conjointly functions as a method to draw in consumers visually. Packaging can also be wont to convey product characteristics and values to customers (Underwood, 2003). In Pospisil et al.'s (2020) study, packaging with success influenced consumers' perception of brew flavour, indicating that it's a vital part of a promotion.

**4. Carl McDaniel,**

The label on the packaging provides the milk processor or retailer's non-public label whole with the ultimate chance to influence prospective consumers before purchase. Customers, as Positives and negatives in food preferences, pass down the aisles, square measure "exposed" to packages even as they're to medium or alternative kinds of promotion.

**5. Rita Kuvykaite,**

The primary performs of packaging as known by several students is to safeguard the merchandise against potential injury whereas transporting, storing, merchandising, and exploiting a product (Gonzalez, Thorhsbury & Tweed, 2007; Wells et al., 2007) and to make sure the convenience throughout the performance of those activities. Sogn-Grundvag & Østli (2009) have indicated the importance of packaging in the case of groceries, once customers purchase unbranded merchandise.

**6. Bidyut Kumar Ghosh,**

Research on "Impact of Packaging on Consumers' Buying Behaviour: A Case Study of Mother dairy" the target of the study is to work out the result of package colour on consumers' purchase call. to look at the result of background image utilized in packaging on consumers' purchase call. to look at the impact of packaging materials on the consumers' purchase call.

the information was analysed with the assistance of a t-test, Chi-square check, and Correlation. The results of the study were to seek out that packaging can be treated joined the dear promoting weapons with relevancy creating correct communication between the organization and its consumers. The study makes it clear that the general perception of the customers regarding the various components of the packaging of Mother Dairy's merchandise is satisfactory. The right alternative of packaging colour, background image, wrapper style, and innovative concepts once imparted to a product's packaging can produce a cheerful feeling in consumers' minds. of these packaging, components contribute a vital effort to catch consumers' attention and interest.

➤ The sustainability trends, as well as utilization and mistreatment of bio-degradable varieties of PET, are expected to rise over the forecast amount. In some regards, it'll forever face property problems thanks to the character of its production. However, the utilization streams and development can facilitate and neutralize such property problems. as an example, the Coca-Cola European partners pledged to gather 100% of the packaging and use 50% recycled plastic in plastic PET bottles in Western Europe by 2025. PepsiCo aims to use 50% of recycled plastic in its bottles across the European region by 2030, with an Associate in Nursing interim target of around 45% by 2025. Also, various large food makers are under pressure from campaigners and currently and are presently on a mission to rethink their plastic packaging and move towards a circular economy. as an example, Nestle and Mondelez recently signed the European Plastics accord. This initiative is committed to creating 100% of packaging utile or reusable and reducing virgin plastic usage by 2025.

### **Objectives: -**

The objective of the study of product packaging can vary depending on the specific context and goals of the research. However, in general, the study of product packaging aims to understand how packaging design, materials, and functionality impact consumer behaviour and perception of a product. Some specific objectives of the study of product packaging may include.

- 1.To determine how different packaging designs affect consumer perception of a product's quality, value, and appeal.
- 2.To evaluate the effectiveness of the packaging in protecting a product during transportation and storage.
- 3.To investigate the environmental impact of different packaging materials and identify opportunities for sustainable packaging solutions.
- 4.To identify opportunities for innovation and differentiation in packaging design that can give a product a competitive advantage in the marketplace.
- 5.To understand how packaging can be used to communicate important product information to consumers, such as ingredients, nutritional content, and usage instructions.
- 6.By studying product packaging, researchers can better understand how consumers perceive and respond to different types of packaging, including its design, colour, and messaging. This can help companies to develop more effective packaging strategies that can help to increase sales and brand recognition.
- 7.It also helps to identify ways to reduce waste and environmental impact. This includes developing more sustainable packaging materials and designs that reduce the amount of waste generated by packaging and minimize the carbon footprints of products.

### **Research Methodology**

#### **Research Design**

A research plan is a set of guidelines for data collecting and analysis that is intended to fit the study goals with the procedure's economics. It serves as a guide for gathering, measuring, and analysing data. Three categories of research exist Descriptive. a researcher and an interpreter. But hence, neither approach is appropriate for research work. Research is carried out with a descriptive design. A detailed and in-depth analysis of the research is provided via a structured, codified descriptive approach. This research technique is employed to offer a clear image of our study.

We have to collect the data from the various industry data or the manufacturing package board companies. Analyse the market of the various packaging product their design, colour, shapes, etc. Also, Collect the data from the various pieces of literature are already been researched on the packaging product



**Source of Data****PRIMARY DATA: -**

According to questionnaires, primary data is gathered for research. Through the use of statistical calculation and analysis, the primary data is determined. This kind of reliable process yields precise results when it is applied. A structured Questionnaire in the form of an online survey was utilised to collect primary data directly from the respondents. Google Forms is the specialised technology that enables anyone to create their customised structured questionnaire and publish it rapidly online.

**SECONDARY DATA: -**

Secondary data collection is simpler than primary data collection. The information is gathered in this place by utilising already existing sources. The information was gathered through published research articles and Case studies, as well as other external sources which are available online.

**DATA COLLECTION METHOD**

The most common and frequently used tool taken into consideration while collecting primary data is the use of "questionnaires," which is a popular type of research survey. Surveys are used to collect scientific data. The opinions of responders regarding someone or something. The classic and genuine means of gathering data for surveys is the questionnaire.

**SAMPLING METHOD**

Sampling techniques are divided into two types probability sampling and non-probability sampling. We are applying the convenience sampling method of probability sampling. As every person uses an FMCG product and is aware of how that product affects their purchasing decisions, we can find out the results on behalf of the sample that is now available. Moreover, some articles can be useful for research.

Probability sampling is a simple and quick procedure that contributes to lowering research costs. As a result, this method of sampling is simpler and requires less time for the research. We divide the consumer into groups based on how they view product packaging.

**SAMPLING FRAME**

We use quantitative research to collect data. Quantitative data is information that has been gathered in numerical form but has not yet undergone statistical analysis to determine the link between variables. Services quality, client satisfaction, honesty, and perceived price are all factors. To conduct the research, we used a qualitative design. The descriptive design offers a thorough analysis of the subject and is structured and formal in nature. Target: - Product packaging market how to influence consumer buying behaviour.

**DATA ANALYSIS: -**

Research tool: - Questionnaire

Sample Tool: - 150

Sampling Technique: Random sampling

Research Design: - Descriptive

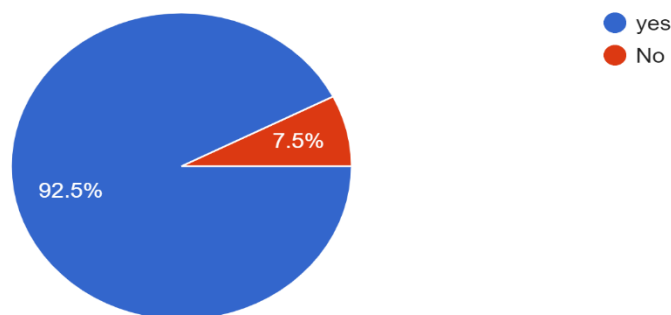
Analytical Tool: Graphical Method

**RESULTS:**

Interpretation: Multiple choice questions or MCQ are the most common method to collect qualitative data for measuring performance appraisal. The questions are very unique and specific. The participants are given their responses which they can himself based on the value, level of completion, and survey questionnaire on performance appraisal which is conducted by us and this type of responses we get.

Colors used in the packaging can help draw consumer attention

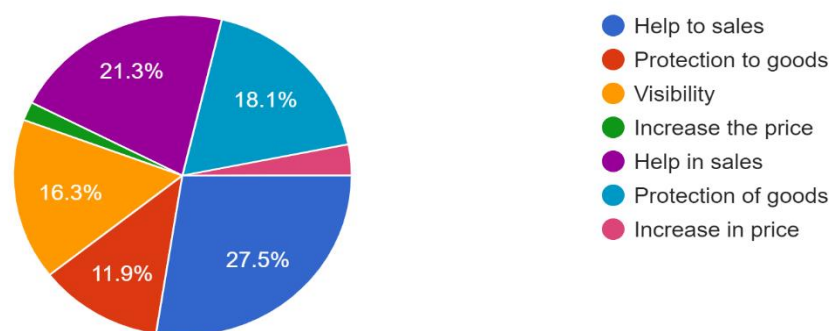
160 responses



**Interpretation:** -We can see in the graph 92.5% of consumers are attracted by the colour of the product packaging. It means the consumer purchases the product based on packaging colour they focus on the quality of the product. And the rest of the 7.5% does not purchase the product based on packaging colour.

What is the characteristics of good packaging.

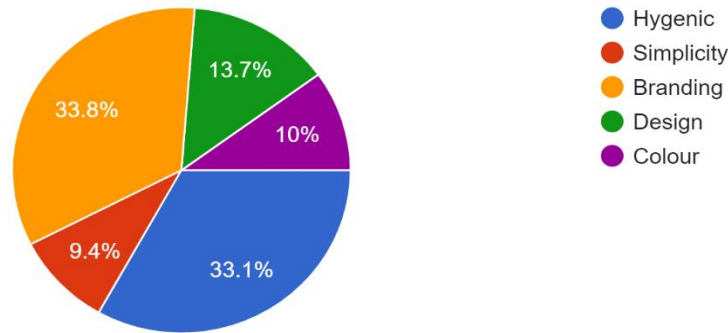
160 responses



**Interpretation:** -See the above-mentioned graph 48.8% of product packaging helps sales for any kind of product. 30% of product packaging protects the goods, 16.3% of packaging helps the product to visible in the market and the Rest of are helps increase the prices of the product. Mostly the packaging helps to sell the product and create awareness about the product.

What first things come to your mind when you look at the product packaging.

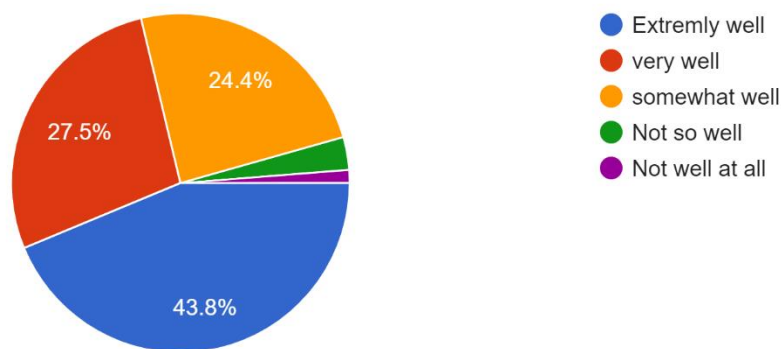
160 responses



**Interpretation:** -According to the above diagram, 33.8% of consumers’ first thing that comes to their mind to look at product packaging is used for branding. This means that industries create brand awareness through the packaging so that consumer easily their product. The second thing is coming into the consumer’s mind is the hygiene of products which is 33.1% of the consumer mindset. 13.7% of consumers say that design is the main factor that comes to their minds to look at product packaging. 10% of consumers look at product packaging based on colour and the rest of the consumers are focused on the simplicity of product packaging.

How well does the packaging satisfy your needs?

160 responses

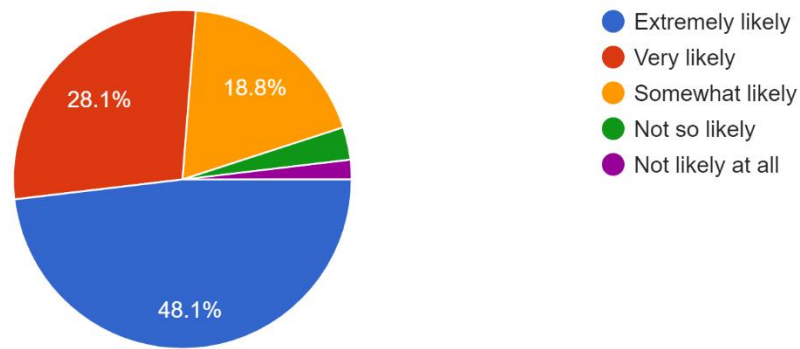


**Interpretation:** -Above mentioned diagram says that 43.8% of consumers extremely well satisfy their needs and 27.5% of consumers very well satisfy their needs with the product packaging. The rest of the consumers are saying that packaging is not one term to satisfy their needs and wants. According to the data majority of people says packaging is the tool to satisfy consumer needs and wants.



How likely are you to purchase the product based on this packaging?

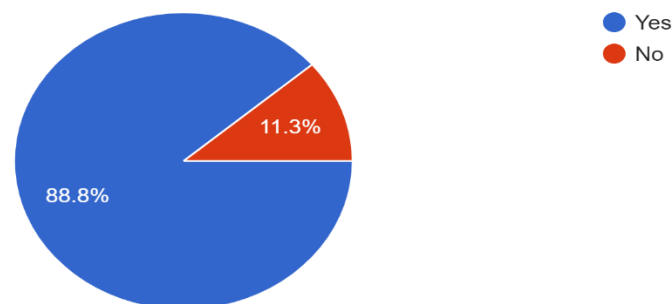
160 responses



**Interpretation:** - See the above-mentioned data, 48% of people are extremely liked to purchase their goods based on the packaging and 28% of people are purchasing the product based on the packaging very likely. 18.8% of other people are not extremely liked to purchase products based on the packaging they are focused on the quality and taste of the product.

Does packaging of a product influence your buying behaviour?

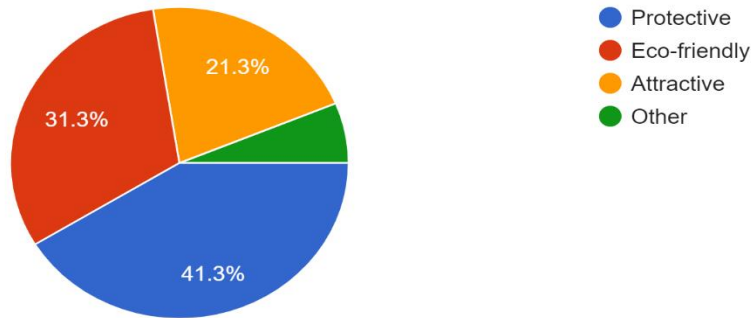
160 responses



**Interpretation:** -According to the data product packaging are very important to play a role to influence the buying behaviour of consumers which is 88.8% and 11.3% of consumers have not been influenced by buying behaviour towards packaging. Based on the data packaging is the main function to sell any kind of product into the market.

What in your priority towards packaging?

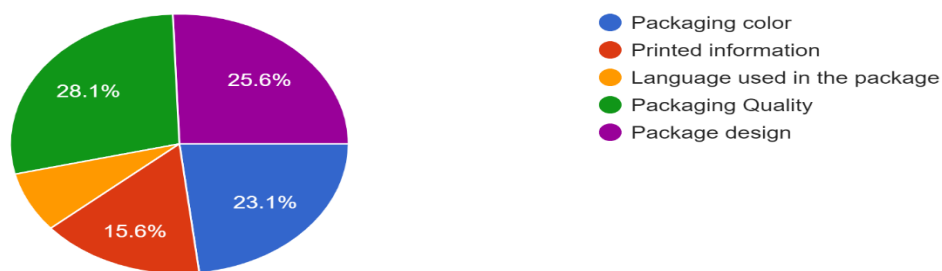
160 responses



**Interpretation:** -Based on the above-mentioned diagram, we find out what kind of consumer priority towards packaging is 41.3% of packaging is for the protect the product inside the packaging is a major priority, second 31.3% of priority packaging is eco-friendly in nature. It should be never harming the environment. The next one is 21.3% of packaging priority should be attractive so, the consumer can purchase the product.

Which features of packaging are influencing in your buying behaviour?

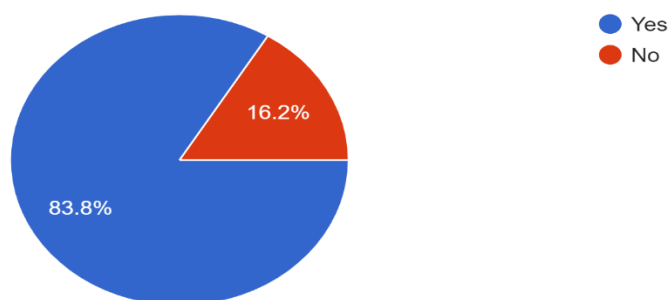
160 responses



**Interpretation:** -According to the diagram above, we find which packaging features influence consumer purchasing behaviour. Packaging quality is the most useful feature to influence buying behaviour is 28,1%% of the bases of collected data. The second feature is packaging design, which also plays a major role in influencing consumer buying behaviour is 25.6%. Also, 23.1% of packaging colours is influencing the consumer to purchase the product, and 15.6% of people are influenced to read the packaging information. This graph shows that product packaging quality, colour, and design play a major to influencing the consumer for buying the product.

Did design of product wrapper inspire you in purchasing?

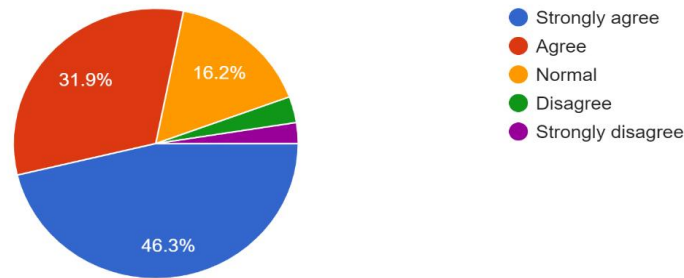
160 responses



**Interpretation:** - According to the pie chart, the product wrapper is also inspired by your purchasing, we find that 83.8% of people say the product wrapper inspires them to purchase the product. The rest of the say the wrapper is not a major part to purchase the product.

Do you agree, packaging of product lead to its advertisement?

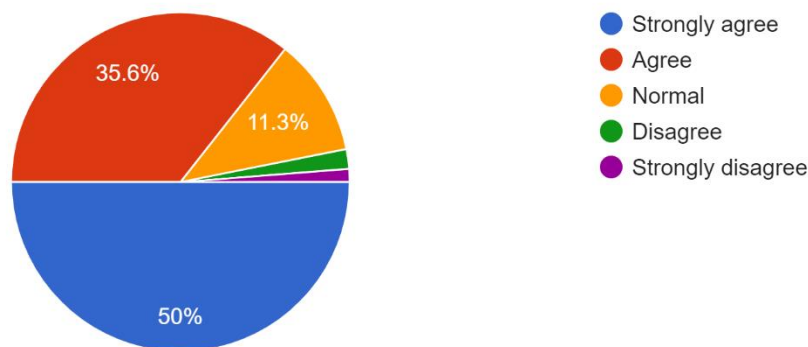
160 responses



**Interpretation:** -According to the above graph, 46.3% of people strongly agree product packaging leads to its advertisement and 31.9% of people agree that packaging leads to its advertisement. And other 16.2% of people say the packaging is not very well to lead advertisement. The data shows packaging is a free advertisement of any kind of product. Packaging creates automatically leads to companies.

Do you think quality of product packaging can serve product better?

160 responses



**Interpretation:** -According to the above-mentioned pie chart, any kind of product creates awareness as a brand in the market with help of quality product packaging. 50% of people strongly agree the quality of product packaging serves the better product in the market and 35.6% of people agree with the quality of the product packaging can serve the better product in the market.

**Conclusion: -**

In conclusion, product packaging has a significant influence on consumer behaviour. A product’s packaging plays a crucial role in attracting and influencing consumers to purchase a product. It is the first point of contact between the consumer and the product, and it can communicate a lot about the product, such as its quality, design, colour, safety, and value. It not only protects the product during transportation and storage but also serves as a powerful marketing tool to attract potential customers and differentiate the product from competitors.

Good product packaging should be designed to be visually appealing, easy to use, and informative about the product's features, benefits, and instructions. It should also be eco-friendly and sustainable to meet the increasing demand for environmentally conscious products.

Packaging can also influence consumer behaviour by triggering emotions and creating a sense of brand loyalty. Consumers often associate a particular packaging design with a brand, and this can influence their purchasing decisions in the future.

On the other hand, poor packaging can hurt consumer behaviour, as it can make a product look unappealing or low quality. It can also make it difficult for consumers to understand the product, which can lead to confusion or frustration.

Overall, product packaging is an essential aspect of a product's marketing strategy, and it has a significant influence on consumer behaviour. By creating an effective and attractive packaging design, businesses can improve their chances of success in the market

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