

A Study on Product Packaging Impact on Consumer Buying Behaviour

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Abstract: The objective of this study is to determine the impact of product packaging on consumer buying behaviour. The purpose of this research is to examine the factors, which are impact on consumer buying behaviour. This is the primary research and data collected through structured questionnaire from the respondents of Surat population of the state of Gujarat. The main theoretical framework of this study focus on the finding of relationship between consumer's decision about buying the product and different factors of packaging such as packaging colour, background image, wrapper design, packaging material.

Keywords: Product packaging, consumer buying behaviour, background image of product, Wrapper design, Packaging material.

1. INTRODUCTION

Process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. Packaging can be defined quite simply as an extrinsic element of the product. Packaging is the container for a product. Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behaviour. Packaging attracts consumers and increases its sale. It also reduces the marketing and advertisement cost of the product. In the past decades companies are not focused on their product packaging. Printed information contain all the information related to the product quality, price, description which help to identify the brand. In 1999 Goldberg et al. says that image on the product is important so that they increase the attention and increase familiarity with the particular product. Background image is the image in the mind of the customer which helps to identify the brand of the product. Purchase decision making pattern that is a complex amalgam of needs and desires, and is influenced by factors such as the consumer's (1) Societal role (parent, spouse, worker, etc.), (2) Social and cultural environment and norms, and (3) Aspirations and inhibition Buying Behaviour is the decision processes and acts of people involved in buying and using product. Why consumers make the purchases that they make? What factors impact consumer purchases? The changing factors in our society. Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. A firm needs to analyze buying behaviour for: Buyer's reactions to a firms marketing strategy has a great impact on the firm's success. Under this backdrop, this paper tries to examine the following specific objective:

- 1) To Find Out the impact of packaging on the consumer buying behaviour.
- 2) To examine the impact of package colour on consumers' buying behaviour.
- 3) To examine the impact of background image used in packaging on consumers' buying behaviour

2. LITERATURE REVIEW

Bidyut Kumar Ghosh(2016) has done a research on "Impact of Packaging on Consumers' Buying Behaviour: A Case Study of Mother Dairy, Kolkata." the objective of the study to determine the effect of package colour on consumers' purchase decision. To examine the effect of background image used in packaging on consumers' purchase decision. To examine the impact of packaging materials on the consumers' purchase decision. The researcher has collect

data from 150 filled questionnaires were collected from the districts of Howrah, Hooghly and Burdwan of the state of West Bengal during the months of June-July, 2015. The data was analysed with the help of t-test, Chi-square test, Correlation. The result of the study was to find that packaging could be treated as one of the valuable marketing weapons with respect to making proper communication between an organisation and its consumers. The study makes it clear that the overall perception of the consumers about the different elements of packaging of Mother Dairy's products is satisfactory. A right choice of packaging color, background image, wrapper design, innovative ideas when imparted to a product's packaging will create a happy feeling in consumers' mind. All these packaging elements contribute an important effort to catch consumer's attention and interest.

Adebisi, S.O. and Akinruwa, T.E. (2019) has done a research on “**Effectiveness of product packaging on customer patronage of Bournvita in Ekiti state**” the objective of study was if presentation of a product have relationship with patronage, then, the question is to what extent does size, colour, shape, packaging material, quality of product content, that are attributes of packaging, could influence customer to patronise a particular product? This is the question, which this research work intends to answer. The researcher has collect data from Primary source and analysed data with the help of Structured questionnaire. The result of the study was to Production of various sizes of product should be encouraged to allow customers have the opportunity to make a choice based on their income. Again, company should carefully choose colour combination that are capable of appealing to customers' interests and consequently influence their choice of a product by mere sighting of the package.

Jusuf Zekiri and Vjollca Visoka Hasani(2015) has done a research on “**The role and impact of the packaging effect on consumer buying behaviour**” the objective of study was to find out the impact of packaging on the buying behavior decision. To check the effect of packaging elements on the buying behavior. To measure the relative impact of each packaging element on the consumer. . The researcher has collect data from Primary source and analysed data with the help Descriptive statistics, Testing hypotheses.The result of the study was to the packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. The packaging color helps consumers differentiate their favorite brands, and for companies it helps to catch consumers' attention and interest. So, color as well as other packaging elements makes the marketing offer **effect of product packaging on consumer buying behaviour**” the objective of study was To identify the element of product packaging that FMCG brands use. To measure the role/influence that product packaging has on the consumer. The researcher has collect data from 100 participants residing in the city of Bengaluru, Karnataka, India and analysed data with the help of Hypothesis, quantitative method. The result of the study was the use of sturdy packaging is very important because consumers associate good quality packaging with superior products. Under the pretext of creating appealing packaging, brands do not provide adequate quantity of the product to consumers which do not work in the favor of the brand. Only FMCG products have been taken into consideration during this study given their heavy dependence on product packaging.

B. A. Chukwu and T. O. Enudu(2018) has done a research on ” **The impact of product packaging on consumers' purchasing behavior in benin metropolis, Edo state, Nigeria**” the objective of study was assess the relationship between attractive packaging and consumer buying behavior. Ascertain the relationship between value and quality of packaging and consumer buying behaviour. Establish the relationship between shabby packaging and consumer buying behaviour. Identify the relationship between impulse purchasing and consumer buying behaviour. The researcher has collect data from 400 copies of questionnaire were successfully administered and collected back immediately after consent and analysed data with the help of Hypotheses. 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 behavior. Shabby packaging do not have positive relationship with consumer buying behaviour.

Godwell Karedza and Mike Sikwila (2017) has done a research on “**The Impact of Packaging Designs on Consumer Buying Behaviour of FMCG during the Hyperinflationary and After the Dollarisation Era in Zimbabwe**” the objective of study was To examine the impact of packaging designs on consumer purchasing habit of FMCG goods before, during and after the dollarization era in Zimbabwe. To establish the major role of packaging on FMCG products. To examine the effect of other factors that can be controlled and that cannot be controlled (such as price, quality, promotion, socio cultural environment, social class, personality and self concept, attitudes and learning) on the purchasing pattern and habit of FMCG products in Zimbabwe. The result of the study was FMCG managers are recommended to use

mostly preferred labels in their marketing appeals. Basically the labels placed on products should describe where it was made, when it was made, what it contains and how to utilize it, dates when their products expire. In addition the researcher recommends that companies that are in the FMCG sector should use clear labels that are easy to understand. The researchers also recommend that when designing packages, designers of the manufacturing firms must ensure that the package protects the product inside to a greater extent as this is considered to be the main role of packaging. The researchers also recommend that FMCG manufacturing firms should competitively price their goods without compromising on quality if they are to be successful and win the consumers' minds.

Hardman Budiardjo(2016) has done a research on “**The Impact of Packaging Design to Purchase Behavior through Brand Trust**” the objective of study was this study was conducted to identify the importance of packaging design in influencing the purchasing behavior at the same time identifying the mediating role of trust in the brand packaging design relationship with purchasing behaviour. The researcher has collect data from 100 respondents (30 housewives) and analysed data with the help of Questionnaire. The result of the study was this study was conducted to examine the effect of packaging design on brand trust and buying behavior as well examine the effect of brand trust on purchase behavior. Objects were observed in this study is the buying behavior of the rice product with adequate packaging and the subjects in this study were housewives in the area of Sidoarjo, Krian and Surabaya. This study proved the important role of packaging a product, which in this case is a rice product in terms of purchasing behavior. As we know that rice is a major food commodities consumed in Indonesia and the types and varieties of rice of different brands are also widespread, so the commercialism of rice is used by some parties to commit fraud, Based on the results of the discussion and conclusions, then there are some suggestions for future research such as the addition of variables other research that could be affected by the design of the packaging or focuses on research areas in other cities or even in other provinces as well as the focus of observation on the subject of different studies.

Getie Andualem Imiru(2017) has done a research on “**The Effect of Packaging Attributes on Consumer Buying Decision Behavior in Major Commercial Cities in Ethiopia**” the objective of study was People want some innovative creations which attract them and shade a different light towards the brand. Unique packaging has a greater influence on consumer buying behavior. The language used to display the information on the packaging gives consumers the ability to understand the product. Nutritional information presented on the package have higher value to consumers and will affect their buying decision more than any other information displayed. Country of origin and guideline on the preparation process of the product have also positive impacts on the consumers buying decisions. The researcher has collect data from Selected supermarkets in the capital city of Ethiopia and analysed data with the help of Population of the study, *Correlation Analysis*, Regression, Questionnaire, sample size 384. The result of the study was people want some innovative creations which attract them and shade a different light towards the brand. Unique packaging has a greater influence on consumer buying behavior. The language used to display the information on the packaging gives consumers the ability to understand the product. Nutritional information presented on the package have higher value to consumers and will affect their buying decision more than any other information displayed. Country of origin and guideline on the preparation process of the product have also positive impacts on the consumers buying decisions.

Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad (2013) has done a research on “**Role of Packaging in Consumer Buying Behavior A study of University Students of Peshawar Region KPK Pakistan.**” the objective of study was that how much packaging impact on the consumer buying decision. Which factors is most convenient to influence consumer buying decision. Our main objective is to find important element of packaging which directly affect the consumer buying behavior. The researcher has collect data from Our sample size of research is 100 respondents from which we have collect data. Sampling Area: City University Peshawar. Sampling method: Sample Random sampling and analysed data with the help of Hypothesis, ANOVA, Coefficients, Regression. The result of the study was the finding of they research packaging role and its influence on consumer buying behavior shows the following results. From research study find out that packaging are the important elements which highly influence the consumer buying behavior. Packaging describe information about product like where it was made, when it was made, what it contains, and how it to use etc. Research discovered that the package elements are the most 23important factor to influence the consumer's purchase decision. Producer used printed information in packaging as a promotion of the product as compare to used highly expensive advertisement.

Ahmad Syahmi Ahmad Fadzil, Nur Ain Syazmeen Ahmad Zaki, Syed Jamal Abdul Nasir and Muhammad Hilmi Sukery(2015) has done a research on “**Product Packaging and Consumers’ Buying Decision:A Case Study in Company A**” the objective of study was to determine the packaging factors that influence consumers buying decision towards Company A’s products. To determine the most dominant factor that influence consumers’ buying decision towards Company A’s products. The researcher has collect data from 430 sets of distributed questionnaires and observation. Meanwhile, secondary data are gathered through past researches and articles and analysed data with the help of *Correlation, Coefficients, T-test and One way ANOVA, Structured Interview, Questionnaires*. The result of the study was this research gave an insight regarding the effectiveness of product packaging towards consumers’ buying decision towards Company A’s products. To measure the effectiveness, four aspects of products’ packaging referred to the actual products’ packaging are measured towards the consumers’ buying decision. The study has collected feedbacks from the consumers’ point of view. It was found that there exists a growing conscious from the consumers’ end. The demand to have a better packaging is growing and packaging function has progressively shown its critical role in attracting consumers’ to buy the product. Company A should be attentive enough in its product packaging aspect as it can be a strategic tool to portray a good first impression of the product to consumers.

3. METHODOLOGY

The present study is purely based on the primary data collected through the structured questionnaire from the respondents. In total 100 filled questionnaires were collected from district of Surat of the state of the Gujarat during the months of December 2019.

The main theoretical framework of this study focuses on the finding of relationship between dependent variable (consumer buying behaviour) and independent variable (packaging colour, wrapper design, background image etc.).

Accordingly, the following set of hypotheses has been framed keeping in mind the objectives of the study.

1. ‘Product packaging colour is not Impacts on consumer buying behaviour’
2. ‘Printed information on product packaging is not impacts on consumer buying behaviour’
3. ‘Language used on the product packaging is not impacts on consumer buying behaviour’
4. ‘Product packaging design is not impacts on consumer buying behaviour’
5. ‘Attractive background of packaging is not impacts on consumer buying behaviour’
6. ‘Wrapper design of product packaging is not impact on consumer buying behaviour’
7. ‘Beautiful background of product packaging is not impact on consumer buying behaviour’
8. ‘Light colour in background is create good image’
9. ‘Bright colour in background is not create good image’
10. ‘Light and bright colour in background is not create good image’

For the entire hypothesis, the dependent variable is the consumer’s buying behaviour. The dependent variables are the different factors of packaging viz. Packaging colour, background image used in packaging materials etc. Each of above mentioned dependent variables was measured by using the 5 points itemized rating type scale ranging from (1) Strongly agree to (5) Strongly disagree[Likert’s scale].

4. DATA REPRESENTATION AND INTERPRENTATION

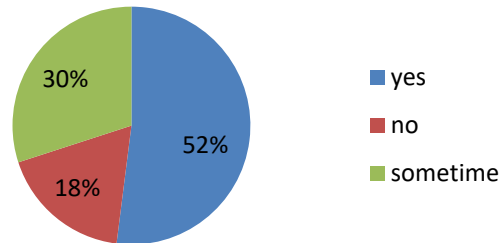
Gender

The age respondent consist 51% of people are female and 49% people are male.

Occupation

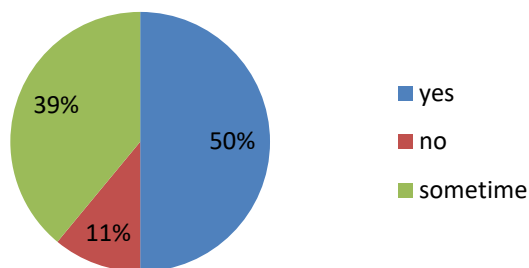
The majority of the respondent is 77% of people are student, 13% of people are service, 3% of people are retired, 5% of people are businessmen, and 2% of people are other.

Does packaging of a product impact your buying behaviour?



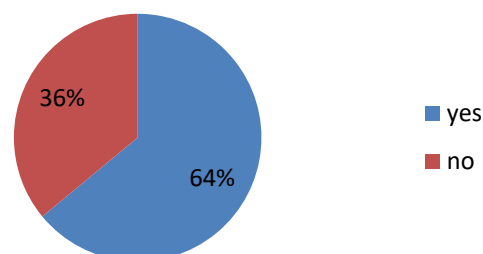
The above question is asked to the respondent to know really packaging impact on consumer buying behaviour. From the above chart show that 52% respondent agrees that packaging impact on consumer buying behaviour. While 18% respondent says that packaging of product does not impact while purchasing. Where 30% respondent say sometimes they found the packaging their buying behaviour.

Do you read printed information on the package of product?



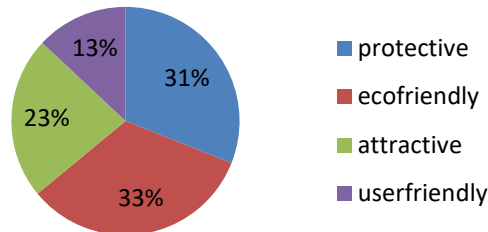
The above question is asked to respondent to know the read printed information on product while purchasing. From the above chart through researcher can say that 50% people read printed information on product while purchasing product. Where 11% people not read printed information on product while purchasing product. 39% people sometime read printed information on product while purchasing product.

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



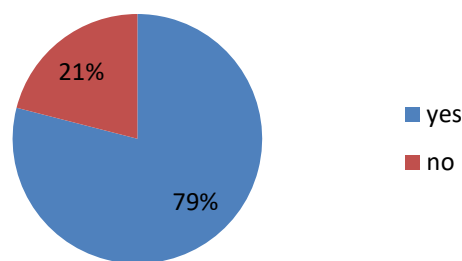
This question is asked to the respondent to know if the packaging of product changes then People really switch their brand or purchase another product. Out of 100 respondent 64 (64%) People agree that they are changing their brand if packaging of existing brand was changed. Where 36(36%) people disagree that they don't change if product packaging was changed.

What is your priority towards packaging?



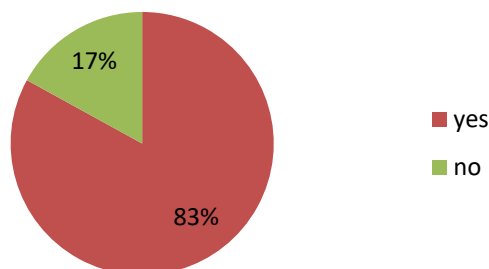
This question is asked to know what people think about packaging of the product. Above chart shows that 33(33%) respondent say that packaging is eco-friendly and save environment of the earth. Where out of 100 respondent 23 (23%) people say that packaging is attractive its means package attract people to purchase it. Out of 100 respondent 31 respondent says that packaging protect the product and give long life the product. Out of 100respondent 13 says that packaging user friendly use for product is easy.

Did design of product wrapper inspire you in purchasing?



Out of 100 respondent 79% people say “Yes” it means that design of product wrapper always Inspire people to purchase it. Where 21% people say “No” it means that product wrapper Does not make any difference while purchasing the product.

Do you evaluated product according to printed information while purchasing ?



From the above chart through we can say that 83% people evaluate the product through reading printed information. Where 17% people does not evaluate the printed information means they are bought the product without evaluation.

Table 1: T-test of the product packaging

| Packaging factors | Mean | T-value | df | Sig.level(p-value) |
|-------------------------------------|------|---------|----|--------------------|
| Packaging colour | 2.25 | 2.34 | 99 | 0.021 |
| Printed information | 2.37 | 3.66 | 99 | 0.000 |
| Language used on the package | 2.31 | 2.98 | 99 | 0.004 |
| Package design | 2.26 | 2.55 | 99 | 0.012 |
| Attractive background | 2.24 | 2.32 | 99 | 0.023 |
| Wrapper design | 1.88 | -1.56 | 99 | 0.122 |
| Beautiful background | 2.23 | 2.67 | 99 | 0.009 |
| Light colour in background | 2.15 | 1.75 | 99 | 0.083 |
| Bright colour in background | 2.38 | 3.95 | 99 | 0.000 |
| Light & bright colour in background | 2.13 | 1.43 | 99 | 0.155 |

From the above table it can be interpreted that significant value 0.021 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means packaging colour does impact on consumer buying behaviour. It can be interpreted that significant value 0.000 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Printed information on product packaging impact does on consumer buying behaviour. It can be interpreted that significant value 0.004 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Language used on the product packaging does impact on consumer buying behaviour. It can be interpreted that significant value 0.012 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Product packaging design does impact on consumer buying behaviour. It can be interpreted that significant value 0.023 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Attractive background of packaging does impact on consumer buying behaviour. It can be interpreted that significant value 0.122 is high than significant level 0.05, so our null hypothesis is accepted and alternative hypothesis is rejected which means, Wrapper design of product packaging important does not in product packaging. It can be interpreted that significant value 0.009 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Beautiful background of product packaging does impact on consumer buying behaviour. It can be interpreted that significant value 0.150 is high than significant level 0.05, so our null hypothesis is accepted and alternative hypothesis is rejected which means, Light colour in background does not create good image. It can be interpreted that significant value 0.150 is high than significant level 0.05, so our null hypothesis is accepted and alternative hypothesis is rejected which means, Light colour in background does not create good image.

5. CONCLUSION

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

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International Journal of Novel Research in Marketing Management and EconomicsVol. 7, Issue 1, pp: (74-82), Month: January - April 2020, Available at: www.noveltyjournals.com

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